

TABLE 1a: ALL COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	28.0%	24.8%	9.9%	13.5%	1.2%	0.8%	11.5%	20.4%
Stoke Road District Centre	1.6%	1.1%	0.1%	0.0%	0.1%	0.0%	0.5%	0.8%
Lee-on-the-Solent District Centre	1.1%	0.3%	11.2%	0.0%	0.1%	0.0%	1.6%	3.0%
Neighbourhood Centres	1.9%	0.9%	2.7%	3.0%	0.3%	0.0%	1.2%	2.1%
Brockhurst Gate	0.4%	0.2%	0.2%	1.8%	0.0%	0.0%	0.3%	0.6%
Other Out of Centre	4.4%	7.2%	2.5%	8.6%	0.9%	0.0%	3.1%	5.4%
Sub Total	4.9%	7.5%	2.7%	10.4%	0.9%	0.0%	3.4%	6.0%
BOROUGH RETENTION	37.5%	34.5%	26.6%	26.9%	2.7%	0.8%	18.2%	32.4%
Fareham Town Centre	14.0%	7.1%	17.8%	20.6%	25.4%	38.1%	23.1%	15.1%
Broadcut Retail Park, Fareham	0.5%	1.3%	1.3%	1.3%	1.9%	3.8%	1.9%	1.0%
Collingwood Retail Park, Fareham	7.6%	3.3%	4.7%	3.4%	4.8%	2.0%	4.4%	5.4%
Speedfields Retail Park, Fareham	2.9%	1.7%	5.6%	10.4%	4.8%	4.9%	4.9%	4.9%
Other Out of Centre Stores, Fareham	0.1%	0.1%	0.0%	0.3%	0.4%	3.5%	1.0%	0.1%
Sub Total	25.1%	13.4%	29.3%	36.1%	37.4%	52.3%	35.3%	26.4%
Portsmouth Town Centre	3.7%	1.3%	2.9%	3.4%	4.6%	4.4%	3.7%	3.1%
Gunwharf Quays, Portsmouth	0.5%	2.2%	4.2%	0.5%	1.8%	1.3%	1.6%	1.6%
The Junction/Ocean Retail Park, Portsmouth	1.8%	0.3%	0.6%	0.6%	0.2%	3.7%	1.6%	1.0%
Other Out of Centre stores, Portsmouth	2.1%	0.0%	0.0%	0.4%	0.0%	2.1%	1.0%	0.9%
Sub Total	8.1%	3.8%	7.6%	5.0%	6.6%	11.5%	7.9%	6.6%
Southampton Town Centre	3.6%	11.4%	4.6%	2.6%	4.2%	4.3%	4.6%	4.9%
Hedge End, Southampton	7.3%	9.3%	8.1%	5.9%	8.2%	8.8%	8.0%	7.5%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	11.6%	12.7%	11.7%	17.3%	18.9%	7.3%	12.7%	13.0%
Sub Total	22.6%	33.5%	24.4%	25.8%	31.4%	20.4%	25.3%	25.5%
Chichester	0.2%	2.3%	0.4%	0.2%	0.2%	1.3%	0.7%	0.6%
Havant	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%	0.4%	0.0%
Porchester	0.2%	0.0%	0.0%	1.4%	0.4%	3.1%	1.1%	0.4%
Port Solent	0.0%	0.2%	0.0%	0.0%	0.2%	0.5%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.3%	5.6%	0.0%	1.2%	0.1%
Whiteley	3.9%	7.6%	7.2%	3.1%	10.8%	5.0%	6.2%	5.1%
Other	2.4%	4.6%	4.6%	1.2%	4.2%	3.9%	3.5%	3.0%
LEAKAGE OUTSIDE BOROUGH	62.5%	65.5%	73.4%	73.1%	97.3%	99.2%	81.8%	67.6%
TOTAL	100.0%	100.0%						

TABLE 1b: NON-BULKY COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	32.9%	29.5%	8.0%	14.9%	1.3%	0.9%	12.8%	22.9%
