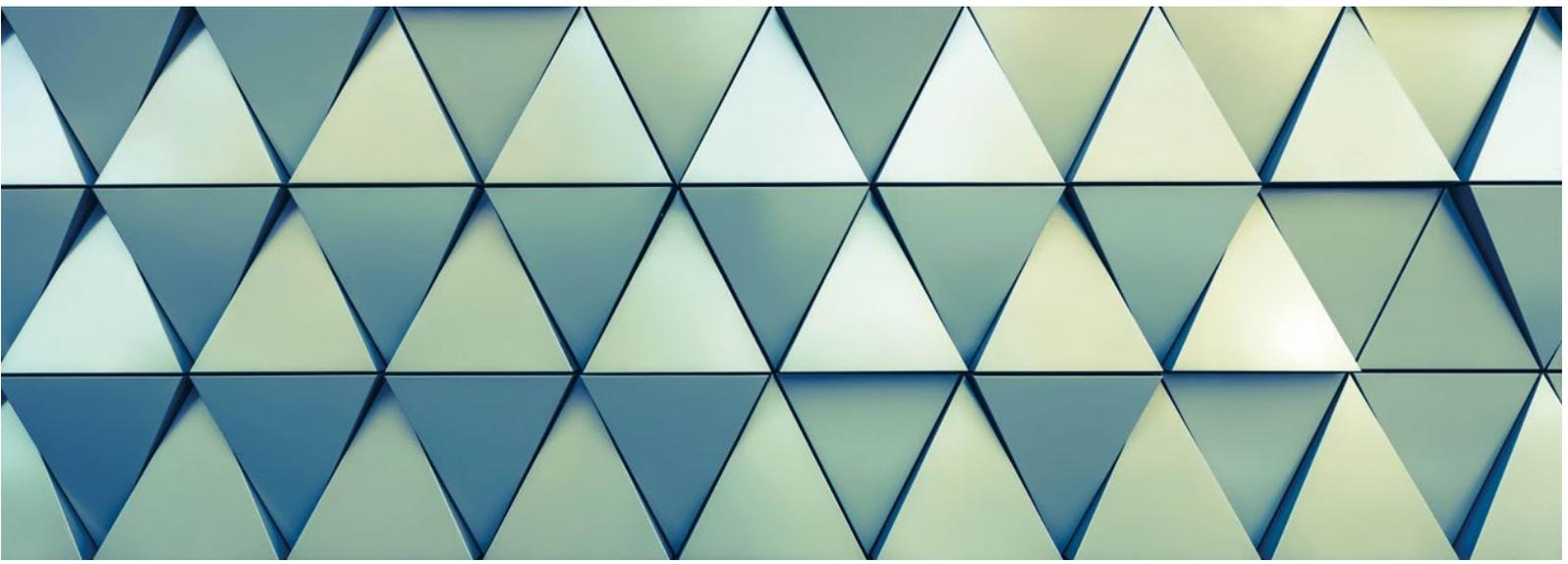


# Further Dacorum Retail Study

On behalf of Dacorum Borough Council

June 2020



## Contact

**Rob Pearson**  
Executive Director

Holmes House  
4 Pear Place  
London  
SE1 8BT

T: 020 7261 4240  
E: [r.pearson@nexusplanning.co.uk](mailto:r.pearson@nexusplanning.co.uk)

## Contents

1.0	Introduction .....	4
2.0	Updated Forecasts of Convenience and Comparison Floorspace Capacity.....	6
3.0	Housing in St Albans District.....	22
4.0	The Scope for Town Centre Retail Development.....	27
5.0	Recommendations and Future Strategy.....	50
6.0	Out of Centre Retail Locations .....	60

## Appendices

A – Updated Statistical Assessment

## 1.0 Introduction

### Background

- 1.1 Nexus Planning completed the South West Hertfordshire Retail and Leisure Study in September 2018. The Study was prepared on behalf of five commissioning authorities, including Dacorum Borough Council ('the Council').
- 1.2 The Council now seeks an update to the retail aspects of that Study, specifically for Dacorum Borough. This is due to a number of change factors over the intervening period, including there being greater clarity on the quantum and location of the Council's housing allocations, as well of those of its neighbours, including most notably, St Albans District Council. There are also changes to the nature and extent of committed retail development in the Borough. Finally, the Council also wishes the evidence base to be updated to reflect the latest economic data available on the matters of retail and internet spend.

### Scope of Work

- 1.3 This update report starts by considering a revised capacity assessment for convenience and comparison goods spending in Dacorum to the end of the Plan period, 2036. We then consider how any capacity might be met within the Borough boundary, and how factors outside the Borough boundary might influence future shopping patterns. Finally, we conclude with recommendations on future retail strategy in the Borough.
- 1.4 The update report is structured into five distinct tasks, as follows:
- 1) Updated forecasts of convenience<sup>1</sup> and comparison<sup>2</sup> floorspace capacity.
  - 2) The implications for retail development in Dacorum of housing at East and North Hemel Hempstead in St Albans District.
  - 3) Retail development to serve strategic sites.
  - 4) Recommendations and future strategy.

---

<sup>1</sup> Defined as everyday essential items, such as food.

<sup>2</sup> Defined as Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc.)

5) Out of centre retail locations.

## 2.0 Updated Forecasts of Convenience and Comparison Floorspace Capacity

### Background

- 2.1 This update report does not repeat the preamble to the South West Hertfordshire Retail and Leisure Study. It should be read alongside the original Study.
- 2.2 Specifically, we explained in Section 5 of the original Study our methodology for preparing population and expenditure data (see also Appendix G), and in Section 6 we explained how we had gathered empirical evidence on market shares through a Household Telephone Survey of over 2,000 households. Neither the broad methodology, nor the key empirical data source (the Telephone Survey), has changed in terms of how we now address this update report. A number of important inputs have though changed, and we address each in turn below.

### Population

#### *Central Population Scenario*

- 2.3 At the time of the previous Study, we were asked to model four scenarios for each authority area, reflecting a range of possible housing trajectories. Over the past 12 months, Dacorum has now provisionally reached an agreed figure based on the Government's Standard Method for calculating housing need (1,025 homes per annum 2018-2036). The Council has also been able to confirm where those homes are likely to be located, and how they will be phased.
- 2.4 We are now therefore able to explore in more fine grain detail the likely pattern of expenditure on retail items over the period to 2036. Figure 2.1 sets out how the anticipated 1,025 dwellings per annum (18,450 dwellings over a period of 18 years) will be distributed by broad location. 'Retail Zone' relates to the Zone of the Study Area set out in the original report within which each site is located (see Appendix A of the original Study). The major population areas of Dacorum Borough broadly comprise

Zones 11-14 of the original Study, though it does also cover part of Zone 10 (Kings Langley) and we duly apportion that Zone between Dacorum and Three Rivers.

*Figure 2.1: Dacorum Housing Distribution – ‘Central Scenario’*

Settlement	Retail Zone	2018-2021	2021-2026	2026-2031	2031-2036	Total 2018-2036	Post 2036
<b>Hemel Hempstead</b>	11	1,232	3,468	3,415	3,030	11,145	3,450
<b>Berkhamsted</b>	13	67	322	1,060	1,478	2,927	
<b>Tring</b>	14	104	269	1,223	1,080	2,676	
<b>Bovingdon</b>	12	15	254	320	10	599	
<b>Kings Langley</b>	10	11	162	167	20	360	
<b>Markyate</b>	12	8	24	200	50	282	
<b>Rest of Dacorum</b>	Mainly 12	202	194	10	55	461	
<b>Total</b>		<b>1,639</b>	<b>4,693</b>	<b>6,395</b>	<b>5,723</b>	<b>18,450</b>	<b>3,450</b>

- 2.5 The housing numbers set out in Figure 2.1 underpin our ensuing assessment. Through distinguishing between the location and timing of Dacorum’s housing delivery, we are now able to examine population forecasting on a zone-by-zone basis over different integer periods to 2036.
- 2.6 Another important factor we have been able to take account of in this update, is likely household size. This was homogenised to an assumption of 2.4 residents per dwelling under the original Study, based on Experian data. However, based on the draft South West Hertfordshire Local Housing Needs Assessment, Dacorum are now able to provide more precise detail as set out in Figure 2.2 below.

*Figure 2.2: Suggested Mix of Housing by Size and Tenure*

	1-bedroom	2-bedrooms	3-bedrooms	4+-bedrooms
<b>Market</b>	5%	20%	45%	30%
<b>Affordable home ownership</b>	25%	40%	25%	10%
<b>Affordable housing (rented)</b>	35%	30%	30%	5%

- 2.7 We are further advised that, in Dacorum, it would be reasonable to assume the tenure split for new housing as being 60% market housing, 10% affordable home ownership and 30% affordable housing (rented). Based on these figures, the overall mix of new homes in Dacorum would be as per Figure 2.3 below.
- 2.8 We have assumed that each 1 bed home has an average occupancy of 1.5 people, each two-bed 2 people, each three-bed 3 people, and each four-bed 3.5 people.
- 2.9 This results in an overall locally derived estimate of 2.6 people per unit to 2036.

**Figure 2.3: Overall Housing Mix**

	1-bedroom	2-bedrooms	3-bedrooms	4+bedrooms
Total Dwellings	18,450			
Proportion	16%	25%	38.5%	20.5%
Dwelling Mix <sup>3</sup>	2,952	4,613	7,103	3,782
Assumed Occupancy	1.5	2.0	3.0	3.5
Total Occupancy <sup>4</sup>	4,428	9,226	21,309	13,237
Average Household Size <sup>5</sup>	2.613			

- 2.10 Taking account then of the distribution, timing and household occupancy of new housing development in Dacorum, as well as an assumption that 3% of dwellings are vacant at any one time, we are able to examine population forecasts on a zone-by-zone basis to 2036. These are summarised in Figure 2.4 below.

<sup>3</sup> Total dwellings x Proportion  
<sup>4</sup> Dwelling Mix x Assumed Occupancy  
<sup>5</sup> Total Occupancy (48,200) ÷ Total Dwellings (18,450)

*Figure 2.4: Population Projections – Central Scenario*

Year	Zone				
	10 <sup>6</sup>	11	12	13	14
2018	23,829	70,642	38,505	26,179	15,364
2019	23,838	71,682	38,695	26,236	15,452
2020	23,848	72,723	38,885	26,292	15,539
2021	23,857	73,763	39,075	26,349	15,627
2022	23,939	75,520	39,314	26,512	15,763
2023	24,021	77,278	39,554	26,675	15,900
2024	24,103	79,036	39,793	26,838	16,036
2025	24,185	80,793	40,032	27,002	16,172
2026	24,267	82,551	40,271	27,165	16,309
2027	24,352	84,282	40,540	27,702	16,928
2028	24,437	86,013	40,808	28,239	17,548
2029	24,521	87,743	41,077	28,776	18,168
2030	24,606	89,474	41,346	29,314	18,788
2031	24,691	91,205	41,614	29,851	19,408
2032	24,701	92,740	41,672	30,600	19,955
2033	24,711	94,276	41,731	31,349	20,502
2034	24,721	95,812	41,789	32,098	21,050
2035	24,731	97,347	41,847	32,847	21,597
2036	24,741	98,883	41,906	33,596	22,145
<b>Change 2018-2036</b>	<b>912</b>	<b>28,241</b>	<b>3,401</b>	<b>7,417</b>	<b>6,781</b>

2.11 By way of worked example, the population for Zone 11 is forecast to increase by approximately 1,758 people per annum over the period 2021-2026. This is because there is forecast to be 3,468 dwellings built over that period, at 693.6 dwellings per annum, of which 97% are assumed to be occupied (672.8 dwellings), multiplied by an average household size of 2.613.

#### High and Low Population Scenarios

2.12 As well as considering the 'Central Scenario', the Council has also asked us to explore 'High' and 'Low' population scenarios. These are based on achieving housing growth at approximately 20% plus or minus the 'Central Scenario'. This equates to approximately 800 dwellings per annum (the 'Low Scenario') or 1,250 dwellings per annum (the 'high Scenario'). Following the same methodology as before, this results in alternative population projections as per Figures 2.5 to 2.8 below.

<sup>6</sup> The population uplift for Zone 10 only accounts for the uplift in population derived from housing growth in that part of the Zone covered by Dacorum.

Figure 2.5: Dacorum Housing Distribution – High Scenario

Settlement	Retail Zone	2018-2021	2021-2026	2026-2031	2031-2036	Total 2018-2036	Post 2036
<b>Hemel Hempstead</b>	11	1,232	3,748	4,355	3,780	13,115	1,860
<b>Berkhamsted</b>	13	67	322	1,060	1,478	2,927	
<b>Tring</b>	14	104	269	1,223	1,080	2,676	
<b>Bovingdon</b>	12	15	254	1,070	1,260	2,599	
<b>Kings Langley</b>	10	11	202	207	20	440	
<b>Markyate</b>	12	8	24	200	50	282	
<b>Rest of Dacorum</b>	mainly 12	202	194	10	55	461	
<b>Total</b>		<b>1,639</b>	<b>5,013</b>	<b>8,125</b>	<b>7,723</b>	<b>22,500</b>	<b>1,860</b>

Figure 2.6: Population Projections – High Scenario

Year	Zone				
	10	11	12	13	14
<b>2018</b>	23,829	70,642	38,505	26,179	15,364
<b>2019</b>	23,840	71,866	38,978	26,236	15,452
<b>2020</b>	23,852	73,090	39,452	26,292	15,539
<b>2021</b>	23,863	74,314	39,925	26,349	15,627
<b>2022</b>	23,963	76,383	40,521	26,512	15,763
<b>2023</b>	24,063	78,451	41,116	26,675	15,900
<b>2024</b>	24,163	80,520	41,712	26,838	16,036
<b>2025</b>	24,263	82,588	42,308	27,002	16,172
<b>2026</b>	24,364	84,656	42,903	27,165	16,309
<b>2027</b>	24,467	86,693	43,572	27,702	16,928
<b>2028</b>	24,570	88,730	44,241	28,239	17,548
<b>2029</b>	24,673	90,766	44,910	28,776	18,168
<b>2030</b>	24,777	92,803	45,579	29,314	18,788
<b>2031</b>	24,880	94,839	46,248	29,851	19,408
<b>2032</b>	24,892	96,647	46,393	30,600	19,955
<b>2033</b>	24,904	98,454	46,538	31,349	20,502
<b>2034</b>	24,917	100,261	46,683	32,098	21,050
<b>2035</b>	24,929	102,068	46,828	32,847	21,597
<b>2036</b>	24,941	103,875	46,974	33,596	22,145
<b>Change 2018-2036</b>	<b>1,112</b>	<b>33,233</b>	<b>8,469</b>	<b>7,417</b>	<b>6,781</b>

Figure 2.7: Dacorum Housing Distribution – Low Scenario

Settlement	Retail Zone	2018-2021	2021-2026	2026-2031	2031-2036	Total 2018-2036	Post 2036
<b>Hemel Hempstead</b>	11	1,232	3,468	3,415	3,030	11,145	3,450
<b>Berkhamsted</b>	13	67	322	790	228	1,407	
<b>Tring</b>	14	104	269	623	80	1,076	
<b>Bovingdon</b>	12	15	44	50	10	119	
<b>Kings Langley</b>	10	11	12	17	20	60	
<b>Markyate</b>	12	8	24	50	50	132	
<b>Rest of Dacorum</b>	mainly 12	202	194	10	50	461	
<b>Total</b>		<b>1,639</b>	<b>4,333</b>	<b>4,955</b>	<b>3,473</b>	<b>14,400</b>	<b>3,450</b>

Figure 2.8: Population Projections – Low Scenario

Year	Zone				
	10	11	12	13	14
<b>2018</b>	23,829	70,642	38,505	26,179	15,364
<b>2019</b>	23,831	71,682	38,606	26,206	15,399
<b>2020</b>	23,832	72,723	38,707	26,233	15,435
<b>2021</b>	23,834	73,763	38,808	26,261	15,470
<b>2022</b>	23,847	75,520	38,934	26,339	15,525
<b>2023</b>	23,861	77,278	39,061	26,417	15,579
<b>2024</b>	23,875	79,036	39,188	26,496	15,634
<b>2025</b>	23,888	80,793	39,315	26,574	15,689
<b>2026</b>	23,902	82,551	39,442	26,653	15,744
<b>2027</b>	23,916	84,282	39,585	26,911	15,993
<b>2028</b>	23,930	86,013	39,727	27,169	16,242
<b>2029</b>	23,944	87,743	39,870	27,428	16,491
<b>2030</b>	23,958	89,474	40,012	27,686	16,741
<b>2031</b>	23,973	91,205	40,155	27,944	16,990
<b>2032</b>	23,974	92,740	40,186	28,304	17,210
<b>2033</b>	23,976	94,276	40,216	28,664	17,430
<b>2034</b>	23,978	95,812	40,247	29,024	17,650
<b>2035</b>	23,979	97,347	40,278	29,384	17,870
<b>2036</b>	23,981	98,883	40,309	29,744	18,090
<b>Change 2018-2036</b>	<b>152</b>	<b>28,241</b>	<b>1,804</b>	<b>3,565</b>	<b>2,726</b>

## Expenditure

2.13 Having established the projected population under each scenario, we then update the previous assessment to take account of changes to the wider economy since publication of the 2018 Study. In keeping with the methodology employed in the original Study, we have therefore updated each of the following:

- a) Expenditure per capita for each Zone (derived from Experian Micromarketer reports, September 2019);
- b) Expenditure growth rates (Tables 1a and 1b, Experian Retail Planner Briefing Note 17, February 2020);
- c) Special forms of trading (Appendix 3, Experian Retail Planner Briefing Note 17, February 2020);
- d) Sales efficiencies (Table 4a, Experian Retail Planner Briefing Note 17, February 2020);
- e) Sales densities for individual retailers (updated by Nexus Planning, 2020); and
- f) Added new figures for 2032, to reflect that this is the '10 year horizon' advocated by the NPPF from the anticipated adoption of the Dacorum Local Plan in 2022

2.14 In regard to these inputs, there have been some notable changes since the publication of the original SW Hertfordshire Retail Study in 2018. In summary terms, there has been an increase in the projected impact of special forms of trading (largely, the internet) over the period to 2036, whilst forecast growth rates have slowed significantly, particularly in comparison goods. In Figures 2.9 and 2.10 below, we set out the 'before' and 'after' figures in both cases, relative to the published versions of Experian's Retail Planner Briefing Notes 15 (December 2017) and 17 (February 2020).

Figure 2.9: Special Forms of Trading

Special Forms of Trading from Stores (Figure 5 of Appendix 3)						
Source	Goods	2017	2021	2026	2031	2036
Experian Retail Planner 15 (December 2017)	Convenience	3.2%	3.9%	4.6%	5.1%	5.3%
	Comparison	14.8%	16.9%	17.5%	17.8%	18.0%
Experian Retail Planner 17 (February 2020)	Convenience	3.5%	4.7%	5.9%	6.4%	6.7%
	Comparison	15.6%	19.1%	22.6%	24.5%	25.5%

Figure 2.10: Growth Rates

Growth Rates (Appendix 3, Figure 6 – selected years)						
Source	Goods	2017	2021	2026	2031	2036
Experian Retail Planner 15 (December 2017)	Convenience	-0.3%	-0.1%	0.0%	0.0%	-0.1%
	Comparison	0.8%	2.9%	3.2%	3.2%	3.2%
Experian Retail Planner 17 (February 2020)	Convenience	1.4%	0.2%	-0.1%	0.0%	0.0%
	Comparison	3.3%	2.3%	2.3%	2.7%	2.9%

2.15 Taking account of each of the foregoing, the cumulative effect is that there is a notable reduction in the growth of available expenditure, when comparing the previous ERPB15 with the current ERPB17.

2.16 We calculate the updated convenience and comparison goods spend per capita in each of the relevant Zones as follows:

*Figure 2.11: Convenience Goods Expenditure per Capita (All Scenarios)*

<b>Convenience Goods Expenditure Per Capita (Excluding SFT)</b>						
<b>Zone</b>	<b>2017</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>	<b>2032</b>	<b>2036</b>
<b>10</b>	2,201	2,194	2,192	2,187	2,187	2,191
<b>11</b>	2,161	2,154	2,152	2,147	2,147	2,151
<b>12</b>	2,331	2,324	2,321	2,317	2,317	2,321
<b>13</b>	2,505	2,498	2,494	2,489	2,489	2,493
<b>14</b>	2,367	2,360	2,357	2,352	2,352	2,356

Figure 2.12: Comparison Goods Expenditure per Capita (All Scenarios)

Comparison Goods Expenditure Per Capita (Excluding SFT)						
Zone	2017	2021	2026	2031	2032	2036
10	3,531	3,867	4,333	4,922	5,054	5,645
11	3,069	3,361	3,765	4,277	4,392	4,905
12	3,498	3,830	4,292	4,875	5,006	5,591
13	4,040	4,424	4,957	5,630	5,782	6,457
14	3,805	4,167	4,669	5,303	5,447	6,083

## Capacity Assessment

2.17 As previously described, the market share information derived from the 2018 household surveys is re-utilised in our assessment and there are no changes to the information set down in the original Study. The alterations to the population and expenditure data do though follow through to the capacity findings.

### Commitments

2.18 As well as the population and expenditure updates, it has also been necessary to update the details of retail commitments in the Borough, as well as completions in the period since our 2018 Study which were not previously taken into account. Specifically, the Council has advised us of the following key changes to the assumptions made in the 2018 Study:

- a) Gossoms End/Billet Lane, Berkhamsted – LPA ref: 4/02607/17/ROC - this scheme was first approved in 2014 and revised proposals were approved in 2018. It is assumed that Lidl will still implement their permission (1,025 sq m net).
- b) Jarman Park, Hemel Hempstead – LPA ref: 4/00595/18/MFA – it is understood that the convenience goods element remains likely to be utilised, perhaps by Lidl (1,184 sq m net). However, the landowners are exploring alternative options for the part of the site permitted for non-food units (8,000 sq m net) in light of their difficulties experienced in securing tenants for the permitted retail park scheme. Notwithstanding, those discussions have not been formalised through a planning application and it should therefore be assumed that the non-food proposals remain a commitment to take account of.
- c) Aviva Site, Maylands Avenue, Hemel Hempstead – LPA ref: 4/03157/16/MFA – The first phase of the development has been completed, and this includes an Aldi store (1,753 sq m net). However, the land which contained the second phase of the development (including 7,848 sq m net comparison goods floorspace) was subsequently sold to Prologis who have received planning permission for a comprehensive redevelopment of the site to provide 21,726 sq m of flexible floorspace within use classes B1c/B2/B8 (LPA ref: 4/01922/19). We have therefore assumed that Phase 2 of the commitment, previously accounted for in the original Study, can now be discounted.
- d) Maylands Plaza, Maylands Avenue, Hemel Hempstead – LPA ref: 4/00676/14/MFA – The new Maylands Plaza local centre scheme was completed in early 2018, and therefore post-dated the surveys which accompanied the original SW Hertfordshire Retail Study. The scheme includes 600 sq m gross of convenience floorspace, which is operated by Tesco. We have therefore included this development within our floorspace capacity assessment.
- e) Marlowes Shopping Centre, Hemel Hempstead – LPA refs: 4/01183/19/MFA and 4/01572/19/MFA – The net result of these proposals, which involve a re-distribution of floorspace from retail to leisure, including a new cinema, is that there will be a net loss of 9,610 sq m gross retail floorspace. In keeping with standard methodology in retail assessment, we make a conservative assumption that the trade to these units will be consumed by existing floorspace elsewhere (including vacant floorspace) and we do not therefore upwardly adjust our quantitative capacity assessment to account for this. The rationale for this is that the spend

which previously occurred at the Marlowes Centre does not simply pause, and then become available elsewhere at a future time. Instead, it is immediately realised elsewhere at existing outlets.

### Convenience and Comparison Goods Capacity

- 2.19 We have factored in the revised population, expenditure and commitment data to our original assessment (SW Hertfordshire Retail and Leisure Study, Appendix E, Tables 6p and 26p) and set out below the resultant updated capacity assessments for convenience goods and comparison goods across the Borough. Our updated assessments are included at **Appendix A** to this report.
- 2.20 In each case, we consider both a 'minimum' and a 'maximum' figure. These figures are derived from appropriate average sales densities for convenience and comparison goods retail, as detailed fully in Appendix A. By providing a range, we provide the authority with a broad assessment of capacity at either end of the spectrum. By way of example, the minimum convenience goods capacities are based on an assumption that all of the expenditure is operated by a 'big 4' supermarket retailer, whilst the maximum capacity assumes that half of the expenditure is operated by discount retailers.

### The 'Central Population Scenario'

*Figure 2.13*

<b>Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
<b>2021</b>	131.5	46.3	85.2	6,600	8,200
<b>2026</b>	163.4	46.3	117.1	9,100	11,300
<b>2031</b>	205.6	46.3	159.3	12,400	15,300
<b>2032</b>	212.9	46.3	166.6	12,900	16,000
<b>2036</b>	242.9	46.3	196.6	15,300	18,900

- 2.21 The updated convenience goods capacity assessment for the 'Central Scenario' shows capacity across the Borough for between 9,100 and 11,300 sq m net at 2026, and 12,900 and 16,000 sq m net by 2032.
- 2.22 Notably, as we have now fully accounted for the phasing of housing development in Dacorum, which

sees a considerable amount of housing coming forward towards the end of the Plan period, the 2026 figures are actually lower than all four Scenarios covered under our original Study, whilst the 2036 figures are broadly comparable to each of the scenarios covered under our original Study. The growth in housing numbers at the end of the Plan period is off-set by additional convenience goods commitments, as well as a general increase in special forms of trading forecasts (as per Figure 2.9) and a general decrease in convenience goods growth rates (Figure 2.10).

*Figure 2.14*

<b>Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
2021	-0.7	61.0	-61.7	-7,400	-10,100
2026	2.4	71.4	-69.0	-7,100	-9,600
2031	30.5	81.5	-51.0	-4,600	-6,200
2032	40.0	83.7	-43.7	-3,400	-4,700
2036	76.1	93.1	-17.0	-1,300	-1,800

2.23 The comparison goods capacities have decreased significantly since our original Study. Notwithstanding the uplift in population growth, and the falling away of comparison goods commitments (as discussed previously), the forecast increases in special forms of trading for comparison goods, coupled with a substantial slow-down in growth rates (Figures 2.9 and 2.10), means that there are actually now forecast to be negative capacities, even at 2036. Capacity under the 'Central Scenario' is forecast to be between -7,100 and -9,600 sq m net by 2026, and between -3,400 and -4,700 sq m net by 2032.

2.24 The new comparison goods capacity figures are lower than the equivalent figures for each of the four scenarios covered under our original Study.

The 'High Population Scenario'

2.25 Below are the figures for the 'High Population Scenario'.

Figure 2.15

<b>Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
2021	133.7	46.3	87.4	6,800	8,400
2026	172.7	46.3	126.4	9,800	12,200
2031	224.3	46.3	178.0	13,800	17,100
2032	233.2	46.3	186.9	14,500	18,000
2036	269.7	46.3	223.4	17,400	21,500

Figure 2.16

<b>Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
2021	-0.6	61.0	-61.6	-7,400	-10,100
2026	3.7	71.4	-67.7	-6,900	-9,500
2031	33.8	81.5	-47.7	-4,300	-5,800
2032	43.7	83.7	-40.0	-3,100	-4,300
2036	81.7	93.1	-11.4	-900	-1,200

The 'Low Population Scenario'

2.26 Below are the figures for the 'Low Population Scenario'.

Figure 2.17

<b>Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
2021	129.2	46.3	82.9	6,400	8,000
2026	154.0	46.3	107.7	8,400	10,400
2031	186.8	46.3	140.5	10,900	13,500
2032	192.5	46.3	146.2	11,400	14,100
2036	216.2	46.3	169.9	13,200	16,300

Figure 2.18

<b>Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum</b>					
Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min	Max
2021	-0.9	61.0	-61.8	-7,400	-10,100
2026	1.1	71.4	-70.3	-7,200	-9,800
2031	27.2	81.5	-54.3	-4,900	-6,600
2032	36.3	83.7	-47.5	-3,700	-5,100
2036	70.6	93.1	--22.8	-1,800	-2,400

## Summary

2.27 As highlighted in our original Study, and as we have sought to demonstrate in contrasting recent data from Experian, this is an uncertain time to forecast retail and leisure needs into the future. We therefore recommend that the Council takes a short/medium-term view on meeting the evolving requirements of their resident populations' retail and leisure needs. We recommend that the Council place the greatest weight on our forecasts to 2032. Whilst we also forecast to 2036 in line with the Brief, for the reasons we outline, long-range forecasting such as that should be treated with caution under the current climate we have described. Validation of this thought-process comes in the revised NPPF, which advocates allocating sites for town centre uses to meet capacity for a minimum of "at least ten years" rather than over the full plan period (February 2019, Paragraph 85). Notably, we are informed by the Council that the Plan is likely to be adopted in 2022.

2.28 Having taken account of necessary updates to the population, expenditure and commitments data within Dacorum Borough, we have set out in this section our updated convenience and comparison goods capacities for the 'central', 'high' and 'low' population scenarios. These capacities are Borough-wide. In the following sections, we explore how those capacities might be met on the ground, and what outside influences might affect the distribution of retail floorspace.

## 3.0 Housing in St Albans District

### Introduction

- 3.1 Since publication of the original Study, neighbouring St Albans District Council has prepared a Publication Draft of its Local Plan 2020-2036 (September 2018). Following public consultation, this Plan was subsequently submitted in March 2019, and hearing sessions begun in January 2020 but have since been suspended.
- 3.2 The Plan has implications for the provision of retailing in Dacorum, and the Council has asked that we consider a 'broad assessment' of the likely scale of retail expenditure which might be generated from developments close-by Dacorum Borough, and whether any additional retail floorspace might be required within Dacorum Borough, in excess of the amounts generated by the indigenous population set out in Section 2.

### St Albans Local Plan Proposals

- 3.3 The draft St Albans Plan proposes 14,608 new dwellings over the period 2020-2036, at an average build rate of 913 homes per annum.
- 3.4 There are three major proposed housing allocations which are situated on the boundary with Dacorum, all of which would, in practice, form urban expansions and/or new neighbourhoods to Hemel Hempstead. These are as follows:
- a. East Hemel Hempstead (North) Broad Location – a minimum of 1,600 dwellings (all assumed to be completed by 2036), accompanied by 'new neighbourhood and local centres, including commercial development opportunities'.
  - b. East Hemel Hempstead (South) Broad Location – a minimum of 2,400 dwellings (2,195 completions assumed by 2036), accompanied by 'new neighbourhood and local centres, including commercial development opportunities which provide support for, rather than competition with, existing Leverstock Green facilities'.
  - c. North Hemel Hempstead Broad Location – a minimum of 1,500 dwellings (575 completions assumed by 2036), accompanied by 'new neighbourhood and local centres, including

commercial development opportunities’.

- 3.5 As set out in Section 2, our baseline capacity assessment takes account of the phased housing development in Hemel Hempstead which is due to come forward within Dacorum Borough. However, the question is asked as to what scale of retail development might be required to support the additional 5,550 dwellings (4,370 by 2036) proposed in St Albans District when considered as a whole. Dacorum Borough recognise fully that they cannot make proposals for retail development in St Albans District, rather we understand that they wish to appreciate what scale of retail development might come forward on their boundary, and what implications this might have for retailing in Dacorum. We have therefore sought below to quantify, on a purely indicative basis, the broad level of spend which might be generated by the new population at East Hemel Hempstead and North Hemel Hempstead, on the St Albans side of the boundary.

### **Expenditure Headroom**

- 3.6 We calculate the population of each strategic expansion location by applying an average of 2.613 people per new dwelling (as per our earlier calculated assumption in Dacorum). Taking the convenience and comparison expenditure per capita data for the zones in which the strategic expansion locations are to be located (Experian MMG3), we are able to calculate the total available convenience and comparison goods expenditure generated by the new populations of each of the proposed strategic expansion locations.
- 3.7 The total available expenditure is then applied to suitable sales densities to establish the total amount of convenience and comparison retail expenditure that could be supported by each strategic expansion location, if retention was 100% and residents only shopped within the local retail facilities.
- 3.8 We then go on to apply an assumption that 50% of the convenience expenditure of new residents is spent at the new retail facilities within the strategic expansion location, and that 20% of comparison goods spending is retained by local retail facilities to account for purchases of day to day comparison goods, while higher order goods would be expected to be purchased from larger surrounding town centres, including Hemel Hempstead itself. These assumptions are based on our general experience of spending patterns associated with new housing developments across the UK. The figures should therefore be treated as indicative.

*Figure 3.1 | Estimated 'capacity' for new retail facilities generated at East and North Hemel Hempstead at 2036 (St Albans District)*

	East HH (North)		East HH (South)		North HH		Total		
	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison	
<b>Number of New Households Proposed (2036)<sup>1</sup></b>	1,600		2,195		575		4,370		
<b>Household Size<sup>2</sup> (2036)</b>	2.613		2.613		2.613		2.613		
<b>Population (2036)</b>	4,180		5,735		1,500		11,415		
<b>Expenditure per Capita<sup>3</sup> (2036)</b>	£2,208	£6,399	£2,208	£6,399	£2,208	£6,399	N/A		
<b>Additional Expenditure (2036)</b>	£9.2m	£26.8m	£12.7m	£36.7m	£3.3m	£9.6m	£25.2m	£73.1m	
<b>Retention rate<sup>4</sup></b>	50%	20%	50%	20%	50%	20%	50%	20%	
<b>Residual Expenditure (2036)</b>	£4.6m	£5.4m	£6.3m	£7.3m	£1.7m	£1.9m	£12.6m	£14.6m	
<b>Net Floorspace Capacity (sq m net)</b>	<b>Min<sup>5,6</sup></b>	360	710	490	980	130	260	980	1,950
	<b>Max<sup>7,8</sup></b>	440	970	610	1,330	160	350	1,210	2,650

<sup>1</sup> The number of households proposed sourced from St Albans Local Plan (Submission draft 2019)

<sup>2</sup> Household size is a Nexus assumption based on assessed rates in Dacorum.

<sup>3</sup> Expenditure per capita figures sourced from average of St Albans Zones 18, 19 and 21 (Appendix E, Tables 1 and 8, South West Hertfordshire Retail and Leisure Study, 2018).

<sup>4</sup> Retention rate based on Nexus Planning assumptions.

<sup>5</sup> Average convenience sales density assumed to be £12,951 per sq m (rounded) based on the average sales density of the leading four supermarkets

<sup>6</sup> Average comparison sales density assumed to be £7,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire.

<sup>7</sup> Average convenience goods sales density assumed to be consumed by leading discount operators (£10,465 per sq m).

<sup>8</sup> Average comparison sales density assumed to be £5,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire.

3.9 Tying together the three new housing locations, our broad assessment shows that the newly resident population would generate around £25.2m of convenience goods expenditure at 2036, and around £73.1m of comparison goods expenditure.

3.10 After applying what we consider to be reasonable retention rates, we consider that the newly resident

population across all three sites combined could support between 980 and 1,210 sq net of new convenience floorspace, and between 1,950 and 2,650 sq m net comparison goods floorspace, at 2036. This is 50% of all convenience goods spending and 20% of all comparison goods spending. We envisage that this floorspace would be provided for in the local and neighbourhood centres referenced in the St Albans Plan. Though again, we stress that these are just broad assumptions on our part, and that precise details would be consulted on by St Albans with Dacorum in due course.

- 3.11 The assumption is then that the residual spending (i.e. 50% of convenience goods and 80% of comparison goods), would be carried out at existing centres. This would include Hemel Hempstead, especially for convenience goods spending, as well as a wider range of centres such as St Albans, Luton, Watford and elsewhere, predominantly for comparison goods spending.
- 3.12 For the purposes of our assessment, and given the proximity of Hemel Hempstead, we consider a reasonable working assumption to be that around 30% of convenience goods spend and 20% of comparison goods spend would flow to Dacorum (principally, Hemel Hempstead itself). This would equate to approximately £7.6m of convenience goods inflow (30% of £25.2m), and £14.6m of comparison goods inflow (20% of £73.1m) at 2036.
- 3.13 In Figures 3.2 and 3.3 below, we therefore update our earlier Figure 2.13 and 2.14 assessments of convenience and comparison goods capacity in Dacorum to include these 'inflows' at 2036. We model our assessment on the 'Central Scenario'. We also include figures for 2032 to match the end point of the Dacorum Plan. These figures assume a pro-rata build rate between 2020-2032 of the 2020-2036 build rates (i.e. three-quarters of the homes proposed by St Albans will have been built at 2032).

*Figure 3.2: Convenience Goods Capacity (adjusted for inflow)*

Net quantitative capacity for additional convenience goods floorspace in Dacorum (incl. Inflow)						
Year	Surplus Expenditure	Commitments	Inflow	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2032	212.9	46.3	5.7	172.3	13,300	16,500
2036	242.9	46.3	7.6	204.2	15,800	19,500

*Figure 3.3: Comparison Goods Capacity (adjusted for inflow)*

Net quantitative capacity for additional comparison goods floorspace in Dacorum (incl. Inflow)						
Year	Surplus Expenditure	Commitments	Inflow	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2032	40.0	83.7	11.0	-32.7	-4,400	-5,900
2036	76.1	93.1	14.6	-2.4	-300	-400

3.14 Based on the 'Central Scenario', the added inflow from St Albans suggests that this would generate capacity for between a further 400 and 500 sq m net convenience goods floorspace, and between a further 1,000 and 1,200 sq m net comparison goods floorspace, within Dacorum at 2032. These are the differences between the capacities in Figure 2.13 and 3.2 (convenience goods) and 2.14 and 3.3 (comparison goods). Notably though, the comparison goods capacity remains negative, even when inflow from St Albans is assumed.

