

Table 5.1 New Store Assumptions on Trade Draw From Defined Primary Catchment Zones 2,3, and 5

Zone	1	2	3	4	5	6	7	8	
Trade Draw (%)	0%	20%	75%	0%	5%	0%	0%	0%	100%
Turnover (£m)	0.0	2.8	10.6	0.0	0.7	0.0	0.0	0.0	14.1
Market Share 2014	0.0%	15.1%	45.4%	0.0%	1.7%	0.0%	0.0%	0.0%	

Table 5.2 New Store Trade Draw by Zone and by Store

Zone	1	2	3	4	5	6	7	8
Hayle Co Op			10%					
Hayle Other								
Hayle Lidl			10%					
Hayle M&S			0%					
Hayle Londis								
Camborne Tesco		5%	26%		80%			
Penzance Morrison's		20%	25%					
Penzance Tesco		5%	12%					
St Ives Tesco		60%	5%					
St Ives Co Op								
Helston Tesco								
Redruth Morrison's			2%		10%			
Other stores		10%	10%		10%			
Total	0%	100%	100%	0%	100%	0%	0%	0%

Table 5.2 Estimated Reduction in Market Share by Store and by Zone

Zone	1	2	3	4	5	6	7	8
Hayle Co Op	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle Lidl	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle Londis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camborne Tesco	0.0%	0.8%	11.8%	0.0%	1.4%	0.0%	0.0%	0.0%
Penzance Morrison's	0.0%	3.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Penzance Tesco	0.0%	0.8%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives Tesco	0.0%	9.1%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives Co Op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Helston Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Redruth Morrison's	0.0%	0.0%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%
Other sores	0.0%	1.5%	4.5%	0.0%	0.2%	0.0%	0.0%	0.0%
Total	0.0%	15.1%	45.4%	0.0%	1.7%	0.0%	0.0%	0.0%

Table 5.3 Revised Market Share After New Store

Zone	1	2	3	4	5	6	7	8
Hayle Co Op	0.5%	1.3%	16.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle Lidl	0.0%	1.7%	4.9%	0.6%	0.3%	0.0%	0.0%	1.2%
Hayle M&S	1.3%	1.7%	1.3%	1.2%	0.2%	0.0%	0.0%	0.0%
Hayle Londis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camborne Tesco	0.0%	2.1%	3.1%	0.6%	41.4%	0.0%	0.0%	1.2%
Penzance Morrison's	23.2%	4.4%	0.6%	25.2%	0.3%	18.2%	3.1%	0.0%
Penzance Tesco	27.1%	1.7%	2.5%	2.4%	0.0%	24.3%	0.0%	0.0%
St Ives Tesco	0.0%	35.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives Co Op	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Helston Tesco	0.0%	0.0%	0.6%	17.6%	0.0%	0.0%	44.8%	0.0%
Redruth Morrison's	0.0%	0.9%	1.2%	0.0%	7.1%	0.0%	0.0%	6.7%
Other sores	47.9%	26.4%	23.9%	52.4%	49.0%	57.5%	52.1%	90.8%
New Store	0.0%	15.1%	45.4%	0.0%	1.7%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5.4 Revised Store Turnover (£m) in 2014 After New Store

Zone	1	2	3	4	5	6	7	8	Total
Hayle Co Op	0.20	0.24	3.78	0.00	0.00	0.00	0.00	0.00	4.23
Hayle Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hayle Lidl	0.00	0.32	1.15	0.12	0.12	0.00	0.00	0.96	2.68
Hayle M&S	0.52	0.32	0.31	0.25	0.08	0.00	0.00	0.00	1.48
Hayle Londis	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Camborne Tesco	0.00	0.40	0.73	0.12	17.00	0.00	0.00	0.96	19.20
Penzance Morrison's	9.10	0.82	0.13	5.17	0.12	2.57	1.36	0.00	19.28
Penzance Tesco	10.64	0.32	0.58	0.50	0.00	3.42	0.00	0.00	15.46
St Ives Tesco	0.00	6.69	0.05	0.00	0.00	0.00	0.00	0.00	6.74
St Ives Co Op	0.00	1.63	0.00	0.00	0.00	0.00	0.00	0.00	1.63
Helston Tesco	0.00	0.00	0.14	3.60	0.00	0.00	19.67	0.00	23.42
Redruth Morrison's	0.00	0.17	0.28	0.00	2.92	0.00	0.00	5.28	8.65
Other stores	18.79	4.93	5.57	10.73	20.14	8.12	22.91	71.19	162.39
New Store	0.00	2.82	10.57	0.00	0.70	0.00	0.00	0.00	14.09
Total	39.26	18.67	23.29	20.50	41.09	14.12	43.94	78.39	279.26

Table 5.5 Trade Diversion (£m) of New Store by Zone and by Store

Zone	1	2	3	4	5	6	7	8	Total	% of New Store Turnover	% Impact on Existing Stores
Hayle Co Op	0.00	0.00	-1.06	0.00	0.00	0.00	0.00	0.00	-1.06	-6%	-20%
Hayle Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	na
Hayle Lidl	0.00	0.00	-1.06	0.00	0.00	0.00	0.00	0.00	-1.06	-6%	-28%
Hayle M&S	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0%
Hayle Londis	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	na
Camborne Tesco	0.00	-0.14	-2.75	0.00	-0.56	0.00	0.00	0.00	-3.45	-21%	-15%
Penzance Morrison's	0.00	-0.56	-2.64	0.00	0.00	0.00	0.00	0.00	-3.21	-19%	-14%
Penzance Tesco	0.00	-0.14	-1.27	0.00	0.00	0.00	0.00	0.00	-1.41	-9%	-8%
St Ives Tesco	0.00	-1.69	-0.53	0.00	0.00	0.00	0.00	0.00	-2.22	-13%	-25%
St Ives Co Op	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0%
Helston Tesco	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0%	0%
Redruth Morrison's	0.00	0.00	-0.21	0.00	-0.07	0.00	0.00	0.00	-0.28	-2%	-3%
Other stores	0.00	-0.28	-1.06	0.00	-0.07	0.00	0.00	0.00	-1.41	-9%	-1%
Total	0.00	-2.82	-10.57	0.00	-0.70	0.00	0.00	0.00	-14.09	-85%	na
Turnover Drawn From Elsewhere									2.45	15%	
Total Turnover of New Store									16.54	100%	