Stoke Road District Centre	2.5%	1.2%	0.0%	0.0%	0.2%	0.0%	0.7%	1.2%
Lee-on-the-Solent District Centre	1.7%	0.5%	14.0%	0.1%	0.2%	0.0%	2.1%	3.9%
Neighbourhood Centres	2.4%	0.0%	3.9%	4.7%	0.2%	0.0%	1.5%	2.8%
Brockhurst Gate	0.7%	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	0.6%
Other Out of Centre	5.0%	6.7%	1.7%	7.1%	0.4%	0.0%	2.8%	5.0%
Sub Total	5.7%	6.7%	1.7%	8.6%	0.4%	0.0%	3.1%	5.6%
BOROUGH RETENTION	45.2%	37.9%	27.6%	28.2%	2.3%	0.9%	20.3%	36.4%
Fareham Town Centre	16.4%	8.8%	21.2%	29.6%	31.1%	47.6%	28.9%	19.0%
Broadcut Retail Park, Fareham	0.4%	2.0%	0.4%	0.7%	2.7%	4.6%	2.1%	0.8%
Collingwood Retail Park, Fareham	1.9%	0.3%	2.8%	0.0%	0.7%	0.6%	1.1%	1.4%
Speedfields Retail Park, Fareham	1.7%	0.1%	4.9%	10.2%	4.4%	2.7%	3.7%	4.0%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.3%	5.0%	1.4%	0.0%
Sub Total	20.4%	11.3%	29.4%	40.6%	39.2%	60.6%	37.2%	25.2%
Portsmouth Town Centre	6.0%	2.0%	3.4%	4.7%	6.2%	4.2%	4.7%	4.5%
Gunwharf Quays, Portsmouth	0.9%	2.9%	6.5%	0.9%	2.9%	2.0%	2.4%	2.5%
The Junction/Ocean Retail Park, Portsmouth	2.3%	0.4%	0.7%	0.8%	0.2%	2.6%	1.4%	1.3%
Other Out of Centre stores, Portsmouth	2.9%	0.1%	0.0%	0.2%	0.0%	2.5%	1.3%	1.2%
Sub Total	12.1%	5.4%	10.7%	6.6%	9.3%	11.3%	9.9%	9.5%
Southampton Town Centre	4.2%	11.4%	4.3%	2.5%	4.5%	5.5%	5.1%	5.1%
Hedge End, Southampton	2.2%	7.5%	4.1%	4.0%	3.7%	2.7%	3.6%	3.9%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	7.8%	10.7%	7.9%	9.2%	11.7%	4.5%	8.2%	8.6%
Sub Total	14.3%	29.5%	16.3%	15.7%	19.9%	12.7%	16.8%	17.6%
Chichester	0.3%	3.2%	0.7%	0.4%	0.4%	2.1%	1.1%	0.9%
Havant	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	0.2%	0.0%
Porchester	0.3%	0.0%	0.0%	2.3%	0.7%	2.9%	1.2%	0.6%
Port Solent	0.0%	0.3%	0.0%	0.0%	0.3%	0.3%	0.2%	0.1%
Stubbington	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	1.4%	0.0%
Whiteley	4.6%	8.5%	9.8%	4.4%	15.5%	4.8%	7.8%	6.4%
Other	2.7%	3.8%	5.5%	1.8%	5.3%	4.1%	3.9%	3.3%
LEAKAGE OUTSIDE BOROUGH	54.8%	62.1%	72.4%	71.8%	97.7%	99.1%	79.7%	63.6%
TOTAL	100.0%	100.0%						

TABLE 1c: BULKY COMPARISON GOODS MARKET SHARE 2019 (%) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	20.3%	16.7%	13.3%	11.0%	1.1%	0.7%	9.2%	16.3%