## 4.0 The Scope for Town Centre Retail Development

### Introduction

- 4.1 This section includes a high level appraisal of eight sites within Hemel Hempstead, Berkhamsted and Tring Town Centres to assess their suitability for allocation for retail development in the emerging Local Plan in order to accommodate retail capacity identified in Sections 2 and 3 of this report.
- 4.2 The high level assessment within this chapter is based on the Sequential Test parameters outlined within the National Planning Policy Framework (NPPF). This is considered to be a practical first step to inform plan allocations.

### Policy Overview

- 4.3 Whilst this is not a Sequential Test, when assessing sites for retail development it is important to bear in mind Chapter 7 of the NPPF 'ensuring the vitality of town centres'. Paragraph 86 of the NPPF outlines that Local Planning Authorities should apply a Sequential Test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.
- 4.4 Paragraph 86 and 87 of the NPPF outline that:

*"Local planning authorities should apply a Sequential Test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.*

*When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored."*

4.5 Paragraph 90 of the NPPF suggests that, where an application fails to satisfy the Sequential Test (or is likely to have significant adverse impact), it should be refused.

4.6 We apply the same principles to assessing the sites within this chapter and where a site fails to satisfy the sequential policy requirements it can be concluded that it is not appropriate for allocation within the Local Plan.

### Application of Sequential Test Principles

4.7 Paragraph 010 of the Town Centres and Retail Planning Policy Guidance sets out a checklist of matters that need to be considered when using the sequential approach as part of plan-making:

- *has the need for main town centre uses been assessed? The assessment should consider the current situation, recent up-take of land for main town centre uses, the supply of and demand for land for main town centre uses, forecast of future need and the type of land needed for main town centre uses;*
- *can the identified need for main town centre uses be accommodated on town centre sites? When identifying sites, **the suitability, accessibility, availability and viability** of the site should be considered, with particular regard to the nature of the need that is to be addressed;*
- *If the additional main town centre uses required cannot be accommodated on town centre sites, what are the next sequentially preferable sites that they can be accommodated on?*

4.8 Taking the above into consideration we go on to assess the eight sites based on their suitability, availability and viability as well as their sequential location.

- The **suitability** of a site considers factors such as policy restrictions, physical problems or limitations (including size format and access), environmental conditions as well as potential impacts on surroundings.
- The **availability** of a site mainly refers to site ownership and whether it is being actively promoted.
- The **viability** of a site concerns commercial attractiveness and includes factors such as proximity to the prime retail pitch, road frontage and visibility.

4.9 When referring to sequential location we have used the following definitions as outlined in Annex 2 of the NPPF:

- **Town Centre:** Area defined on the local authority's policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.
- **Edge of Centre:** For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.
- **Out of Centre:** A location which is not in or on the edge of a centre but not necessarily outside the urban area.

4.10 For the purpose of this assessment, we consider 'town centre' locations to constitute the 'primary shopping area' and areas adjacent to the primary shopping area and 'edge of centre' up to 300 m from this area. As outlined in the above definitions, local circumstances have been taken into account.

## Site Assessments

4.11 The following sites were agreed for assessment with Dacorum Borough Council:

- Civic Centre, Marlowes: Hemel Hempstead
- West Herts College Site, Queensway: Hemel Hempstead
- Hospital Site (north west), Hillfield Road: Hemel Hempstead
- Market Square (including former bus station): Hemel Hempstead
- Paradise/Wood Lane: Hemel Hempstead
- Two Waters Road: Hemel Hempstead
- Water Lane (rear of Tesco): Berkhamsted

- High Street (Forge Car Park)/Brook Street: Tring

4.12 For ease of comparison, we go on to prepare a traffic light rating to assess the availability, suitability and viability of the sites.

- Fully **available, suitable and viable**

- Partially **available, suitable and viable**

- Not **available, suitable or viable**

**Site 1: Civic Centre, Marlowes: Hemel Hempstead**



Site 1: Civic Centre, Hemel Hempstead

<b>Size</b>	Approximately 8,000 sq m/ 1.9 acres
<b>Sequential Status</b>	Edge of Centre: Marlowes (access from Dacorum Way)
<b>Current Use</b>	Vacant (former office site)
<b>Relevant Planning History</b>	Planning permission was granted in December 2014 (4/03624/14/MOA) for the site to the south of Site 1 (Police Station, Health Centre and part Civic Centre) for residential development of up to 207 units and ancillary retail of up to 375 sq m. Reserved matters was subsequently approved in June 2018 (4/01459/18/RES) for 150 flats (excluding police station) and 284 sq m of retail. The site is currently being built out.
<b>Availability</b>	The Site is owned by Dacorum Borough Council and is available. At the time of writing the Civic Centre was partially demolished.
<b>Suitability</b>	<p>Dacorum's Site Allocations Document (2017) identifies the Civic Centre as forming part of a mixed use proposals site (MU/1) to include educational, leisure and commercial uses (including retail).</p> <p>The site has a strong road frontage and is of a size that could accommodate both servicing and parking with access from Dacorum Way.</p> <p>The development to the south already includes a proposed small convenience retail unit which would serve immediate day to day needs for top up shopping.</p>
<b>Viability</b>	Whilst the site has a strong frontage onto the Marlowes, it is located away from the main cluster of shops to the south of the centre in an area that does not currently receive high footfall.
<b>Conclusion</b>	<p>This site could be suitable for a convenience retail unit of up to 2,000 sq m however its location outside of the primary shopping area means that the site is not appropriate for comparison retail. Its location would not encourage linked trips and is likely to rely on vehicular trips.</p> <p>The redevelopment to the north and south of the site could impinge the site's opportunity for development.</p>

**Site 2: West Herts College Site, Queensway: Hemel Hempstead**



Site 2: College Site, Hemel Hempstead

<b>Size</b>	Approximately 5,000 sq.m/ 1.2 acres
<b>Sequential Status</b>	Edge of Centre, (access from Queensway (B487))
<b>Current Use</b>	The site currently operates as a College – Use Class D1
<b>Relevant Planning History</b>	Housing development to the south is under construction
<b>Availability</b>	The site is owned by West Herts College and the Council's SHLAA (2016) indicates it as available. However, the College may retain the site for its own use.
<b>Suitability</b>	<p>Dacorum's Site Allocations Document identifies the site as forming part of a mixed use proposal site (MU/1) to include educational, leisure and commercial uses (including retail) uses.</p> <p>The site is of a size that could accommodate parking and servicing and has strong vehicular access links from Queensway (B487).</p>
<b>Viability</b>	The site has a strong frontage onto Leighton Buzzard Road and is highly accessible but its location away from the primary shopping area south of the Marlowes means it would receive very little footfall and do little to encourage linked trips.
<b>Conclusion</b>	The site could be suitable for a convenience retail unit of up to 1,500 - 2,000 sq m. However this edge of centre site is segregated from the primary shopping area and car trips would be relied on. The site is not considered appropriate for comparison retail.

**Site 3: Hospital Site (north west), Hillfield Road: Hemel Hempstead**



Site 3: Hospital Site, Hemel Hempstead

<b>Size</b>	Approximately 60,000 sq m/ 14.8 acres
<b>Sequential Status</b>	Edge of Centre – Hillfield Road
<b>Current Use</b>	The site is currently in use as a hospital –Use Class D1
<b>Relevant Planning History</b>	No relevant planning history.
<b>Availability</b>	The site is not within Dacorum’s ownership but it is understood that the Council is working with the landowners to redevelop and dispose of much of the site. Only part of the site is currently operational. The West Hertfordshire Hospitals NHS Trust is proposing substantial redevelopment of the West Hertfordshire Hospitals (Watford, St Albans and Hemel Hempstead), including significant investment in the Hemel Hempstead site. It is expected that some land at Hemel Hempstead will be disposed of, including the north west part of the site.
<b>Suitability</b>	<p>Dacorum’s Site Allocations Document identifies the site as forming part of mixed use proposal MU/2 to include reconfigured local hospital facilities and the provision of a new primary school and housing.</p> <p>The site is of a size that could comfortably accommodate both servicing and parking as part of its redevelopment.</p> <p>The site is located away from the primary shopping area with the Marlowes Shopping Centre forming a barrier which further segregates the site from the Town Centre.</p> <p>The topography of the site and steep inclination of Hillfield Road may lead to access issues, particularly considering the size of the wider regeneration site that Hillfield Road needs to serve.</p>
<b>Viability</b>	Alongside potential access issues, the location of the site means it has poor visibility and would not pick up footfall from linked shopping.
<b>Conclusion</b>	Whilst the site appears to be available, its locational and access constraints make it an unsuitable and unviable location for both convenience and comparison retail.

**Site 4: Market Square (including former bus station): Hemel Hempstead**



Site 4: Market Square, Hemel Hempstead

<b>Size</b>	Approximately 8,000 sq m/ 1.9 acres
<b>Sequential Status</b>	Town Centre (sits just outside the primary shopping area)– Marlowes/ Waterhouse Street
<b>Current Use</b>	The units surrounding Market Square are currently operating within A1/A3/A4/ A5 and sui generis (former bus station/ betting shop) use.
<b>Relevant Planning History</b>	No relevant recent site history. Before the recession, the site formed part of the major mixed use Thornfield scheme, but this proposed redevelopment was abandoned.
<b>Availability</b>	Whilst the immediate square and former bus station are understood to be within the Council’s ownership, the wider site is made up of numerous retail units (including those fronting onto the square) which are all in different ownerships.
<b>Suitability</b>	<p>Dacorum’s Site Allocations Document allocates the Market Square and former bus station for leisure proposals under L/1. The site is allocated for mixed use development for leisure, food, residential and offices. Allocation L/1 does not include the retail units surrounding Market Square. Proposal T1 in the Site Allocations document for the safeguarding of the former bus station is no longer relevant now that the proposed new bus interchange (proposal T2) has been implemented.</p> <p>Subject to the redevelopment of the wider site, parking and servicing could be accommodated. The site’s close proximity to existing car parking facilities means less onsite parking may be required.</p> <p>Whilst vehicular access issues could arise from the Marlowes, with the redevelopment of the bus station, there is opportunity for access to be gained from Waterhouse Street.</p>
<b>Viability</b>	<p>The site is well connected to the primary shopping area (sitting just outside) which is highly accessible by foot.</p> <p>The site is highly visible and provides the opportunity to create a strong frontage onto the Marlowes.</p>
<b>Conclusion</b>	<p>There is opportunity to accommodate both convenience and comparison retail as part of the redevelopment of the wider site. This is subject to the redevelopment of the retail units fronting Market Square which, due to the number of ownerships could be a complex process.</p> <p>The redevelopment of the site provides significant opportunity to increase footfall and activity in this area of the Town Centre.</p> <p>Whilst we consider the site has qualities that are likely to be commercially attractive, we would recommend seeking further advice on viability from a national retail agent.</p>

**Site 5: Paradise/ Wood Lane: Hemel Hempstead**



Site 5: Paradise Wood Lane, Hemel Hempstead

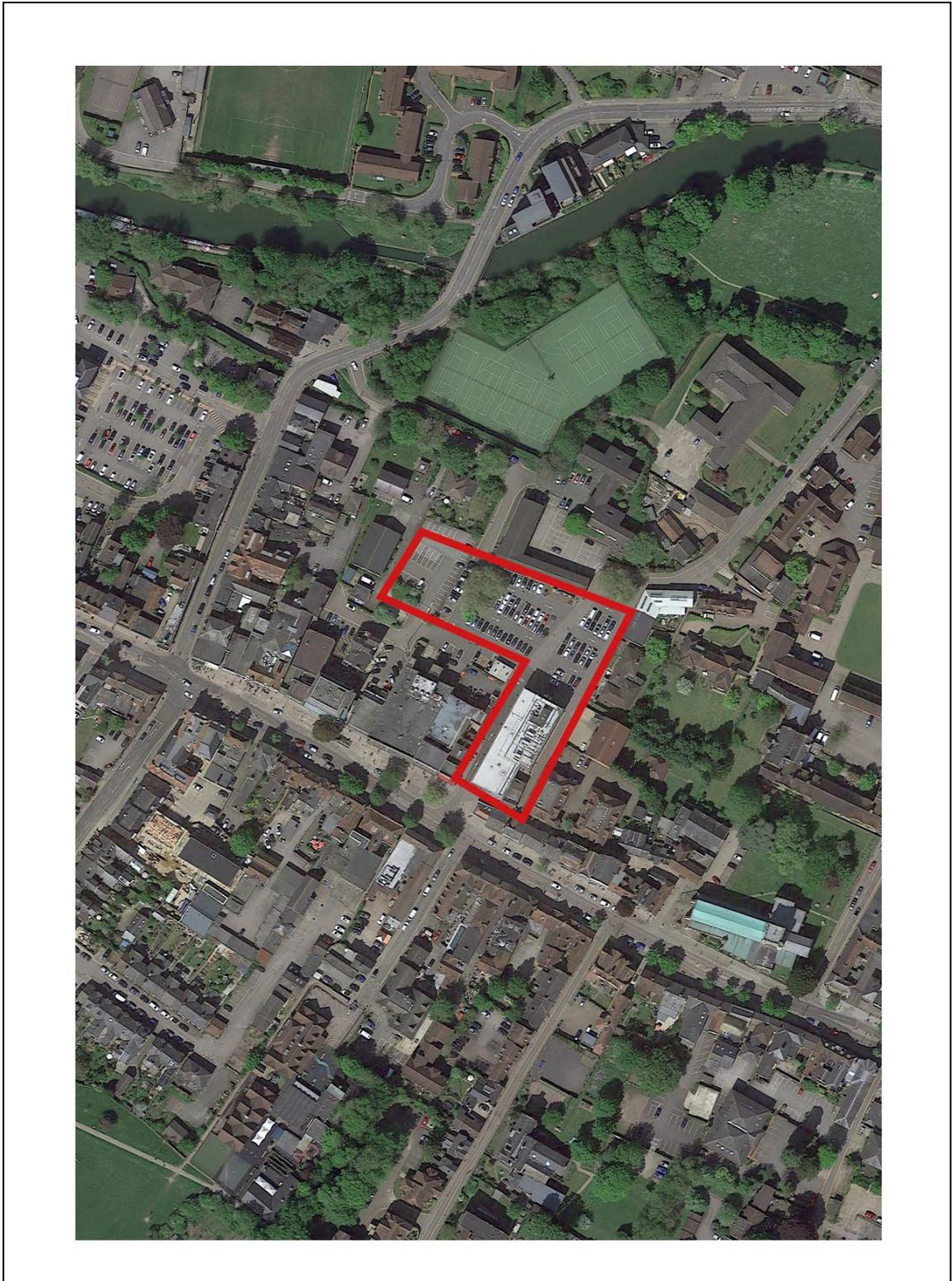
<b>Size</b>	Approximately 30,000 sq m/ 7.4 acres
<b>Sequential Status</b>	Edge of Centre – St Albans Road/ Park Lane
<b>Current Use</b>	Industrial Estate – B1/ B2 Use Class
<b>Relevant Planning History</b>	<p>Park House (the unit fronting Park Lane) has recently been granted prior approval for office to residential use.</p> <p>The Five Star Accident site in Wood Lane is currently being redeveloped for housing.</p>
<b>Availability</b>	The site includes numerous offices and industrial units all within different ownership, a number of which are currently being marketed for lease.
<b>Suitability</b>	<p>Dacorum's Site Allocations document identifies the site for B1 led business and housing (75 homes) development (mixed use proposal MU/3).</p> <p>The site offers enough space for parking and servicing.</p> <p>Whilst there are strong wider access links from St Albans Road, Wood Lane currently serves the whole site (as allocated by MU/3) which could cause access issues.</p>
<b>Viability</b>	Its location away from the prime retail pitch means that footfall and visibility of the site is restricted. As with Site 3 (Hospital Site), the Marlowes Shopping Centre acts as a barrier, segregating the site from the primary shopping area.
<b>Conclusion</b>	The site is disconnected from the prime retail pitch within the Town Centre making it an unsuitable location for comparison retail. A larger convenience retail store could be accommodated here – particularly due to the size of the site. However, potential accessibility constraints alongside the site's segregation from the main shopping area and availability issues hinder opportunities.

**Site 6: Two Waters Road: Hemel Hempstead**



<b>Size</b>	Approximately 30,000 sq m / 7.4 acres
<b>Sequential Status</b>	Located outside of the Town Centre
<b>Current Use</b>	The site currently is made up of two car show rooms (A1 Use Class)/car servicing and repairs, a car wash (Sui generis use class), a B&Q (A1 use) retail unit, an office building and the Travis Perkins builder's yard (Sui generis).
<b>Relevant Planning History</b>	No relevant planning history.
<b>Availability</b>	<p>The Site is not known to be actively marketed. It is understood that the Council own the land to the north of the site where the car wash is currently located.</p> <p>B&amp;Q's lease from the Box Moor Trust expires shortly.</p>
<b>Suitability</b>	<p>The site is located within a General Employment Area (Corner Hall) within Dacorum's Site Allocations Document, except for the car wash site and B&amp;Q. The car wash site is allocated for housing development (site H/10). B&amp;Q is identified as a 'main out of centre retail location'.</p> <p>The site is proposed for high quality residential-led mixed use developments (under the Two Waters Masterplan, 2018).</p> <p>The size of the site offers opportunities for parking and servicing.</p> <p>The site has strong vehicular access from Two Waters Road, however its location to the south of the magic roundabout makes accessibility by foot very difficult and segregates the site from the Town Centre. Access is likely to be reliant mainly on vehicular trips.</p>
<b>Viability</b>	Whilst this site is a highly visible location it is located outside of the Town Centre and a significant distance from the primary shopping area.
<b>Conclusion</b>	<p>The site is segregated from the prime retail pitch and potential availability issues coupled with policy constraints means the majority of the site is an inappropriate location for retail development.</p> <p>However, considering its existing use and allocation, redevelopment of the part of the site that B&amp;Q is currently located on could be considered for convenience or comparison retail. However, edge of town centre/ town centre sites should be considered first.</p>

**Site 7: Water Lane: Berkhamsted**



<b>Size</b>	Approximately 5,000 sq m/ 1.2 acres
<b>Sequential Status</b>	Town Centre
<b>Current Use</b>	The site currently includes Tesco (A1 Use Class) and a public car park.
<b>Relevant Planning History</b>	No relevant planning history.
<b>Availability</b>	The car park is within the Council's ownership. From the information available to us, the site is not being actively marketed and is not known to be available.
<b>Suitability</b>	<p>The site is located within Berkhamsted Conservation Area.</p> <p>The site was previously allocated in the Dacorum Borough Local Plan 1911-2011 as a 'Shopping Area'. This allocation was removed upon the adoption of the Site Allocations document in 2017, due mainly to viability issues.</p> <p>The site has limited frontage onto the High Street.</p> <p>The site is fairly constrained and any redevelopment would need to ensure that the onsite parking is replicated. Rear servicing arrangements and access could be an issue. Development could also impede access to the rear residential development that abuts the site to the north.</p>
<b>Viability</b>	The site is highly accessible by foot and located along the prime retail pitch. However, the narrow frontage of the site limits opportunities for larger retail units. The rear of the site is not visible from the High Street.
<b>Conclusion</b>	<p>The size and configuration of the site limits development options, partially when considering servicing and access.</p> <p>There may be opportunity to redevelop the existing Tesco unit to a larger convenience unit. However, due to the restricted frontage onto the High Street, this would need to be located further into the site which may lead to visibility issues.</p> <p>Due to the lack of frontage and visibility to the rear, this site is not likely to be appropriate for comparison retail. Parking is also likely to cause constraints on site.</p>

**Site 8: High Street (Forge Car Park)/Brook Street: Tring**



<b>Size</b>	Approximately 9,500 sq m/ 2.3 acres
<b>Sequential Status</b>	Town Centre – High Street and Brook Street
<b>Current Use</b>	The Site is currently in use as a public car park (143 spaces), auctions market (sui generis) and fire station (Sui Generis). The former Tring Market Place is disused.
<b>Relevant Planning History</b>	No relevant planning history.
<b>Availability</b>	The public car park is owned by the Borough Council, the fire station by the County Council and the other land in Brook Street by Tring Town Council. The site is not currently being marketed.
<b>Suitability</b>	<p>Part of the site is located within the Tring Conservation Area.</p> <p>The site is of a size that could accommodate servicing and parking with strong access from both Brook Street and the High Street.</p> <p>There are a number of mature trees located on the site which would need to be considered as part of any redevelopment as well as the site's topography</p>
<b>Viability</b>	The site is located in close proximity to the prime retail pitch in Tring Town Centre and is highly accessible by foot with a visible frontage.
<b>Conclusion</b>	<p>Whilst there is some uncertainty as to whether the site will be made available for development , there is opportunity for both comparison and convenience retail on this site, particularly due to the site's strong locational attributes.</p> <p>The configuration of the site and existing use means parking will need to be carefully considered. Basement parking could be an option.</p> <p>Whilst we consider the site has qualities that are likely to be commercially attractive, we would recommend seeking further advice on viability from a national retail agent.</p>

## Summary and Conclusions

- 4.13 This chapter has included a high level appraisal of six sites within Hemel Hempstead Town Centre, one site within Berkhamsted Town Centre and one site within Tring Town Centre to assess their suitability for allocation as potential retail sites in Dacorum’s emerging local plan.
- 4.14 The high level appraisal has been carried out based on the Sequential Test parameters where we have used traffic light ratings to assess the availability, suitability and viability of the sites.
- 4.15 Below we summarise our assessments of sites:

Site	Summary of Assessment
Civic Centre: Hemel Hempstead	EDGE OF CENTRE  The Site may be appropriate for convenience retail but is not appropriate for comparison retail.
West Herts College Site (north west of the proposal MU/1): Hemel Hempstead	EDGE OF CENTRE  The Site may be appropriate for convenience retail but is not appropriate for comparison retail.
Hospital Site (north west): Hemel Hempstead	EDGE OF CENTRE  The site is not appropriate for retail development.
Market Square (including the bus station): Hemel Hempstead	TOWN CENTRE  There is opportunity for both convenience and comparison retail at this site.
Paradise Site/ Wood Lane: Hemel Hempstead	EDGE OF CENTRE  The site is not appropriate for retail development.
Two Waters Road: Hemel Hempstead	OUT OF TOWN CENTRE  The redevelopment of the B&Q part of the site could be considered for retail development but its out of centre location is unfavourable.
Water Lane (rear of Tesco): Berkhamsted	TOWN CENTRE LOCATION  The site may be appropriate for some form of retail development but the configuration and size of the

	site restricts opportunities.
High Street (Forge Car park)/ Brook Street: Tring	TOWN CENTRE  There is opportunity for both convenience and comparison retail at this site.

- 4.16 In summary, the most appropriate sites for retail development are Market Square, Hemel Hempstead and High Street (Forge Car Park)/ Brook Street Tring. Importantly, both of these sites are located within Town Centres, which (as outlined clearly in the NPPF) is where retail development should first be located. As summarised in the above table, both sites also score the highest when assessed against the Sequential Test parameters.
- 4.17 There is significant opportunity to redevelop the Market Square Site for retail development. This site needs to be considered in a much wider context than currently allocated under L/1 in Dacorum’s Site Allocations Document, in particular to include the retail units currently fronting Market Square and the Bus Station as Waterhouse Street will be required for access and servicing. Such development may come forward as a mixed used development alongside leisure and residential uses.
- 4.18 There is opportunity to provide both convenience and comparison as part of the wider redevelopment of the site. Whilst detailed design work would need to be undertaken to understand site capacity, it is likely that a large convenience store (requiring between 1,000 – 3,000 sq m) would accommodate the whole site. An alternative scheme could be made up of smaller comparison units (totalling approximately 800 – 2,000 sq m) with a local convenience store (usually ranging between 200 – 700 sq m).
- 4.19 Should this site be allocated we would recommend that a masterplan is produced.
- 4.20 The Town Centre site in Tring (High Street (Forge Car Park)/ Brook Street ) also has strong opportunities for retail development, particularly considering its Town Centre Location. The redevelopment of the site needs to be carefully master planned to account for exiting constraints (such as the site’s topography) as well as ensure that enough parking is provided for. Due to the configuration of the site, development should also ensure that the road frontages are maximised (particularly the High Street Frontage).

4.21 The introduction of a convenience unit at the site would be desirable, bringing additional competition to the town centre. If a larger convenience unit were to come forward (including parking) it would most likely accommodate the whole site. Again, should this site be allocated we would recommend that a masterplan is produced for the site. In Section 5, we tie together our findings on the capacity generated by the indigenous population of Dacorum, as well as 'inflow' from elsewhere (notably St Albans District), and consider where the Council might seek to direct any resultant capacity. This assessment takes account of our findings in this Section.

## 5.0 Recommendations and Future Strategy

### Introduction

- 5.1 To this point in the report, we have considered a) what the likely spend of the growing population of Dacorum is likely to mean in terms of retail floorspace requirements, b) what the likely expenditure generation from the large strategic housing allocations in St Albans District is likely to mean for Dacorum, and c) whether there are suitable, available and viable town centre sites within Dacorum to accommodate future development.
- 5.2 In this Section, we build on this work, and take a more qualitative look at how the identified capacity might be met.
- 5.3 Before doing so, and to appropriately set the scene, this is an unprecedented period of change for our town centres and retail in general. There have been significant economic shifts in recent years, and the current Covid-19 situation will have consequences which will not fully be understood until a point in the future. The likelihood is that there will be some re-basing of consumer spending patterns, but it is not possible to accurately forecast those at the present time. It will therefore be important for Dacorum to closely monitor, and regularly update, the position on capacity, need and strategy in the coming years.

### Quantitative Capacity

- 5.4 Firstly, to re-cap the quantitative position, we forecast in Section 2 that there will be the following capacities generated by the expanding population of Dacorum, including those strategic sites being brought forward within Dacorum itself:

*Figure 5.1: Dacorum Retail Capacities (Source: Figures 2.13 to 2.18)*

Year	Central Scenario		High Scenario		Low Scenario	
	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
2021	6,500	-7,400	6,800	-7,400	6,400	-7,400
	8,100	-10,100	8,400	-10,100	8,000	-10,100
2026	8,900	-7,700	9,800	-7,500	8,500	-7,700
	11,000	-10,500	12,200	-10,200	10,500	-10,600
2032	12,900	-3,400	14,500	-3,100	11,400	-3,700
	16,000	-4,700	18,000	-4,300	14,100	-5,100
2036	15,300	-2,800	17,400	-2,400	13,200	-3,300
	18,900	-3,900	21,500	-3,300	16,300	-4,500

- 5.5 In addition, we have identified in Section 3, that there are likely to be inflows of trade coming from development within St Albans District, but on the boundary of Hemel Hempstead. We have suggested that it might be appropriate for that newly resident population to support between 980 and 1,210 sq net of new convenience floorspace, and between 1,950 and 2,650 sq m net comparison goods floorspace, in St Albans at 2036.
- 5.6 We also calculated that reasonable 'inflows' of trade would derive to Dacorum from the housing allocations in St Albans, principally to Hemel Hempstead. These figures are relatively modest, at between 400 and 500 sq m of convenience goods floorspace, and between 1,000 and 1,200 sq m of comparison goods floorspace at 2032.
- 5.7 Having made reasoned assumptions, we calculate that the resultant total capacities for new retail floorspace in Dacorum would be as follows at 2032 under the 'Central Scenario':

*Figure 5.2: Convenience Goods Capacity (adjusted for inflow)*

Net quantitative capacity for additional convenience goods floorspace in Dacorum (incl. Inflow)						
Year	Surplus Expenditure	Commitments	Inflow	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2032	212.9	46.3	5.7	172.3	13,300	16,500

*Figure 5.3: Comparison Goods Capacity (adjusted for inflow)*

Net quantitative capacity for additional comparison goods floorspace in Dacorum (incl. Inflow)						
Year	Surplus Expenditure	Commitments	Inflow	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2032	40.0	83.7	11.0	-32.7	-2,400	-3,500

## Original Study Findings

5.8 When considering how to apportion capacity, it is important to examine whether there are any qualitative gaps in any particular location. To this end, based on a detailed qualitative assessment arising out of the empirical survey work which supported the original Study, we noted that:

- Dacorum Borough had the largest retention of convenience goods out of the five Districts surveyed (92.7%), and is home to a number of very popular foodstores which trade at well above company averages; and
- The Borough retained a respectable 64.1% of all comparison goods spending, second only to Watford in that category.

5.9 Turning to our assessment of convenience goods provision in individual towns, we noted that:

- There was a significant degree of over-trading at existing foodstores in and around Hemel Hempstead (modelled at a cumulative £63m), though this may dissipate to a small degree with the recently opened Aldi store in Maylands Avenue and the pipeline foodstore at Jarman Park;

- The Waitrose store in Berkhamsted was trading exceptionally well (at more than double company average) and that, if a suitable site could be found, the town could well benefit from increased choice and competition; and
- That, overall, given the lack of any significant degree of dissatisfaction with existing foodstore provision across the Borough, that the majority of any future capacity should be directed towards supporting the emerging urban extensions to the three main towns.

5.10 Turning to our conclusions in the original Study on comparison goods, we noted that:

- Owing to the considerable pipeline of comparison goods development (at that time), any capacity was only likely to arise at the end of the Plan period; and
- That there was evident dissatisfaction with the choice and range of shops and services in Hemel Hempstead, and that efforts should be made to resolve that situation.

5.11 Finally, we also stressed the importance that capacity does not equal 'need'. Capacity assessment is a theoretical exercise based on empirical data gathered at the current time, as well as forecasts into the future. Forecasting as far away as 2032 and 2036 must be treated with some caution, as there will be economic, political and technological unknowns that will intervene over that period. Moreover, capacity modelling should not be seen as an absolute; it is a guide. For example, even where capacity is identified in an area, an out-of-centre development which would cause significant adverse impact on the vitality and viability of a designated centre should be resisted, irrespective of the capacity identified (see also the discussion out-of-centre retail in Section 6). The corollary of this is that where there is no, or limited, capacity identified, this should not restrain appropriate sustainable development coming forward, such as town centre developments which bolster the vitality and viability of designated centres.

### **Potential Distribution of Capacity**

5.12 Firstly, it is now the case that there is no capacity shown for comparison goods all the way through until 2036, even after taking account of any potential inflow of trade. This is the case under each of the population scenarios considered. The principal reason behind this is that the most recent Experian Retail Planner Brief forecasts reduced growth rates in comparison goods spending, and significantly higher claims on spending from special forms of trading (as detailed more fully in Section 2 of this

report). We would not therefore advocate any provision for additional non-central comparison goods floorspace over the Plan period. Importantly though, this does not preclude beneficial comparison goods floorspace coming forward in town centre locations, such as those we have identified as potentially being suitable in Hemel Hempstead and in Tring, which would support the vitality and viability of existing centres. This also does not preclude comparison goods floorspace coming forwards as part of any planned District Centre developments in support of the large new urban extensions.

- 5.13 Moreover, the Council should strike a balance between being wary of further non-central development, whilst also seeking to protect its existing important stock of comparison goods retail floorspace. Whilst our figures do not demonstrate any capacity for additional non-central floorspace to 2036, and notwithstanding the projected shifts to online spending over time, it is clear that significant population growth inside and nearby the District will add further spending power to bricks and mortar stores. We would therefore encourage the Council to consider any proposals for the loss of existing comparison goods floorspace on a case-by-case basis, especially in central locations. This is to ensure that there is a stock of retail floorspace capable of meeting future demand. Unless there is therefore clear evidence that units are unsuitable and/or unviable for continuing retail occupation, the Council would presumably resist their loss.
- 5.14 Turning to convenience goods, we do identify a continued quantitative capacity for convenience goods floorspace. As previously explained, a significant proportion of this capacity arises out of the over-trade of existing foodstores. At 2032, around 62% of capacity arises from the assumption that current levels of over-trade could be re-distributed, with the remaining 38% of capacity arising from general population and expenditure growth.
- 5.15 Based on the foregoing, we now examine how convenience goods capacities might be met within the Borough itself. A common method for doing so would be to examine the proposed growth in each of Zones 10-14, and to distribute capacity accordingly. This would see the overall capacity figures identified in Figure 5.2 divided by the proportionate population growth forecasts for each Zone in Figure 2.4. This is a useful starting point for the exercise and would result in the following distribution of capacity by 2032 under the 'Central Scenario'.

*Figure 5.4: Capacity Distribution by Population Growth @ 2032*

Zone	Population Growth to 2032		Capacity at 2032 (Sq m net)
	No.	%	Convenience
10 (Kings Langley and area)	853	2.6%	350 - 430
11 (Hemel Hempstead and area)	20,017	61.8%	8,220 – 10,200
12 (Bovingdon and area)	2,787	8.6%	1,140 – 1,420
13 (Berkhamsted and area)	4,308	13.3%	1,770 – 2,190
14 (Tring and area)	4,416	13.6%	1,810 – 2,240
<b>Total</b>	<b>32,381</b>	<b>100.0%</b>	<b>13,300 – 16,500</b>

- 5.16 At a high-level, we consider that these would be reasoned apportionments of capacity to support the populations of the existing towns and the new strategic sites.
- 5.17 However, the model needs manual adjustment to take account of a number of factors including the qualitative findings of our original Study, existing commitments for retail development, the availability of suitable town centre sites (discussed in Section 4), and the general balance to be struck between supporting the vitality and viability of existing centres and providing for sustainable facilities to support the new strategic sites.
- 5.18 In the particular circumstances of Dacorum, it is also very important to re-note that a significant part of the identified capacity arises from an elimination of ‘over-trading’ (62%). Alongside that, there is no significant evidence of any widespread discontent with the existing provision of stores. Therefore, we do not consider that it is essential to meet the full extent of the quantitative convenience capacity we have identified. Our assessment of ‘need’ is therefore balanced with our qualitative judgements, based on local circumstances.

5.19 Taking all of the above into account, we recommend the following on a Zone-by-Zone basis:

- Zone 10 (Kings Langley and area)
  - Our original Study found that there was no particular degree of dissatisfaction with retail provision in Zone 10. The extent of housing growth in the Dacorum part of the Zone is also modest at 360 dwellings by 2036 (noting that part of the Zone is also situated within Three Rivers). The provision set out in Figure 5.4 therefore looks broadly realistic and will allow for organic growth and small-scale extension of existing centres if there is market demand.
  
- Zone 11 (Hemel Hempstead and area)
  - The Market Square site in Hemel Hempstead Town Centre should be considered for appropriate allocations of mixed-use retail and leisure floorspace. Our assessment in Section 4 highlighted that the site remains a viable space for new retail development. Whilst detailed design work would need to be undertaken to understand site capacity, it is likely that a large convenience store (requiring between 1,000 – 3,000 sq m) would accommodate the whole site. An alternative scheme could be made up of smaller comparison units (totalling approximately 800 – 2,000 sq m), alongside a local convenience store (usually ranging between 200 – 700 sq m).
  - Where it is not met in Hemel Hempstead Town Centre, any additional retail provision should predominantly be directed towards the strategic site areas on the edge of Hemel Hempstead. In terms of comparison goods, this would be expected to be provision for everyday local needs within local and neighbourhood centres. However, there are opportunities to provide for a more extensive provision of convenience goods floorspace within, or nearby, the strategic site allocations to the north and east of Hemel Hempstead. Our indicative capacities in Figure 5.4 suggest that there would be expenditure headroom to support new foodstores in the Hemel Hempstead area by 2032. Assuming that the Jarman Park foodstore completes as planned, in addition to the new Aldi store at Maylands Avenue, then that would be likely to redress any choice issues in the more central part of the town (noting the significant over-trades of existing foodstores). A clear opportunity therefore exists to provide for new foodstore floorspace in the area to the north and east of Hemel Hempstead to support

the new populations. Based on the proposed urban extensions, it would seem sensible to provide for a new foodstore in North Hemel Hempstead (Dacorum Borough) and in East Hemel Hempstead (St Albans District). It is likely that any such foodstore at North Hemel Hempstead would form part of a District Centre to serve this significant new population. Our indicative figures suggest that such a store could be a large store, with a net sales area of around 5,000 sq m net. This would be proportionate to the scale of new population envisaged, and would be similar size to the large Sainsbury's, London Road and Tesco, Jarman Way stores in Hemel Hempstead. Such a store should presumably come forward in line with the phasing of the majority of the housing development.