Stoke Road District Centre	0.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.3%
Lee-on-the-Solent District Centre	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.7%	1.3%
Neighbourhood Centres	1.2%	2.4%	0.6%	0.0%	0.5%	0.0%	0.6%	1.0%
Brockhurst Gate	0.0%	0.6%	0.6%	2.3%	0.0%	0.0%	0.4%	0.7%
Other Out of Centre	3.6%	8.2%	3.8%	11.3%	1.8%	0.0%	3.6%	5.9%
Sub Total	3.6%	8.8%	4.4%	13.6%	1.8%	0.0%	4.0%	6.6%
BOROUGH RETENTION	25.3%	28.7%	24.7%	24.6%	3.4%	0.7%	14.7%	25.6%
Fareham Town Centre	10.1%	4.1%	11.7%	4.7%	15.3%	22.0%	13.3%	8.4%
Broadcut Retail Park, Fareham	0.7%	0.0%	2.9%	2.3%	0.6%	2.5%	1.5%	1.4%
Collingwood Retail Park, Fareham	16.8%	8.4%	7.9%	9.5%	12.2%	4.4%	10.1%	12.0%
Speedfields Retail Park, Fareham	4.8%	4.5%	6.8%	10.8%	5.6%	8.5%	6.8%	6.4%
Other Out of Centre Stores, Fareham	0.1%	0.2%	0.0%	0.9%	0.5%	1.0%	0.5%	0.3%
Sub Total	32.5%	17.2%	29.3%	28.1%	34.3%	38.3%	32.2%	28.4%
Portsmouth Town Centre	0.0%	0.0%	2.0%	1.2%	1.8%	4.7%	2.0%	0.7%
Gunwharf Quays, Portsmouth	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
The Junction/Ocean Retail Park, Portsmouth	1.1%	0.0%	0.2%	0.3%	0.1%	5.7%	1.8%	0.6%
Other Out of Centre stores, Portsmouth	0.7%	0.0%	0.0%	0.6%	0.0%	1.4%	0.6%	0.4%
Sub Total	1.8%	1.2%	2.2%	2.2%	1.9%	11.8%	4.5%	1.9%
Southampton Town Centre	2.6%	11.4%	5.2%	2.7%	3.7%	2.2%	3.8%	4.6%
Hedge End, Southampton	15.5%	12.5%	14.9%	9.2%	16.2%	19.0%	15.5%	13.6%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	17.6%	16.4%	18.2%	31.7%	31.8%	12.1%	20.5%	20.4%
Sub Total	35.7%	40.3%	38.4%	43.7%	51.7%	33.3%	39.8%	38.6%
Chichester	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.7%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.9%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.8%	3.7%	0.0%	0.8%	0.2%
Whiteley	2.8%	6.1%	2.5%	0.7%	2.6%	5.4%	3.4%	2.8%
Other	1.9%	5.9%	2.9%	0.0%	2.4%	3.7%	2.7%	2.4%
LEAKAGE OUTSIDE BOROUGH	74.7%	71.3%	75.3%	75.4%	96.6%	99.3%	85.3%	74.4%
TOTAL	100.0%	100.0%						

TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£113.4	£44.1	£64.0	£53.3	£93.6	£122.8	£491.2	£274.8
Gosport Town Centre	£31.7	£11.0	£6.3	£7.2	£1.2	£1.0	£58.4	£56.2
Stoke Road District Centre	£1.8	£0.5	£0.1	£0.0	£0.1	£0.0	£2.5	£2.4
Lee-on-the-Solent District Centre	£1.2	£0.1	£7.2	£0.0	£0.1	£0.0	£8.6	£8.5
Neighbourhood Centres	£2.2	£0.4	£1.7	£1.6	£0.3	£0.0	£6.2	£5.9
Brockhurst Gate	£0.5	£0.1	£0.1	£0.9	£0.0	£0.0	£1.7	£1.7
Other Out of Centre	£5.0	£3.2	£1.6	£4.6	£0.9	£0.0	£15.3	£14.4
Sub Total	£5.5	£3.3	£1.7	£5.5	£0.9	£0.0	£17.0	£16.1
BOROUGH RETENTION	£42.5	£15.3	£17.0	£14.4	£2.5	£1.0	£92.6	£89.1
Fareham Town Centre	£15.8	£3.1	£11.4	£11.0	£23.8	£46.7	£111.9	£41.3
Broadcut Retail Park, Fareham	£0.6	£0.6	£0.8	£0.7	£1.8	£4.7	£9.2	£2.7
Collingwood Retail Park, Fareham	£8.7	£1.4	£3.0	£1.8	£4.5	£2.5	£21.9	£14.9
Speedfields Retail Park, Fareham	£3.3	£0.8	£3.6	£5.6	£4.5	£6.0	£23.7	£13.2
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.4	£4.3	£4.9	£0.2
Sub Total	£28.5	£5.9	£18.8	£19.2	£35.0	£64.2	£171.6	£72.4
Portsmouth Town Centre	£4.2	£0.6	£1.8	£1.8	£4.3	£5.3	£18.1	£8.4
Gunwharf Quays, Portsmouth	£0.6	£1.0	£2.7	£0.3	£1.7	£1.6	£7.8	£4.5
The Junction/Ocean Retail Park, Portsmouth	£2.1	£0.1	£0.4	£0.3	£0.2	£4.6	£7.6	£2.9
Other Out of Centre stores, Portsmouth	£2.4	£0.0	£0.0	£0.2	£0.0	£2.6	£5.1	£2.6
Sub Total	£9.2	£1.7	£4.9	£2.7	£6.2	£14.1	£38.7	£18.4
Southampton Town Centre	£4.1	£5.0	£3.0	£1.4	£3.9	£5.2	£22.6	£13.4
Hedge End, Southampton	£8.3	£4.1	£5.2	£3.1	£7.7	£10.8	£39.2	£20.7
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£13.2	£5.6	£7.5	£9.2	£17.7	£9.0	£62.3	£35.5
Sub Total	£25.6	£14.8	£15.6	£13.8	£29.4	£25.0	£124.1	£69.7
Chichester	£0.2	£1.0	£0.3	£0.1	£0.2	£1.6	£3.5	£1.7
Havant	£0.0	£0.0	£0.0	£0.0	£0.4	£1.5	£1.9	£0.0
Porchester	£0.2	£0.0	£0.0	£0.8	£0.4	£3.8	£5.2	£1.0
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.2	£0.6	£0.9	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.1	£5.2	£0.0	£5.4	£0.1
Whiteley	£4.4	£3.4	£4.6	£1.6	£10.1	£6.1	£30.3	£14.0
Other	£2.7	£2.0	£2.9	£0.6	£4.0	£4.8	£17.1	£8.3
LEAKAGE OUTSIDE BOROUGH	£70.9	£28.9	£47.0	£39.0	£91.1	£121.8	£398.6	£185.7
TOTAL	£113.4	£44.1	£64.0	£53.3	£93.6	£122.8	£491.2	£274.8

TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£127.0	£50.4	£72.7	£60.6	£108.2	£142.3	£561.2	£310.7
Gosport Town Centre	£35.6	£12.5	£7.2	£8.2	£1.3	£1.2	£66.0	£63.5
Stoke Road District Centre	£2.1	£0.5	£0.1	£0.0	£0.1	£0.0	£2.8	£2.6