- In terms of District and Local Centre provision, this would need to form part of a careful masterplanning exercise. However, by way of a broad rule of thumb, and in keeping with our exercise for St Albans at Figure 3.1, the Council could assume that for every 1,000 new homes, an approximate provision for c300 sq m net of convenience goods<sup>7</sup> and 500 sq m net of comparison goods<sup>8</sup> floorspace would be generated. This would probably be typical of a 'Local Centre'. Based on the 5,500 homes forecast in Dacorum, there may be 2 or 3 such Local Centres, with the larger foodstore discussed above forming part of a single, larger, District Centre.
- Zone 12 (Bovingdon and area)
  - Forecasting for Zone 12 is the most changeable between each of the 'scenarios'. Unlike many of the other settlements, where the number of new dwellings only fluctuates slightly, the difference between the 'Central' (599 dwellings by 2036) and 'Higher' scenarios is notable (2,599 dwellings).
  - Focussing therefore on the 'Central Scenario' we forecast that there are capacities for up to c1,400 sq m net of convenience goods floorspace over the period to 2036. In practice, this is likely to be met through piecemeal appropriate development, probably in and around Bovingdon and Markyate, and we do not consider it necessary to

---

<sup>7</sup> Assumes each 2.6 person average household generated £2,300 per person convenience goods spend per annum, and that 50% of that spending was retained locally at an average sales density of £11,000/sq m.

<sup>8</sup> Assumes each 2.6 person average household generated £6,000 per person comparison goods spending per annum, and that 20% of that spending was retained locally at an average sales density of £6,500/sq m.

allocate any specific sites. However, should the Bovingdon Airfield site come forward, then it seems likely that the additional 2,000 dwellings would warrant provision of a new local centre in its own right. This would inevitably be allocated and could support a small foodstore and local shopping.

- Zone 13 (Berkhamsted and area)
  - As highlighted above, we noted in the original Study how well the Waitrose store in Berkhamsted was performing, and that there was some degree of need to provide for greater choice and competition. An application for a new foodstore to be occupied by Lidl at Gossoms End has been approved and, we understand, will come forward shortly. This will help to address the short-term issue of providing a greater degree of choice and competition.
  - However, the addition of a further c3,000 dwellings (c8,000 population) over the period to 2036, opens up the question as to whether the town could support a third foodstore towards the end of the Plan period. Our assessment at Figure 5.4 suggests that expenditure headroom could exist to support a foodstore of c3,000 sq m net. However, our exercise in Section 4 suggests that there are major question marks over the feasibility of bringing forward the Water Lane site in Berkhamsted Town Centre, and the question therefore arises as to whether a large foodstore development, perhaps as part of the South/East Berkhamsted strategic site, would be acceptable in terms of its potential impact on the vitality and viability of the town centre (noting also that the proposed Lidl store at Gossoms End is an out-of-centre store). Our suggestion is that whilst the town centre was found to be in good health in our original Study, the health of the centre should be once again measured in the aftermath of the Lidl store opening at Gossoms End. We would not therefore advocate allocating for a large new foodstore in Berkhamsted at the current time. Instead, noting also that over 80% of the housing growth in Berkhamsted is forecast for the period 2026-2036, the potential for a further large foodstore should be rigorously impact tested nearer to that time. In the meantime, we recommend that the Council provides for a small Local Centre as part of the South/East Berkhamsted strategic site, with the precise details to be assessed under the prevailing impact test at that time.

- Zone 14 (Tring and area)
  - Convenience goods floorspace of up to 2,200 sq m net could be provided for in the Tring area. Our assessment in Section 4 suggests that the High Street (Forge Car Park)/Brook Street site in the town centre might be suitable to accommodate some degree of retail development. We therefore recommend that the Council seeks to clarify that site as a potential option under the sequential test.
  - We identified in the original Study that there is a case for widening the choice of foodstores in Tring, where the existing Tesco store significantly overtrades. In the event that the High Street/Brook Street site was proven not to be a feasible option, there is in our opinion scope for the Council to consider bringing forward a foodstore outside the town centre. This would ideally be sited in conjunction with the Tring strategic site, perhaps as part of a new District/Local Centre.
  - Similar to our advice on Hemel Hempstead, when considering District and Local Centre provision to support the additional population in Tring, this would need to form part of a careful masterplanning exercise. It would also need to be mindful of the extent of any floorspace brought forward under any foodstore, as suggested above. However, using the same broad rule of thumb as above (see Footnotes 7 and 8), on the basis that there would be c2,700 new dwellings in Tring, it may be appropriate to designate a small Local Centres for every-day needs, with the larger foodstore discussed above forming part of an additional, larger, District Centre.

## 6.0 Out of Centre Retail Locations

### Introduction

- 6.1 We have noted earlier in this report that the amount of out-of-town retail floorspace in the pipeline would seem to be diminishing, with confirmation that Phase 2 of Maylands Retail Park is not to proceed, general uncertainty around the next stage of Jarman Park Retail Park, and the possible redevelopment of the B&Q store at Corner Hall for housing development (under the Two Waters Masterplan, 2018).
- 6.2 This fits with our general observation of trends all around the UK, where there has also been a stagnation in the completion of new foodstore development amongst the 'big four' (Tesco, Sainsbury's, Asda and Morrison's).
- 6.3 In light of this trend, the Council has asked us to address two specific questions, as follows.

### Should Jarman Park be Retained for Retail Purposes?

- 6.4 As detailed in Section 2, whilst Jarman Park benefits from permission for both convenience and comparison goods (LPA ref: 4/00595/18/MFA), it is understood that only the convenience goods element is likely to come forward, perhaps under occupation by Lidl (1,184 sq m net). However, the applicants have advised the Council that they are unlikely to implement the approved non-food element (8,000 sq m net).
- 6.5 Notwithstanding, those discussions have not been formalised through a planning application and, for the purposes of our capacity assessment, we have assumed that the non-food proposals remain a commitment to be taken account of.
- 6.6 Nevertheless, there is a wider discussion as to whether the site should come forward for alternative uses instead, presumably either commercial or residential. In short, whilst the Council may wish to use some caution in the short-medium term, now that Phase 2 of Maylands Park is not coming forwards, and there is uncertainty over the B&Q site, it may be sensible to test whether the Retail Park remains viable when the Local Plan is next reviewed. In our view, there is unlikely to be any long-term issue with regard to the loss of retail in this out-of-centre location, as all the forecasts show a likely decline in demand for floorspace, particularly in comparison goods. Notwithstanding the Conditions placed on the permission (which notably limit the sale of clothing and footwear), it was nonetheless common

ground at the time of the decision being taken that there would be some degree of harm to Hemel Hempstead Town Centre, as well as other centres nearby. Whilst that impact was found to be acceptable, it would nevertheless be a shot in the arm for the town centre, not to face added competition in this form. As detailed in Section 5, this would also be beneficial in terms of attracting possible tenants to the Market Square site.

- 6.7 One reason not to allow the site to be explored for alternative uses might be if there were significant issues of choice and competition locally, meaning that notwithstanding its out-of-centre nature, residents would instead be forced to make unsustainably long journeys to alternative centres. However, this does not seem reflective of the situation in Hemel Hempstead, where the town offers a good range and choice of shopping generally, as evidenced by a very respectable 74.5% comparison goods retention rate amongst Hemel Hempstead residents (Zone 11, Table 25, Appendix E, South West Hertfordshire Retail Study, 2018).
- 6.8 In summary, we suggest that the Council might be comfortable in releasing the residual area at Jarman Park from use for retail purposes when the Local Plan is next reviewed. However, we would recommend that a period of market-testing be put in place in the mid 2020's to ensure that there is no latent demand for retail floorspace which cannot otherwise reasonably be met in Hemel Hempstead Town Centre. This exercise could be carried out as part of the Retail Study accompanying the next Local Plan review.

### **Are any new Out-of-Centre Retail Sites Justified?**

- 6.9 Broadly speaking, there does not seem much justification for new out-of-centre retail sites in Dacorum. This is obviously guarded against by general 'town centres first' policy, and this report has shown that there are both available town centres sites, and a range of potential Local and Neighbourhood Centres associated with strategic housing sites which should be capable of accommodating the vast majority of the identified capacity.
- 6.10 Moreover, as we have stressed earlier on in this report, capacity does not equate to need. Even if capacities are not fulfilled within designated centres, this does not automatically mean that edge and out-of-centre sites should be promoted. This will instead be subject to the judgment of the decision-maker on the extent of any resultant impact, and the outcomes of a sequential test (as per the NPPF).

6.11 In the case of Dacorum, the fact that there are extant permissions for out-of-centre retail development at Jarman Park and Maylands Park, which do not seem attractive to the current retail market, is highly indicative that there is no significant degree of latent market demand for new retail space which cannot be met within existing centres or as part of properly masterplanned Local and Neighbourhood Centre development. This is evidenced by our updated quantitative exercise which now shows that there is unlikely to be any expenditure capacity for any significant new comparison goods floorspace in the District, even at the end of the Plan period.



**Further Dacorum Retail Study**  
On behalf of Dacorum Borough Council  
June 2020

## Appendix A: Updated Statistical Assessment: Low Scenario

**Table 1: Population and convenience goods expenditure per capita**

Zone	Population						Per capita expenditure (£)						
	2017	2021	2026	2031	2032	2036	2017 <i>inc SFT</i>	2017	2021	2026	2031	2032	2036
<b>10</b>	23,762	23,851	24,171	24,502	24,509	24,541	2,288	2,201	2,194	2,192	2,187	2,187	2,191
<b>11</b>	68,517	72,992	79,611	86,128	87,285	91,911	2,246	2,161	2,154	2,152	2,147	2,147	2,151
<b>12</b>	38,412	39,414	41,320	43,460	43,553	43,925	2,423	2,331	2,324	2,321	2,317	2,317	2,321
<b>13</b>	25,573	26,288	26,810	28,529	29,008	30,926	2,604	2,505	2,498	2,494	2,489	2,489	2,493
<b>14</b>	14,810	15,532	15,969	17,952	18,302	19,704	2,461	2,367	2,360	2,357	2,352	2,352	2,356

**Notes:**

- a. Zones based on the post code sectors shown on the plan at Appendix A
- b. Per capita expenditure derived from Experian MMG3 data (2019 report)
- c. 2017 Population derived from Experian MMG3 data (2019 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.
- d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 17

**2017 Prices**

**Table 2a: Total convenience goods expenditure available**

Zone	Expenditure (£m)						Growth (£m)			
	Convenience						Convenience			
	2017	2021	2026	2031	2032	2036	2017-2021	2017-2026	2017-2031	2017-2036
11	148.0	157.2	171.3	184.9	187.4	197.7	9.2	23.2	36.9	49.7
12	89.6	91.6	95.9	100.7	100.9	101.9	2.1	6.4	11.1	12.4
13	64.1	65.7	66.9	71.0	72.2	77.1	1.6	2.8	6.9	13.0
14	35.1	36.7	37.6	42.2	43.1	46.4	1.6	2.6	7.2	11.4
<b>Study Area Total</b>	<b>336.7</b>	<b>351.1</b>	<b>371.7</b>	<b>398.9</b>	<b>403.6</b>	<b>423.2</b>	<b>14.4</b>	<b>35.0</b>	<b>62.1</b>	<b>86.5</b>

**Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend**

Zone	Expenditure (£m)		
	Convenience (2017)		
	Main	Top-up	Total
11	125.7	22.4	148.0
12	65.7	23.9	89.6
13	51.0	13.1	64.1
14	26.7	8.4	35.1
<b>Total</b>	<b>269.0</b>	<b>67.7</b>	<b>336.7</b>

**Notes:**

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questions 9 and 15 of the NEMS Household Survey (December 2017)

2017 Prices





Further Dacorum Retail Study  
Neus Planning

Table 5: Convenience goods benchmark

Destination	Gross FloorSpace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
<b>Inner Study Area</b>								
<b>Zone 1   Watford South</b>								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,940	4.2	0.3	0.0	-4.0
Local shops, Watford Town Centre					10.6	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,476	8.7	9.6	0.0	0.9
Morrison's, Asot Road, Watford	6,733	3,941	3,153	12,556	39.9	45.0	0.0	5.1
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	11,691	28.0	28.7	0.0	0.7
Tesco Express, High Street, Watford	288	201	191	13,797	2.6	3.2	0.0	0.6
Tesco Express, Whippendell Road, Watford	247	175	166	13,797	2.3	0.8	0.0	-1.5
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	13,797	73.9	62.8	0.0	8.9
Other stores, Zone 1					1.5	1.5	0.0	0.0
<b>Sub-total</b>					<b>171.8</b>	<b>182.4</b>	<b>0.0</b>	<b>10.7</b>
<b>Zone 2   Watford North</b>								
Co-op, St Albans Road, Watford	547	329	313	10,824	3.4	0.8	0.0	-2.6
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	13,659	119.6	74.4	0.0	-45.1
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	10,824	3.4	1.3	0.0	-2.1
Co-op, The Gossumers, Garston, Watford	209	122	112	10,824	1.2	0.5	0.0	-0.8
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,686	11,691	31.5	52.8	0.0	21.3
Tesco Express, St Albans Road, Watford	255	140	133	13,797	1.8	6.0	0.0	4.1
Waitrose, Domes Roundabout, St Albans Road, Watford	200	125	119	12,940	1.5	1.3	0.0	-0.3
Other stores, Zone 2					0.2	0.2	0.0	0.0
<b>Sub-total</b>					<b>162.7</b>	<b>137.3</b>	<b>0.0</b>	<b>-25.4</b>
<b>Zone 3   Bushey &amp; Aldenham</b>								
Tesco Express (Esso), High Road, Bushey Heath, Bushe	250	150	143	13,797	2.0	2.6	0.0	0.7
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	13,797	1.7	3.0	0.0	1.3
Other stores, Zone 3					2.5	2.5	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>9.4</b>	<b>0.0</b>	<b>2.0</b>
<b>Zone 4   Radlett &amp; Shenley</b>								
Tesco Express, Watling Street, Radlett	504	269	246	13,797	3.4	2.5	0.0	-0.9
Budgens, Watling Street, Radlett	773	355	337	8,664	2.9	4.4	0.0	1.5
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	13,797	3.1	1.6	0.0	-1.5
<b>Sub-total</b>					<b>10.2</b>	<b>8.3</b>	<b>0.0</b>	<b>-1.9</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	11,691	2.5	2.8	0.0	0.3
Co-op, Leeming Road, Borehamwood	386	207	197	10,824	2.1	1.5	0.0	-0.6
Co-op, Organ Hall Road, Borehamwood	150	90	86	10,824	0.9	0.6	0.0	-0.3
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,859	5.2	6.6	0.0	1.4
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,288	900	720	10,103	7.3	13.0	0.0	5.7
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,476	7.4	4.9	0.0	-2.5
Morrison's, Slinging Way, Borehamwood	6,734	3,941	3,153	12,556	39.9	16.6	0.0	-23.3
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	13,797	87.2	75.6	0.0	-11.6
Other stores, Zone 5					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>153.3</b>	<b>118.4</b>	<b>0.0</b>	<b>-34.9</b>
<b>Zone 6   Potters Bar</b>								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	13,797	3.1	4.2	0.0	1.1
Co-op, High Street, Potters Bar	353	196	177	10,824	1.9	1.9	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	13,797	37.6	37.1	0.0	-0.5
Sainsbury's Superstore, Barkers Lane, Potters Bar	3,162	1,943	1,289	11,691	16.4	16.5	0.0	0.2
Other stores, Zone 6					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>61.8</b>	<b>62.6</b>	<b>0.0</b>	<b>0.8</b>
<b>Zone 7   Rickmansworth</b>								
Iceland, High Street, Rickmansworth	516	307	298	6,859	2.0	3.6	0.0	1.5
Co-op, New Road, Croxley Green	335	203	193	10,824	2.1	3.5	0.0	1.4
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,476	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,476	12.0	4.9	0.0	-7.1
Tesco Superstore, Frogmoor Wharf, Herefield Road, Rickmansworth	3,847	2,354	1,789	13,797	24.7	29.7	0.0	5.0
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,940	16.4	20.3	0.0	3.9
Other stores, Zone 7					1.8	1.8	0.0	0.0
<b>Sub-total</b>					<b>70.5</b>	<b>70.5</b>	<b>0.0</b>	<b>-0.1</b>
<b>Zone 8   Batchworth Heath &amp; South Oxhey</b>								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,940	15.7	39.4	0.0	23.7
Co-op, St Andrews Road, South Oxhey, Watford	548	364	346	10,824	3.7	2.1	0.0	-1.7
Co-op, The Parade, Carpenders Park, Watford	438	291	276	10,824	3.0	9.0	0.0	6.0
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	13,797	2.0	4.5	0.0	2.5
<b>Sub-total</b>					<b>24.4</b>	<b>54.9</b>	<b>0.0</b>	<b>30.5</b>
<b>Zone 9   Chaorleywood &amp; Sarrat</b>								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	13,797	2.4	5.3	0.0	2.8
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	10,824	3.9	4.4	0.0	0.5
Other stores, Zone 9					1.6	1.6	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>10.8</b>	<b>0.0</b>	<b>3.3</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>								
Tesco Express, College Road, Abbots Langley	481	253	240	13,797	3.3	3.5	0.0	0.1
Budgens, High Street, Abbots Langley	519	250	238	8,664	2.1	5.4	0.0	3.3
Other stores, Zone 10					3.8	3.8	0.0	0.0
<b>Sub-total</b>					<b>9.2</b>	<b>12.7</b>	<b>0.0</b>	<b>3.5</b>
<b>Zone 11   Hemel Hempstead</b>								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,176	8.4	3.9	0.0	-4.5
Aldi, London Road, Hemel Hempstead	1,430	986	789	10,827	8.5	35.2	0.0	26.7
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	10,827	8.5	29.9	0.0	21.4
Asda, Hillfield Road, Hemel Hempstead	3,848	2,345	1,571	13,571	21.5	19.9	0.0	-1.6
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	10,824	1.3	0.7	0.0	-0.6
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	10,824	1.7	0.8	0.0	-1.0
Co-op, The Heights, Hemel Hempstead	208	140	133	10,824	1.4	0.5	0.0	-1.0
Co-op, The Queen's Square, Aylesfield, Hemel Hempstead	448	294	279	10,824	3.0	1.6	0.0	-1.4
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,859	4.7	2.3	0.0	-2.4
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,476	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Aylesfield, Hemel Hempstead	7,619	4,698	3,381	11,691	39.5	79.3	0.0	39.8
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,691	11,691	20.5	9.1	0.0	-11.4
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	13,797	2.2	0.5	0.0	-1.7
Tesco Express, The Dimes, Barnacre Road, Hemel Hempstead	265	163	174	13,797	2.4	1.2	0.0	-1.2
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	13,797	3.7	2.2	0.0	-1.5
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	13,797	68.9	66.7	0.0	-2.3
Other stores, Zone 11					8.4	8.4	0.0	0.0
<b>Sub-total</b>					<b>206.2</b>	<b>256.2</b>	<b>0.0</b>	<b>49.0</b>
<b>Zone 12   Hemel Hempstead Fringe</b>								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	10,824	1.6	1.9	0.0	0.2
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	13,797	3.9	7.0	0.0	4.0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	13,797	2.4	3.1	0.0	0.7
Other stores, Zone 12					2.1	2.1	0.0	0.0
<b>Sub-total</b>					<b>9.1</b>	<b>14.0</b>	<b>0.0</b>	<b>4.9</b>
<b>Zone 13   Berkhamstead</b>								
Waitrose, St John's Well Lane, Berkhamstead	4,602	2,633	2,159	12,940	27.9	56.2	0.0	28.2
M&S Simply Food, High Street, Berkhamstead	1,784	1,109	1,054	10,476	11.0	6.4	0.0	-4.7
Tesco Express, High Street, Northchurch, Berkhamstead	261	162	172	13,797	2.4	7.9	0.0	5.5
Tesco Metro, High Street, Berkhamstead	2,506	1,445	1,098	13,797	15.2	5.2	0.0	-9.9
<b>Sub-total</b>					<b>56.8</b>	<b>75.7</b>	<b>0.0</b>	<b>19.1</b>
<b>Zone 14   Tring</b>								
Co-op, Silk Mill Way, Tring	252	184	175	10,824	1.9	0.4	0.0	-1.5
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,476	6.3	9.3	0.0	3.0
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	13,797	15.4	50.3	0.0	34.9
Other stores, Zone 14					1.4	1.4	0.0	0.0
<b>Sub-total</b>					<b>25.1</b>	<b>61.4</b>	<b>0.0</b>	<b>36.4</b>
<b>Zone 15   St Albans</b>								
Co-op, Cell Barnes Lane, St Albans	210	149	142	10,824	1.5	3.0	0.0	1.4
Co-op, High Street, Redbourn, St Albans	240	140	133	10,824	1.4	0.6	0.0	-0.9
Co-op, Park Street, How Wood, St Albans	168	106	101	10,824	1.1	3.0	0.0	2.0
Iceland, Victoria Street, St Albans	1,012	506	491	6,859	3.4	1.1	0.0	-2.3
Marks & Spencer (BP), Verulam Road, St Albans	100	70	67	10,476	0.7	0.4	0.0	-0.3
Marks & Spencer, St Peter's Street, St Albans	943	596	538	10,476	5.6	4.8	0.0	-0.8
Morrison's, Hatfield Road, St Albans	6,490	3,799	3,039	12,556	38.5	65.9	0.0	27.4
Sainsbury's Local, Marshawick Lane, St Albans	399	194	175	11,691	2.0	3.6	0.0	1.5
Sainsbury's, Emerald Close, St Albans	7,085	4,367	3,144	11,691	36.8	52.8	0.0	16.1
Tesco Express, Beech Road, St Albans	359	251	238	13,797	3.3	0.3	0.0	-3.0
Tesco Express, Hatfield Road, St Albans	458	320	304	13,797	4.2	1.8	0.0	-2.4
Tesco Express, Luton Road, Harpenden	300	170	162	13,797	2.2	4.0	0.0	1.7
Tesco Express, St. Bridiades Place, Jersey Farm Estate, St Albans	399	280	266	13,797	3.7	0.7	0.0	-2.9
Tesco Metro, St. Peters Street, St Albans	1,954	1,127	857	13,797	11.8	10.8	0.0	-1.0
Waitrose, Ermine Close, Mayne Avenue, St Albans	3,392	1,940	1,591	12,940	20.8	20.4	0.0	-0.2
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 15					3.6	3.6	0.0	0.0
<b>Sub-total</b>					<b>141.7</b>	<b>180.7</b>	<b>0.0</b>	<b>39.0</b>
<b>Zone 16   London Colney Fringe</b>								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	10,824	1.4	2.8		

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	296.9	406.3	0.0	109.4
2021	294.5	423.7	0.0	129.2
2026	294.5	448.5	0.0	154.0
2031	294.5	481.3	0.0	186.8
2032	294.5	487.0	0.0	192.5
2036	294.5	510.7	0.0	216.2
<b>Study Area Market Share (%)</b>		<b>120.7</b>		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17  
2. Assumes constant market share claimed by Dacorum facilities at 120.6% from the Study Area

2017 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	109.4	8,400	10,500
2021	129.2	10,000	12,400
2026	154.0	12,000	14,800
2031	186.8	14,500	18,000
2032	192.5	15,000	18,500
2036	216.2	16,800	20,800

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	10,103	12.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 2,010 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	10,103	10.4
Dacorum	4/00676/14/MFA, Maylands Avenue, Hemel Hempstead	REDEVELOPMENT FOR MIXED USE SCHEME COMPRISING OF FLATTED RESIDENTIAL ACCOMMODATION (C3), AFFORDABLE HOUSING (C3), OFFICE (B1) AND MIXED RETAIL (A1), FINANCIAL AND PROFESSIONAL SERVICES (A2), RESTAURANT (HOT FOOD TAKEAWAY) (A3/A5) USES TOGETHER WITH A CHURCH (D1) (WITH ANCILLARY ACCOMMODATION) PEDESTRIAN AND VEHICULAR ACCESS AND PUBLIC REALM	Gross floorspace of 1,226 of which 600 sq m is assumed to be convenience. 600 sq m x 65% gross to net = 390 sq m net. Majority of floorspace is Tesco.	13,797	5.4
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of:  • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods  The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,753 sqm and will be occupied by Aldi	1,753	10,827	19.0
<b>Total</b>			<b>4,159</b>		<b>46.7</b>

2017 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	109.4	46.7	62.7	4,800	6,000
2021	129.2	46.3	82.9	6,400	8,000
2026	154.0	46.3	107.7	8,400	10,400
2031	186.8	46.3	140.5	10,900	13,500
2032	192.5	46.3	146.2	11,400	14,100
2036	216.2	46.3	169.9	13,200	16,300

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Table 7a: Population

Zone	Population					
	2017	2021	2026	2031	2032	2036
10	23,762	23,851	24,171	24,502	24,509	24,541
11	68,517	72,962	79,611	86,128	87,285	91,911
12	38,412	39,414	41,320	43,460	43,553	43,925
13	25,573	26,296	26,910	28,029	29,008	30,026
14	14,810	15,532	15,969	17,952	18,302	19,704

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2017 with SFT										Comparison goods expenditure per capita (£) 2021										Comparison goods expenditure per capita (£) 2026										Comparison goods expenditure per capita (£) 2031										Comparison goods expenditure per capita (£) 2032										Comparison goods expenditure per capita (£) 2036													
	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chemist	Espresso	DV	Furniture	Total										
10	1,165	230	1,113	632	n/a	164	337	293	357	<b>4,184</b>	963	199	839	449	139	284	237	301	<b>3,531</b>	1,077	218	1,026	482	152	311	299	330	<b>3,867</b>	1,207	244	1,152	551	170	349	290	370	<b>4,333</b>	1,371	277	1,309	626	193	390	330	420	<b>4,922</b>	1,408	285	1,344	643	198	407	339	431	<b>5,054</b>	1,573	316	1,501	718	221	454	378	482	<b>5,645</b>
11	977	172	962	432	n/a	121	400	206	346	<b>3,836</b>	825	145	828	364	102	338	174	292	<b>3,069</b>	903	159	907	399	112	370	191	320	<b>3,381</b>	1,012	178	1,017	447	126	416	213	358	<b>3,765</b>	1,149	202	1,155	508	143	471	242	407	<b>4,277</b>	1,180	208	1,186	521	147	484	249	418	<b>4,392</b>	1,318	232	1,324	582	184	540	278	467	<b>4,905</b>
12	1,057	204	1,104	512	n/a	145	461	280	401	<b>4,144</b>	892	172	932	432	122	389	220	339	<b>3,498</b>	977	189	1,021	473	134	426	240	371	<b>3,830</b>	1,095	211	1,144	530	150	477	269	416	<b>4,292</b>	1,243	240	1,299	602	170	542	306	472	<b>4,875</b>	1,277	249	1,334	618	175	557	314	485	<b>5,006</b>	1,426	275	1,490	690	195	622	351	542	<b>5,591</b>
13	1,225	255	1,299	617	n/a	173	498	316	504	<b>4,796</b>	1,034	215	1,096	437	148	420	287	435	<b>4,048</b>	1,132	236	1,201	478	160	460	292	468	<b>4,424</b>	1,268	264	1,346	538	179	516	327	522	<b>4,967</b>	1,441	300	1,526	609	203	595	371	593	<b>5,638</b>	1,480	308	1,569	625	209	601	381	609	<b>5,792</b>	1,652	344	1,732	699	233	671	426	680	<b>6,457</b>
14	1,127	234	1,176	637	n/a	172	497	309	457	<b>4,508</b>	951	198	992	454	145	419	260	385	<b>3,805</b>	1,042	217	1,087	497	159	459	285	422	<b>4,167</b>	1,167	243	1,218	557	178	514	320	473	<b>4,669</b>	1,326	276	1,383	632	202	584	363	537	<b>5,303</b>	1,362	283	1,420	649	208	600	373	552	<b>5,447</b>	1,521	316	1,586	725	232	670	416	616	<b>6,083</b>

Notes:  
a. Zones based on the post code sectors shown on the plan of Appendix A.  
b. Per capita expenditure derived from Experian MMS3 data (2019 report)  
c. Population derived from Experian MMS3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

Further Decorum Retail Study  
Nexus Planning

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods growth (£m)																		
	2017								2021								2025								2031								2037								2038								2017-2021				2017-2031				2017-2036		
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2017-2021	2017-2025	2017-2031	2017-2036	
10	23.4	4.7	22.3	10.7	3.3	6.8	5.6	7.2	83.9	25.7	5.2	24.5	11.7	3.6	7.4	6.2	7.9	82.2	29.2	5.9	27.9	13.3	4.1	8.4	7.0	8.9	104.7	33.6	6.8	32.1	15.3	4.7	9.7	8.1	10.3	120.6	34.5	7.0	32.9	15.8	4.9	10.0	8.3	10.6	123.9	36.6	7.8	36.8	17.6	5.4	11.2	9.3	11.8	138.5	8.3	20.8	36.7	54.6	
11	56.5	9.9	58.8	25.0	7.0	23.2	11.9	20.0	210.2	65.9	11.6	66.2	28.1	8.2	27.0	13.9	23.3	245.3	80.8	14.2	80.9	38.6	10.0	33.0	17.0	28.5	295.8	99.0	17.4	99.4	43.7	12.3	40.8	20.9	36.0	369.3	103.0	18.1	103.5	45.5	12.8	42.2	21.7	36.5	383.4	121.2	21.3	121.7	53.5	15.0	49.6	25.6	42.9	450.8	35.1	80.5	158.1	240.6	
12	34.3	6.6	35.8	16.6	4.7	14.9	8.4	13.0	134.3	38.5	7.4	40.2	18.6	5.3	16.8	9.5	14.6	151.0	45.2	8.7	47.3	21.9	6.2	19.7	11.1	17.2	177.3	54.0	10.4	56.5	26.2	7.4	23.6	13.3	20.5	211.9	55.6	10.7	58.1	26.9	7.6	24.3	13.7	21.1	218.0	62.6	12.1	65.4	30.3	8.6	27.3	15.4	23.8	245.6	16.6	43.0	77.5	111.2	
13	26.4	5.5	28.0	11.2	3.7	10.7	6.8	10.9	103.3	29.8	6.2	31.6	12.6	4.2	12.1	7.7	12.3	116.3	34.0	7.1	36.1	14.4	4.8	13.8	8.8	14.0	132.9	41.1	8.6	43.6	17.4	5.8	16.7	10.6	16.9	160.6	42.9	8.9	45.5	18.1	6.1	17.4	11.1	17.7	167.7	31.1	10.6	54.2	21.6	7.2	20.8	13.2	21.0	199.7	13.0	29.6	57.3	96.4	
14	14.1	2.9	14.7	6.7	2.2	8.2	3.9	5.7	64.4	16.2	3.4	16.0	7.7	2.5	7.1	4.4	8.6	64.7	16.9	3.8	18.4	8.9	2.8	8.2	5.1	7.6	74.6	23.8	4.9	24.8	11.3	3.8	10.5	6.5	9.6	95.2	24.9	5.2	26.0	11.9	3.8	11.0	6.8	10.1	107.7	30.0	6.2	31.3	14.3	4.6	13.2	8.2	10.1	119.8	8.4	19.2	38.9	63.5	

Notes:  
a. Zones based on the post code sectors shown on the plan at Appendix A  
b. Per capita expenditure derived from Experian MM3 data (2019 report)  
c. Population derived from Experian MM3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

2017 Prices

Further Dacorum Retail Study  
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Dacorum BC			
	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.71%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.80%	10.30%	10.14%	6.49%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>13.80%</b>	<b>11.10%</b>	<b>10.14%</b>	<b>6.49%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxton 1 &amp; 2</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	71.81%	58.12%	37.51%	15.22%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.00%	2.95%	0.00%	0.78%
Others, Zone 11	0.65%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>72.46%</b>	<b>61.07%</b>	<b>37.51%</b>	<b>15.99%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.86%	1.96%	22.09%	1.78%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.86%</b>	<b>1.96%</b>	<b>22.09%</b>	<b>1.78%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	0.73%
Others, Zone 14	0.00%	0.00%	0.00%	0.73%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.46%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	5.29%	1.46%	2.03%	0.73%
Others, Zone 15	0.00%	0.00%	0.00%	1.01%
<b>Sub-total</b>	<b>5.29%</b>	<b>1.46%</b>	<b>2.03%</b>	<b>1.74%</b>
<b>Zone 16   Colney &amp; Coaley</b>				
Abney Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.56%	6.45%	4.11%	1.74%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.18%
<b>Sub-total</b>	<b>2.56%</b>	<b>6.45%</b>	<b>4.11%</b>	<b>2.49%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.71%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.71%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>95.1%</b>	<b>82.8%</b>	<b>78.5%</b>	<b>29.8%</b>
<b>Sub Total   Watford District</b>	<b>13.8%</b>	<b>11.1%</b>	<b>10.1%</b>	<b>6.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Watlington District</b>	<b>72.4%</b>	<b>63.0%</b>	<b>38.5%</b>	<b>16.2%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>7.8%</b>	<b>8.6%</b>	<b>6.1%</b>	<b>4.2%</b>
Destination	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnaer Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.89%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.89%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	1.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>95.1%</b>	<b>83.8%</b>	<b>74.8%</b>	<b>29.8%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	1.23%
Aylesbury Town Centre	0.00%	0.00%	1.04%	35.48%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.86%	0.00%	13.58%	2.24%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	4.09%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.13%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.73%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.75%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	2.21%	1.38%	15.19%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.71%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnaer Harewood Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	1.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	8.33%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	1.04%	0.00%
Others, outside study area	0.65%	2.25%	1.04%	15.23%
Abroad	0.00%	0.00%	0.99%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.9%</b>	<b>16.2%</b>	<b>23.2%</b>	<b>70.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Zones based on post code sectors  
b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2010)  
c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Dacorum BC			
	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.2	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£7.8	£2.6	£2.7	£0.9
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.8</b>	<b>£2.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Watlington 1 &amp; 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coleby Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£40.6	£19.9	£9.9	£2.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£1.0	£0.0	£0.1
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£41.0</b>	<b>£20.9</b>	<b>£9.9</b>	<b>£2.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.5	£0.7	£5.8	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.5</b>	<b>£0.7</b>	<b>£5.8</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.1
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£4.0	£0.5	£0.5	£0.1
Others, Zone 15	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£4.0</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.2</b>
<b>Zone 16   Colney &amp; Coaley</b>				
Aben Bygrave Retail Park, North Orbital Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcop Close, London Colney	£1.4	£2.2	£1.1	£0.2
Coaley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£1.4</b>	<b>£2.2</b>	<b>£1.1</b>	<b>£0.4</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£33.7</b>	<b>£28.4</b>	<b>£20.1</b>	<b>£4.2</b>
<b>Sub Total   Watford District</b>	<b>£7.8</b>	<b>£2.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£4.4</b>	<b>£3.0</b>	<b>£1.6</b>	<b>£0.6</b>
<b>Destination</b>	<b>Zone 11 Clothing (£m)</b>	<b>Zone 12 Clothing (£m)</b>	<b>Zone 13 Clothing (£m)</b>	<b>Zone 14 Clothing (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.3	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.3	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£33.7</b>	<b>£28.7</b>	<b>£20.3</b>	<b>£4.2</b>
<b>Outside Study Area</b>				
<b>Amenham Town Centre</b>	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.3	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.0	£0.6	£0.3
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.1
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.6	£0.0	£0.0
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.8	£0.4	£2.1
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.2	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.3	£0.0
Others, outside study area	£0.4	£0.8	£0.3	£2.1
<b>Abroad</b>	£0.0	£0.0	£0.3	£0.0
<b>Sub Total outside Study Area</b>	<b>£2.9</b>	<b>£5.6</b>	<b>£6.1</b>	<b>£3.9</b>
<b>Total (rounded)</b>	<b>£36.6</b>	<b>£34.3</b>	<b>£26.4</b>	<b>£8.1</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'year' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Wot know/have', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