Lee-on-the-Solent District Centre	£1.4	£0.1	£8.1	£0.0	£0.1	£0.0	£9.8	£9.7
Neighbourhood Centres	£2.4	£0.5	£2.0	£1.8	£0.3	£0.0	£7.0	£6.6
Brockhurst Gate	£0.6	£0.1	£0.2	£1.1	£0.0	£0.0	£1.9	£1.9
Other Out of Centre	£5.7	£3.6	£1.8	£5.2	£1.0	£0.0	£17.3	£16.3
Sub Total	£6.2	£3.8	£2.0	£6.3	£1.0	£0.0	£19.2	£18.2
BOROUGH RETENTION	£47.6	£17.4	£19.3	£16.3	£2.9	£1.2	£104.7	£100.7
Fareham Town Centre	£17.8	£3.6	£12.9	£12.5	£27.5	£54.1	£128.4	£46.7
Broadcut Retail Park, Fareham	£0.7	£0.7	£1.0	£0.8	£2.1	£5.4	£10.6	£3.1
Collingwood Retail Park, Fareham	£9.7	£1.7	£3.4	£2.1	£5.2	£2.9	£24.9	£16.8
Speedfields Retail Park, Fareham	£3.7	£0.9	£4.0	£6.3	£5.2	£6.9	£27.1	£14.9
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.4	£5.0	£5.7	£0.3
Sub Total	£31.9	£6.8	£21.3	£21.8	£40.5	£74.4	£196.7	£81.9
Portsmouth Town Centre	£4.7	£0.6	£2.1	£2.1	£5.0	£6.2	£20.7	£9.5
Gunwharf Quays, Portsmouth	£0.7	£1.1	£3.0	£0.3	£2.0	£1.8	£9.0	£5.2
The Junction/Ocean Retail Park, Portsmouth	£2.3	£0.1	£0.4	£0.4	£0.2	£5.3	£8.8	£3.3
Other Out of Centre stores, Portsmouth	£2.6	£0.0	£0.0	£0.2	£0.0	£3.0	£5.9	£2.9
Sub Total	£10.3	£1.9	£5.5	£3.0	£7.2	£16.3	£44.3	£20.8
Southampton Town Centre	£4.6	£5.8	£3.4	£1.6	£4.6	£6.1	£25.8	£15.2
Hedge End, Southampton	£9.3	£4.7	£5.9	£3.6	£8.9	£12.5	£44.8	£23.5
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£14.8	£6.4	£8.5	£10.5	£20.5	£10.4	£71.1	£40.2
Sub Total	£28.7	£16.9	£17.7	£15.6	£33.9	£29.0	£141.8	£78.9
Chichester	£0.3	£1.2	£0.3	£0.1	£0.2	£1.9	£4.0	£1.9
Havant	£0.0	£0.0	£0.0	£0.0	£0.4	£1.8	£2.2	£0.0
Porchester	£0.3	£0.0	£0.0	£0.9	£0.5	£4.4	£6.0	£1.1
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.2	£0.7	£1.0	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£6.1	£0.0	£6.2	£0.2
Whiteley	£4.9	£3.9	£5.2	£1.9	£11.7	£7.1	£34.7	£15.9
Other	£3.0	£2.3	£3.3	£0.7	£4.6	£5.6	£19.6	£9.4
LEAKAGE OUTSIDE BOROUGH	£79.4	£33.0	£53.4	£44.3	£105.3	£141.1	£456.4	£210.1
TOTAL	£127.0	£50.4	£72.7	£60.6	£108.2	£142.3	£561.2	£310.7

TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£146.7	£59.6	£84.1	£70.7	£127.8	£168.4	£657.3	£361.2
Gosport Town Centre	£41.1	£14.8	£8.3	£9.5	£1.6	£1.4	£76.7	£73.8