Destination	Dacorum BC				
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Archway Retail Park, Lower High Street, Watford	5.13%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.88%	0.00%	0.00%	2.12%	3.48%
Others, Zone 1	0.32%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>14.02%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.12%</b>	<b>3.48%</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.47%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.49%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4 Rickmansworth</b>					
Ridett Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.02%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.12%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%
Slingsby Retail Park, Slingsby Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chantry Road, Borehamwood	0.78%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.01%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6 Hatfield</b>					
Polters Bar Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.01%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	0.70%	0.00%	0.00%	0.00%	0.00%
South Oxley Local Centre	0.66%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.41%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	2.20%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.26%</b>	<b>2.20%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	7.04%	77.91%	48.03%	13.00%	3.48%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.32%	4.80%	2.04%	0.00%	0.00%
Others, Zone 11	0.14%	2.31%	0.00%	2.22%	0.00%
<b>Sub-total</b>	<b>0.01%</b>	<b>84.84%</b>	<b>51.88%</b>	<b>15.31%</b>	<b>3.48%</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	2.97%	0.00%	0.34%	76.04%	33.87%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.97%</b>	<b>0.00%</b>	<b>0.34%</b>	<b>76.04%</b>	<b>33.87%</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	0.40%	0.00%	0.00%	0.00%	15.78%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.40%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>15.78%</b>
<b>Zone 15 St Albans</b>					
Abney View Retail Park, Griffiths Way, St Albans	0.33%	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.14%	4.51%	2.14%	2.12%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>4.51%</b>	<b>2.14%</b>	<b>2.12%</b>	<b>0.00%</b>
<b>Zone 16 Colney &amp; Alconbury</b>					
Abney Bygrave Retail Park, North Orbital Road, St Albans	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alconbury Close, London Colney	0.84%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.95%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	3.23%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.23%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total Inner Study Area</b>					
	47.0%	84.6%	63.5%	15.6%	56.6%
<b>Sub Total   Watford District</b>					
	14.4%	3.1%	0.2%	2.1%	3.5%
<b>Sub Total   Hertsmere Borough</b>					
	3.1%	2.2%	0.0%	0.0%	0.0%
<b>Sub Total   Dacorum District</b>					
	11.4%	84.6%	62.2%	11.2%	33.1%
<b>Sub Total   St Albans City &amp; District</b>					
	13.7%	4.5%	2.1%	2.1%	0.0%
<b>Destination</b>					
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Outside Inner Study Area</b>					
<b>Zone 15 Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Eastside Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	4.91%	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.30%	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	2.82%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>8.92%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16 Dacorum/Western Fringe</b>					
Chesham Town Centre	2.00%	0.00%	0.00%	2.22%	6.99%
Others, Zone 16	0.13%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.13%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.22%</b>	<b>6.99%</b>
<b>Zone 17 Dacorum/Northern Fringe</b>					
Dunstable Town Centre	1.88%	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	1.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.19%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>4.05%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18 Hertsmere/Southern Fringe</b>					
Barnet Local Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.44%	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Wendstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19 St Albans/Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>					
	72.8%	84.6%	68.6%	17.8%	63.6%
<b>Outside Study Area</b>					
<b>Amersham</b>					
Amersham Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.88%	0.00%	0.00%	0.00%	16.50%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%	0.00%
Central Luton	5.88%	3.08%	0.00%	2.22%	2.48%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.23%	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.23%	0.00%	0.00%	0.00%	0.00%
Hive, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.71%	0.00%	2.85%	0.00%	0.00%
Marlow Town Centre	0.20%	2.31%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	2.11%	0.00%	0.00%	0.00%	0.00%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Pinnae Hillborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.10%	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	1.21%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.33%	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	1.84%	0.00%	0.00%	0.00%	0.00%
Others, outside study area	3.81%	0.00%	4.88%	0.00%	15.96%
Abroad	1.11%	0.00%	23.74%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>27.2%</b>	<b>15.4%</b>	<b>31.5%</b>	<b>2.2%</b>	<b>36.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'year' and 'top up' shopping derived directly from NPD's Household Survey (December 2010)  
 c. Excludes 'Worth' 'online', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Dacorum BC			
		Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Archers Retail Park, Lower High Street, Watford	£0.4	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£34.4	£0.0	£0.4	£0.1	£0.1
Others, Zone 1	£0.9	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£35.6</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	£1.3	£0.3	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.3	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth &amp; Shenley</b>					
Ridett Town Centre	£0.7	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£1.9	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Hatfield 1, 2</b>					
Potters Bar Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£1.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead North &amp; South Osney</b>					
Northwood Local Centre	£2.0	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£1.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.6	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£17.0	£7.7	£3.3	£0.7	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£0.5	£0.1	£0.0	£0.0
Others, Zone 11	£0.4	£0.2	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£18.1</b>	<b>£8.4</b>	<b>£3.4</b>	<b>£0.8</b>	<b>£0.1</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£0.9	£0.0	£0.0	£4.2	£1.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.2</b>	<b>£1.0</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£1.0	£0.0	£0.0	£0.0	£0.5
Others, Zone 14	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.5</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£21.0	£0.4	£0.1	£0.1	£0.0
Others, Zone 15	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£21.2</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 16 Colney &amp; Coleshill</b>					
Aben Bygrave Retail Park, North Orbital Road, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£1.9	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£110.7</b>	<b>£9.4</b>	<b>£4.5</b>	<b>£5.3</b>	<b>£1.7</b>
<b>Sub Total   Watford District</b>	<b>£36.9</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Sub Total   Hertsmere District</b>	<b>£11.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£20.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£33.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Destination</b>	<b>Total Books etc (£m)</b>	<b>Zone 11 Books etc (£m)</b>	<b>Zone 12 Books etc (£m)</b>	<b>Zone 13 Books etc (£m)</b>	<b>Zone 14 Books etc (£m)</b>
<b>Outside Inner Study Area</b>					
<b>Zone 15   Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.1	£0.0	£0.0	£0.0	£0.0
Pinney Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£1.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£22.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>					
Chesham Town Centre	£4.1	£0.0	£0.0	£0.1	£0.2
Others, Zone 16	£0.3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.2</b>
<b>Zone 17   Dacorum Northern Fringe</b>					
Dunstable Town Centre	£4.3	£0.0	£0.0	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£4.5	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£9.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>					
Barnet Local Centre	£0.9	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£13.1	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£15.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£176.4</b>	<b>£9.4</b>	<b>£4.5</b>	<b>£5.4</b>	<b>£1.9</b>
<b>Outside Study Area</b>					
<b>Amersham Town Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Aylesbury Town Centre	£5.6	£0.0	£0.0	£0.0	£0.5
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfhill Lane, Chesham, Waltham Cross	£0.2	£0.0	£0.0	£0.0	£0.0
Central London	£13.7	£0.0	£0.0	£0.1	£0.1
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£4.4	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.4	£0.0	£0.0	£0.0	£0.0
Hive, Davy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£3.4	£0.0	£0.2	£0.0	£0.0
Marlow Town Centre	£0.4	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£4.0	£0.0	£0.0	£0.0	£0.0
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Pinrose, Ribbington Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.2	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£1.5	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£2.5	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£3.6	£0.0	£0.0	£0.0	£0.5
Others, outside study area	£0.6	£0.0	£0.3	£0.0	£0.5
<b>Abroad</b>	<b>£2.2</b>	<b>£0.0</b> </			

Further Dacorum Retail Study  
Nexus Planning

Table 13: Small Household goods shopping patterns

Destination	Dacorum BC			
	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.99%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	2.31%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	1.00%
Watford Town Centre	2.82%	4.52%	32.02%	3.34%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.82%</b>	<b>7.83%</b>	<b>32.02%</b>	<b>4.34%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.99%	0.00%	0.00%
Garston Village Centre	0.00%	0.99%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.98%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Cherryl Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Rickmansworth</b>				
Polers Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polers Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sanat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	48.81%	18.40%	9.53%	3.94%
Aspley Mills Retail Park, London Road, Hemel Hempstead	23.80%	44.54%	4.66%	0.00%
Others, Zone 11	0.00%	0.99%	0.00%	0.00%
<b>Sub-total</b>	<b>72.61%</b>	<b>64.99%</b>	<b>14.20%</b>	<b>3.94%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	10.20%	2.91%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>10.20%</b>	<b>2.91%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	31.41%
Others, Zone 14	0.00%	0.00%	0.00%	1.65%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>32.41%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Heath &amp; Colney Heath</b>				
Abney Bygrave Retail Park, North Orbital Road, St. Albans	0.00%	1.32%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.36%	2.54%	1.55%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.36%</b>	<b>3.86%</b>	<b>1.55%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.8%</b>	<b>78.7%</b>	<b>68.6%</b>	<b>43.6%</b>
<b>Sub Total   Watford District</b>	<b>2.8%</b>	<b>9.8%</b>	<b>32.0%</b>	<b>4.3%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>72.6%</b>	<b>65.0%</b>	<b>14.4%</b>	<b>39.3%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>2.4%</b>	<b>3.9%</b>	<b>1.6%</b>	<b>0.0%</b>
Destination	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	3.25%	2.07%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>3.25%</b>	<b>2.07%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.8%</b>	<b>81.8%</b>	<b>68.6%</b>	<b>43.6%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.61%	0.99%	1.48%	19.29%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.07%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	1.55%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	22.44%	2.67%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	14.64%	0.00%	1.95%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	1.21%	0.94%	5.69%	19.70%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.94%	1.20%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.21%	1.55%	0.00%
Others, outside study area	0.00%	0.99%	2.07%	14.80%
Abroad	4.76%	11.01%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.2%</b>	<b>18.1%</b>	<b>31.4%</b>	<b>56.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sites by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'don't know/nil', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Dacorum BC				
	Total H/hold (£m)	Zone 11 H/hold (£m)	Zone 12 H/hold (£m)	Zone 13 H/hold (£m)	Zone 14 H/hold (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	£2.1	£0.0	£0.4	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£7.5	£0.0	£0.8	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.3	£0.0	£0.0	£0.0	£0.1
Watford Town Centre	£260.2	£1.6	£1.6	£9.0	£0.5
Others, Zone 1	£1.6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£275.8</b>	<b>£1.6</b>	<b>£2.8</b>	<b>£9.0</b>	<b>£0.6</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	£6.7	£0.0	£0.4	£0.0	£0.0
Garston Village Centre	£0.4	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.1</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£2.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>					
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£18.4	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£2.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cheery Road, Borehamwood	£3.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£24.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>					
Polers Bar Town Centre	£4.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Polers Bar	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.5	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxley Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	£1.5	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.6	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£45.9	£27.7	£7.0	£2.7	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£47.6	£13.5	£15.9	£1.3	£0.0
Others, Zone 11	£0.4	£0.0	£0.4	£0.0	£0.0
<b>Sub-total</b>	<b>£93.9</b>	<b>£41.2</b>	<b>£23.3</b>	<b>£4.0</b>	<b>£0.0</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£3.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£4.2	£0.0	£0.0	£2.9	£0.4
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.9</b>	<b>£0.4</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£7.0	£0.0	£0.0	£0.0	£4.6
Others, Zone 14	£0.1	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£7.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.8</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St Albans	£8.0	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£75.5	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£2.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£85.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 London Colney &amp; Zoons</b>					
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.5	£0.0	£0.5	£0.0	£0.0
Colney Fields Shopping Park, Alcop Close, London Colney	£27.4	£1.3	£0.9	£0.4	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£27.9</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£0.4</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£441.1</b>	<b>£44.2</b>	<b>£20.2</b>	<b>£16.3</b>	<b>£6.4</b>
<b>Sub Total   Watford District</b>					
Sub Total   Watford District	£282.9	£1.6	£3.5	£9.0	£0.6
<b>Sub Total   Hertsmere District</b>					
Sub Total   Hertsmere District	£5.6	£0.0	£0.0	£0.0	£0.0
<b>Sub Total   Three Rivers Borough</b>					
Sub Total   Three Rivers Borough	£104.4	£11.2	£23.3	£4.0	£5.6
<b>Sub Total   St Albans City &amp; District</b>					
Sub Total   St Albans City & District	£112.2	£1.3	£1.4	£0.4	£0.0
Destination	Total H/hold (£m)	Zone 11 H/hold (£m)	Zone 12 H/hold (£m)	Zone 13 H/hold (£m)	Zone 14 H/hold (£m)
<b>Outside Inner Study Area</b>					
<b>Zone 15 Three Rivers Eastern</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£40.6	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Pinney Village Centre	£4.4	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£46.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>					
Chesham Town Centre	£2.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>					
Dunstable Town Centre	£10.0	£0.0	£1.2	£0.6	£0.0
Homebase, Vaux Road, Lighton Buzzard	£2.2	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£24.4</b>	<b>£0.0</b>	<b>£1.2</b>	<b>£0.6</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>					
Barnet Local Centre	£20.5	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£7.9	£0.0	£0.0	£0.0	£0.0
Harefield District Centre	£20.4	£0.0	£0.0	£0.0	£0.0
Wendstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£48.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.9	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£600.3</b>	<b>£44.2</b>	<b>£20.3</b>	<b>£16.8</b>	<b>£6.4</b>
<b>Outside Study Area</b>					
Amenham Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£19.9	£0.9	£0.4	£0.4	£2.8
Beaconsfield Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£17.8	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£2.6	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfpenny Lane, Chesham, Waltham Cross	£1.5	£0.0	£0.0	£0.0	£0.0
Central London	£21.6	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£3.9	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£16.4	£0.0	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£20.3	£0.0	£0.0	£0.3	£0.4
Hitchin Town Centre	£0.9	£0.0	£0.0	£0.0	£0.0
Hex, Davy Way, North Circular Road, Wembley	£27.6	£0.3	£0.0	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£9.2	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£64.4	£0.7	£0.3	£1.6	£2.9
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£5.1	£0.0	£0.3	£0.6	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Pinnares Highborough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£3.7	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£1.5	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£1.5	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£3.9	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£78.0	£0.0	£1.1	£0.4	£0.0
Others, outside study area	£39.5	£0.0	£0.4	£0.6	£2.2
<b>Abroad</b>	<b>£13.1</b>	<b>£2.7</b>	<b>£3.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total outside Study Area</b>	<b>£370.3</b>	<b>£12.6</b>	<b>£6.5</b>	<b>£11.2</b>	<b>£8.3</b>
<b>Total (rounded)</b>	<b>£1,000.6</b>	<b>£56.8</b>	<b>£26.8</b>	<b>£28.0</b>	<b>£14.7</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2010)  
 c. Excludes 'Worlbrook/Leavesley', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Racrits (%)	Zone 12 Racrits (%)	Zone 13 Racrits (%)	Zone 14 Racrits (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	6.25%	2.12%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	3.10%	1.51%	18.12%	3.48%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>9.35%</b>	<b>3.63%</b>	<b>18.12%</b>	<b>3.48%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Rickmansworth</b>				
Ridett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxbridge &amp; Uxbridge</b>				
Polers Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polers Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	78.25%	31.81%	25.38%	8.27%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.74%	38.42%	0.00%	0.00%
Others, Zone 11	3.10%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>87.09%</b>	<b>70.23%</b>	<b>25.38%</b>	<b>8.27%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	1.51%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.51%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	4.16%	47.36%	1.77%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>4.16%</b>	<b>47.36%</b>	<b>1.77%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	4.05%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.05%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	2.12%	0.00%	1.77%
Others, Zone 15	0.00%	6.25%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>8.37%</b>	<b>0.00%</b>	<b>1.77%</b>
<b>Zone 16   Colney Colney &amp; Zones</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.8%</b>	<b>87.8%</b>	<b>90.9%</b>	<b>20.3%</b>
<b>Sub Total   Watford District</b>	<b>9.4%</b>	<b>3.6%</b>	<b>18.1%</b>	<b>3.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Watlington District</b>	<b>85.4%</b>	<b>75.2%</b>	<b>72.7%</b>	<b>15.1%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0%</b>	<b>8.4%</b>	<b>0%</b>	<b>1.8%</b>
Destination	Zone 11 Racrits (%)	Zone 12 Racrits (%)	Zone 13 Racrits (%)	Zone 14 Racrits (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnaer Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebush, Vaux Road, Loughton Buzzard	0.00%	0.00%	0.00%	0.00%
Loughton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	2.36%
Roanmore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.36%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>22.7%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	2.88%
Aylesbury Town Centre	0.00%	0.00%	0.00%	47.26%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	1.77%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	1.51%	3.18%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Shy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	2.12%	3.18%	0.00%	1.69%
Marlow Town Centre	1.59%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	21.39%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	2.12%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnaer Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.71%	0.00%	0.00%
Others, outside study area	0.00%	0.00%	9.15%	2.36%
<b>Sub-total outside Study Area</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>77.3%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 16: Recreation goods expenditure

Destination	Dacorum BC			
	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£0.4	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.8	£0.3	£2.0	£0.2
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.3</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Cherry Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£10.1	£3.3	£2.8	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£1.4	£0.4	£0.0	£0.0
Others, Zone 11	£0.8	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£12.3</b>	<b>£3.7</b>	<b>£2.8</b>	<b>£0.0</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.7	£5.3	£0.1
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£5.3</b>	<b>£0.1</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.3
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£0.0	£0.4	£0.0	£0.1
Others, Zone 15	£0.0	£1.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 16   Colindale, Colney &amp; Apsley</b>				
Aben Bygrave Retail Park, North Oxhill Road, St. Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£23.7</b>	<b>£14.6</b>	<b>£10.1</b>	<b>£1.4</b>
<b>Sub Total   Watford District</b>	<b>£2.3</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£21.3</b>	<b>£13.6</b>	<b>£8.1</b>	<b>£1.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Destination</b>	<b>Zone 11 Recrtn (£m)</b>	<b>Zone 12 Recrtn (£m)</b>	<b>Zone 13 Recrtn (£m)</b>	<b>Zone 14 Recrtn (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wendstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£23.7</b>	<b>£14.6</b>	<b>£10.1</b>	<b>£1.5</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.2
Aylesbury Town Centre	£0.0	£0.0	£0.0	£3.2
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.5	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£0.5	£0.0	£0.1
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£1.4
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.4	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roostock Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.6	£0.0	£0.0
Others, outside study area	£0.0	£0.0	£1.0	£0.2
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£1.3</b>	<b>£2.0</b>	<b>£1.0</b>	<b>£5.2</b>
<b>Total (rounded)</b>	<b>£25.0</b>	<b>£16.6</b>	<b>£11.2</b>	<b>£6.7</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 17: Chemist goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.67%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.00%	0.00%	0.66%	0.00%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.66%</b>	<b>0.00%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.70%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Watlington Way</b>				
Potters Bar Town Centre	0.00%	0.70%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	2.75%	0.00%	0.00%
Sanatit Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>2.75%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	2.68%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.68%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	63.20%	51.34%	0.88%	1.68%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.60%	1.86%	0.00%	0.00%
Others, Zone 11	6.48%	3.26%	0.00%	0.00%
<b>Sub-total</b>	<b>75.28%</b>	<b>56.46%</b>	<b>0.88%</b>	<b>1.68%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	1.40%	0.00%	0.00%
Others, Zone 12	0.00%	16.03%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>17.43%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.91%	1.63%	56.59%	26.23%
Others, Zone 13	0.00%	0.70%	1.32%	0.00%
<b>Sub-total</b>	<b>0.91%</b>	<b>2.33%</b>	<b>56.91%</b>	<b>26.23%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	64.28%
Others, Zone 14	0.00%	0.00%	0.00%	2.11%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>66.39%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.65%	3.03%	0.00%	0.00%
Others, Zone 15	0.00%	2.75%	0.00%	0.00%
<b>Sub-total</b>	<b>0.65%</b>	<b>5.78%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney, Colney Heath &amp; Zouche</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.67%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	1.36%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.36%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>99.3%</b>	<b>88.8%</b>	<b>99.5%</b>	<b>94.3%</b>
<b>Sub Total   Watford District</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>2.7%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Watlington District</b>	<b>56.0%</b>	<b>72.2%</b>	<b>17.8%</b>	<b>64.3%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.7%</b>	<b>7.8%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinxter Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.65%	0.64%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.65%</b>	<b>0.64%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebush, Vaux Road, Loughton Buzzard	0.00%	0.00%	0.00%	0.00%
Loughton Buzzard Town Centre	0.00%	0.00%	0.88%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Roanmore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wignore Park Shopping Centre, Wignore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>99.3%</b>	<b>88.8%</b>	<b>100.0%</b>	<b>94.9%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	1.84%
Aylesbury Town Centre	0.00%	0.00%	0.00%	3.39%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	7.78%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.93%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	0.00%
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinxter, Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	0.00%	0.00%
Others, outside study area	0.00%	2.49%	0.00%	0.64%
<b>Abroad</b>	0.68%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>0.7%</b>	<b>11.2%</b>	<b>0.0%</b>	<b>5.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2016)  
 c. Excludes 'don't know/nil', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Dacorum BC			
	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slingsby Retail Park, Slingsby Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chesham Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Milton Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Chorley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chesham &amp; Epsom</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£0.8	£2.4	£0.0	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.4	£0.1	£0.0	£0.0
Others, Zone 11	£0.5	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£2.6</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 12	£0.0	£0.8	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.1	£0.1	£3.6	£0.6
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£3.6</b>	<b>£0.6</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£1.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.4</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 15	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Colney Colney &amp; Apsley</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Apsley Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Sub Total   Watford District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.7</b>	<b>£2.6</b>	<b>£3.6</b>	<b>£0.6</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Chemist (£m)</b>	<b>Zone 12 Chemist (£m)</b>	<b>Zone 13 Chemist (£m)</b>	<b>Zone 14 Chemist (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Loughton Buzzard	£0.0	£0.0	£0.0	£0.0
Loughton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£0.1
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfside Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.4	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roostock Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.0	£0.0
Others, outside study area	£0.0	£0.1	£0.0	£0.0
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Total (rounded)</b>	<b>£7.0</b>	<b>£4.7</b>	<b>£3.7</b>	<b>£2.1</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPD5 Household Survey (December 2020)  
 c. Excludes 'Worth' groceries, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 19: Large electrical goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	1.84%	0.00%	0.00%
Watford Town Centre	15.94%	9.70%	26.57%	8.93%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>15.94%</b>	<b>11.54%</b>	<b>26.57%</b>	<b>8.93%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	1.84%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Cherryl Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Watlington 1 &amp; 2</b>				
Potters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerall</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elmerall Village Centre	0.00%	0.00%	0.00%	0.00%
Sanatill Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	1.14%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.19%	0.00%	1.19%	0.00%
<b>Sub-total</b>	<b>1.19%</b>	<b>1.14%</b>	<b>1.19%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	28.11%	18.87%	11.88%	1.57%
Aspley Mills Retail Park, London Road, Hemel Hempstead	59.84%	62.65%	29.50%	10.88%
Others, Zone 11	1.67%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>81.62%</b>	<b>78.72%</b>	<b>41.19%</b>	<b>12.19%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	17.29%	4.32%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>17.29%</b>	<b>4.32%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	8.36%
Others, Zone 14	0.00%	0.00%	0.00%	1.81%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>9.87%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	1.14%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>98.8%</b>	<b>92.6%</b>	<b>87.9%</b>	<b>35.6%</b>
<b>Sub Total   Watford District</b>	<b>15.9%</b>	<b>11.5%</b>	<b>26.6%</b>	<b>8.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.2%</b>	<b>1.1%</b>	<b>1.2%</b>	<b>0.0%</b>
<b>Sub Total   Hemel Hempstead</b>	<b>81.6%</b>	<b>78.7%</b>	<b>41.2%</b>	<b>12.2%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Destination</b>	<b>Zone 11 Electrical (%)</b>	<b>Zone 12 Electrical (%)</b>	<b>Zone 13 Electrical (%)</b>	<b>Zone 14 Electrical (%)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	1.84%	0.00%	1.51%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>	<b>1.51%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>98.8%</b>	<b>84.4%</b>	<b>87.9%</b>	<b>37.6%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.00%	0.00%	0.00%	20.75%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicestler Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	1.84%	2.02%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	4.82%	4.48%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Shy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.14%	1.19%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	2.88%	26.26%
MX1 Shopping & Leisure Park, Stadium Way, West Blechley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roostock Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	2.22%	0.00%	0.00%
Others, outside study area	1.25%	2.28%	1.64%	9.49%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>1.3%</b>	<b>6.5%</b>	<b>12.2%</b>	<b>63.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 20: Large electrical goods expenditure

Destination	Dacorum BC			
	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.3	£0.0	£0.0
Watford Town Centre	£3.7	£1.4	£2.9	£0.6
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.2	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.3	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£4.7	£2.4	£1.3	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£13.9	£9.4	£3.2	£0.7
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£18.9</b>	<b>£11.8</b>	<b>£4.4</b>	<b>£0.8</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.0	£1.9	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.5
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.6</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alscop Close, London Colney	£0.0	£0.2	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£22.9</b>	<b>£13.8</b>	<b>£8.4</b>	<b>£2.2</b>
<b>Sub Total   Watford District</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Dacorum District</b>	<b>£18.9</b>	<b>£11.8</b>	<b>£5.2</b>	<b>£1.7</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Electrical (£m)</b>	<b>Zone 12 Electrical (£m)</b>	<b>Zone 13 Electrical (£m)</b>	<b>Zone 14 Electrical (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.0	£0.1
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-Total Study Area</b>	<b>£22.9</b>	<b>£14.1</b>	<b>£8.4</b>	<b>£2.3</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£1.3
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.2	£0.1
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.5	£0.3
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.2	£0.1	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.3	£1.6
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.3	£0.0	£0.0
Others, outside study area	£0.3	£0.3	£0.2	£0.6
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub-Total outside Study Area</b>	<b>£0.3</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£1.9</b>
<b>Total (rounded)</b>	<b>£23.2</b>	<b>£14.9</b>	<b>£9.7</b>	<b>£4.2</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'year' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Worth' 'online', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Dacorum BC			
	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.83%	0.00%	0.88%	0.79%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.79%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 (a)</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.58%	0.78%	1.84%	0.00%
<b>Sub-total</b>	<b>1.58%</b>	<b>0.78%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	38.28%	13.97%	12.22%	1.89%
Aspley Mills Retail Park, London Road, Hemel Hempstead	47.83%	63.36%	26.05%	10.36%
Others, Zone 11	4.88%	3.28%	11.43%	0.00%
<b>Sub-total</b>	<b>90.78%</b>	<b>80.64%</b>	<b>49.51%</b>	<b>12.25%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.82%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.82%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	30.62%	3.81%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>30.62%</b>	<b>3.81%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.50%	0.88%	48.13%
Others, Zone 14	0.00%	0.78%	0.92%	6.68%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.78%</b>	<b>1.80%</b>	<b>54.81%</b>
<b>Zone 18   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.83%	2.74%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>2.74%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   Colney, Colney Heath &amp; Zouls</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcop Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.0%</b>	<b>85.8%</b>	<b>84.6%</b>	<b>74.7%</b>
<b>Sub Total   Watford District</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.8%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.6%</b>	<b>0.8%</b>	<b>1.8%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>95.8%</b>	<b>82.2%</b>	<b>81.5%</b>	<b>75.5%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.8%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Eastern</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.79%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.79%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	1.22%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.83%	3.48%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>3.48%</b>	<b>1.22%</b>	<b>0.00%</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.79%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>95.4%</b>	<b>89.2%</b>	<b>84.8%</b>	<b>72.4%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.83%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.83%	0.82%	0.92%	24.33%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central Luton	0.00%	0.00%	10.21%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.83%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	0.82%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.82%	0.00%	0.82%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	2.10%	0.00%
Others, outside study area	1.89%	8.12%	0.00%	1.98%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.4%</b>	<b>10.8%</b>	<b>14.1%</b>	<b>27.5%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 22: DIY goods expenditure

Destination	Dacorum BC			
	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.1	£0.0	£0.1	£0.0
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chesham Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Chorley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chesham &amp; Epsom</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.1	£0.1	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£4.5	£1.2	£0.8	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£5.7	£5.3	£1.8	£0.4
Others, Zone 11	£0.6	£0.3	£0.8	£0.0
<b>Sub-total</b>	<b>£10.8</b>	<b>£6.8</b>	<b>£3.4</b>	<b>£0.5</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.0	£2.1	£0.1
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.1</b>	<b>£0.1</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.1	£1.9
Others, Zone 14	£0.0	£0.1	£0.1	£0.3
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£2.1</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.1	£0.2	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Colney Colney &amp; Alconbury</b>				
Alconbury Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcon Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£11.2</b>	<b>£7.2</b>	<b>£5.8</b>	<b>£2.8</b>
<b>Sub Total   Watford District</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Dacorum District</b>	<b>£10.8</b>	<b>£6.8</b>	<b>£5.6</b>	<b>£2.7</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 DIY (£m)</b>	<b>Zone 12 DIY (£m)</b>	<b>Zone 13 DIY (£m)</b>	<b>Zone 14 DIY (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.1	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.1	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.3</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.1	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£11.8</b>	<b>£7.5</b>	<b>£5.9</b>	<b>£2.8</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.1	£0.1	£0.1	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.7	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Davy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.1	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£0.0
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Epsom	£0.0	£0.1	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roostock Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.1	£0.0
Others, outside study area	£0.2	£0.8	£0.0	£0.1
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.5</b>	<b>£0.9</b>	<b>£1.0</b>	<b>£0.1</b>
<b>Total (rounded)</b>	<b>£11.9</b>	<b>£8.4</b>	<b>£6.9</b>	<b>£2.9</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Wart' (groceries), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	4.49%	0.00%	1.19%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	22.12%	10.56%	5.89%	2.55%
Watford Town Centre	10.41%	13.27%	10.88%	9.35%
Others, Zone 1	0.00%	1.58%	0.00%	0.00%
<b>Sub-total</b>	<b>37.02%</b>	<b>25.42%</b>	<b>17.96%</b>	<b>11.90%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radiet Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	1.13%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Shenley Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.13%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 (a)</b>				
Pottery Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elstree</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sanat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	5.83%	0.00%	0.00%
Others, Zone 10	0.00%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>7.01%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	12.27%	10.84%	1.19%	1.09%
Aspley Mills Retail Park, London Road, Hemel Hempstead	22.71%	28.02%	18.82%	4.00%
Others, Zone 11	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>34.97%</b>	<b>38.86%</b>	<b>20.01%</b>	<b>5.09%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	1.52%	0.00%	0.00%	0.00%
Others, Zone 12	1.52%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>3.04%</b>	<b>1.19%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	1.14%	1.58%	20.99%	3.11%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>1.58%</b>	<b>20.99%</b>	<b>3.11%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	6.75%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>6.75%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	1.14%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Azons</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>69.0%</b>	<b>26.9%</b>
<b>Sub Total   Watford District</b>	<b>37.0%</b>	<b>25.4%</b>	<b>18.0%</b>	<b>11.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>25.7%</b>	<b>41.4%</b>	<b>41.0%</b>	<b>15.0%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	1.14%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	1.89%	2.13%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.89%</b>	<b>2.13%</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Royston District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>61.7%</b>	<b>29.0%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.28%	1.19%	13.25%	30.97%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.39%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	3.22%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	13.83%	13.21%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	1.19%	4.32%	23.56%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	1.19%	1.45%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	1.14%	0.00%
Welwyn Garden City Town Centre	1.52%	1.19%	1.19%	0.00%
Others, outside study area	4.49%	8.24%	14.84%	11.82%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.1%</b>	<b>24.0%</b>	<b>38.3%</b>	<b>71.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Dacorum BC			
	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.0	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.4	£1.4	£3.6	£0.1
Watford Town Centre	£2.1	£1.7	£1.2	£0.5
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£7.4</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bickley &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£2.8	£1.4	£0.1	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£4.5	£3.6	£2.0	£0.2
Others, Zone 11	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.1</b>	<b>£5.0</b>	<b>£2.2</b>	<b>£0.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.0	£0.0	£0.0
Others, Zone 12	£0.3	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.2	£0.2	£2.3	£0.2
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£2.3</b>	<b>£0.2</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.4</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.2	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£15.6</b>	<b>£9.8</b>	<b>£4.4</b>	<b>£1.5</b>
<b>Sub Total   Watford District</b>	<b>£7.4</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£5.4</b>	<b>£4.5</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Furniture (£m)</b>	<b>Zone 12 Furniture (£m)</b>	<b>Zone 13 Furniture (£m)</b>	<b>Zone 14 Furniture (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastside Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.1	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.2	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.1</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wendstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£16.6</b>	<b>£9.8</b>	<b>£4.7</b>	<b>£1.7</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.5	£0.2	£1.4	£1.8
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.2
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£2.8	£1.7	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.2	£0.5	£1.3
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.1	£0.1
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.1	£0.0
Welwyn Garden City Town Centre	£0.3	£0.2	£0.1	£0.0
Others, outside study area	£0.9	£1.1	£1.6	£0.7
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£4.4</b>	<b>£3.3</b>	<b>£4.2</b>	<b>£4.1</b>
<b>Total (rounded)</b>	<b>£20.6</b>	<b>£13.0</b>	<b>£10.9</b>	<b>£5.7</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'road' and 'top up' shopping derived directly from NPD3 Household Survey (December 2020)  
 c. Excludes 'Worl' 'Worl', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 25: All comparison goods expenditure

Destination	Dacorum BC			
	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.6	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£1.2	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.4	£1.6	£0.6	£0.3
Watford Town Centre	£16.0	£9.0	£17.9	£2.8
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£22.9</b>	<b>£12.7</b>	<b>£18.7</b>	<b>£3.1</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.3	£0.4	£0.0	£0.0
Garston Village Centre	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chenery Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1, 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Milton Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.9	£0.2	£0.3	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£1.1</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£112.8	£42.8	£18.4	£3.7
Aspley Mills Retail Park, London Road, Hemel Hempstead	£29.9	£41.9	£8.3	£1.4
Others, Zone 11	£2.8	£0.8	£0.9	£0.0
<b>Sub-total</b>	<b>£145.5</b>	<b>£85.5</b>	<b>£27.6</b>	<b>£5.1</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.1	£0.0	£0.0
Others, Zone 12	£0.3	£1.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.8	£2.2	£28.0	£2.9
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£2.2</b>	<b>£28.0</b>	<b>£2.9</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.1	£9.8
Others, Zone 14	£0.0	£0.1	£0.1	£0.6
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£10.2</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£3.8	£1.4	£0.7	£0.2
Others, Zone 15	£0.0	£1.2	£0.0	£0.1
<b>Sub-total</b>	<b>£3.8</b>	<b>£2.6</b>	<b>£0.7</b>	<b>£0.4</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.5	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£2.8	£3.3	£1.5	£0.2
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£2.8</b>	<b>£3.8</b>	<b>£1.5</b>	<b>£0.4</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£187.5</b>	<b>£110.6</b>	<b>£77.0</b>	<b>£22.2</b>
<b>Sub Total   Watford District</b>	<b>£22.2</b>	<b>£13.4</b>	<b>£18.7</b>	<b>£3.1</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£166.8</b>	<b>£85.1</b>	<b>£55.7</b>	<b>£18.1</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£8.6</b>	<b>£8.6</b>	<b>£2.2</b>	<b>£0.7</b>
Destination	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)
<b>Outside Inner Study Area</b>				
<b>Zone 16   Three Rivers Eastern</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.5	£0.3
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.5</b>	<b>£0.3</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£1.5	£0.7	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.1	£0.3	£0.2	£0.1
<b>Sub-total</b>	<b>£0.1</b>	<b>£1.8</b>	<b>£0.9</b>	<b>£0.1</b>
<b>Zone 19   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.1	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 20   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£187.7</b>	<b>£112.7</b>	<b>£78.4</b>	<b>£22.6</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.1	£0.0	£0.0	£0.4
Aylesbury Town Centre	£1.5	£0.6	£2.2	£15.6
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	£0.0	£0.0	£0.0	£0.0
Central London	£1.0	£0.8	£5.4	£0.5
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£6.8	£1.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£11.1	£1.7	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£1.5	£0.1	£0.1
Marlow Town Centre	£1.1	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.7	£1.3	£2.7	£9.5
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.6	£0.4	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.4	£0.2	£0.1
Others, Enfield	£0.0	£0.1	£0.0	£0.0
Pinxten Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.3	£2.3	£1.0	£0.0
Others, outside study area	£1.8	£3.7	£3.7	£6.3
Abroad	£2.7	£5.5	£0.3	£0.0
<b>Sub Total outside Study Area</b>	<b>£22.6</b>	<b>£21.7</b>	<b>£24.0</b>	<b>£31.5</b>
<b>Total (rounded)</b>	<b>£210.2</b>	<b>£134.4</b>	<b>£102.3</b>	<b>£56.4</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' groceries, markets and internet sales  
 d. Comparison goods follow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	440.6	440.6	0.0	0.0
2021	504.6	503.8	0.0	-0.9
2026	590.7	591.8	0.0	1.1
2031	674.9	702.1	0.0	27.2
2032	693.1	729.4	0.0	36.3
2036	771.0	841.6	0.0	70.6

Study Area Market Share (%)

10.4%

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17
- Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	-0.9	-100	-100
2026	1.1	100	200
2031	27.2	2,400	3,300
2032	36.3	2,800	3,900
2036	70.6	5,500	7,600

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods	The Council advise that the comparison goods element of Phase 2 of the project is no longer likely to come forward.	0	0.0
<b>Total</b>			<b>13,869</b>		<b>53.2</b>

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	53.2	-53.2	-7,100	-9,700
2021	-0.9	61.0	-61.8	-7,400	-10,100
2026	1.1	71.4	-70.3	-7,200	-9,800
2031	27.2	81.5	-54.3	-4,900	-6,600
2032	36.3	83.7	-47.5	-3,700	-5,100
2036	70.6	93.1	-22.6	-1,800	-2,400

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices

**Appendix A: Updated Statistical Assessment: Central Scenario**

**Table 1: Population and convenience goods expenditure per capita**

Zone	Population						Per capita expenditure (£)						
	2017	2021	2026	2031	2032	2036	2017 <i>inc SFT</i>	2017	2021	2026	2031	2032	2036
<b>10</b>	23,773	23,857	24,267	24,691	24,701	24,741	2,288	2,201	2,194	2,192	2,187	2,187	2,191
<b>11</b>	68,860	73,653	82,134	90,484	91,966	97,893	2,246	2,161	2,154	2,152	2,147	2,147	2,151
<b>12</b>	38,500	39,669	42,112	44,854	44,973	45,449	2,423	2,331	2,324	2,321	2,317	2,317	2,321
<b>13</b>	25,649	26,318	26,987	29,190	29,804	32,261	2,604	2,505	2,498	2,494	2,489	2,489	2,493
<b>14</b>	14,879	15,580	16,139	18,680	19,129	20,924	2,461	2,367	2,360	2,357	2,352	2,352	2,356

**Notes:**

- a. Zones based on the post code sectors shown on the plan at Appendix A
- b. Per capita expenditure derived from Experian MMG3 data (2019 report)
- c. 2017 Population derived from Experian MMG3 data (2019 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.
- d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 17

**2017 Prices**

**Table 2a: Total convenience goods expenditure available**

Zone	Expenditure (£m)						Growth (£m)			
	Convenience						Convenience			
	2017	2021	2026	2031	2032	2036	2017-2021	2017-2026	2017-2031	2017-2036
11	148.8	158.7	176.7	194.3	197.5	210.6	9.9	27.9	45.5	61.8
12	89.8	92.2	97.8	103.9	104.2	105.5	2.4	8.0	14.2	15.7
13	64.3	65.7	67.3	72.7	74.2	80.4	1.5	3.1	8.4	16.2
14	35.2	36.8	38.0	43.9	45.0	49.3	1.5	2.8	8.7	14.1
<b>Study Area Total</b>	<b>338.0</b>	<b>353.4</b>	<b>379.8</b>	<b>414.8</b>	<b>420.8</b>	<b>445.8</b>	<b>15.3</b>	<b>41.8</b>	<b>76.8</b>	<b>107.8</b>

**Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend**

Zone	Expenditure (£m)		
	Convenience (2017)		
	Main	Top-up	Total
11	126.3	22.5	148.8
12	65.8	23.9	89.8
13	51.1	13.1	64.3
14	26.8	8.4	35.2
<b>Total</b>	<b>270.1</b>	<b>67.9</b>	<b>338.0</b>

**Notes:**

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questions 9 and 15 of the NEMS Household Survey (December 2017)

2017 Prices





Further Dacorum Retail Study  
Neues Planning

Table 5: Convenience goods benchmark

Destination	Gross FloorSpace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
<b>Zone 1   Watford South</b>								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,940	4.2	0.3	0.0	-4.0
Local shops, Watford Town Centre					10.6	10.6	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,476	8.7	9.6	0.0	0.9
Morrison's, Asot Road, Watford	6,733	3,941	3,153	12,556	39.9	45.0	0.0	5.1
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	11,691	28.0	28.7	0.0	0.7
Tesco Express, High Street, Watford	288	201	191	13,797	2.6	3.2	0.0	0.6
Tesco Express, Whippendell Road, Watford	247	175	166	13,797	2.3	0.8	0.0	-1.5
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	13,797	73.9	62.8	0.0	8.9
Other stores, Zone 1					1.5	1.5	0.0	0.0
<b>Sub-total</b>					<b>171.8</b>	<b>182.5</b>	<b>0.0</b>	<b>10.7</b>
<b>Zone 2   Watford North</b>								
Co-op, St. Albans Road, Watford	547	329	313	10,824	3.4	0.8	0.0	-2.6
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	13,659	119.6	74.5	0.0	-45.1
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	10,824	3.4	1.3	0.0	-2.1
Co-op, The Gossumers, Garston, Watford	209	122	112	10,824	1.2	0.5	0.0	-0.8
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,686	11,691	31.5	52.8	0.0	21.3
Tesco Express, St. Albans Road, Watford	255	140	133	13,797	1.8	6.0	0.0	4.1
Waitrose, Domes Roundabout, St. Albans Road, Watford	200	125	119	12,940	1.5	1.3	0.0	-0.3
Other stores, Zone 2					0.2	0.2	0.0	0.0
<b>Sub-total</b>					<b>162.7</b>	<b>137.3</b>	<b>0.0</b>	<b>-25.4</b>
<b>Zone 3   Bushey &amp; Aldenham</b>								
Tesco Express (Esso), High Road, Bushey Heath, Bushe	250	150	143	13,797	2.0	2.6	0.0	0.7
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	13,797	1.7	3.0	0.0	1.3
Other stores, Zone 3					2.5	2.5	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>9.4</b>	<b>0.0</b>	<b>2.0</b>
<b>Zone 4   Radlett &amp; Shenley</b>								
Tesco Express, Watling Street, Radlett	504	269	246	13,797	3.4	2.5	0.0	-0.9
Budgens, Watling Street, Radlett	773	355	337	8,664	2.9	4.4	0.0	1.5
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	13,797	3.1	1.6	0.0	-1.5
<b>Sub-total</b>					<b>10.2</b>	<b>8.3</b>	<b>0.0</b>	<b>-1.9</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	11,691	2.5	2.8	0.0	0.3
Co-op, Leeming Road, Borehamwood	386	207	197	10,824	2.1	1.5	0.0	-0.6
Co-op, Organ Hill Road, Borehamwood	150	90	86	10,824	0.9	0.6	0.0	-0.3
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,859	5.2	6.6	0.0	1.4
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,288	900	720	10,103	7.3	13.0	0.0	5.7
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,476	7.4	4.9	0.0	-2.5
Morrison's, Slinging Way, Borehamwood	6,734	3,941	3,153	12,556	39.9	16.6	0.0	-23.3
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	13,797	87.2	75.6	0.0	-11.6
Other stores, Zone 5					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>153.3</b>	<b>118.4</b>	<b>0.0</b>	<b>-34.9</b>
<b>Zone 6   Potters Bar</b>								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	13,797	3.1	4.2	0.0	1.1
Co-op, High Street, Potters Bar	353	186	177	10,824	1.9	1.9	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	13,797	37.6	37.1	0.0	-0.5
Sainsbury's Superstore, Barkers Lane, Potters Bar	3,162	1,943	1,289	11,691	16.4	16.5	0.0	0.2
Other stores, Zone 6					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>61.8</b>	<b>62.6</b>	<b>0.0</b>	<b>0.8</b>
<b>Zone 7   Rickmansworth</b>								
Iceland, High Street, Rickmansworth	516	307	298	6,859	2.0	3.6	0.0	1.5
Co-op, New Road, Croxley Green	335	203	193	10,824	2.1	3.5	0.0	1.4
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Uxbridge Road, Mill End, Rickmansworth	250	150	143	10,476	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,476	12.0	4.9	0.0	-7.1
Tesco Superstore, Frogmoor Wharf, Herefield Road, Rickmansworth	3,847	2,354	1,789	13,797	24.7	29.7	0.0	5.0
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,940	16.4	29.3	0.0	12.9
Other stores, Zone 7					1.8	1.8	0.0	0.0
<b>Sub-total</b>					<b>70.5</b>	<b>70.5</b>	<b>0.0</b>	<b>-0.1</b>
<b>Zone 8   Batchworth Heath &amp; South Oxhey</b>								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,940	15.7	39.4	0.0	23.7
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	10,824	3.7	2.1	0.0	-1.7
Co-op, The Parade, Carpenders Park, Watford	438	291	276	10,824	3.0	9.0	0.0	6.0
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	13,797	2.0	4.5	0.0	2.5
<b>Sub-total</b>					<b>24.4</b>	<b>54.9</b>	<b>0.0</b>	<b>30.5</b>
<b>Zone 9   Chaorleywood &amp; Sarrat</b>								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	13,797	2.4	5.3	0.0	2.8
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	10,824	3.9	4.4	0.0	0.5
Other stores, Zone 9					1.6	1.6	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>10.8</b>	<b>0.0</b>	<b>3.3</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>								
Tesco Express, College Road, Abbots Langley	481	253	240	13,797	3.3	3.5	0.0	0.1
Budgens, High Street, Abbots Langley	519	250	238	8,664	2.1	5.4	0.0	3.3
Other stores, Zone 10					3.8	3.8	0.0	0.0
<b>Sub-total</b>					<b>9.2</b>	<b>12.7</b>	<b>0.0</b>	<b>3.5</b>
<b>Zone 11   Hemel Hempstead</b>								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,476	8.4	3.9	0.0	-4.5
Aldi, London Road, Hemel Hempstead	1,430	986	789	10,827	8.5	35.3	0.0	26.8
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	10,827	8.5	29.9	0.0	21.4
Asda, Hillfield Road, Hemel Hempstead	3,848	2,345	1,571	13,571	21.5	18.0	0.0	-3.5
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	10,824	1.3	0.7	0.0	-0.6
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	10,824	1.7	0.8	0.0	-1.0
Co-op, The Heights, Hemel Hempstead	208	140	133	10,824	1.4	0.5	0.0	-1.0
Co-op, The Queen's Square, Aylesfield, Hemel Hempstead	448	294	279	10,824	3.0	1.6	0.0	-1.4
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,859	4.7	2.3	0.0	-2.4
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,476	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Aylesfield, Hemel Hempstead	7,619	4,698	3,381	11,691	39.5	79.6	0.0	37.0
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,691	11,691	20.5	9.1	0.0	-11.4
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	13,797	2.2	0.5	0.0	-1.7
Tesco Express, The Dimes, Barnacre Road, Hemel Hempstead	265	163	174	13,797	2.4	1.2	0.0	-1.2
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	13,797	3.7	2.2	0.0	-1.5
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	13,797	68.9	66.9	0.0	-2.0
Other stores, Zone 11					8.4	8.4	0.0	0.0
<b>Sub-total</b>					<b>206.2</b>	<b>256.1</b>	<b>0.0</b>	<b>49.9</b>
<b>Zone 12   Hemel Hempstead Fringe</b>								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	10,824	1.6	1.9	0.0	0.2
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	13,797	3.9	7.0	0.0	4.0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	13,797	2.4	3.1	0.0	0.7
Other stores, Zone 12					2.1	2.1	0.0	0.0
<b>Sub-total</b>					<b>9.2</b>	<b>14.1</b>	<b>0.0</b>	<b>4.9</b>
<b>Zone 13   Berkhamstead</b>								
Waitrose, St John's Well Lane, Berkhamstead	4,602	2,633	2,159	12,940	27.9	56.3	0.0	28.4
M&S Simply Food, High Street, Berkhamstead	1,784	1,109	1,054	10,476	11.0	6.4	0.0	-4.7
Tesco Express, High Street, Northchurch, Berkhamstead	261	162	172	13,797	2.4	7.9	0.0	5.5
Tesco Metro, High Street, Berkhamstead	2,506	1,445	1,098	13,797	15.2	5.3	0.0	-9.9
<b>Sub-total</b>					<b>56.5</b>	<b>75.8</b>	<b>0.0</b>	<b>19.3</b>
<b>Zone 14   Tring</b>								
Co-op, Silk Mill Way, Tring	252	184	175	10,824	1.9	0.4	0.0	-1.5
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,476	6.3	9.3	0.0	3.0
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	13,797	15.4	50.4	0.0	35.0
Other stores, Zone 14					1.4	1.4	0.0	0.0
<b>Sub-total</b>					<b>25.1</b>	<b>61.6</b>	<b>0.0</b>	<b>36.5</b>
<b>Zone 15   St Albans</b>								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	10,824	1.5	3.0	0.0	1.4
Co-op, High Street, Redbourn, St. Albans	240	140	133	10,824	1.4	0.6	0.0	-0.9
Co-op, Park Street, How Wood, St. Albans	168	106	101	10,824	1.1	3.0	0.0	2.0
Iceland, Victoria Street, St. Albans	1,012	506	491	6,859	3.4	1.1	0.0	-2.3
Marks & Spencer (BP), Verulam Road, St. Albans	100	70	67	10,476	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	596	538	10,476	5.6	4.8	0.0	-0.8
Morrison's, Hatfield Road, St. Albans	6,490	3,799	3,039	12,556	38.5	65.9	0.0	27.4
Sainsbury's Local, Marshaleck Lane, St. Albans	399	194	175	11,691	2.0	3.6	0.0	1.5
Sainsbury's, Emerald Close, St. Albans	7,085	4,367	3,144	11,691	36.8	52.8	0.0	16.1
Tesco Express, Beech Road, St. Albans	359	251	238	13,797	3.3	3.0	0.0	-0.3
Tesco Express, Hatfield Road, St. Albans	458	320	304	13,797	4.2	1.8	0.0	-2.4
Tesco Express, Luton Road, Harpende	300	170	162	13,797	2.2	4.0	0.0	1.7
Tesco Express, St. Bridiades Place, Jersey Farm Estate, St. Albans	399	280	266	13,797	3.7	0.7	0.0	-2.9
Tesco Metro, St. Peter's Street, St. Albans	1,954	1,127	857	13,797	11.8	10.8	0.0	-1.0
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,940	20.8	20.4	0.0	-0.2
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 15					3.6	3.6	0.0	0.0
<b>Sub-total</b>					<b>141.7</b>	<b>180.7</b>	<b>0.0</b>	<b>39.0</b>
<b>Zone 16   London Colney Fringe</b>								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	10,824	1.4	2.8		

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	296.9	407.5	0.0	110.6
2021	294.5	426.0	0.0	131.5
2026	294.5	457.9	0.0	163.4
2031	294.5	500.1	0.0	205.6
2032	294.5	507.4	0.0	212.9
2036	294.5	537.5	0.0	242.9
<b>Study Area Market Share (%)</b>		<b>120.6</b>		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17  
2. Assumes constant market share claimed by Dacorum facilities at 120.6% from the Study Area

2017 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	110.6	8,500	10,600
2021	131.5	10,200	12,600
2026	163.4	12,700	15,700
2031	205.6	16,000	19,800
2032	212.9	16,500	20,500
2036	242.9	18,900	23,400

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	10,103	12.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 2,010 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	10,103	10.4
Dacorum	4/00676/14/MFA, Maylands Avenue, Hemel Hempstead	REDEVELOPMENT FOR MIXED USE SCHEME COMPRISING OF FLATTED RESIDENTIAL ACCOMMODATION (C3), AFFORDABLE HOUSING (C3), OFFICE (B1) AND MIXED RETAIL (A1), FINANCIAL AND PROFESSIONAL SERVICES (A2), RESTAURANT (HOT FOOD TAKEAWAY) (A3/A5) USES TOGETHER WITH A CHURCH (D1) (WITH ANCILLARY ACCOMMODATION) PEDESTRIAN AND VEHICULAR ACCESS AND PUBLIC REALM	Gross floorspace of 1,226 of which 600 sq m is assumed to be convenience. 600 sq m x 65% gross to net = 390 sq m net. Majority of floorspace is Tesco.	13,797	5.4
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of:  • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods  The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,753 sqm and will be occupied by Aldi	1,753	10,827	19.0
<b>Total</b>			<b>4,159</b>		<b>46.7</b>

2017 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	110.6	46.7	63.9	4,900	6,100
2021	131.5	46.3	85.2	6,600	8,200
2026	163.4	46.3	117.1	9,100	11,300
2031	205.6	46.3	159.3	12,400	15,300
2032	212.9	46.3	166.6	12,900	16,000
2036	242.9	46.3	196.6	15,300	18,900

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Further Decorum Retail Study  
Neus Planning

Table 7a: Population

Zone	Population					
	2017	2021	2026	2031	2032	2036
10	23,773	23,857	24,267	24,691	24,701	24,741
11	68,860	73,653	82,134	90,484	91,966	97,893
12	38,500	39,009	42,112	44,854	44,973	45,449
13	25,649	26,318	26,987	28,190	29,804	30,261
14	14,879	15,580	16,139	18,680	19,129	20,924

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2017 with SFT										Comparison goods expenditure per capita (£) 2021										Comparison goods expenditure per capita (£) 2026										Comparison goods expenditure per capita (£) 2031										Comparison goods expenditure per capita (£) 2032										Comparison goods expenditure per capita (£) 2036													
	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total	Cones	CO2pc	Household	Restoration	Chenest	Espresso	DV	Furniture	Total										
10	1,165	236	1,113	632	n/a	164	337	290	357	<b>4,184</b>	963	199	839	449	139	284	237	301	<b>3,531</b>	1,077	218	1,026	482	152	311	299	330	<b>3,867</b>	1,207	244	1,152	551	170	349	290	370	<b>4,333</b>	1,371	277	1,309	626	193	396	339	420	<b>4,922</b>	1,408	285	1,344	643	198	407	339	431	<b>5,054</b>	1,572	316	1,501	718	221	454	378	482	<b>5,645</b>
11	877	172	962	432	n/a	121	400	208	346	<b>3,836</b>	825	145	828	364	102	338	174	292	<b>3,069</b>	903	159	907	399	112	370	191	320	<b>3,361</b>	1,012	178	1,017	447	126	416	213	358	<b>3,765</b>	1,149	202	1,155	508	143	471	242	407	<b>4,277</b>	1,180	208	1,186	521	147	484	249	418	<b>4,392</b>	1,318	232	1,324	582	184	540	278	467	<b>4,905</b>
12	1,057	204	1,104	512	n/a	145	461	280	401	<b>4,144</b>	892	172	932	432	122	389	220	339	<b>3,498</b>	977	189	1,021	473	134	426	240	371	<b>3,830</b>	1,095	211	1,144	530	150	477	269	416	<b>4,292</b>	1,243	240	1,299	602	170	542	306	472	<b>4,875</b>	1,277	249	1,334	618	175	557	314	485	<b>5,006</b>	1,426	275	1,490	690	195	622	351	542	<b>5,591</b>
13	1,225	255	1,299	517	n/a	173	498	316	504	<b>4,796</b>	1,034	215	1,096	437	148	420	287	435	<b>4,048</b>	1,132	236	1,201	478	160	460	292	466	<b>4,424</b>	1,268	264	1,346	536	179	516	327	522	<b>4,967</b>	1,441	300	1,526	609	203	595	371	593	<b>5,638</b>	1,480	308	1,569	625	209	601	381	609	<b>5,792</b>	1,652	344	1,732	699	233	671	426	680	<b>6,457</b>
14	1,127	234	1,176	537	n/a	172	497	309	457	<b>4,508</b>	951	198	992	454	145	419	260	385	<b>3,805</b>	1,042	217	1,087	497	159	459	285	422	<b>4,167</b>	1,167	243	1,218	557	178	514	320	473	<b>4,669</b>	1,326	276	1,383	632	202	584	363	537	<b>5,303</b>	1,362	283	1,420	649	208	600	373	552	<b>5,447</b>	1,521	316	1,586	725	232	670	416	616	<b>6,083</b>

Notes:  
a. Zones based on the post code sectors shown on the plan of Appendix A.  
b. Per capita expenditure derived from Experian MMS3 data (2019 report)  
c. Population derived from Experian MMS3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

Further Decorum Retail Study  
Nexus Planning

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods growth (£m)																						
	2017								2021								2025								2031								2032								2035								2017-2021				2017-2025				2017-2031				2017-2035		
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2017-2021	2017-2025	2017-2031	2017-2035					
10	23.4	4.7	22.3	10.7	3.3	6.8	5.6	7.2	83.9	25.7	5.2	24.5	11.7	3.6	7.4	6.2	7.9	82.3	29.3	5.9	28.0	13.4	4.1	8.5	7.0	9.0	105.2	33.6	6.9	32.3	15.5	4.8	9.8	8.1	10.4	121.6	34.8	7.0	33.2	15.9	4.9	10.0	8.4	10.7	124.8	36.9	7.9	37.1	17.8	5.5	11.2	9.4	11.9	139.7	6.3	21.2	37.6	55.7					
11	56.8	10.0	57.0	25.1	7.1	23.3	12.0	20.1	211.3	66.5	11.7	66.8	29.4	8.3	27.3	14.0	23.5	247.5	83.1	14.6	81.5	38.7	10.3	34.1	17.5	29.4	306.3	104.0	18.3	104.5	45.9	12.9	40.6	21.9	36.8	387.0	108.6	19.1	108.1	47.9	13.5	44.5	22.9	38.4	403.9	129.0	22.7	129.6	57.0	16.0	52.9	27.2	46.7	480.2	36.2	98.0	175.7	268.9					
12	34.3	6.6	35.9	16.6	4.7	15.0	8.5	13.0	134.7	38.8	7.5	40.5	18.8	5.3	16.9	9.5	14.7	152.0	46.1	8.9	48.2	22.3	6.3	20.1	11.3	17.5	180.7	55.8	10.8	58.3	27.0	7.6	24.3	13.7	21.2	218.6	57.4	11.1	60.0	27.8	7.9	25.0	14.1	21.8	225.1	64.8	12.5	67.7	31.4	8.9	28.3	16.0	24.6	254.1	17.3	46.1	84.0	119.4					
13	26.5	5.5	28.1	11.2	3.7	10.8	6.8	10.9	103.6	29.8	6.2	31.6	12.6	4.2	12.1	7.7	12.3	116.4	34.2	7.1	36.3	14.5	4.8	13.9	8.8	14.1	133.8	42.1	8.8	44.6	17.8	5.9	17.1	10.8	17.3	164.3	44.1	9.2	46.8	18.6	6.2	17.9	11.4	18.2	172.3	33.3	11.1	56.5	22.5	7.5	21.7	13.7	21.9	206.3	12.8	30.2	60.7	104.7					
14	14.2	2.9	14.8	6.7	2.2	8.2	3.9	5.7	64.6	16.2	3.4	16.0	7.7	2.5	7.2	4.4	8.6	64.9	16.8	3.8	19.7	9.0	2.9	8.3	5.2	7.6	76.4	24.6	5.1	29.8	11.8	3.8	10.9	6.8	10.0	99.1	26.1	5.4	27.2	12.4	4.0	11.5	7.1	10.6	194.2	31.8	6.6	33.2	16.2	4.9	14.0	8.7	10.9	127.3	8.3	19.7	42.4	70.7					

Notes:  
a. Zones based on the post code sectors shown on the plan at Appendix A  
b. Per capita expenditure derived from Experian MM3 data (2019 report)  
c. Population derived from Experian MM3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

2017 Prices

Further Dacorum Retail Study  
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Dacorum BC			
	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.71%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.80%	10.30%	10.14%	6.49%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>13.80%</b>	<b>11.10%</b>	<b>10.14%</b>	<b>6.49%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxton &amp; Colindale</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	71.81%	58.12%	37.51%	15.22%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.00%	2.95%	0.00%	0.78%
Others, Zone 11	0.65%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>72.46%</b>	<b>61.07%</b>	<b>37.51%</b>	<b>15.99%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.86%	1.96%	22.09%	1.78%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.86%</b>	<b>1.96%</b>	<b>22.09%</b>	<b>1.78%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	0.73%
Others, Zone 14	0.00%	0.00%	0.00%	0.73%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.46%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	5.29%	1.46%	2.03%	0.73%
Others, Zone 15	0.00%	0.00%	0.00%	1.01%
<b>Sub-total</b>	<b>5.29%</b>	<b>1.46%</b>	<b>2.03%</b>	<b>1.74%</b>
<b>Zone 16   Colney Heath &amp; Colney</b>				
Aben Bygrave Retail Park, North Orbital Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.56%	6.45%	4.11%	1.74%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.18%
<b>Sub-total</b>	<b>2.56%</b>	<b>6.45%</b>	<b>4.11%</b>	<b>2.49%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.71%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.71%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>95.1%</b>	<b>82.8%</b>	<b>78.5%</b>	<b>29.8%</b>
<b>Sub Total   Watford District</b>	<b>13.8%</b>	<b>11.1%</b>	<b>10.1%</b>	<b>6.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Watlington District</b>	<b>72.4%</b>	<b>63.0%</b>	<b>37.5%</b>	<b>16.2%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>7.8%</b>	<b>8.6%</b>	<b>6.1%</b>	<b>4.2%</b>
Destination	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.89%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.89%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	1.00%	0.00%	0.00%
Homebush, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>95.1%</b>	<b>83.8%</b>	<b>74.8%</b>	<b>29.8%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	1.23%
Aylesbury Town Centre	0.00%	0.00%	1.04%	35.48%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.86%	0.00%	13.58%	2.24%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	4.09%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.13%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.73%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.75%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	2.21%	1.38%	15.19%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.71%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	1.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	8.33%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	1.04%	0.00%
Others, outside study area	0.65%	2.25%	1.04%	15.23%
Abroad	0.00%	0.00%	0.99%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.9%</b>	<b>16.2%</b>	<b>23.2%</b>	<b>70.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Dacorum BC			
	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.2	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£7.8	£3.6	£2.7	£0.9
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.8</b>	<b>£3.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bickley &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Watlington 1 &amp; 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Colney Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Watlington North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£40.9	£20.0	£9.9	£2.2
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£1.0	£0.0	£0.1
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£41.2</b>	<b>£21.0</b>	<b>£9.9</b>	<b>£2.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.5	£0.7	£5.9	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.5</b>	<b>£0.7</b>	<b>£5.9</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.1
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£3.0	£0.5	£0.5	£0.1
Others, Zone 15	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£3.0</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.2</b>
<b>Zone 16   Colney &amp; London Colney</b>				
Aben Bygrave Retail Park, North Orbital Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£1.5	£2.2	£1.1	£0.2
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£1.5</b>	<b>£2.2</b>	<b>£1.1</b>	<b>£0.4</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£34.9</b>	<b>£28.4</b>	<b>£20.1</b>	<b>£4.2</b>
<b>Sub Total   Watford District</b>	<b>£7.8</b>	<b>£3.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£41.7</b>	<b>£21.6</b>	<b>£11.4</b>	<b>£2.7</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£4.5</b>	<b>£3.0</b>	<b>£1.6</b>	<b>£0.6</b>
Destination	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Borough</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastgate Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.3	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.3	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total outside Study Area</b>	<b>£34.9</b>	<b>£28.4</b>	<b>£20.4</b>	<b>£4.2</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.3	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.0	£0.6	£0.3
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.1
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.6	£0.0	£0.0
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.8	£0.4	£2.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.2	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.3	£0.0
Others, outside study area	£0.4	£0.8	£0.3	£2.2
Abroad	£0.0	£0.0	£0.3	£0.0
<b>Sub Total outside Study Area</b>	<b>£2.9</b>	<b>£5.6</b>	<b>£6.1</b>	<b>£3.9</b>
<b>Total (rounded)</b>	<b>£58.8</b>	<b>£34.3</b>	<b>£26.6</b>	<b>£14.2</b>

Notes:  
a. Zones based on post code sectors  
b. Retail sales by 'year' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
c. Excludes 'Wart' (warrant), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

Destination	Dacorum BC				
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Archway Retail Park, Lower High Street, Watford	0.13%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.88%	0.00%	0.00%	2.12%	3.48%
Others, Zone 1	0.32%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>14.33%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.12%</b>	<b>3.48%</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.47%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.49%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4 Rickmansworth</b>					
Ridett Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.02%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.12%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chantry Road, Borehamwood	0.10%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.01%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6 Hatfield</b>					
Polers Bar Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polers Bar	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.01%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7 Rickmansworth</b>					
Croley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	0.70%	0.00%	0.00%	0.00%	0.00%
South Oxley Local Centre	0.66%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.41%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	2.20%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.26%</b>	<b>2.20%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	7.04%	77.91%	48.03%	13.00%	3.48%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.32%	4.80%	2.04%	0.00%	0.00%
Others, Zone 11	0.14%	2.31%	0.00%	2.22%	0.00%
<b>Sub-total</b>	<b>8.01%</b>	<b>84.84%</b>	<b>51.88%</b>	<b>15.31%</b>	<b>3.48%</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	2.97%	0.00%	0.34%	76.04%	33.87%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.97%</b>	<b>0.00%</b>	<b>0.34%</b>	<b>76.04%</b>	<b>33.87%</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	0.40%	0.00%	0.00%	0.00%	15.78%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.40%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>15.78%</b>
<b>Zone 15 St Albans</b>					
Abney View Retail Park, Griffiths Way, St. Albans	0.33%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.14%	4.51%	2.14%	2.12%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>4.51%</b>	<b>2.14%</b>	<b>2.12%</b>	<b>0.00%</b>
<b>Zone 16 Colney &amp; Alconbury</b>					
Abney Bygrave Retail Park, North Orbital Road, St. Albans	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alconbury Close, London Colney	0.84%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.94%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	3.23%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.23%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total Inner Study Area</b>					
	47.0%	84.6%	63.5%	15.6%	56.6%
<b>Sub Total   Watford District</b>					
	14.4%	3.1%	0.2%	2.1%	3.5%
<b>Sub Total   Hertsmere District</b>					
	4.3%	0.0%	0.0%	0.0%	0.0%
<b>Sub Total   Three Rivers Borough</b>					
	3.1%	2.2%	0.0%	0.0%	0.0%
<b>Sub Total   Dacorum District</b>					
	11.4%	84.6%	62.2%	15.3%	33.1%
<b>Sub Total   St Albans City &amp; District</b>					
	13.7%	4.5%	2.1%	2.1%	0.0%
<b>Destination</b>					
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Outside Inner Study Area</b>					
<b>Zone 15 Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Eastside Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	4.91%	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.30%	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	2.82%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>8.92%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16 Dacorum/Western Fringe</b>					
Chesham Town Centre	2.00%	0.00%	0.00%	2.22%	6.99%
Others, Zone 16	0.13%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.13%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.22%</b>	<b>6.99%</b>
<b>Zone 17 Dacorum/Northern Fringe</b>					
Dunstable Town Centre	1.88%	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	1.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.19%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>4.05%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18 Hertsmere/Southern Fringe</b>					
Barnet Local Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.44%	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19 St Albans/Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>					
	72.8%	84.6%	68.5%	17.8%	63.6%
<b>Outside Study Area</b>					
<b>Amersham</b>					
Amersham Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.88%	0.00%	0.00%	0.00%	16.50%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%	0.00%
Central Luton	0.00%	0.00%	0.00%	2.22%	2.48%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.23%	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.23%	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.71%	0.00%	2.85%	0.00%	0.00%
Marlow Town Centre	0.20%	2.31%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	2.11%	0.00%	0.00%	0.00%	0.00%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Pinnae Hillborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.10%	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	1.21%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.33%	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	1.84%	0.00%	0.00%	0.00%	0.00%
Others, outside study area	3.81%	0.00%	4.88%	0.00%	15.96%
<b>Abroad</b>	1.11%	0.00%	23.74%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>27.2%</b>	<b>15.4%</b>	<b>31.5%</b>	<b>2.2%</b>	<b>36.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sites by 'road' and 'top up' shopping derived directly from NPD's Household Survey (December 2005)  
 c. Excludes 'hot' groceries, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Dacorum BC			
		Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Archers Retail Park, Lower High Street, Watford	£0.4	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£34.4	£0.0	£0.4	£0.1	£0.1
Others, Zone 1	£0.9	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£35.6</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St. Albans Road, Watford	£1.3	£0.3	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.3	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>					
Ridett Town Centre	£0.7	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£1.9	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Hatfield</b>					
Polters Bar Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Polters Bar	£1.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	£2.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£1.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elmer</b>					
Chorleywood Village Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.6	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£17.0	£7.8	£3.3	£0.7	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£0.5	£0.1	£0.0	£0.0
Others, Zone 11	£0.4	£0.2	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£18.1</b>	<b>£8.5</b>	<b>£3.4</b>	<b>£0.8</b>	<b>£0.1</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£0.9	£0.0	£0.0	£4.2	£1.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.2</b>	<b>£1.0</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£1.0	£0.0	£0.0	£0.0	£0.5
Others, Zone 14	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.5</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£21.0	£0.4	£0.1	£0.1	£0.0
Others, Zone 15	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£21.2</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 16 Colney &amp; Alconbury</b>					
Alcon Bygrave Retail Park, North Oxhill Road, St. Albans	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcon Close, London Colney	£1.9	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£110.8</b>	<b>£9.4</b>	<b>£4.5</b>	<b>£5.3</b>	<b>£1.7</b>
<b>Sub Total   Watford District</b>	<b>£36.9</b>	<b>£0.3</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Sub Total   Hertsmere District</b>	<b>£11.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£20.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£33.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Destination</b>	<b>Total Books etc (£m)</b>	<b>Zone 11 Books etc (£m)</b>	<b>Zone 12 Books etc (£m)</b>	<b>Zone 13 Books etc (£m)</b>	<b>Zone 14 Books etc (£m)</b>
<b>Outside Inner Study Area</b>					
<b>Zone 15   Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.1	£0.0	£0.0	£0.0	£0.0
Pinnaer Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£1.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£22.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>					
Chesham Town Centre	£4.1	£0.0	£0.0	£0.1	£0.2
Others, Zone 16	£0.3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.2</b>
<b>Zone 17   Dacorum Northern Fringe</b>					
Dunstable Town Centre	£4.3	£0.0	£0.0	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£4.5	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£9.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>					
Barnet Local Centre	£0.9	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.1	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£176.6</b>	<b>£9.4</b>	<b>£4.5</b>	<b>£5.4</b>	<b>£1.9</b>
<b>Outside Study Area</b>					
<b>Arnhem Town Centre</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Aylesbury Town Centre</b>	<b>£5.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.5</b>
<b>Beaconsfield Town Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Broadfields Retail Park, Bicester Road, Aylesbury</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Brookfield Retail Park, Halfiler Lane, Chesham, Waltham Cross</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Central London</b>	<b>£10.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Chalfont St. Giles Village Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Colindale Local Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Enfield Retail Park, Crown Road, Enfield</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Enfield Town Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Gerrards Cross Town Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Great Missenden Village Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Hatfield Town Centre</b>	<b>£4.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Hatfield Retail Park, Chaul End Lane, Luton</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Herford City Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>High Wycombe Town Centre</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Hitchin Town Centre</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Hive, Davy Way, North Circular Road, Wembley</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Kenton Local Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Kingbury District Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Little Chalfont Village Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Luton Town Centre</b>	<b>£3.4</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Marlow Town Centre</b>	<b>£0.4</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Mil Hill Local Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Milton Keynes Town Centre</b>	<b>£4.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>MK1 Shopping &amp; Leisure Park, Stadium Way, West Bletchley</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Monkswood Retail Park, Edey Way, Stevenage</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Others, Aylesbury</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Others, Enfield</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Pinnaer Hillborough Town Centre</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Roaring Meg Retail Park, Great North Road, Stevenage</b>	<b>£0.2</b>				