Stoke Road District Centre	£2.4	£0.6	£0.1	£0.0	£0.2	£0.0	£3.2	£3.1
Lee-on-the-Solent District Centre	£1.6	£0.2	£9.4	£0.0	£0.1	£0.0	£11.3	£11.2
Neighbourhood Centres	£2.8	£0.5	£2.3	£2.1	£0.4	£0.0	£8.1	£7.7
Brockhurst Gate	£0.6	£0.1	£0.2	£1.3	£0.0	£0.0	£2.2	£2.2
Other Out of Centre	£6.5	£4.3	£2.1	£6.1	£1.2	£0.0	£20.2	£19.0
Sub Total	£7.2	£4.4	£2.3	£7.4	£1.2	£0.0	£22.4	£21.2
BOROUGH RETENTION	£55.0	£20.6	£22.4	£19.0	£3.4	£1.4	£121.8	£117.0
Fareham Town Centre	£20.5	£4.2	£14.9	£14.6	£32.5	£64.1	£150.8	£54.3
Broadcut Retail Park, Fareham	£0.8	£0.8	£1.1	£0.9	£2.4	£6.4	£12.4	£3.6
Collingwood Retail Park, Fareham	£11.2	£2.0	£3.9	£2.4	£6.2	£3.4	£29.1	£19.5
Speedfields Retail Park, Fareham	£4.3	£1.0	£4.7	£7.4	£6.2	£8.2	£31.7	£17.4
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.2	£0.5	£5.9	£6.7	£0.3
Sub Total	£36.9	£8.0	£24.7	£25.5	£47.8	£88.0	£230.8	£95.0
Portsmouth Town Centre	£5.4	£0.8	£2.4	£2.4	£5.9	£7.3	£24.3	£11.0
Gunwharf Quays, Portsmouth	£0.8	£1.3	£3.5	£0.4	£2.3	£2.1	£10.5	£6.0
The Junction/Ocean Retail Park, Portsmouth	£2.7	£0.2	£0.5	£0.4	£0.2	£6.3	£10.3	£3.8
Other Out of Centre stores, Portsmouth	£3.0	£0.0	£0.0	£0.3	£0.0	£3.5	£6.9	£3.3
Sub Total	£11.9	£2.3	£6.4	£3.5	£8.5	£19.3	£51.9	£24.1
Southampton Town Centre	£5.3	£6.8	£3.9	£1.8	£5.4	£7.2	£30.3	£17.8
Hedge End, Southampton	£10.8	£5.5	£6.8	£4.2	£10.5	£14.8	£52.5	£27.3
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£17.0	£7.6	£9.8	£12.3	£24.2	£12.4	£83.3	£46.7
Sub Total	£33.1	£20.0	£20.5	£18.3	£40.1	£34.3	£166.2	£91.8
Chichester	£0.3	£1.4	£0.4	£0.2	£0.3	£2.3	£4.8	£2.2
Havant	£0.0	£0.0	£0.0	£0.0	£0.5	£2.1	£2.6	£0.0
Porchester	£0.3	£0.0	£0.0	£1.0	£0.6	£5.2	£7.1	£1.3
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.3	£0.8	£1.2	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£7.1	£0.0	£7.3	£0.2
Whiteley	£5.7	£4.6	£6.0	£2.2	£13.8	£8.4	£40.7	£18.5
Other	£3.5	£2.7	£3.8	£0.8	£5.4	£6.6	£23.0	£10.9
LEAKAGE OUTSIDE BOROUGH	£91.7	£39.0	£61.8	£51.7	£124.3	£167.0	£535.5	£244.2
TOTAL	£146.7	£59.6	£84.1	£70.7	£127.8	£168.4	£657.3	£361.2

TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£171.4	£71.1	£98.2	£83.0	£152.3	£200.7	£776.7	£423.7
Gosport Town Centre	£48.0	£17.7	£9.7	£11.2	£1.9	£1.7	£90.1	£86.6