Further Dacorum Retail Study  
Nexus Planning

Table 13: Small Household goods shopping patterns

Destination	Dacorum BC			
	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.99%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	2.31%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	1.00%
Watford Town Centre	2.82%	4.52%	32.02%	3.34%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.82%</b>	<b>7.83%</b>	<b>32.02%</b>	<b>4.34%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.99%	0.00%	0.00%
Garston Village Centre	0.00%	0.99%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.98%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Cherryl Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Watton 1 &amp; 2</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerat</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sanat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	48.81%	18.40%	9.53%	3.94%
Aspley Mills Retail Park, London Road, Hemel Hempstead	23.80%	44.54%	4.66%	0.00%
Others, Zone 11	0.00%	0.99%	0.00%	0.00%
<b>Sub-total</b>	<b>72.61%</b>	<b>64.99%</b>	<b>14.20%</b>	<b>3.94%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	10.20%	2.91%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>10.20%</b>	<b>2.91%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	31.41%
Others, Zone 14	0.00%	0.00%	0.00%	1.65%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>32.41%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney &amp; Coaley</b>				
Abney Bygrave Retail Park, North Orbital Road, St Albans	0.00%	1.32%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.36%	2.54%	1.55%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.36%</b>	<b>3.86%</b>	<b>1.55%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.8%</b>	<b>78.7%</b>	<b>68.6%</b>	<b>43.6%</b>
<b>Sub Total   Watford District</b>	<b>2.8%</b>	<b>9.8%</b>	<b>32.0%</b>	<b>4.3%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>72.6%</b>	<b>65.0%</b>	<b>14.4%</b>	<b>39.3%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>2.4%</b>	<b>3.9%</b>	<b>1.6%</b>	<b>0.0%</b>
Destination	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	3.25%	2.07%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>3.25%</b>	<b>2.07%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.8%</b>	<b>81.8%</b>	<b>68.6%</b>	<b>43.6%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.61%	0.99%	1.48%	19.29%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.07%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	1.55%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	22.44%	2.67%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	14.64%	0.00%	1.95%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	1.21%	0.94%	5.69%	19.70%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.94%	1.20%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.21%	1.55%	0.00%
Others, outside study area	0.00%	0.99%	2.07%	14.80%
Abroad	4.76%	11.01%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.2%</b>	<b>18.2%</b>	<b>31.4%</b>	<b>56.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sites by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'don't know/nil', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Dacorum BC				
	Total H/hold (£m)	Zone 11 H/hold (£m)	Zone 12 H/hold (£m)	Zone 13 H/hold (£m)	Zone 14 H/hold (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	£2.1	£0.0	£0.4	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£7.5	£0.0	£0.8	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.3	£0.0	£0.0	£0.0	£0.1
Watford Town Centre	£260.3	£1.6	£1.6	£9.0	£0.5
Others, Zone 1	£1.6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£275.8</b>	<b>£1.6</b>	<b>£2.8</b>	<b>£9.0</b>	<b>£0.6</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	£6.7	£0.0	£0.4	£0.0	£0.0
Garston Village Centre	£0.4	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.1</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£2.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>					
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£18.4	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£2.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chevalry Road, Borehamwood	£3.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£24.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>					
Potters Bar Town Centre	£4.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.5	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	£1.5	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.6	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£46.1	£27.8	£7.0	£2.7	£0.6
Aspley Mills Retail Park, London Road, Hemel Hempstead	£47.7	£13.6	£16.0	£1.3	£0.0
Others, Zone 11	£0.4	£0.0	£0.4	£0.0	£0.0
<b>Sub-total</b>	<b>£94.2</b>	<b>£41.4</b>	<b>£23.3</b>	<b>£4.0</b>	<b>£0.6</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£3.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£4.2	£0.0	£0.0	£2.9	£0.4
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.9</b>	<b>£0.4</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£7.0	£0.0	£0.0	£0.0	£4.6
Others, Zone 14	£0.1	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£7.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.8</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St Albans	£8.0	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£75.5	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£2.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£85.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 London Colney &amp; Zoons</b>					
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.5	£0.0	£0.5	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£27.4	£1.3	£0.9	£0.4	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£27.9</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£0.4</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£444.5</b>	<b>£44.4</b>	<b>£26.2</b>	<b>£16.3</b>	<b>£6.4</b>
<b>Sub Total   Watford District</b>	<b>£282.9</b>	<b>£1.6</b>	<b>£3.5</b>	<b>£9.0</b>	<b>£0.6</b>
<b>Sub Total   Hertsmere District</b>	<b>£33.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Dacorum District</b>	<b>£109.7</b>	<b>£14.4</b>	<b>£23.3</b>	<b>£4.0</b>	<b>£0.6</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£112.6</b>	<b>£1.3</b>	<b>£1.4</b>	<b>£0.4</b>	<b>£0.0</b>
<b>Outside Inner Study Area</b>					
<b>Zone 15   Three Rivers Borough</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harrow Town Centre	£40.6	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	£4.4	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£46.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum/Western Fringe</b>					
Chesham Town Centre	£2.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Dacorum/Northern Fringe</b>					
Dunstable Town Centre	£10.8	£0.0	£1.2	£0.6	£0.0
Homebase, Vaux Road, Lighton Buzzard	£2.2	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£25.2</b>	<b>£0.0</b>	<b>£1.2</b>	<b>£0.6</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere/Southern Fringe</b>					
Barnet Local Centre	£28.5	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£7.9	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£26.4	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£62.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans/Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.9	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£600.7</b>	<b>£44.4</b>	<b>£26.4</b>	<b>£16.8</b>	<b>£6.4</b>
<b>Outside Study Area</b>					
<b>Amersham Town Centre</b>					
Aylesbury Town Centre	£20.0	£0.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£17.8	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£2.6	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfpenny Lane, Chesham, Waltham Cross	£1.5	£0.0	£0.0	£0.0	£0.0
Central London	£21.6	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£3.9	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£16.4	£0.0	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£20.4	£0.0	£0.0	£8.3	£0.4
Hitchin Town Centre	£0.9	£0.0	£0.0	£0.0	£0.0
Hex, Davy Way, North Circular Road, Wembley	£27.6	£4.4	£0.0	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£9.2	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£64.4	£0.7	£0.3	£1.6	£2.9
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£5.1	£0.0	£0.3	£0.6	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Pinxten, Ribbington Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£3.7	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£1.5	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£1.6	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£3.9	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£78.0	£0.0	£1.2	£0.4	£0.0
Others, outside study area	£39.6	£0.0	£0.4	£0.6	£2.2
<b>Abroad</b>	<b>£13.1</b>	<b>£2.7</b>	<b>£4.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total outside Study Area</b>	<b>£276.3</b>	<b>£12.7</b>	<b>£6.5</b>	<b>£11.2</b>	<b>£8.3</b>
<b>Total (rounded)</b>	<b>£1,067.6</b>	<b>£57.0</b>	<b>£35.9</b>	<b>£28.1</b>	<b>£14.8</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2010)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Racrits (%)	Zone 12 Racrits (%)	Zone 13 Racrits (%)	Zone 14 Racrits (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	6.25%	2.12%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	3.10%	1.51%	18.12%	3.48%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>9.35%</b>	<b>3.63%</b>	<b>18.12%</b>	<b>3.48%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radiet Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Pottery 1 Ctr</b>				
Pottery Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerat</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	78.25%	31.81%	25.38%	9.27%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.74%	38.42%	0.00%	0.00%
Others, Zone 11	3.10%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>87.09%</b>	<b>70.23%</b>	<b>25.38%</b>	<b>9.27%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	1.51%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.51%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	4.16%	47.36%	1.77%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>4.16%</b>	<b>47.36%</b>	<b>1.77%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	4.05%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.05%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	2.12%	0.00%	1.77%
Others, Zone 15	0.00%	6.25%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>8.37%</b>	<b>0.00%</b>	<b>1.77%</b>
<b>Zone 16   London Colney &amp; Zoons</b>				
Abney Bygrave Retail Park, North Orbital Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.8%</b>	<b>87.8%</b>	<b>90.9%</b>	<b>20.3%</b>
<b>Sub Total   Watford District</b>	<b>9.4%</b>	<b>3.6%</b>	<b>18.1%</b>	<b>3.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Waterson District</b>	<b>85.4%</b>	<b>75.0%</b>	<b>72.7%</b>	<b>15.1%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0%</b>	<b>8.4%</b>	<b>0%</b>	<b>1.8%</b>
Destination	Zone 11 Racrits (%)	Zone 12 Racrits (%)	Zone 13 Racrits (%)	Zone 14 Racrits (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinney Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	2.36%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.36%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>94.8%</b>	<b>87.8%</b>	<b>90.9%</b>	<b>22.7%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	2.80%
Aylesbury Town Centre	0.00%	0.00%	0.00%	47.26%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicestler Road, Aylesbury	0.00%	0.00%	0.00%	1.77%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	1.51%	3.18%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Shy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	2.12%	3.18%	0.00%	1.69%
Marlow Town Centre	1.59%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	21.39%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	2.12%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinney Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.71%	0.00%	0.00%
Others, outside study area	0.00%	0.00%	9.15%	2.36%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>5.2%</b>	<b>12.4%</b>	<b>9.2%</b>	<b>77.3%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 16: Recreation goods expenditure

Destination	Dacorum BC			
	Zone 11 Recrtn (£m)	Zone 12 Recrtn (£m)	Zone 13 Recrtn (£m)	Zone 14 Recrtn (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£0.4	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.8	£0.3	£2.0	£0.2
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.3</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chenery Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£10.2	£3.3	£2.8	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£1.4	£0.4	£0.0	£0.0
Others, Zone 11	£0.8	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£12.4</b>	<b>£3.7</b>	<b>£2.8</b>	<b>£0.0</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.7	£5.3	£0.1
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£5.3</b>	<b>£0.1</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.3
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.4	£0.0	£0.1
Others, Zone 15	£0.0	£1.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 17   Colindale, Colney &amp; Azbys</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alscop Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£23.8</b>	<b>£14.6</b>	<b>£10.2</b>	<b>£1.4</b>
<b>Sub Total   Watford District</b>	<b>£2.3</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£21.4</b>	<b>£13.6</b>	<b>£8.1</b>	<b>£1.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Destination</b>	<b>Zone 11 Recrtn (£m)</b>	<b>Zone 12 Recrtn (£m)</b>	<b>Zone 13 Recrtn (£m)</b>	<b>Zone 14 Recrtn (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 16   Three Rivers Eastern</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 20   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-Total Study Area</b>	<b>£23.8</b>	<b>£14.6</b>	<b>£10.2</b>	<b>£1.5</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.2
Aylesbury Town Centre	£0.0	£0.0	£0.0	£3.2
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.5	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£0.5	£0.0	£0.1
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£1.4
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.6	£0.0	£0.0
Others, outside study area	£0.0	£0.0	£1.0	£0.2
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub-Total outside Study Area</b>	<b>£1.3</b>	<b>£2.0</b>	<b>£1.0</b>	<b>£5.2</b>
<b>Total (rounded)</b>	<b>£25.1</b>	<b>£16.6</b>	<b>£11.2</b>	<b>£6.7</b>

Notes:  
a. Zones based on post code sectors  
b. Retail sales by 'trade' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
c. Excludes 'Wart' (groceries), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 17: Chemist goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.67%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.00%	0.00%	0.66%	0.00%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.66%</b>	<b>0.00%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.70%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Redelt &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Watton 1 &amp; 2</b>				
Potters Bar Town Centre	0.00%	0.70%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerat</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	2.75%	0.00%	0.00%
Sanatit Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>2.75%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	2.68%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.68%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	63.20%	51.34%	0.88%	1.68%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.60%	1.86%	0.00%	0.00%
Others, Zone 11	6.48%	3.26%	0.00%	0.00%
<b>Sub-total</b>	<b>75.28%</b>	<b>56.46%</b>	<b>0.88%</b>	<b>1.68%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	1.40%	0.00%	0.00%
Others, Zone 12	0.00%	16.03%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>17.43%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.91%	1.63%	56.59%	26.23%
Others, Zone 13	0.00%	0.70%	1.32%	0.00%
<b>Sub-total</b>	<b>0.91%</b>	<b>2.33%</b>	<b>56.91%</b>	<b>26.23%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	64.28%
Others, Zone 14	0.00%	0.00%	0.00%	2.11%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>66.39%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.65%	3.03%	0.00%	0.00%
Others, Zone 15	0.00%	2.75%	0.00%	0.00%
<b>Sub-total</b>	<b>0.65%</b>	<b>5.78%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Azules</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.67%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	1.36%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.36%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>99.3%</b>	<b>88.8%</b>	<b>93.5%</b>	<b>94.3%</b>
Sub Total   Watford District	0.0%	1.4%	0.7%	0.0%
Sub Total   Hertsmere District	0.0%	0.7%	0.0%	0.0%
Sub Total   Three Rivers Borough	2.7%	2.9%	0.0%	0.0%
Sub Total   Watton District	56.0%	72.2%	17.8%	64.3%
Sub Total   St Albans City & District	0.7%	7.8%	0.0%	0.0%
Destination	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.65%	0.64%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.65%</b>	<b>0.64%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.88%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.00%</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Roanmore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>0.68%</b>	<b>11.2%</b>	<b>0.0%</b>	<b>5.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Percent shares for 'train' and 'top up' shopping derived directly from NPD's Household Survey (December 2020)  
 c. Excludes 'Worl' 'Worl', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Dacorum BC			
	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slingsby Retail Park, Slingsby Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chertsey Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Chorley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chesham &amp; Epsom</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£0.9	£2.4	£0.0	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.4	£0.1	£0.0	£0.0
Others, Zone 11	£0.5	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£2.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 12	£0.0	£0.8	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.1	£0.1	£3.6	£0.6
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£3.6</b>	<b>£0.6</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£1.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.4</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 15	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Colney Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Sub Total   Watford District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£2.6</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Chemist (£m)</b>	<b>Zone 12 Chemist (£m)</b>	<b>Zone 13 Chemist (£m)</b>	<b>Zone 14 Chemist (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastside Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnaer Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Loughton Buzzard	£0.0	£0.0	£0.0	£0.0
Loughton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.1</b>
<b>Outside Study Area</b>				
<b>Amenham Town Centre</b>	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£0.1
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfside Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.4	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shury Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£0.0
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnaer Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roostock Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.0	£0.0
Others, outside study area	£0.0	£0.1	£0.0	£0.0
<b>Abroad</b>	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Total (rounded)</b>	<b>£7.1</b>	<b>£4.7</b>	<b>£3.7</b>	<b>£2.2</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Worl' 'Worl', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 19: Large electrical goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	1.84%	0.00%	0.00%
Watford Town Centre	15.94%	9.70%	26.57%	8.93%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>15.94%</b>	<b>11.54%</b>	<b>26.57%</b>	<b>8.93%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	1.84%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 4   Rickmansworth</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Chesham Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elstree</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	1.14%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.19%	0.00%	1.19%	0.00%
<b>Sub-total</b>	<b>1.19%</b>	<b>1.14%</b>	<b>1.19%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	28.11%	18.87%	11.88%	1.57%
Aspley Mills Retail Park, London Road, Hemel Hempstead	59.84%	62.65%	29.50%	10.88%
Others, Zone 11	1.67%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>81.62%</b>	<b>78.72%</b>	<b>41.19%</b>	<b>12.19%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	17.29%	4.32%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>17.29%</b>	<b>4.32%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	8.36%
Others, Zone 14	0.00%	0.00%	0.00%	1.81%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>9.87%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Zones</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	1.14%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>98.8%</b>	<b>92.6%</b>	<b>87.9%</b>	<b>35.6%</b>
<b>Sub Total   Watford District</b>	<b>15.9%</b>	<b>11.5%</b>	<b>26.6%</b>	<b>8.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.2%</b>	<b>1.1%</b>	<b>1.2%</b>	<b>0.0%</b>
<b>Sub Total   Hemel Hempstead</b>	<b>81.6%</b>	<b>72.3%</b>	<b>41.2%</b>	<b>26.5%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Destination</b>	<b>Zone 11 Electrical (%)</b>	<b>Zone 12 Electrical (%)</b>	<b>Zone 13 Electrical (%)</b>	<b>Zone 14 Electrical (%)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	1.84%	0.00%	1.51%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>	<b>1.51%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wignore Park Shopping Centre, Wignore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>98.8%</b>	<b>84.4%</b>	<b>87.9%</b>	<b>37.6%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.00%	0.00%	0.00%	20.75%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	1.84%	2.02%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	4.82%	4.48%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.14%	1.19%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	2.88%	26.26%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	2.22%	0.00%	0.00%
Others, outside study area	1.25%	2.28%	1.64%	9.49%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>1.3%</b>	<b>6.5%</b>	<b>12.2%</b>	<b>63.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2016)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 20: Large electrical goods expenditure

Destination	Dacorum BC			
	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.3	£0.0	£0.0
Watford Town Centre	£3.7	£1.5	£2.9	£0.6
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.2	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Zone 4   Bickley &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chenery Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Watlington 1 &amp; 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.3	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£2.7	£2.4	£1.3	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£13.9	£9.4	£3.2	£0.7
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£19.0</b>	<b>£11.8</b>	<b>£4.4</b>	<b>£0.8</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.0	£1.9	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.5
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.6</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.2	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£23.0</b>	<b>£13.9</b>	<b>£6.5</b>	<b>£2.2</b>
<b>Sub Total   Watford District</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£11.8</b>	<b>£3.2</b>	<b>£0.7</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Electrical (£m)</b>	<b>Zone 12 Electrical (£m)</b>	<b>Zone 13 Electrical (£m)</b>	<b>Zone 14 Electrical (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastside Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.0	£0.1
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-Total Study Area</b>	<b>£23.0</b>	<b>£14.1</b>	<b>£6.5</b>	<b>£2.3</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£1.3
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.2	£0.1
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.5	£0.3
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.2	£0.1	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.3	£1.6
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.3	£0.0	£0.0
Others, outside study area	£0.3	£0.3	£0.2	£0.6
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub-Total outside Study Area</b>	<b>£0.3</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£1.9</b>
<b>Total (rounded)</b>	<b>£23.3</b>	<b>£15.0</b>	<b>£7.8</b>	<b>£4.2</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'year' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Wart' (warrant), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Dacorum BC			
	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.83%	0.00%	0.88%	0.79%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.79%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 (a)</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.58%	0.78%	1.84%	0.00%
<b>Sub-total</b>	<b>1.58%</b>	<b>0.78%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	38.28%	13.97%	12.22%	1.89%
Aspley Mills Retail Park, London Road, Hemel Hempstead	47.83%	63.36%	26.05%	10.36%
Others, Zone 11	4.88%	3.28%	11.43%	0.00%
<b>Sub-total</b>	<b>90.78%</b>	<b>80.64%</b>	<b>49.51%</b>	<b>12.25%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.82%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.82%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	30.62%	3.81%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>30.62%</b>	<b>3.81%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.50%	0.88%	48.13%
Others, Zone 14	0.00%	0.78%	0.92%	6.68%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.78%</b>	<b>1.80%</b>	<b>54.81%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.83%	2.74%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>2.74%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Colney Colney &amp; Azons</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.0%</b>	<b>85.8%</b>	<b>84.6%</b>	<b>74.7%</b>
<b>Sub Total   Watford District</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.8%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.6%</b>	<b>0.8%</b>	<b>1.8%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>95.8%</b>	<b>82.2%</b>	<b>81.5%</b>	<b>75.5%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.8%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estover</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnaer Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum/Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.79%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.79%</b>
<b>Zone 17   Dacorum/Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	1.22%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.83%	3.48%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>3.48%</b>	<b>1.22%</b>	<b>0.00%</b>
<b>Zone 20   Hertsmere/Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.79%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans/Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>95.4%</b>	<b>89.2%</b>	<b>84.8%</b>	<b>72.4%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.83%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.83%	0.82%	0.92%	24.33%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	10.21%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.83%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	0.82%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.82%	0.00%	0.82%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnaer Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	2.10%	0.00%
Others, outside study area	1.89%	8.12%	0.00%	1.98%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.4%</b>	<b>10.8%</b>	<b>14.1%</b>	<b>27.5%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 22: DIY goods expenditure

Destination	Dacorum BC			
	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)	Zone 14 DIY (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.1	£0.0	£0.1	£0.0
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Cherry Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.1	£0.1	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£4.8	£1.2	£0.8	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£5.7	£5.4	£1.8	£0.4
Others, Zone 11	£0.6	£0.3	£0.8	£0.0
<b>Sub-total</b>	<b>£10.9</b>	<b>£6.8</b>	<b>£2.4</b>	<b>£0.5</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.0	£2.1	£0.1
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.1</b>	<b>£0.1</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.1	£1.9
Others, Zone 14	£0.0	£0.1	£0.1	£0.3
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£2.1</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.1	£0.2	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 London Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£11.3</b>	<b>£7.2</b>	<b>£5.8</b>	<b>£2.8</b>
<b>Sub Total   Watford District</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Waterson District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.1</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 DIY (£m)</b>	<b>Zone 12 DIY (£m)</b>	<b>Zone 13 DIY (£m)</b>	<b>Zone 14 DIY (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastside Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.1	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.1	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.3</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.1	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£11.8</b>	<b>£7.6</b>	<b>£6.3</b>	<b>£2.8</b>
<b>Outside Study Area</b>				
<b>Amenham Town Centre</b>	£0.1	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.1	£0.1	£0.1	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfside Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.7	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Davy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.1	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£0.0
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.1	£0.0	£0.0
Others, Luton	£0.0	£0.0	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roostock Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.1	£0.0
Others, outside study area	£0.2	£0.8	£0.0	£0.1
<b>Abroad</b>	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.5</b>	<b>£0.9</b>	<b>£1.0</b>	<b>£0.1</b>
<b>Total (rounded)</b>	<b>£12.6</b>	<b>£8.5</b>	<b>£7.3</b>	<b>£2.9</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wart' (groceries), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	4.49%	0.00%	1.19%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	22.12%	10.56%	5.89%	2.55%
Watford Town Centre	10.41%	13.27%	10.88%	9.35%
Others, Zone 1	0.00%	1.58%	0.00%	0.00%
<b>Sub-total</b>	<b>37.02%</b>	<b>25.42%</b>	<b>17.96%</b>	<b>11.90%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radiet Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	1.13%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Chantry Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.13%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 &amp; 2</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elstree</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	5.83%	0.00%	0.00%
Others, Zone 10	0.00%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>7.01%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	12.27%	10.84%	1.19%	1.09%
Aspley Mills Retail Park, London Road, Hemel Hempstead	22.71%	28.02%	18.82%	4.00%
Others, Zone 11	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>35.01%</b>	<b>38.86%</b>	<b>20.01%</b>	<b>5.09%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	1.52%	0.00%	0.00%	0.00%
Others, Zone 12	1.52%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>3.04%</b>	<b>1.19%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	1.14%	1.58%	20.99%	3.11%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>1.58%</b>	<b>20.99%</b>	<b>3.11%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	6.75%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>6.75%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	1.14%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>69.0%</b>	<b>26.9%</b>
<b>Sub Total   Watford District</b>	<b>37.0%</b>	<b>25.4%</b>	<b>18.0%</b>	<b>11.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>25.7%</b>	<b>41.4%</b>	<b>41.0%</b>	<b>15.0%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	1.14%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	1.89%	2.13%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.89%</b>	<b>2.13%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Royston District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>61.7%</b>	<b>29.0%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.28%	1.19%	13.25%	30.97%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.39%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	3.22%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	13.83%	13.21%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	1.19%	4.32%	23.56%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	1.19%	1.45%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	1.14%	0.00%
Welwyn Garden City Town Centre	1.52%	1.19%	1.19%	0.00%
Others, outside study area	4.49%	8.24%	14.84%	11.82%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.1%</b>	<b>24.0%</b>	<b>38.3%</b>	<b>71.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'don't know/never', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Dacorum BC			
	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.0	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.4	£1.4	£3.6	£0.1
Watford Town Centre	£2.1	£1.7	£1.2	£0.5
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£7.4</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bickley &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kines Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£2.8	£1.4	£0.1	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£4.6	£3.7	£2.1	£0.2
Others, Zone 11	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.1</b>	<b>£5.0</b>	<b>£2.2</b>	<b>£0.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.0	£0.0	£0.0
Others, Zone 12	£0.3	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.2	£0.2	£2.3	£0.2
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£2.3</b>	<b>£0.2</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.4</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.2	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£15.7</b>	<b>£9.8</b>	<b>£4.4</b>	<b>£1.5</b>
<b>Sub Total   Watford District</b>	<b>£7.4</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£5.4</b>	<b>£4.5</b>	<b>£0.9</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastside Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.1	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.2	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.1</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Royston District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£16.7</b>	<b>£9.8</b>	<b>£4.7</b>	<b>£1.7</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.5	£0.2	£1.4	£1.8
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.2
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£2.8	£1.7	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.2	£0.5	£1.4
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.1	£0.1
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.1	£0.0
Welwyn Garden City Town Centre	£0.3	£0.2	£0.1	£0.0
Others, outside study area	£0.9	£1.1	£1.6	£0.7
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£4.4</b>	<b>£3.3</b>	<b>£4.2</b>	<b>£4.1</b>
<b>Total (rounded)</b>	<b>£20.1</b>	<b>£13.0</b>	<b>£10.9</b>	<b>£5.7</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Wart' (groceries), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 25: All comparison goods expenditure

Destination	Dacorum BC			
	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.6	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£1.2	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.4	£1.7	£0.6	£0.3
Watford Town Centre	£16.1	£9.0	£18.0	£2.8
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£23.0</b>	<b>£12.7</b>	<b>£18.7</b>	<b>£3.2</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.3	£0.4	£0.0	£0.0
Garston Village Centre	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherrily Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxton &amp; Colindale</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.9	£0.2	£0.3	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£1.2</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£113.3	£42.9	£18.4	£3.7
Aspley Mills Retail Park, London Road, Hemel Hempstead	£40.1	£42.0	£8.3	£1.4
Others, Zone 11	£2.8	£0.8	£0.9	£0.0
<b>Sub-total</b>	<b>£156.2</b>	<b>£85.7</b>	<b>£27.7</b>	<b>£5.1</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.1	£0.0	£0.0
Others, Zone 12	£0.3	£1.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.8	£2.2	£28.0	£3.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£2.2</b>	<b>£28.1</b>	<b>£3.0</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.1	£9.8
Others, Zone 14	£0.0	£0.1	£0.1	£0.6
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£10.3</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£3.8	£1.4	£0.7	£0.2
Others, Zone 15	£0.0	£1.2	£0.0	£0.1
<b>Sub-total</b>	<b>£3.8</b>	<b>£2.6</b>	<b>£0.7</b>	<b>£0.4</b>
<b>Zone 16 Colney Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.5	£0.0	£0.0
Colney Fields Shopping Park, Alsop Close, London Colney	£2.8	£3.3	£1.5	£0.2
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£2.8</b>	<b>£3.8</b>	<b>£1.5</b>	<b>£0.4</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£188.5</b>	<b>£110.9</b>	<b>£77.2</b>	<b>£22.3</b>
<b>Sub Total   Watford District</b>	<b>£23.3</b>	<b>£13.6</b>	<b>£18.7</b>	<b>£3.2</b>
<b>Sub Total   Hertsmere Borough</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£107.4</b>	<b>£26.3</b>	<b>£55.9</b>	<b>£14.4</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£8.6</b>	<b>£8.7</b>	<b>£2.2</b>	<b>£0.7</b>
<b>Destination</b>	<b>Zone 11 Comparison (£m)</b>	<b>Zone 12 Comparison (£m)</b>	<b>Zone 13 Comparison (£m)</b>	<b>Zone 14 Comparison (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Eastern</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.5	£0.3
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.5</b>	<b>£0.3</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£1.5	£0.7	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.1	£0.3	£0.2	£0.1
<b>Sub-total</b>	<b>£0.1</b>	<b>£1.8</b>	<b>£0.9</b>	<b>£0.1</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.1	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£188.7</b>	<b>£113.0</b>	<b>£78.6</b>	<b>£22.8</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.1	£0.0	£0.0	£0.4
Aylesbury Town Centre	£1.5	£0.6	£2.2	£15.6
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£1.1	£0.8	£5.4	£0.5
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£6.8	£1.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£11.1	£1.7	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingsbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£1.5	£0.1	£0.1
Marlow Town Centre	£1.1	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.7	£1.3	£2.7	£9.5
MK Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.6	£0.4	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.4	£0.2	£0.1
Others, Enfield	£0.0	£0.1	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Walkham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.3	£2.3	£1.0	£0.0
Others, outside study area	£1.8	£3.8	£3.7	£6.3
Abroad	£2.8	£5.5	£0.3	£0.0
<b>Sub Total outside Study Area</b>	<b>£22.6</b>	<b>£21.7</b>	<b>£25.0</b>	<b>£33.7</b>
<b>Total (rounded)</b>	<b>£211.3</b>	<b>£134.7</b>	<b>£103.6</b>	<b>£56.6</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'trade' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' groceries, markets and internet sales  
 d. Comparison goods follow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	441.9	441.9	0.0	0.0
2021	506.1	505.3	0.0	-0.7
2026	592.4	594.8	0.0	2.4
2031	676.8	707.3	0.0	30.5
2032	695.1	735.1	0.0	40.0
2036	773.2	849.4	0.0	76.1
Study Area Market Share (%)		10.5%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17  
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	-0.7	-100	-100
2026	2.4	200	300
2031	30.5	2,700	3,700
2032	40.0	3,100	4,300
2036	76.1	6,000	8,100

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire  
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods	The Council advise that the comparison goods element of Phase 2 of the project is no longer likely to come forward.	0	0.0
<b>Total</b>			<b>13,869</b>		<b>53.2</b>

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	53.2	-53.2	-7,100	-9,700
2021	-0.7	61.0	-61.7	-7,400	-10,100
2026	2.4	71.4	-69.0	-7,100	-9,600
2031	30.5	81.5	-51.0	-4,600	-6,200
2032	40.0	83.7	-43.7	-3,400	-4,700
2036	76.1	93.1	-17.0	-1,300	-1,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire  
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices

**Appendix A: Updated Statistical Assessment: High Scenario**

**Table 1: Population and convenience goods expenditure per capita**

Zone	Population						Per capita expenditure (£)						
	2017	2021	2026	2031	2032	2036	2017 <i>inc SFT</i>	2017	2021	2026	2031	2032	2036
<b>10</b>	23,785	23,863	24,364	24,880	24,892	24,941	2,288	2,201	2,194	2,192	2,187	2,187	2,191
<b>11</b>	69,202	74,314	84,656	94,839	96,647	103,875	2,246	2,161	2,154	2,152	2,147	2,147	2,151
<b>12</b>	38,587	39,925	42,903	46,248	46,393	46,974	2,423	2,331	2,324	2,321	2,317	2,317	2,321
<b>13</b>	25,726	26,349	27,165	29,851	30,600	33,596	2,604	2,505	2,498	2,494	2,489	2,489	2,493
<b>14</b>	14,949	15,627	16,309	19,408	19,955	22,145	2,461	2,367	2,360	2,357	2,352	2,352	2,356

**Notes:**

- a. Zones based on the post code sectors shown on the plan at Appendix A
- b. Per capita expenditure derived from Experian MMG3 data (2019 report)
- c. 2017 Population derived from Experian MMG3 data (2019 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.
- d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 17

**2017 Prices**

**Table 2a: Total convenience goods expenditure available**

Zone	Expenditure (£m)						Growth (£m)			
	Convenience						Convenience			
	2017	2021	2026	2031	2032	2036	2017-2021	2017-2026	2017-2031	2017-2036
11	149.5	160.1	182.1	203.6	207.5	223.5	10.6	32.6	54.1	73.9
12	90.0	92.8	99.6	107.1	107.5	109.0	2.8	9.6	17.2	19.0
13	64.4	65.8	67.7	74.3	76.2	83.8	1.4	3.3	9.9	19.3
14	35.4	36.9	38.4	45.7	46.9	52.2	1.5	3.0	10.3	16.8
<b>Study Area Total</b>	<b>339.3</b>	<b>355.6</b>	<b>387.9</b>	<b>430.7</b>	<b>438.1</b>	<b>468.4</b>	<b>16.2</b>	<b>48.6</b>	<b>91.4</b>	<b>129.1</b>

**Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend**

Zone	Expenditure (£m)		
	Convenience (2017)		
	Main	Top-up	Total
11	126.9	22.6	149.5
12	66.0	24.0	90.0
13	51.3	13.1	64.4
14	26.9	8.5	35.4
<b>Total</b>	<b>271.2</b>	<b>68.2</b>	<b>339.3</b>

**Notes:**

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questions 9 and 15 of the NEMS Household Survey (December 2017)

2017 Prices





Further Dacorum Retail Study  
 Nexus Planning

Table 5: Convenience goods benchmark

Destination	Gross FloorSpace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
<b>Inner Study Area</b>								
<b>Zone 1   Watford South</b>								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,940	4.2	0.3	0.0	-4.0
Local shops, Watford Town Centre					10.6	0.0	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,476	8.7	9.6	0.0	0.9
Morrison's, Asot Road, Watford	6,733	3,941	3,153	12,556	39.9	45.0	0.0	5.1
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	11,691	28.0	28.7	0.0	0.7
Tesco Express, High Street, Watford	288	201	191	13,797	2.6	3.2	0.0	0.6
Tesco Express, Whippendell Road, Watford	247	175	166	13,797	2.3	0.8	0.0	-1.5
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	13,797	73.9	82.8	0.0	8.9
Other stores, Zone 1					1.5	1.5	0.0	0.0
<b>Sub-total</b>					<b>171.8</b>	<b>182.5</b>	<b>0.0</b>	<b>10.7</b>
<b>Zone 2   Watford North</b>								
Co-op, St. Albans Road, Watford	547	329	313	10,824	3.4	0.8	0.0	-2.6
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	13,659	119.6	74.5	0.0	-45.1
Co-op, Abbotswood Park, Leavesden, Watford	547	329	313	10,824	3.4	1.3	0.0	-2.1
Co-op, The Gossumers, Garston, Watford	209	122	112	10,824	1.2	0.5	0.0	-0.8
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,686	11,691	31.5	52.8	0.0	21.3
Tesco Express, St. Albans Road, Watford	255	140	133	13,797	1.8	6.0	0.0	4.1
Waitrose, Dome Roundabout, St. Albans Road, Watford	200	125	119	12,940	1.5	1.3	0.0	-0.3
Other stores, Zone 2					0.2	0.2	0.0	0.0
<b>Sub-total</b>					<b>162.7</b>	<b>137.4</b>	<b>0.0</b>	<b>-25.4</b>
<b>Zone 3   Bushey &amp; Aldenham</b>								
Tesco Express (Esso), High Road, Bushey Heath, Bushe	250	150	143	13,797	2.0	2.6	0.0	0.7
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	13,797	1.7	3.0	0.0	1.3
Other stores, Zone 3					2.5	2.5	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>9.4</b>	<b>0.0</b>	<b>2.0</b>
<b>Zone 4   Radlett &amp; Shenley</b>								
Tesco Express, Watling Street, Radlett	504	269	246	13,797	3.4	2.5	0.0	-0.9
Budgens, Watling Street, Radlett	773	355	337	8,664	2.9	4.4	0.0	1.5
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	13,797	3.1	1.6	0.0	-1.5
<b>Sub-total</b>					<b>10.2</b>	<b>8.3</b>	<b>0.0</b>	<b>-1.9</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	11,691	2.5	2.8	0.0	0.3
Co-op, Leeming Road, Borehamwood	386	207	197	10,824	2.1	1.5	0.0	-0.6
Co-op, Organ Hill Road, Borehamwood	150	90	86	10,824	0.9	0.6	0.0	-0.3
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,859	5.2	6.6	0.0	1.4
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,288	900	720	10,103	7.3	13.0	0.0	5.7
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,476	7.4	4.9	0.0	-2.5
Morrison's, Slinging Way, Borehamwood	6,734	3,941	3,153	12,556	39.9	16.6	0.0	-23.3
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	13,797	87.2	75.6	0.0	-11.6
Other stores, Zone 5					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>153.3</b>	<b>118.4</b>	<b>0.0</b>	<b>-34.9</b>
<b>Zone 6   Potters Bar</b>								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	13,797	3.1	4.2	0.0	1.1
Co-op, High Street, Potters Bar	353	196	177	10,824	1.9	1.9	0.0	0.0
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	13,797	37.6	37.1	0.0	-0.5
Sainsbury's Superstore, Barkers Lane, Potters Bar	3,162	1,943	1,289	11,691	16.4	16.5	0.0	0.2
Other stores, Zone 6					2.8	2.8	0.0	0.0
<b>Sub-total</b>					<b>61.8</b>	<b>62.6</b>	<b>0.0</b>	<b>0.8</b>
<b>Zone 7   Rickmansworth</b>								
Iceland, High Street, Rickmansworth	516	307	298	6,859	2.0	3.6	0.0	1.5
Co-op, New Road, Croxley Green	335	203	193	10,824	2.1	3.5	0.0	1.4
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Lindridge Road, Mill End, Rickmansworth	250	150	143	10,476	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,476	12.0	4.9	0.0	-7.1
Tesco Superstore, Frogmoor Wharf, Herefield Road, Rickmansworth	3,847	2,354	1,789	13,797	24.7	29.7	0.0	5.0
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,940	16.4	29.3	0.0	12.9
Other stores, Zone 7					1.8	1.8	0.0	0.0
<b>Sub-total</b>					<b>70.5</b>	<b>70.5</b>	<b>0.0</b>	<b>-0.1</b>
<b>Zone 8   Batchworth Heath &amp; South Oxhey</b>								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,940	15.7	39.4	0.0	23.7
Co-op, St. Andrews Road, South Oxhey, Watford	548	364	346	10,824	3.7	2.1	0.0	-1.7
Co-op, The Parade, Carpenders Park, Watford	438	291	276	10,824	3.0	9.0	0.0	6.0
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	13,797	2.0	4.5	0.0	2.5
<b>Sub-total</b>					<b>24.4</b>	<b>54.9</b>	<b>0.0</b>	<b>30.5</b>
<b>Zone 9   Chaorleywood &amp; Sarrat</b>								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	13,797	2.4	5.3	0.0	2.8
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	10,824	3.9	4.4	0.0	0.5
Other stores, Zone 9					1.6	1.6	0.0	0.0
<b>Sub-total</b>					<b>7.4</b>	<b>10.8</b>	<b>0.0</b>	<b>3.3</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>								
Tesco Express, College Road, Abbots Langley	481	253	240	13,797	3.3	3.5	0.0	0.1
Budgens, High Street, Abbots Langley	519	250	236	8,664	2.1	5.4	0.0	3.3
Other stores, Zone 10					3.8	3.8	0.0	0.0
<b>Sub-total</b>					<b>9.2</b>	<b>12.7</b>	<b>0.0</b>	<b>3.5</b>
<b>Zone 11   Hemel Hempstead</b>								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,176	8.4	3.9	0.0	-4.5
Aldi, London Road, Hemel Hempstead	1,430	986	789	10,827	8.5	35.4	0.0	26.9
Aldi, Redbourn Road, Hemel Hempstead	1,422	980	784	10,827	8.5	30.0	0.0	21.5
Asda, Hillfield Road, Hemel Hempstead	3,848	2,345	1,571	13,571	21.5	18.0	0.0	-3.4
Co-op (Petrol Station), Redbourn Road, Cupid Green, Hemel Hempstead	200	125	119	10,824	1.3	0.7	0.0	-0.6
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	10,824	1.7	0.8	0.0	-1.0
Co-op, The Heights, Hemel Hempstead	208	140	133	10,824	1.4	0.5	0.0	-1.0
Co-op, The Queen's Square, Aislefield, Hemel Hempstead	448	294	279	10,824	3.0	1.6	0.0	-1.4
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,859	4.7	2.3	0.0	-2.4
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,476	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Aislefield, Hemel Hempstead	7,619	4,698	3,381	11,691	39.5	79.8	0.0	37.3
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	11,691	20.5	9.1	0.0	-11.3
Tesco Express, Fletcher Way, Hemel Hempstead	311	171	162	13,797	2.2	0.5	0.0	-1.7
Tesco Express, The Dimes, Barnacre Road, Hemel Hempstead	265	163	174	13,797	2.4	1.2	0.0	-1.2
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	13,797	3.7	2.2	0.0	-1.5
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	13,797	68.9	67.2	0.0	-1.7
Other stores, Zone 11					8.4	8.4	0.0	0.0
<b>Sub-total</b>					<b>206.3</b>	<b>256.9</b>	<b>0.0</b>	<b>50.7</b>
<b>Zone 12   Hemel Hempstead Fringe</b>								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	10,824	1.6	1.9	0.0	0.2
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	229	218	13,797	3.9	7.0	0.0	4.0
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	13,797	2.4	3.1	0.0	0.7
Other stores, Zone 12					2.1	2.1	0.0	0.0
<b>Sub-total</b>					<b>9.2</b>	<b>14.1</b>	<b>0.0</b>	<b>5.0</b>
<b>Zone 13   Berkhamstead</b>								
Waitrose, St John's Well Lane, Berkhamstead	4,602	2,633	2,159	12,940	27.9	56.4	0.0	28.5
M&S Simply Food, High Street, Berkhamstead	1,784	1,109	1,054	10,476	11.0	6.4	0.0	-4.6
Tesco Express, High Street, Northchurch, Berkhamstead	261	162	172	13,797	2.4	7.9	0.0	5.6
Tesco Metro, High Street, Berkhamstead	2,506	1,445	1,098	13,797	15.2	5.3	0.0	-9.9
<b>Sub-total</b>					<b>56.5</b>	<b>76.0</b>	<b>0.0</b>	<b>19.5</b>
<b>Zone 14   Tring</b>								
Co-op, Silk Mill Way, Tring	252	184	175	10,824	1.9	0.4	0.0	-1.5
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,476	6.3	9.4	0.0	3.0
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	13,797	15.4	50.5	0.0	35.1
Other stores, Zone 14					1.4	1.4	0.0	0.0
<b>Sub-total</b>					<b>25.1</b>	<b>61.7</b>	<b>0.0</b>	<b>36.6</b>
<b>Zone 15   St Albans</b>								
Co-op, Cell Barnes Lane, St. Albans	210	149	142	10,824	1.5	3.0	0.0	1.4
Co-op, High Street, Redbourn, St. Albans	240	140	133	10,824	1.4	0.6	0.0	-0.9
Co-op, Park Street, How Wood, St. Albans	168	106	101	10,824	1.1	3.0	0.0	2.0
Iceland, Victoria Street, St. Albans	1,012	506	491	6,859	3.4	1.1	0.0	-2.3
Marks & Spencer (BP), Verulam Road, St. Albans	100	70	67	10,476	0.7	0.4	0.0	-0.3
Marks & Spencer, St. Peter's Street, St. Albans	943	596	538	10,476	5.6	4.8	0.0	-0.8
Morrison's, Hatfield Road, St. Albans	6,490	3,799	3,039	12,556	38.5	65.9	0.0	27.4
Sainsbury's Local, Marshawick Lane, St. Albans	399	194	175	11,691	2.0	3.6	0.0	1.5
Sainsbury's, Emerald Close, St. Albans	7,085	4,367	3,144	11,691	36.8	52.8	0.0	16.1
Tesco Express, Beech Road, St. Albans	359	251	238	13,797	3.3	3.0	0.0	-0.3
Tesco Express, Hatfield Road, St. Albans	458	320	304	13,797	4.2	1.8	0.0	-2.4
Tesco Express, Luton Road, Harpende	300	170	162	13,797	2.2	4.0	0.0	1.7
Tesco Express, St. Bridiades Place, Jersey Farm Estate, St. Albans	399	280	266	13,797	3.7	0.7	0.0	-2.9
Tesco Metro, St. Peter's Street, St. Albans	1,954	1,127	857	13,797	11.8	10.8	0.0	-1.0
Waitrose, Ermine Close, Mayne Avenue, St. Albans	3,392	1,940	1,591	12,940	20.5	29.5	0.0	9.0
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 15					3.6	3.6	0.0	0.0
<b>Sub-total</b>					<b>141.7</b>	<b>180.7</b>	<b>0.0</b>	<b>39.1</b>
<b>Zone 16   London Colney Fringe</b>								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	10,824				

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m) <sup>1</sup>	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	297.0	408.8	0.0	111.8
2021	294.6	428.3	0.0	133.7
2026	294.6	467.3	0.0	172.7
2031	294.6	518.9	0.0	224.3
2032	294.6	527.8	0.0	233.2
2036	294.6	564.3	0.0	269.7
<b>Study Area Market Share (%)</b>		<b>120.5</b>		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17  
2. Assumes constant market share claimed by Dacorum facilities at 120.6% from the Study Area

2017 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	111.8	8,600	10,700
2021	133.7	10,400	12,900
2026	172.7	13,400	16,600
2031	224.3	17,400	21,600
2032	233.2	18,100	22,400
2036	269.7	21,000	25,900

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	10,103	12.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 2,010 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	10,103	10.4
Dacorum	4/00676/14/MFA, Maylands Avenue, Hemel Hempstead	REDEVELOPMENT FOR MIXED USE SCHEME COMPRISING OF FLATTED RESIDENTIAL ACCOMMODATION (C3), AFFORDABLE HOUSING (C3), OFFICE (B1) AND MIXED RETAIL (A1), FINANCIAL AND PROFESSIONAL SERVICES (A2), RESTAURANT (HOT FOOD TAKEAWAY) (A3/A5) USES TOGETHER WITH A CHURCH (D1) (WITH ANCILLARY ACCOMMODATION) PEDESTRIAN AND VEHICULAR ACCESS AND PUBLIC REALM	Gross floorspace of 1,226 of which 600 sq m is assumed to be convenience. 600 sq m x 65% gross to net = 390 sq m net. Majority of floorspace is Tesco.	13,797	5.4
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres. comprising a maximum of:  • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods  The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,753 sqm and will be occupied by Aldi	1,753	10,827	19.0
<b>Total</b>			<b>4,159</b>		<b>46.7</b>

2017 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	111.8	46.7	65.1	5,000	6,200
2021	133.7	46.3	87.4	6,800	8,400
2026	172.7	46.3	126.4	9,800	12,200
2031	224.3	46.3	178.0	13,800	17,100
2032	233.2	46.3	186.9	14,500	18,000
2036	269.7	46.3	223.4	17,400	21,500

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets  
2. Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

2017 Prices

Further Decorum Retail Study  
Neus Planning

Table 7a: Population

Zone	Population					
	2017	2021	2026	2031	2032	2036
10	23,785	23,863	24,364	24,880	24,892	24,941
11	69,202	74,314	84,656	94,839	96,647	103,875
12	38,567	39,925	42,903	46,248	46,303	46,974
13	25,726	26,346	27,166	28,651	30,600	33,096
14	14,649	15,627	16,309	18,408	19,955	22,145

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2017 with SFT										Comparison goods expenditure per capita (£) 2021										Comparison goods expenditure per capita (£) 2026										Comparison goods expenditure per capita (£) 2031										Comparison goods expenditure per capita (£) 2032										Comparison goods expenditure per capita (£) 2036													
	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total	Cones	CO2/c	Household	Recreation	Chemist	Essence	DV	Furniture	Total										
10	1,165	230	1,113	632	n/a	164	337	290	357	<b>4,184</b>	963	199	839	449	139	284	237	301	<b>3,531</b>	1,077	218	1,026	482	152	311	299	330	<b>3,867</b>	1,207	244	1,152	551	170	349	290	370	<b>4,333</b>	1,371	277	1,309	626	193	390	330	420	<b>4,922</b>	1,408	285	1,344	643	198	407	339	431	<b>5,054</b>	1,572	316	1,501	716	221	454	378	482	<b>5,645</b>
11	877	172	962	432	n/a	121	400	206	346	<b>3,836</b>	825	145	828	364	102	338	174	292	<b>3,069</b>	903	159	907	399	112	370	191	320	<b>3,361</b>	1,012	178	1,017	447	126	416	213	358	<b>3,765</b>	1,149	202	1,155	508	143	471	242	407	<b>4,277</b>	1,180	208	1,186	521	147	484	249	418	<b>4,392</b>	1,318	232	1,324	582	164	540	278	467	<b>4,906</b>
12	1,057	204	1,104	512	n/a	145	461	280	401	<b>4,144</b>	892	172	932	432	122	389	220	339	<b>3,496</b>	977	189	1,021	473	134	426	240	371	<b>3,830</b>	1,095	211	1,144	530	150	477	269	416	<b>4,292</b>	1,243	240	1,299	602	170	542	306	472	<b>4,875</b>	1,277	249	1,334	618	175	557	314	485	<b>5,006</b>	1,426	275	1,490	690	195	622	351	542	<b>5,591</b>
13	1,225	255	1,299	617	n/a	173	498	316	504	<b>4,796</b>	1,034	215	1,096	437	146	420	267	435	<b>4,046</b>	1,132	236	1,201	476	160	460	292	466	<b>4,424</b>	1,268	264	1,346	536	179	516	327	522	<b>4,967</b>	1,441	300	1,526	609	203	595	371	593	<b>5,630</b>	1,480	306	1,569	625	209	601	381	609	<b>5,792</b>	1,652	344	1,732	699	233	671	426	680	<b>6,457</b>
14	1,127	234	1,176	637	n/a	172	497	309	457	<b>4,508</b>	951	198	992	454	145	419	260	385	<b>3,806</b>	1,042	217	1,087	497	159	459	285	422	<b>4,167</b>	1,167	243	1,218	557	178	514	320	473	<b>4,669</b>	1,326	276	1,383	632	202	584	363	537	<b>5,303</b>	1,362	283	1,420	649	208	600	373	552	<b>5,447</b>	1,521	316	1,586	725	232	670	416	616	<b>6,083</b>

Notes:  
a. Zones based on the post code sectors shown on the plan of Appendix A.  
b. Per capita expenditure derived from Experian MMS3 data (2019 report)  
c. Population derived from Experian MMS3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

Further Decorum Retail Study  
Nexus Planning

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods expenditure (£m)								Comparison goods growth (£m)																	
	2017								2021								2025								2031								2032								2035								2017-2021	2017-2025	2017-2031	2017-2035						
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2017-2021	2017-2025	2017-2031	2017-2035
10	23.4	4.7	22.3	10.7	3.3	6.8	5.6	7.2	84.0	25.7	5.2	24.5	11.7	3.6	7.4	6.2	7.9	82.3	29.4	6.0	28.1	13.4	4.1	8.5	7.1	9.0	105.6	34.1	6.9	32.6	15.6	4.8	9.9	8.2	10.4	122.4	35.0	7.1	33.5	16.0	4.9	10.1	8.4	10.7	125.8	39.2	7.9	37.4	17.9	5.5	11.3	9.4	12.0	140.8	6.3	21.6	36.5	56.6
11	57.1	10.0	57.3	25.2	7.1	23.4	12.0	20.2	212.3	67.1	11.8	67.4	29.6	8.3	27.5	14.2	23.8	249.7	85.7	16.1	66.1	37.8	10.6	35.1	18.1	30.3	316.8	109.0	19.2	109.5	48.1	13.5	44.7	23.0	38.8	405.6	114.1	20.1	114.6	50.4	14.2	46.7	24.1	40.4	424.5	136.9	24.1	137.6	60.5	17.0	56.1	28.9	46.5	509.5	37.4	106.4	193.3	292.2
12	34.4	6.6	36.0	16.7	4.7	15.0	8.5	13.1	135.0	39.0	7.5	40.8	18.9	5.3	17.0	9.6	14.8	152.9	47.0	9.1	49.1	22.7	6.4	20.5	11.6	17.8	184.1	57.5	11.1	60.1	27.8	7.9	25.1	14.2	21.8	225.4	59.2	11.4	61.9	28.7	8.1	25.8	14.6	22.5	232.3	67.0	12.9	70.0	32.4	9.2	29.2	16.5	25.4	262.6	18.0	49.2	90.5	127.7
13	26.6	5.5	28.2	11.2	3.7	10.8	6.9	10.9	103.9	29.8	6.2	31.6	12.6	4.2	12.1	7.7	12.3	116.6	34.5	7.2	36.5	14.6	4.9	14.0	8.9	14.2	134.7	43.0	9.0	45.6	18.2	6.1	17.5	11.1	17.7	166.1	45.3	9.4	48.0	19.1	6.4	18.4	11.7	18.6	176.9	35.5	11.6	56.9	23.5	7.8	22.6	14.3	22.9	216.9	12.6	30.7	64.1	113.0
14	14.2	3.0	14.8	6.8	2.2	8.3	3.9	5.8	66.0	16.3	3.4	17.0	7.9	2.5	7.2	4.5	6.6	65.1	19.0	4.0	19.9	9.1	2.9	8.4	5.2	7.7	76.1	25.7	5.3	26.8	12.3	3.9	11.3	7.0	10.4	102.9	27.2	5.8	28.3	13.0	4.1	12.0	7.4	11.0	196.7	33.7	7.6	35.1	16.1	5.1	14.6	9.2	13.6	134.7	8.2	19.3	46.0	77.8

Notes:  
a. Zones based on the post code sectors shown on the plan at Appendix A  
b. Per capita expenditure derived from Experian MM3 data (2019 report)  
c. Population derived from Experian MM3 data (2019 report)  
d. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17  
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 17

2017 Prices

Further Dacorum Retail Study  
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Dacorum BC			
	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.71%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.80%	10.39%	10.14%	6.49%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>13.80%</b>	<b>11.10%</b>	<b>10.14%</b>	<b>6.49%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxton &amp; Colindale</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	71.81%	58.12%	37.51%	15.22%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.00%	2.95%	0.00%	0.78%
Others, Zone 11	0.65%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>72.46%</b>	<b>61.07%</b>	<b>37.51%</b>	<b>15.99%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.86%	1.96%	22.09%	1.78%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.86%</b>	<b>1.96%</b>	<b>22.09%</b>	<b>1.78%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	0.73%
Others, Zone 14	0.00%	0.00%	0.00%	0.73%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.46%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	5.29%	1.46%	2.03%	0.73%
Others, Zone 15	0.00%	0.00%	0.00%	1.01%
<b>Sub-total</b>	<b>5.29%</b>	<b>1.46%</b>	<b>2.03%</b>	<b>1.74%</b>
<b>Zone 16   Colney Heath &amp; Colney</b>				
Abney Bygrave Retail Park, North Orbital Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.56%	6.45%	4.11%	1.74%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.18%
<b>Sub-total</b>	<b>2.56%</b>	<b>6.45%</b>	<b>4.11%</b>	<b>2.49%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.71%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.71%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>95.1%</b>	<b>82.8%</b>	<b>78.5%</b>	<b>29.8%</b>
<b>Sub Total   Watford District</b>	<b>13.8%</b>	<b>11.1%</b>	<b>10.1%</b>	<b>6.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Watlington District</b>	<b>72.4%</b>	<b>63.0%</b>	<b>37.5%</b>	<b>16.2%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>7.8%</b>	<b>8.6%</b>	<b>6.1%</b>	<b>4.2%</b>
Destination	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinxten Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.89%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.89%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	1.00%	0.00%	0.00%
Homebush, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>95.1%</b>	<b>83.8%</b>	<b>74.8%</b>	<b>29.8%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	1.23%
Aylesbury Town Centre	0.00%	0.00%	1.04%	35.48%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.86%	0.00%	13.58%	2.24%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	4.09%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.13%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.73%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.75%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	2.21%	1.38%	15.19%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.71%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinxten Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	1.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	8.33%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	1.04%	0.00%
Others, outside study area	0.65%	2.25%	1.04%	15.23%
Abroad	0.00%	0.00%	0.99%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.9%</b>	<b>16.2%</b>	<b>23.2%</b>	<b>70.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Zones based on post code sectors  
b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
c. Excludes 'Worlton/Leaves', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 10: Clothing & footwear expenditure

Destination	Dacorum BC			
	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)	Zone 14 Clothing (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.2	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£7.9	£3.6	£2.7	£0.9
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.9</b>	<b>£3.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Uxendon 1 &amp; 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£41.0	£20.0	£10.0	£2.2
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£1.0	£0.0	£0.1
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£41.4</b>	<b>£21.0</b>	<b>£10.0</b>	<b>£2.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.5	£0.7	£5.9	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.5</b>	<b>£0.7</b>	<b>£5.9</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.1
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£3.0	£0.5	£0.5	£0.1
Others, Zone 15	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£3.0</b>	<b>£0.5</b>	<b>£0.5</b>	<b>£0.2</b>
<b>Zone 16   Colney &amp; Coaley</b>				
Abbey Bygrave Retail Park, North Orbital Road, St. Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£1.5	£2.2	£1.1	£0.2
Coaley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£1.5</b>	<b>£2.2</b>	<b>£1.1</b>	<b>£0.4</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£54.3</b>	<b>£28.5</b>	<b>£20.2</b>	<b>£4.3</b>
<b>Sub Total   Watford District</b>	<b>£7.9</b>	<b>£3.8</b>	<b>£2.7</b>	<b>£0.9</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£19.9</b>	<b>£11.7</b>	<b>£11.6</b>	<b>£2.7</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£4.5</b>	<b>£3.0</b>	<b>£1.6</b>	<b>£0.6</b>
<b>Destination</b>	<b>Zone 11 Clothing (£m)</b>	<b>Zone 12 Clothing (£m)</b>	<b>Zone 13 Clothing (£m)</b>	<b>Zone 14 Clothing (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.3	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.3	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wigmore Park Shopping Centre, Wigmore Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£54.3</b>	<b>£28.4</b>	<b>£20.4</b>	<b>£4.3</b>
<b>Outside Study Area</b>				
<b>Amenham Town Centre</b>	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.3	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.0	£0.6	£0.3
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.1
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.6	£0.0	£0.0
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.8	£0.4	£2.2
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.2	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.3	£0.0
Others, outside study area	£0.4	£0.8	£0.3	£2.2
<b>Abroad</b>	£0.0	£0.0	£0.3	£0.0
<b>Sub Total outside Study Area</b>	<b>£2.8</b>	<b>£5.6</b>	<b>£6.2</b>	<b>£10.0</b>
<b>Total (rounded)</b>	<b>£57.1</b>	<b>£34.4</b>	<b>£26.6</b>	<b>£14.2</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2005)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

Destination	Dacorum BC				
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Archway Retail Park, Lower High Street, Watford	0.13%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.88%	0.00%	0.00%	2.12%	3.48%
Others, Zone 1	0.32%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>14.33%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.12%</b>	<b>3.48%</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.47%	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.49%	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.49%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4 Rickmansworth</b>					
Ridett Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.02%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.12%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	1.16%	0.00%	0.00%	0.00%	0.00%
Sitting Retail Park, Sitting Way, Borehamwood	0.00%	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chantry Road, Borehamwood	0.19%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.35%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6 Hatfield</b>					
Polers Bar Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polers Bar	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.01%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	0.70%	0.00%	0.00%	0.00%	0.00%
South Oxley Local Centre	0.66%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.36%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	2.20%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.26%</b>	<b>2.20%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	7.04%	77.91%	48.03%	13.00%	3.48%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.32%	4.80%	2.04%	0.00%	0.00%
Others, Zone 11	0.14%	2.31%	0.00%	2.22%	0.00%
<b>Sub-total</b>	<b>7.50%</b>	<b>84.84%</b>	<b>51.88%</b>	<b>15.31%</b>	<b>3.48%</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Grovehill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	2.97%	0.00%	0.34%	76.04%	33.87%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.97%</b>	<b>0.00%</b>	<b>0.34%</b>	<b>76.04%</b>	<b>33.87%</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	0.40%	0.00%	0.00%	0.00%	15.78%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.40%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>15.78%</b>
<b>Zone 15 St Albans</b>					
Abney View Retail Park, Griffiths Way, St. Albans	0.33%	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.14%	4.51%	2.14%	2.12%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.47%</b>	<b>4.51%</b>	<b>2.14%</b>	<b>2.12%</b>	<b>0.00%</b>
<b>Zone 16 Colney &amp; Alconbury</b>					
Abney Bygrave Retail Park, North Oxhill Road, St. Albans	0.00%	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alconbury Close, London Colney	0.84%	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.94%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	3.23%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.23%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total Inner Study Area</b>					
	47.0%	84.6%	63.5%	15.6%	56.6%
<b>Sub Total   Watford District</b>					
	14.4%	3.1%	0.2%	2.1%	3.5%
<b>Sub Total   Hertsmere District</b>					
	4.3%	0.0%	0.0%	0.0%	0.0%
<b>Sub Total   Three Rivers Borough</b>					
	3.1%	2.2%	0.0%	0.0%	0.0%
<b>Sub Total   Dacorum District</b>					
	11.4%	84.6%	62.2%	15.3%	33.1%
<b>Sub Total   St Albans City &amp; District</b>					
	13.7%	4.5%	2.1%	2.1%	0.0%
<b>Destination</b>					
	Total Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)
<b>Outside Inner Study Area</b>					
<b>Zone 15 Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	4.91%	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.30%	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	2.82%	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.65%	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>8.92%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16 Dacorum/Western Fringe</b>					
Chesham Town Centre	2.00%	0.00%	0.00%	2.22%	6.99%
Others, Zone 16	0.13%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.13%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.22%</b>	<b>6.99%</b>
<b>Zone 17 Dacorum/Northern Fringe</b>					
Dunstable Town Centre	1.88%	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	1.98%	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.19%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>4.05%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18 Hertsmere/Southern Fringe</b>					
Barnet Local Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.44%	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>3.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19 St Albans/Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>					
	72.8%	84.6%	68.6%	17.8%	63.6%
<b>Outside Study Area</b>					
<b>Amersham</b>					
Amersham Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.88%	0.00%	0.00%	0.00%	16.50%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%	0.00%
Central Luton	0.00%	0.00%	0.00%	2.22%	2.48%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	2.23%	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.23%	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%	0.00%
Kendon Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	1.71%	0.00%	2.85%	0.00%	0.00%
Marlow Town Centre	0.20%	2.31%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	2.11%	0.00%	0.00%	0.00%	0.00%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%	0.00%
Pinnae Hillborough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.10%	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.72%	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	1.21%	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	3.35%	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.33%	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	1.84%	0.00%	0.00%	0.00%	0.00%
Others, outside study area	3.81%	0.00%	4.88%	0.00%	15.96%
<b>Abroad</b>	1.11%	0.00%	23.74%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>27.2%</b>	<b>15.4%</b>	<b>31.5%</b>	<b>2.2%</b>	<b>36.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sites by 'road' and 'top up' shopping derived directly from NPD's Household Survey (December 2005)  
 c. Excludes 'hot' groceries, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Dacorum BC			
		Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)	Zone 14 Books etc (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Cole Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0	£0.0
Watford Archers Retail Park, Lower High Street, Watford	£0.4	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£34.4	£0.0	£0.4	£0.1	£0.1
Others, Zone 1	£0.9	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£35.7</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	£1.3	£0.3	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.3	£0.0	£0.0	£0.0	£0.0
Coston, Hartspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>					
Radlett Town Centre	£0.7	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£1.9	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Hatfield</b>					
Polters Bar Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Polters Bar	£1.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	£2.0	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£1.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.6	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£17.1	£7.8	£3.3	£0.7	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.0	£0.5	£0.1	£0.0	£0.0
Others, Zone 11	£0.4	£0.2	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£18.2</b>	<b>£8.5</b>	<b>£3.4</b>	<b>£0.8</b>	<b>£0.1</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£0.0	£0.0	£0.0	£4.2	£1.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.2</b>	<b>£1.0</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£1.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 14	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£21.0	£0.5	£0.1	£0.1	£0.0
Others, Zone 15	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£21.2</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 16 Colney &amp; Alconbury</b>					
Alcon Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcon Close, London Colney	£1.9	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£118.9</b>	<b>£9.5</b>	<b>£4.6</b>	<b>£5.3</b>	<b>£1.7</b>
<b>Sub Total   Watford District</b>	<b>£36.9</b>	<b>£0.3</b>	<b>£0.4</b>	<b>£0.1</b>	<b>£0.1</b>
<b>Sub Total   Hertsmere District</b>	<b>£11.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£20.2</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£30.0</b>	<b>£0.5</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Destination</b>	<b>Total Books etc (£m)</b>	<b>Zone 11 Books etc (£m)</b>	<b>Zone 12 Books etc (£m)</b>	<b>Zone 13 Books etc (£m)</b>	<b>Zone 14 Books etc (£m)</b>
<b>Outside Inner Study Area</b>					
<b>Zone 15   Three Rivers Estuary</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.1	£0.0	£0.0	£0.0	£0.0
Pinney Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£1.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£22.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum/Western Fringe</b>					
Chesham Town Centre	£4.1	£0.0	£0.0	£0.1	£0.2
Others, Zone 16	£0.3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.2</b>
<b>Zone 17   Dacorum/Northern Fringe</b>					
Dunstable Town Centre	£4.3	£0.0	£0.0	£0.0	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£4.5	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£9.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere/Southern Fringe</b>					
Barnet Local Centre	£0.9	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.1	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£1.9	£0.0	£0.0	£0.0	£0.0
Wendstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans/Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£176.6</b>	<b>£9.5</b>	<b>£4.6</b>	<b>£5.4</b>	<b>£1.9</b>
<b>Outside Study Area</b>					
<b>Amenham Town Centre</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
Aylesbury Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfiler Lane, Chesham, Waltham Cross	£0.2	£0.0	£0.0	£0.0	£0.0
Central London	£10.0	£0.0	£0.0	£0.1	£0.1
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£4.4	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.2	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.4	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£3.4	£0.0	£0.2	£0.0	£0.0
Marlow Town Centre	£0.4	£0.2	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£4.0	£0.0	£0.0	£0.0	£0.0
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Pinxten Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.2	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£1.5	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£2.5	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0	£0.0
Walkham Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£3.6	£0.0	£0.3	£0.0	£0.0
Others, outside study area	£0.6	£0.0	£0.0	£0.0	£0.0
<b>Abroad</b>	<b>£2.2</b>	<b>£0.0</b>	<b>£1.6</b> </		

Further Dacorum Retail Study  
Nexus Planning

Table 13: Small Household goods shopping patterns

Destination	Dacorum BC			
	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.99%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	2.31%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	1.00%
Watford Town Centre	2.82%	4.52%	32.02%	3.34%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.82%</b>	<b>7.83%</b>	<b>32.02%</b>	<b>4.34%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.99%	0.00%	0.00%
Garston Village Centre	0.00%	0.99%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.98%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Rickmansworth</b>				
Polers Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polers Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	48.81%	18.40%	9.53%	3.94%
Aspley Mills Retail Park, London Road, Hemel Hempstead	23.80%	44.54%	4.66%	0.00%
Others, Zone 11	0.00%	0.99%	0.00%	0.00%
<b>Sub-total</b>	<b>72.61%</b>	<b>64.99%</b>	<b>14.20%</b>	<b>3.94%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	10.20%	2.91%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>10.20%</b>	<b>2.91%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	31.41%
Others, Zone 14	0.00%	0.00%	0.00%	1.65%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>32.41%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney &amp; Coaley</b>				
Abney Bygrave Retail Park, North Orbital Road, St Albans	0.00%	1.32%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	2.36%	2.54%	1.55%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.36%</b>	<b>3.86%</b>	<b>1.55%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.8%</b>	<b>78.7%</b>	<b>68.6%</b>	<b>43.6%</b>
<b>Sub Total   Watford District</b>	<b>2.8%</b>	<b>9.8%</b>	<b>32.0%</b>	<b>4.3%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Hemel Hempstead</b>	<b>72.6%</b>	<b>65.0%</b>	<b>14.4%</b>	<b>39.3%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>2.4%</b>	<b>3.9%</b>	<b>1.6%</b>	<b>0.0%</b>
Destination	Zone 11 H/Hold (%)	Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	3.25%	2.07%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>3.25%</b>	<b>2.07%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.8%</b>	<b>81.9%</b>	<b>60.6%</b>	<b>43.6%</b>
<b>Outside Study Area</b>				
<b>Ardenham Town Centre</b>	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	1.61%	0.99%	1.48%	19.29%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.07%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	1.55%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	22.44%	2.67%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	14.64%	0.00%	1.95%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	1.21%	0.94%	5.69%	19.70%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.94%	1.20%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.21%	1.55%	0.00%
Others, outside study area	0.00%	0.99%	2.07%	14.80%
Abroad	4.76%	11.01%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.2%</b>	<b>18.1%</b>	<b>39.4%</b>	<b>56.4%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sites by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'don't know/nil', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 14: Small Household goods expenditure

Destination	Dacorum BC				
	Total H/hold (£m)	Zone 11 H/hold (£m)	Zone 12 H/hold (£m)	Zone 13 H/hold (£m)	Zone 14 H/hold (£m)
<b>Study Area</b>					
<b>Zone 1 Watford South</b>					
Colve Valley Retail Park, Lower High Street, Watford	£2.1	£0.0	£0.4	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£7.6	£0.0	£0.8	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.3	£0.0	£0.0	£0.0	£0.1
Watford Town Centre	£260.3	£1.6	£1.6	£9.0	£0.5
Others, Zone 1	£1.6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£275.9</b>	<b>£1.6</b>	<b>£2.8</b>	<b>£9.0</b>	<b>£0.6</b>
<b>Zone 2 Watford North</b>					
Asia, Odhams Industrial Estate, St Albans Road, Watford	£6.7	£0.0	£0.4	£0.0	£0.0
Garston Village Centre	£0.4	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.1</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>					
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£2.4	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>					
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>					
Borehamwood Town Centre	£18.4	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£2.2	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cheery Road, Borehamwood	£3.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£24.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>					
Polers Bar Town Centre	£4.6	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Polers Bar	£0.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£5.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>					
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£1.7	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Hemel Hempstead</b>					
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
South Oxley Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>					
Chorleywood Village Centre	£1.5	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>					
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>					
Hemel Hempstead Town Centre	£46.2	£28.0	£7.0	£2.7	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£47.8	£13.6	£16.0	£1.3	£0.0
Others, Zone 11	£0.4	£0.0	£0.4	£0.0	£0.0
<b>Sub-total</b>	<b>£94.4</b>	<b>£41.6</b>	<b>£23.4</b>	<b>£4.0</b>	<b>£0.0</b>
<b>Zone 12 Hemel Hempstead Fringe</b>					
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£3.2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>					
Berkhamstead Town Centre	£4.2	£0.0	£0.0	£2.9	£0.4
Others, Zone 13	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£4.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£2.9</b>	<b>£0.4</b>
<b>Zone 14 Tring</b>					
Tring Town Centre	£7.0	£0.0	£0.0	£0.0	£4.7
Others, Zone 14	£0.1	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£7.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£4.8</b>
<b>Zone 15 St Albans</b>					
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£75.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£2.4	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£77.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 London Colney &amp; Zoons</b>					
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alscop Close, London Colney	£27.4	£1.4	£0.9	£0.4	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£27.4</b>	<b>£1.4</b>	<b>£0.9</b>	<b>£0.4</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>					
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£3.1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£444.8</b>	<b>£44.6</b>	<b>£26.3</b>	<b>£16.3</b>	<b>£6.6</b>
<b>Sub Total   Watford District</b>	<b>£282.0</b>	<b>£1.6</b>	<b>£3.5</b>	<b>£9.0</b>	<b>£0.6</b>
<b>Sub Total   Hertsmere District</b>	<b>£33.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£16.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Dacorum District</b>	<b>£115.2</b>	<b>£14.6</b>	<b>£22.4</b>	<b>£4.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£112.0</b>	<b>£1.4</b>	<b>£1.4</b>	<b>£0.4</b>	<b>£0.0</b>
<b>Outside Inner Study Area</b>					
<b>Zone 15   Three Rivers Borough</b>					
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£40.6	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.3	£0.0	£0.0	£0.0	£0.0
Pinner Village Centre	£4.4	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£46.4</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>					
Chesham Town Centre	£2.8	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>					
Dunstable Town Centre	£10.0	£0.0	£1.2	£0.6	£0.0
Homebase, Vaux Road, Lighton Buzzard	£2.2	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£12.2	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£24.4</b>	<b>£0.0</b>	<b>£1.2</b>	<b>£0.6</b>	<b>£0.0</b>
<b>Zone 18   Hertsmere Southern Fringe</b>					
Barnet Local Centre	£28.0	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£7.9	£0.0	£0.0	£0.0	£0.0
Harefield District Centre	£26.6	£0.0	£0.0	£0.0	£0.0
Wendstone Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£62.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   St Albans Northern Fringe</b>					
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£601.1</b>	<b>£44.6</b>	<b>£26.3</b>	<b>£16.3</b>	<b>£6.6</b>
<b>Outside Study Area</b>					
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£20.0	£0.0	£0.4	£0.4	£2.9
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£17.8	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£2.6	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfpenny Lane, Chesham, Waltham Cross	£1.0	£0.0	£0.0	£0.0	£0.0
Central London	£21.6	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£1.1	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£3.0	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£16.4	£0.0	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£20.4	£0.0	£0.0	£0.3	£0.4
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£27.7	£4.4	£0.0	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£9.2	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£64.0	£0.7	£0.3	£1.6	£2.9
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.1	£0.0	£0.0	£0.6	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0	£0.0
Pinxten, Ribbington Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£3.7	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£1.0	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£2.6	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£1.0	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£3.9	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£1.2	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£78.0	£0.0	£1.2	£0.4	£0.0
Others, outside study area	£39.6	£0.0	£0.4	£0.6	£2.2
<b>Abroad</b>	<b>£13.1</b>	<b>£2.7</b>	<b>£4.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total outside Study Area</b>	<b>£377.1</b>	<b>£12.7</b>	<b>£6.6</b>	<b>£11.3</b>	<b>£8.4</b>
<b>Total (rounded)</b>	<b>£1,000.0</b>	<b>£57.3</b>	<b>£32.9</b>	<b>£27.6</b>	<b>£15.0</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2010)  
 c. Excludes 'Worlbrook', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Racrits (%)	Zone 12 Racrits (%)	Zone 13 Racrits (%)	Zone 14 Racrits (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	6.25%	2.12%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	3.10%	1.51%	18.12%	3.48%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>9.35%</b>	<b>3.63%</b>	<b>18.12%</b>	<b>3.48%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radiet Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Pottery 1 &amp; 2</b>				
Pottery Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerat</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	78.25%	31.81%	25.38%	8.27%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.74%	38.42%	0.00%	0.00%
Others, Zone 11	3.10%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>87.09%</b>	<b>70.23%</b>	<b>25.38%</b>	<b>8.27%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	1.51%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.51%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	4.16%	47.36%	1.77%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>4.16%</b>	<b>47.36%</b>	<b>1.77%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	4.05%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.05%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	2.12%	0.00%	1.77%
Others, Zone 15	0.00%	6.25%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>8.37%</b>	<b>0.00%</b>	<b>1.77%</b>
<b>Zone 16   Colney Colney &amp; Zones</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcop Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.8%</b>	<b>87.8%</b>	<b>90.9%</b>	<b>20.3%</b>
<b>Sub Total   Watford District</b>	<b>9.4%</b>	<b>3.6%</b>	<b>18.1%</b>	<b>3.5%</b>
<b>Sub Total   Hertsmere District</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Sub Total   Waterson District</b>	<b>85.4%</b>	<b>75.0%</b>	<b>72.7%</b>	<b>15.1%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0%</b>	<b>8.4%</b>	<b>0%</b>	<b>1.8%</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastside Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnaer Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	2.36%
Stammore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.36%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wignore Park Shopping Centre, Wignore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total outside Study Area</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>22.7%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	2.88%
Aylesbury Town Centre	0.00%	0.00%	0.00%	47.26%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	1.77%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	1.51%	3.18%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	2.12%	3.18%	0.00%	1.69%
Marlow Town Centre	1.59%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	21.39%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	2.12%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnaer Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	3.71%	0.00%	0.00%
Others, outside study area	0.00%	0.00%	9.15%	2.36%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub Total outside Study Area</b>	<b>5.2%</b>	<b>12.4%</b>	<b>9.2%</b>	<b>77.3%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 16: Recreation goods expenditure

Destination	Dacorum BC			
	Zone 11 Reccrn (£m)	Zone 12 Reccrn (£m)	Zone 13 Reccrn (£m)	Zone 14 Reccrn (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£0.4	£0.0	£0.0
Watford Archers Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.8	£0.3	£2.0	£0.2
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£2.4</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chenery Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Coaley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£10.3	£3.3	£2.8	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£1.4	£0.4	£0.0	£0.0
Others, Zone 11	£0.8	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£12.5</b>	<b>£3.7</b>	<b>£2.8</b>	<b>£0.0</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.7	£5.3	£0.1
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.7</b>	<b>£5.3</b>	<b>£0.1</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.3
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.3</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	£0.0	£0.0	£0.0	£0.0
St. Albans City Centre	£0.0	£0.4	£0.0	£0.1
Others, Zone 15	£0.0	£1.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St. Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£23.9</b>	<b>£14.6</b>	<b>£10.2</b>	<b>£1.4</b>
<b>Sub Total   Watford District</b>	<b>£2.4</b>	<b>£0.6</b>	<b>£2.0</b>	<b>£0.2</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£21.5</b>	<b>£13.6</b>	<b>£8.2</b>	<b>£1.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Destination</b>	<b>Zone 11 Reccrn (£m)</b>	<b>Zone 12 Reccrn (£m)</b>	<b>Zone 13 Reccrn (£m)</b>	<b>Zone 14 Reccrn (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-Total Study Area</b>	<b>£23.9</b>	<b>£14.6</b>	<b>£10.2</b>	<b>£1.5</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.2
Aylesbury Town Centre	£0.0	£0.0	£0.0	£3.2
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.4	£0.5	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£0.5	£0.0	£0.1
Marlow Town Centre	£0.4	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£1.5
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.4	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.6	£0.0	£0.0
Others, outside study area	£0.0	£0.0	£1.0	£0.2
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub-Total outside Study Area</b>	<b>£1.3</b>	<b>£2.0</b>	<b>£1.0</b>	<b>£5.2</b>
<b>Total (rounded)</b>	<b>£25.2</b>	<b>£16.7</b>	<b>£11.2</b>	<b>£6.8</b>