Stoke Road District Centre	£2.8	£0.8	£0.1	£0.0	£0.2	£0.0	£3.8	£3.6
Lee-on-the-Solent District Centre	£1.8	£0.2	£11.0	£0.0	£0.2	£0.0	£13.2	£13.1
Neighbourhood Centres	£3.3	£0.6	£2.6	£2.5	£0.5	£0.0	£9.5	£9.0
Brockhurst Gate	£0.7	£0.2	£0.2	£1.5	£0.0	£0.0	£2.6	£2.6
Other Out of Centre	£7.6	£5.1	£2.5	£7.2	£1.4	£0.0	£23.8	£22.4
Sub Total	£8.4	£5.3	£2.7	£8.6	£1.4	£0.0	£26.4	£25.0
BOROUGH RETENTION	£64.2	£24.6	£26.1	£22.3	£4.1	£1.7	£143.0	£137.2
Fareham Town Centre	£24.0	£5.0	£17.4	£17.1	£38.7	£76.4	£178.7	£63.6
Broadcut Retail Park, Fareham	£0.9	£0.9	£1.3	£1.1	£2.9	£7.7	£14.8	£4.2
Collingwood Retail Park, Fareham	£13.1	£2.3	£4.6	£2.8	£7.4	£4.1	£34.3	£22.9
Speedfields Retail Park, Fareham	£5.0	£1.2	£5.5	£8.7	£7.4	£9.7	£37.5	£20.3
Other Out of Centre Stores, Fareham	£0.1	£0.0	£0.0	£0.3	£0.6	£7.1	£8.0	£0.4
Sub Total	£43.1	£9.6	£28.8	£29.9	£56.9	£104.9	£273.2	£111.4
Portsmouth Town Centre	£6.3	£0.9	£2.8	£2.9	£7.0	£8.7	£28.7	£12.9
Gunwharf Quays, Portsmouth	£0.9	£1.6	£4.1	£0.5	£2.8	£2.6	£12.4	£7.0
The Junction/Ocean Retail Park, Portsmouth	£3.2	£0.2	£0.5	£0.5	£0.3	£7.5	£12.2	£4.4
Other Out of Centre stores, Portsmouth	£3.6	£0.0	£0.0	£0.3	£0.0	£4.2	£8.1	£3.9
Sub Total	£13.9	£2.7	£7.5	£4.1	£10.1	£23.0	£61.4	£28.3
Southampton Town Centre	£6.2	£8.1	£4.5	£2.1	£6.4	£8.5	£35.9	£21.0
Hedge End, Southampton	£12.6	£6.6	£7.9	£4.9	£12.5	£17.6	£62.1	£32.0
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£19.9	£9.1	£11.5	£14.4	£28.8	£14.7	£98.4	£54.8
Sub Total	£38.7	£23.8	£23.9	£21.4	£47.8	£40.9	£196.4	£107.8
Chichester	£0.4	£1.6	£0.4	£0.2	£0.3	£2.7	£5.7	£2.6
Havant	£0.0	£0.0	£0.0	£0.0	£0.6	£2.5	£3.1	£0.0
Porchester	£0.4	£0.0	£0.0	£1.2	£0.7	£6.2	£8.4	£1.5
Port Solent	£0.0	£0.1	£0.0	£0.0	£0.3	£1.0	£1.4	£0.1
Stubbington	£0.0	£0.0	£0.0	£0.2	£8.5	£0.0	£8.7	£0.2
Whiteley	£6.7	£5.4	£7.0	£2.6	£16.5	£10.0	£48.2	£21.7
Other	£4.1	£3.3	£4.5	£1.0	£6.4	£7.9	£27.2	£12.8
LEAKAGE OUTSIDE BOROUGH	£107.1	£46.5	£72.1	£60.7	£148.1	£199.1	£633.7	£286.5
TOTAL	£171.4	£71.1	£98.2	£83.0	£152.3	£200.7	£776.7	£423.7

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zone:	1	2	3	4	5	6	Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (£m):	£182.2	£76.2	£104.5	£88.4	£163.1	£214.9	£829.3	£451.3
Gosport Town Centre	£51.0	£18.9	£10.4	£11.9	£2.0	£1.8	£96.0	£92.2
Stoke Road District Centre	£2.9	£0.8	£0.1	£0.0	£0.2	£0.0	£4.1	£3.8
Lee-on-the-Solent District Centre	£1.9	£0.2	£11.7	£0.0	£0.2	£0.0	£14.1	£13.9
Neighbourhood Centres	£3.5	£0.7	£2.8	£2.6	£0.5	£0.0	£10.1	£9.6
Brockhurst Gate	£0.8	£0.2	£0.2	£1.6	£0.0	£0.0	£2.8	£2.8
Other Out of Centre	£8.1	£5.5	£2.6	£7.6	£1.5	£0.0	£25.3	£23.8
Sub Total	£8.9	£5.7	£2.8	£9.2	£1.5	£0.0	£28.1	£26.6
BOROUGH RETENTION	£68.3	£26.3	£27.8	£23.8	£4.4	£1.8	£152.3	£146.2
Fareham Town Centre	£25.5	£5.4	£18.6	£18.2	£41.5	£81.8	£190.9	£67.7
Broadcut Retail Park, Fareham	£1.0	£1.0	£1.4	£1.1	£3.1	£8.2	£15.8	£4.5
Collingwood Retail Park, Fareham	£13.9	£2.5	£4.9	£3.0	£7.9	£4.3	£36.6	£24.3
Speedfields Retail Park, Fareham	£5.3	£1.3	£5.8	£9.2	£7.9	£10.4	£40.0	£21.7
Other Out of Centre Stores, Fareham	£0.1	£0.1	£0.0	£0.3	£0.6	£7.6	£8.6	£0.4
Sub Total	£45.8	£10.2	£30.7	£31.9	£61.0	£112.3	£291.9	£118.5
Portsmouth Town Centre	£6.7	£1.0	£3.0	£3.0	£7.5	£9.4	£30.6	£13.7
Gunwharf Quays, Portsmouth	£1.0	£1.7	£4.4	£0.5	£3.0	£2.7	£13.2	£7.5
The Junction/Ocean Retail Park, Portsmouth	£3.4	£0.2	£0.6	£0.6	£0.3	£8.0	£13.0	£4.7
Other Out of Centre stores, Portsmouth	£3.8	£0.0	£0.0	£0.3	£0.0	£4.5	£8.7	£4.1
Sub Total	£14.8	£2.9	£7.9	£4.4	£10.8	£24.7	£65.5	£30.1
Southampton Town Centre	£6.5	£8.7	£4.8	£2.3	£6.9	£9.1	£38.4	£22.4
Hedge End, Southampton	£13.4	£7.1	£8.4	£5.2	£13.4	£18.8	£66.4	£34.1
Ocean Retail Park, Southampton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other Out of Centre, Southampton	£21.2	£9.7	£12.2	£15.3	£30.9	£15.8	£105.1	£58.4
Sub Total	£41.1	£25.5	£25.5	£22.8	£51.2	£43.8	£209.8	£114.9
Chichester	£0.4	£1.7	£0.5	£0.2	£0.4	£2.9	£6.0	£2.8
Havant	£0.0	£0.0	£0.0	£0.0	£0.6	£2.7	£3.3	£0.0
Porchester	£0.4	£0.0	£0.0	£1.3	£0.7	£6.6	£9.0	£1.6
Port Solent	£0.0	£0.2	£0.0	£0.0	£0.3	£1.0	£1.5	£0.2
Stubbington	£0.0	£0.0	£0.0	£0.2	£9.1	£0.0	£9.4	£0.2
Whiteley	£7.1	£5.8	£7.5	£2.7	£17.7	£10.7	£51.5	£23.1
Other	£4.4	£3.5	£4.8	£1.0	£6.9	£8.5	£29.0	£13.7
LEAKAGE OUTSIDE BOROUGH	£113.9	£49.8	£76.8	£64.6	£158.7	£213.1	£677.0	£305.1
TOTAL	£182.2	£76.2	£104.5	£88.4	£163.1	£214.9	£829.3	£451.3