Notes:  
a. Zones based on post code sectors  
b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 17: Chemist goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.67%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.00%	0.00%	0.66%	0.00%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.66%</b>	<b>0.00%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.70%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Rickmansworth</b>				
Ridett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Watlington &amp; Colindale</b>				
Polters Bar Town Centre	0.00%	0.70%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Multon Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	2.75%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>2.75%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	2.68%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>2.68%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	63.20%	51.34%	0.88%	1.68%
Aspley Mills Retail Park, London Road, Hemel Hempstead	5.60%	1.86%	0.00%	0.00%
Others, Zone 11	6.48%	3.26%	0.00%	0.00%
<b>Sub-total</b>	<b>75.28%</b>	<b>56.46%</b>	<b>0.88%</b>	<b>1.68%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	1.40%	0.00%	0.00%
Others, Zone 12	0.00%	16.03%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>17.43%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.91%	1.63%	56.59%	26.23%
Others, Zone 13	0.00%	0.70%	1.32%	0.00%
<b>Sub-total</b>	<b>0.91%</b>	<b>2.33%</b>	<b>56.91%</b>	<b>26.23%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	64.28%
Others, Zone 14	0.00%	0.00%	0.00%	2.11%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>66.39%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.65%	3.03%	0.00%	0.00%
Others, Zone 15	0.00%	2.75%	0.00%	0.00%
<b>Sub-total</b>	<b>0.65%</b>	<b>5.78%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Azules</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcock Close, London Colney	0.00%	0.67%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	1.36%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.36%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>99.3%</b>	<b>88.8%</b>	<b>99.5%</b>	<b>94.3%</b>
<b>Sub Total   Watford District</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>2.7%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Watlington District</b>	<b>56.0%</b>	<b>72.2%</b>	<b>17.8%</b>	<b>64.3%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.7%</b>	<b>7.8%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)	Zone 14 Chemist (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.65%	0.64%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.65%</b>	<b>0.64%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Loughton Buzzard	0.00%	0.00%	0.00%	0.00%
Loughton Buzzard Town Centre	0.00%	0.00%	0.88%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Roanmore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>99.3%</b>	<b>88.8%</b>	<b>100.0%</b>	<b>94.9%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	1.84%
Aylesbury Town Centre	0.00%	0.00%	0.00%	3.39%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	7.78%	0.00%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.93%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	0.00%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	0.00%	0.00%
Others, outside study area	0.00%	2.49%	0.00%	0.64%
<b>Abroad</b>	0.68%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>0.7%</b>	<b>11.2%</b>	<b>0.0%</b>	<b>5.1%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2016)  
 c. Excludes 'hot' towns/villages, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 18: Chemist goods expenditure

Destination	Dacorum BC			
	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)	Zone 14 Chemist (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Watford Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slingsby Retail Park, Slingsby Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chertsey Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Chorley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Elstree</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.2	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£0.9	£2.4	£0.0	£0.0
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.4	£0.1	£0.0	£0.0
Others, Zone 11	£0.5	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£2.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 12	£0.0	£0.8	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.1	£0.1	£3.6	£0.6
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£3.6</b>	<b>£0.6</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£1.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.4</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.1	£0.0	£0.0
Others, Zone 15	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Colindale, Colney &amp; Zons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.1	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Sub Total   Watford District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£2.6</b>	<b>£3.7</b>	<b>£2.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.4</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Chemist (£m)</b>	<b>Zone 12 Chemist (£m)</b>	<b>Zone 13 Chemist (£m)</b>	<b>Zone 14 Chemist (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15 Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16 Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17 Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18 Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Stammore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19 St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£7.0</b>	<b>£4.2</b>	<b>£3.7</b>	<b>£2.1</b>
<b>Outside Study Area</b>				
<b>Amenham Town Centre</b>	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£0.1
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfside Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.4	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.0	£0.0
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.0	£0.0	£0.0
Others, outside study area	£0.0	£0.1	£0.0	£0.0
<b>Abroad</b>	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.0</b>	<b>£0.5</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Total (rounded)</b>	<b>£7.1</b>	<b>£4.7</b>	<b>£3.7</b>	<b>£2.2</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'hard' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'soft' groceries, markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 19: Large electrical goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)	Zone 14 Electrical (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	1.84%	0.00%	0.00%
Watford Town Centre	15.94%	9.70%	26.57%	8.93%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>15.94%</b>	<b>11.54%</b>	<b>26.57%</b>	<b>8.93%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St. Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	1.84%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 4   Rickmansworth</b>				
Ridett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Cherryl Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Potters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elstree</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	1.14%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.19%	0.00%	1.19%	0.00%
<b>Sub-total</b>	<b>1.19%</b>	<b>1.14%</b>	<b>1.19%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	28.11%	18.87%	11.88%	1.57%
Aspley Mills Retail Park, London Road, Hemel Hempstead	59.84%	62.65%	29.50%	10.88%
Others, Zone 11	1.67%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>81.62%</b>	<b>78.72%</b>	<b>41.19%</b>	<b>12.19%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	17.29%	4.32%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>17.29%</b>	<b>4.32%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	8.36%
Others, Zone 14	0.00%	0.00%	0.00%	1.81%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>9.87%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St. Albans	0.00%	0.00%	0.00%	0.00%
St. Albans City Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Azules</b>				
Aben Bygrave Retail Park, North Oxford Road, St. Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcop Close, London Colney	0.00%	1.14%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>98.8%</b>	<b>92.6%</b>	<b>87.9%</b>	<b>35.6%</b>
<b>Sub Total   Watford District</b>	<b>15.9%</b>	<b>11.5%</b>	<b>26.6%</b>	<b>8.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.2%</b>	<b>1.1%</b>	<b>1.2%</b>	<b>0.0%</b>
<b>Sub Total   Hemel Hempstead</b>	<b>81.6%</b>	<b>72.3%</b>	<b>41.2%</b>	<b>26.5%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Destination</b>	<b>Zone 11 Electrical (%)</b>	<b>Zone 12 Electrical (%)</b>	<b>Zone 13 Electrical (%)</b>	<b>Zone 14 Electrical (%)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnae Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	1.84%	0.00%	1.51%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.84%</b>	<b>0.00%</b>	<b>1.51%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Haremore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 18	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 19	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>98.8%</b>	<b>84.4%</b>	<b>87.9%</b>	<b>37.6%</b>
<b>Outside Study Area</b>				
<b>Amersham Town Centre</b>	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.00%	0.00%	0.00%	20.75%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	1.84%	2.02%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	4.82%	4.48%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Shy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	1.14%	1.19%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	2.88%	26.26%
MX1 Shopping & Leisure Park, Stadium Way, West Blechley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Ede Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	0.00%	0.00%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnae Riborough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Rooback Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Centre, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Watlington Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	2.22%	0.00%	0.00%
Others, outside study area	1.25%	2.28%	1.64%	9.49%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>1.3%</b>	<b>6.5%</b>	<b>12.2%</b>	<b>63.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
a. Zones based on post code sectors  
b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2016)  
c. Excludes 'hot' 'brunch', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 20: Large electrical goods expenditure

Destination	Dacorum BC			
	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)	Zone 14 Electrical (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.0	£0.0	£0.0	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£0.3	£0.0	£0.0
Watford Town Centre	£3.7	£1.5	£2.9	£0.6
Others, Zone 1	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.2	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Zone 4   Bickley &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.0	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Watlington 1 &amp; 2</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Osney Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 10	£0.3	£0.0	£0.1	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£4.7	£2.4	£1.3	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£14.0	£9.4	£3.2	£0.7
Others, Zone 11	£0.4	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£19.1</b>	<b>£11.8</b>	<b>£4.5</b>	<b>£0.8</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 12	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.0	£0.0	£1.9	£0.3
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£0.3</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.5
Others, Zone 14	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.6</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Aztec</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.2	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£23.1</b>	<b>£13.9</b>	<b>£8.5</b>	<b>£2.2</b>
<b>Sub Total   Watford District</b>	<b>£3.7</b>	<b>£1.7</b>	<b>£2.9</b>	<b>£0.6</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.3</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Electrical (£m)</b>	<b>Zone 12 Electrical (£m)</b>	<b>Zone 13 Electrical (£m)</b>	<b>Zone 14 Electrical (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 16   Three Rivers Eastern</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastgate Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 18   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.0	£0.1
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.1</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 19   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 20   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£23.1</b>	<b>£14.2</b>	<b>£9.5</b>	<b>£2.3</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.0	£0.0	£0.0	£1.3
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.2	£0.1
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.5	£0.3
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hink, Shy Way, North Circular Road, Wembley	£0.0	£0.0	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.2	£0.1	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mill Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.0	£0.3	£1.6
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.0	£0.0
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Rooback Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.0	£0.3	£0.0	£0.0
Others, outside study area	£0.3	£0.3	£0.2	£0.6
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£0.3</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£1.9</b>
<b>Total (rounded)</b>	<b>£23.4</b>	<b>£15.0</b>	<b>£10.8</b>	<b>£4.3</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'year' and 'top up' shopping derived directly from NPDG Household Survey (December 2020)  
 c. Excludes 'Wart' (groceries), markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 21: DIY goods shopping patterns

Destination	Dacorum BC			
	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)	Zone 14 DIY (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	0.83%	0.00%	0.88%	0.79%
Others, Zone 1	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>0.00%</b>	<b>0.88%</b>	<b>0.79%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Radlett &amp; Shenley</b>				
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	0.00%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 (a)</b>				
Polters Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Polters Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Etratt</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	1.58%	0.78%	1.84%	0.00%
<b>Sub-total</b>	<b>1.58%</b>	<b>0.78%</b>	<b>1.84%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	38.28%	13.97%	12.22%	1.89%
Aspley Mills Retail Park, London Road, Hemel Hempstead	47.83%	63.36%	26.05%	10.36%
Others, Zone 11	4.88%	3.28%	11.43%	0.00%
<b>Sub-total</b>	<b>90.78%</b>	<b>80.64%</b>	<b>49.51%</b>	<b>12.25%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 12	0.00%	0.82%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.82%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	0.00%	0.00%	30.62%	3.81%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>30.62%</b>	<b>3.81%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.50%	0.88%	48.13%
Others, Zone 14	0.00%	0.78%	0.92%	6.68%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.78%</b>	<b>1.80%</b>	<b>54.81%</b>
<b>Zone 15   St Albans</b>				
Abney View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	0.83%	2.74%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>2.74%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 17   Colney, Colney Heath &amp; Zouche</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcop Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>94.0%</b>	<b>85.8%</b>	<b>84.6%</b>	<b>74.7%</b>
<b>Sub Total   Watford District</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.8%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>1.6%</b>	<b>0.8%</b>	<b>1.8%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>95.8%</b>	<b>82.2%</b>	<b>81.5%</b>	<b>70.5%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>0.8%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11			
	DIY (%)	DIY (%)	DIY (%)	DIY (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinnaer Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.79%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.79%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	1.22%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.83%	3.48%	0.00%	0.00%
<b>Sub-total</b>	<b>0.83%</b>	<b>3.48%</b>	<b>1.22%</b>	<b>0.00%</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Roanmore District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.79%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.79%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>95.4%</b>	<b>89.2%</b>	<b>84.8%</b>	<b>72.4%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.83%	0.00%	0.00%	0.00%
Aylesbury Town Centre	0.83%	0.82%	0.92%	24.33%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	10.21%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	0.00%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	0.00%	0.00%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.83%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	0.00%	0.00%	0.82%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Eides Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.82%	0.00%	0.82%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinnaer Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Welwyn Garden City Town Centre	0.00%	0.00%	2.10%	0.00%
Others, outside study area	1.89%	8.12%	0.00%	1.98%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>4.4%</b>	<b>10.8%</b>	<b>14.1%</b>	<b>27.5%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Wor' towns/villages, markets and internet sales



Further Dacorum Retail Study  
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Dacorum BC			
	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)	Zone 14 Furniture (%)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	4.49%	0.00%	1.19%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	0.00%	0.00%	0.00%	0.00%
Watford Arches Retail Park, Lower High Street, Watford	22.12%	10.56%	5.89%	2.55%
Watford Town Centre	10.41%	13.27%	10.88%	9.35%
Others, Zone 1	0.00%	1.58%	0.00%	0.00%
<b>Sub-total</b>	<b>37.02%</b>	<b>25.42%</b>	<b>17.96%</b>	<b>11.90%</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.00%	0.00%	0.00%	0.00%
Garston Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%
Coston, Hartspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radiet Town Centre	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	0.00%	1.13%	0.00%	0.00%
Slings Retail Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	0.00%
Texas Esca, Chertsey Road, Borehamwood	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>1.13%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6   Luton 1 &amp; 2</b>				
Pottery Bar Town Centre	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7   Rickmansworth</b>				
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 8   Rickmansworth North &amp; South Osney</b>				
Northwood Local Centre	0.00%	0.00%	0.00%	0.00%
South Osney Local Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 9   Chorleywood &amp; Elmerat</b>				
Chorleywood Village Centre	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%
Sanat Village Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.00%
Kings Langley Village Centre	0.00%	5.83%	0.00%	0.00%
Others, Zone 10	0.00%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>7.01%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	12.27%	10.84%	1.19%	1.09%
Aspley Mills Retail Park, London Road, Hemel Hempstead	22.71%	28.02%	18.82%	4.00%
Others, Zone 11	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>35.03%</b>	<b>38.86%</b>	<b>20.01%</b>	<b>5.09%</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	1.52%	0.00%	0.00%	0.00%
Others, Zone 12	1.52%	1.19%	0.00%	0.00%
<b>Sub-total</b>	<b>3.04%</b>	<b>1.19%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	1.14%	1.58%	20.99%	3.11%
Others, Zone 13	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>1.58%</b>	<b>20.99%</b>	<b>3.11%</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	0.00%	0.00%	0.00%	6.75%
Others, Zone 14	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>6.75%</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	0.00%	0.00%	0.00%	0.00%
St Albans City Centre	1.14%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Colney Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxford Road, St Albans	0.00%	0.00%	0.00%	0.00%
Colney Fields Shopping Park, Alcop Close, London Colney	0.00%	0.00%	0.00%	0.00%
Cuffley Village Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	0.00%	0.00%	0.00%	0.00%
Harpenden Town Centre	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Total   Inner Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>69.0%</b>	<b>26.9%</b>
<b>Sub Total   Watford District</b>	<b>37.0%</b>	<b>25.4%</b>	<b>18.0%</b>	<b>11.9%</b>
<b>Sub Total   Hertsmere District</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Three Rivers Borough</b>	<b>0.0%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Sub Total   Waterson District</b>	<b>25.7%</b>	<b>41.4%</b>	<b>41.0%</b>	<b>15.0%</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Destination	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estover</b>				
Chalfont St. Peter Village Centre	0.00%	0.00%	0.00%	0.00%
Denham Village Centre	0.00%	0.00%	0.00%	0.00%
Eastcote Local Centre	0.00%	0.00%	0.00%	0.00%
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	0.00%	0.00%	0.00%	0.00%
Harroway Town Centre	0.00%	0.00%	0.00%	0.00%
Hatch End Local Centre	0.00%	0.00%	0.00%	0.00%
Pinner Village Centre	0.00%	0.00%	0.00%	0.00%
Ruislip Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 15	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	0.00%	0.00%	1.14%	0.00%
Others, Zone 16	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.14%</b>	<b>0.00%</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	0.00%	0.00%	0.00%	0.00%
Homebase, Vaux Road, Lighton Buzzard	0.00%	0.00%	0.00%	0.00%
Lighton Buzzard Town Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 17	0.00%	0.00%	1.89%	2.13%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.89%</b>	<b>2.13%</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	0.00%	0.00%	0.00%	0.00%
Edgware District Centre	0.00%	0.00%	0.00%	0.00%
Royston District Centre	0.00%	0.00%	0.00%	0.00%
Wealdstone Local Centre	0.00%	0.00%	0.00%	0.00%
Others, Zone 20	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	0.00%	0.00%	0.00%	0.00%
Wigmore Park Shopping Centre, Wigmore Lane, Luton	0.00%	0.00%	0.00%	0.00%
Others, Zone 22	0.00%	0.00%	0.00%	0.00%
<b>Sub-total</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Sub-total Study Area</b>	<b>77.9%</b>	<b>76.0%</b>	<b>61.7%</b>	<b>29.0%</b>
<b>Outside Study Area</b>				
Amenham Town Centre	0.00%	0.00%	0.00%	0.00%
Aylesbury Town Centre	2.28%	1.19%	13.25%	30.97%
Beaconsfield Town Centre	0.00%	0.00%	0.00%	0.00%
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	0.00%	0.00%	0.00%	0.00%
Broadfields Retail Park, Bicester Road, Aylesbury	0.00%	0.00%	0.00%	0.00%
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	0.00%	0.00%	0.00%	0.00%
Central London	0.00%	0.00%	2.39%	0.00%
Chalfont St. Giles Village Centre	0.00%	0.00%	0.00%	0.00%
Colindale Local Centre	0.00%	0.00%	0.00%	0.00%
Enfield Retail Park, Crown Road, Enfield	0.00%	0.00%	0.00%	0.00%
Enfield Town Centre	0.00%	0.00%	0.00%	0.00%
Gerrards Cross Town Centre	0.00%	0.00%	0.00%	0.00%
Great Missenden Village Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Town Centre	0.00%	0.00%	0.00%	0.00%
Hatfield Retail Park, Chaul End Lane, Luton	0.00%	0.00%	0.00%	0.00%
Herford City Centre	0.00%	0.00%	0.00%	0.00%
High Wycombe Town Centre	0.00%	0.00%	0.00%	3.22%
Hitchin Town Centre	0.00%	0.00%	0.00%	0.00%
Hex, Davy Way, North Circular Road, Wembley	13.83%	13.21%	0.00%	0.00%
Kenton Local Centre	0.00%	0.00%	0.00%	0.00%
Kingbury District Centre	0.00%	0.00%	0.00%	0.00%
Little Chalfont Village Centre	0.00%	0.00%	0.00%	0.00%
Luton Town Centre	0.00%	0.00%	0.00%	0.00%
Marlow Town Centre	0.00%	0.00%	0.00%	0.00%
Mill Hill Local Centre	0.00%	0.00%	0.00%	0.00%
Milton Keynes Town Centre	0.00%	1.19%	4.32%	23.56%
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	0.00%	0.00%	0.00%	0.00%
Monkswood Retail Park, Edey Way, Stevenage	0.00%	0.00%	0.00%	0.00%
Others, Aylesbury	0.00%	0.00%	1.19%	1.45%
Others, Enfield	0.00%	0.00%	0.00%	0.00%
Pinners Ribbrough Town Centre	0.00%	0.00%	0.00%	0.00%
Roaring Meg Retail Park, Great North Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Roobuck Retail Park, London Road, Stevenage	0.00%	0.00%	0.00%	0.00%
Slough Town Centre	0.00%	0.00%	0.00%	0.00%
Stevenage Town Centre	0.00%	0.00%	0.00%	0.00%
The Galleria Outlet, Comet Way, Hatfield	0.00%	0.00%	0.00%	0.00%
Uxbridge Town Centre	0.00%	0.00%	0.00%	0.00%
Victoria Retail Park, Crown Road, South Ruislip	0.00%	0.00%	0.00%	0.00%
Waltham Cross Town Centre	0.00%	0.00%	1.14%	0.00%
Welwyn Garden City Town Centre	1.52%	1.19%	1.19%	0.00%
Others, outside study area	4.49%	8.24%	14.84%	11.82%
Abroad	0.00%	0.00%	0.00%	0.00%
<b>Sub Total outside Study Area</b>	<b>22.1%</b>	<b>24.0%</b>	<b>38.3%</b>	<b>71.0%</b>
<b>Total (rounded)</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail areas by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'Worlbrook/Leeds', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 24: Furniture goods expenditure

Destination	Dacorum BC			
	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)	Zone 14 Furniture (£m)
<b>Study Area</b>				
<b>Zone 1   Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.0	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£0.0	£0.0	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£4.5	£1.4	£3.6	£0.1
Watford Town Centre	£2.1	£1.7	£1.2	£0.5
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£7.5</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Zone 2   Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.0	£0.0	£0.0	£0.0
Garston Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3   Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4   Bicklet &amp; Shenley</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5   Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Chantry Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6   Luton 1 (a)</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7   Rickmansworth</b>				
Croftley Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8   Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9   Chorleywood &amp; Elmer</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.0	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10   Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.0	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 11   Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£2.8	£1.4	£0.1	£0.1
Aspley Mills Retail Park, London Road, Hemel Hempstead	£4.6	£3.7	£2.1	£0.2
Others, Zone 11	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£7.2</b>	<b>£5.1</b>	<b>£2.2</b>	<b>£0.3</b>
<b>Zone 12   Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.0	£0.0	£0.0
Others, Zone 12	£0.3	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13   Berkhamstead</b>				
Berkhamstead Town Centre	£0.2	£0.2	£2.3	£0.2
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£2.3</b>	<b>£0.2</b>
<b>Zone 14   Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.0	£0.4
Others, Zone 14	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.4</b>
<b>Zone 15   St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£0.2	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 17   Colindale, Colney &amp; Zoons</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.0	£0.0	£0.0
Colney Fields Shopping Park, Alcock Close, London Colney	£0.0	£0.0	£0.0	£0.0
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 21   Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total   Inner Study Area</b>	<b>£15.7</b>	<b>£9.8</b>	<b>£5.5</b>	<b>£1.5</b>
<b>Sub Total   Watford District</b>	<b>£7.5</b>	<b>£3.3</b>	<b>£5.0</b>	<b>£0.7</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub Total   Waterson District</b>	<b>£0.0</b>	<b>£5.4</b>	<b>£4.5</b>	<b>£0.9</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£0.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Destination</b>	<b>Zone 11 Furniture (£m)</b>	<b>Zone 12 Furniture (£m)</b>	<b>Zone 13 Furniture (£m)</b>	<b>Zone 14 Furniture (£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Estuary</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.0	£0.1	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£0.0	£0.0	£0.0
Homebush, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.0	£0.0	£0.2	£0.1
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.1</b>
<b>Zone 20   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.0
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 20	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 22   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 22	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£16.7</b>	<b>£9.8</b>	<b>£5.8</b>	<b>£1.7</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.0	£0.0	£0.0	£0.0
Aylesbury Town Centre	£0.5	£0.2	£1.5	£1.8
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.0	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.0
Brookfield Retail Park, Halfords Lane, Chesham, Waltham Cross	£0.0	£0.0	£0.0	£0.0
Central London	£0.0	£0.0	£0.0	£0.0
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£0.0	£0.2
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hive, Shy Way, North Circular Road, Wembley	£2.8	£1.7	£0.0	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.0	£0.0	£0.0	£0.0
Marlow Town Centre	£0.0	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.0	£0.2	£0.5	£1.4
MK1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.0	£0.0	£0.0
Monkswood Retail Park, Edey Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.0	£0.1	£0.1
Others, Enfield	£0.0	£0.0	£0.0	£0.0
Pinnae Ribbrough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£0.0	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Waltham Cross Town Centre	£0.0	£0.0	£0.1	£0.0
Welwyn Garden City Town Centre	£0.3	£0.2	£0.1	£0.0
Others, outside study area	£0.9	£1.1	£1.6	£0.7
Abroad	£0.0	£0.0	£0.0	£0.0
<b>Sub Total outside Study Area</b>	<b>£4.5</b>	<b>£3.3</b>	<b>£4.2</b>	<b>£4.1</b>
<b>Total (rounded)</b>	<b>£20.2</b>	<b>£13.1</b>	<b>£10.0</b>	<b>£5.8</b>

Notes:  
a. Zones based on post code sectors  
b. Retail sales by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
c. Excludes 'Worth' 'online', markets and internet sales

Further Dacorum Retail Study  
Nexus Planning

Table 25: All comparison goods expenditure

Destination	Dacorum BC			
	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Zone 14 Comparison (£m)
<b>Study Area</b>				
<b>Zone 1 Watford South</b>				
Colve Valley Retail Park, Lower High Street, Watford	£0.9	£0.6	£0.1	£0.0
Waterfields Shopping Park, Waterfields Way, Watford	£1.6	£1.2	£0.0	£0.0
Watford Arches Retail Park, Lower High Street, Watford	£0.0	£1.7	£0.6	£0.3
Watford Town Centre	£16.2	£9.1	£18.0	£2.8
Others, Zone 1	£0.0	£0.2	£0.0	£0.0
<b>Sub-total</b>	<b>£23.2</b>	<b>£12.7</b>	<b>£18.8</b>	<b>£3.2</b>
<b>Zone 2 Watford North</b>				
Asia, Odhams Industrial Estate, St Albans Road, Watford	£0.3	£0.4	£0.0	£0.0
Garston Village Centre	£0.0	£0.4	£0.0	£0.0
Others, Zone 2	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.3</b>	<b>£0.7</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 3 Bushey &amp; Aldenham</b>				
Aldenham Village Centre	£0.0	£0.0	£0.0	£0.0
Bushey Town Centre	£0.0	£0.0	£0.0	£0.0
Coston, Harpspring Lane, Bushey	£0.0	£0.0	£0.0	£0.0
Others, Zone 3	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 4 Rickmansworth</b>				
Radlett Town Centre	£0.0	£0.0	£0.0	£0.0
Shenley Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 5 Borehamwood &amp; Elstree</b>				
Borehamwood Town Centre	£0.0	£0.1	£0.0	£0.0
Slings Retail Park, Slings Way, Borehamwood	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Cherryl Road, Borehamwood	£0.0	£0.0	£0.0	£0.0
Others, Zone 5	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 6 Uxbridge &amp; Uxbridge</b>				
Potters Bar Town Centre	£0.0	£0.0	£0.0	£0.0
South Mimms Village Centre	£0.0	£0.0	£0.0	£0.0
Tesco Superstore, Multon Lane, Potters Bar	£0.0	£0.0	£0.0	£0.0
Others, Zone 6	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 7 Rickmansworth</b>				
Cherry Green Local Centre	£0.0	£0.0	£0.0	£0.0
Rickmansworth Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 7	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 8 Rickmansworth North &amp; South Oxhey</b>				
Northwood Local Centre	£0.0	£0.0	£0.0	£0.0
South Oxhey Local Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 9 Chorleywood &amp; Hemat</b>				
Chorleywood Village Centre	£0.0	£0.0	£0.0	£0.0
Elstree Village Centre	£0.0	£0.1	£0.0	£0.0
Sarlat Village Centre	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 10 Kings Langley &amp; Abbots Langley</b>				
Abbots Langley Village Centre	£0.0	£0.2	£0.0	£0.0
Kings Langley Village Centre	£0.0	£0.8	£0.0	£0.0
Others, Zone 10	£0.9	£0.2	£0.3	£0.0
<b>Sub-total</b>	<b>£0.9</b>	<b>£1.2</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Zone 11 Hemel Hempstead</b>				
Hemel Hempstead Town Centre	£113.9	£43.0	£18.5	£3.7
Aspley Mills Retail Park, London Road, Hemel Hempstead	£0.3	£42.1	£8.3	£1.4
Others, Zone 11	£2.8	£0.8	£0.9	£0.0
<b>Sub-total</b>	<b>£117.0</b>	<b>£85.9</b>	<b>£27.7</b>	<b>£5.2</b>
<b>Zone 12 Hemel Hempstead Fringe</b>				
Growthill Local Centre	£0.3	£0.1	£0.0	£0.0
Others, Zone 12	£0.3	£1.2	£0.0	£0.0
<b>Sub-total</b>	<b>£0.6</b>	<b>£1.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 13 Berkhamstead</b>				
Berkhamstead Town Centre	£0.8	£2.2	£28.1	£3.0
Others, Zone 13	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.8</b>	<b>£2.2</b>	<b>£28.2</b>	<b>£3.0</b>
<b>Zone 14 Tring</b>				
Tring Town Centre	£0.0	£0.0	£0.1	£9.7
Others, Zone 14	£0.0	£0.1	£0.1	£0.7
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.1</b>	<b>£10.3</b>
<b>Zone 15 St Albans</b>				
Abbey View Retail Park, Griffiths Way, St Albans	£0.0	£0.0	£0.0	£0.0
St Albans City Centre	£3.8	£1.4	£0.7	£0.2
Others, Zone 15	£0.0	£1.2	£0.0	£0.1
<b>Sub-total</b>	<b>£3.8</b>	<b>£2.6</b>	<b>£0.7</b>	<b>£0.4</b>
<b>Zone 16 Colney Colney &amp; Azempur</b>				
Aben Bygrave Retail Park, North Oxhill Road, St Albans	£0.0	£0.5	£0.0	£0.0
Colney Fields Shopping Park, Alcop Close, London Colney	£2.8	£3.3	£1.5	£0.2
Cuffley Village Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 16	£0.0	£0.0	£0.0	£0.1
<b>Sub-total</b>	<b>£2.8</b>	<b>£3.8</b>	<b>£1.5</b>	<b>£0.4</b>
<b>Zone 17 Harpenden</b>				
Wheatthorpe Village Centre	£0.0	£0.0	£0.0	£0.0
Harpenden Town Centre	£0.0	£0.3	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Total Inner Study Area</b>	<b>£189.4</b>	<b>£111.1</b>	<b>£77.5</b>	<b>£22.4</b>
<b>Sub Total   Watford District</b>	<b>£23.5</b>	<b>£13.5</b>	<b>£18.8</b>	<b>£3.2</b>
<b>Sub Total   Hertsmere District</b>	<b>£0.0</b>	<b>£0.2</b>	<b>£0.2</b>	<b>£0.0</b>
<b>Sub Total   Three Rivers Borough</b>	<b>£0.9</b>	<b>£1.3</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Sub Total   Watlington District</b>	<b>£188.4</b>	<b>£86.5</b>	<b>£56.0</b>	<b>£19.2</b>
<b>Sub Total   St Albans City &amp; District</b>	<b>£8.7</b>	<b>£8.7</b>	<b>£2.2</b>	<b>£0.7</b>
<b>Destination</b>	<b>Zone 11</b>	<b>Zone 12</b>	<b>Zone 13</b>	<b>Zone 14</b>
<b>Comparison</b>	<b>Comparison</b>	<b>Comparison</b>	<b>Comparison</b>	<b>Comparison</b>
<b>(£m)</b>	<b>(£m)</b>	<b>(£m)</b>	<b>(£m)</b>	<b>(£m)</b>
<b>Outside Inner Study Area</b>				
<b>Zone 15   Three Rivers Borough</b>				
Chalfont St. Peter Village Centre	£0.0	£0.0	£0.0	£0.0
Denham Village Centre	£0.0	£0.0	£0.0	£0.0
Eastcote Local Centre	£0.0	£0.0	£0.0	£0.0
Harefield Green Park, Rickmansworth Road, Harefield, Uxbridge	£0.0	£0.0	£0.0	£0.0
Harroway Town Centre	£0.0	£0.0	£0.0	£0.0
Hatch End Local Centre	£0.0	£0.0	£0.0	£0.0
Pinnae Village Centre	£0.0	£0.0	£0.0	£0.0
Ruislip Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 15	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Zone 16   Dacorum Western Fringe</b>				
Chesham Town Centre	£0.0	£0.3	£0.5	£0.3
Others, Zone 16	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£0.5</b>	<b>£0.3</b>
<b>Zone 17   Dacorum Northern Fringe</b>				
Dunstable Town Centre	£0.0	£1.5	£0.7	£0.0
Homebase, Vaux Road, Lighton Buzzard	£0.0	£0.0	£0.0	£0.0
Lighton Buzzard Town Centre	£0.0	£0.0	£0.0	£0.0
Others, Zone 17	£0.1	£0.3	£0.2	£0.1
<b>Sub-total</b>	<b>£0.1</b>	<b>£1.8</b>	<b>£0.9</b>	<b>£0.1</b>
<b>Zone 18   Hertsmere Southern Fringe</b>				
Barnet Local Centre	£0.0	£0.0	£0.0	£0.0
Edgware District Centre	£0.0	£0.0	£0.0	£0.2
Haremore District Centre	£0.0	£0.0	£0.0	£0.0
Wealdstone Local Centre	£0.1	£0.0	£0.0	£0.0
Others, Zone 18	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.2</b>
<b>Zone 19   St Albans Northern Fringe</b>				
Luton Retail Park, Cippy Lane, Luton	£0.0	£0.0	£0.0	£0.0
Wignone Park Shopping Centre, Wignone Lane, Luton	£0.0	£0.0	£0.0	£0.0
Others, Zone 19	£0.0	£0.0	£0.0	£0.0
<b>Sub-total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>
<b>Sub-total Study Area</b>	<b>£189.6</b>	<b>£113.2</b>	<b>£78.0</b>	<b>£23.0</b>
<b>Outside Study Area</b>				
Amenham Town Centre	£0.1	£0.0	£0.0	£0.4
Aylesbury Town Centre	£1.5	£0.6	£2.2	£15.7
Beaconsfield Town Centre	£0.0	£0.0	£0.0	£0.0
Brent Cross Shopping Centre, Prince Charles Drive, Brent Cross	£0.5	£0.0	£0.0	£0.0
Broadfields Retail Park, Bicester Road, Aylesbury	£0.0	£0.0	£0.0	£0.1
Brookfield Retail Park, Halfords Lane, Chesham, Watlington	£0.0	£0.0	£0.0	£0.0
Central London	£1.1	£0.8	£5.5	£0.5
Chalfont St. Giles Village Centre	£0.0	£0.0	£0.0	£0.0
Colindale Local Centre	£0.0	£0.0	£0.0	£0.0
Enfield Retail Park, Crown Road, Enfield	£0.0	£0.0	£0.0	£0.0
Enfield Town Centre	£0.0	£0.0	£0.0	£0.0
Gerrards Cross Town Centre	£0.0	£0.0	£1.1	£0.0
Great Missenden Village Centre	£0.0	£0.0	£0.0	£0.0
Hatfield Town Centre	£1.2	£0.0	£0.4	£0.0
Hatfield Retail Park, Chaul End Lane, Luton	£0.0	£0.0	£0.0	£0.0
Herford City Centre	£0.0	£0.0	£0.0	£0.0
High Wycombe Town Centre	£0.0	£0.0	£6.8	£1.0
Hitchin Town Centre	£0.0	£0.0	£0.0	£0.0
Hole, Shy Way, North Circular Road, Wembley	£11.2	£1.7	£0.4	£0.0
Kenton Local Centre	£0.0	£0.0	£0.0	£0.0
Kingbury District Centre	£0.0	£0.0	£0.0	£0.0
Little Chalfont Village Centre	£0.0	£0.0	£0.0	£0.0
Luton Town Centre	£0.5	£1.5	£0.1	£0.1
Marlow Town Centre	£1.1	£0.0	£0.0	£0.0
Mil Hill Local Centre	£0.0	£0.0	£0.0	£0.0
Milton Keynes Town Centre	£0.7	£1.3	£2.8	£9.8
MX1 Shopping & Leisure Park, Stadium Way, West Bletchley	£0.0	£0.6	£0.4	£0.0
Monkswood Retail Park, Ede Way, Stevenage	£0.0	£0.0	£0.0	£0.0
Others, Aylesbury	£0.0	£0.4	£0.2	£0.1
Others, Enfield	£0.0	£0.1	£0.0	£0.0
Pinnae Hillborough Town Centre	£0.0	£0.0	£0.0	£0.0
Roaring Meg Retail Park, Great North Road, Stevenage	£0.0	£0.0	£0.0	£0.0
Roobuck Retail Park, London Road, Stevenage	£0.0	£0.3	£0.0	£0.0
Slough Town Centre	£0.0	£0.0	£0.0	£0.0
Stevenage Town Centre	£0.0	£0.0	£0.0	£0.0
The Galleria Outlet, Comet Way, Hatfield	£0.0	£2.9	£0.0	£0.0
Uxbridge Town Centre	£0.0	£0.0	£0.0	£0.0
Victoria Retail Park, Crown Road, South Ruislip	£0.0	£0.0	£0.0	£0.0
Watlington Cross Town Centre	£0.0	£0.0	£0.0	£0.0
Welwyn Garden City Town Centre	£0.3	£2.3	£1.0	£0.0
Others, outside study area	£1.8	£3.8	£3.7	£6.3
<b>Abroad</b>	<b>£2.8</b>	<b>£5.5</b>	<b>£0.3</b>	<b>£0.0</b>
<b>Sub Total outside Study Area</b>	<b>£22.7</b>	<b>£21.8</b>	<b>£25.1</b>	<b>£33.3</b>
<b>Total (rounded)</b>	<b>£212.3</b>	<b>£135.0</b>	<b>£103.0</b>	<b>£56.9</b>

Notes:  
 a. Zones based on post code sectors  
 b. Retail sales by 'road' and 'top up' shopping derived directly from NPS Household Survey (December 2020)  
 c. Excludes 'hot' groceries, markets and internet sales  
 d. Comparison goods follow allowed of 5% from St Albans as both a regional centre and a tourist destination, and 2.5% each from Watford as a regional centre.

Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2017	443.1	443.1	0.0	0.0
2021	507.5	506.9	0.0	-0.6
2026	594.1	597.8	0.0	3.7
2031	678.7	712.6	0.0	33.8
2032	697.0	740.8	0.0	43.7
2036	775.4	857.1	0.0	81.7
Study Area Market Share (%)		10.5%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17  
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	0	0
2021	-0.6	-100	-100
2026	3.7	400	500
2031	33.8	3,000	4,100
2032	43.7	3,400	4,700
2036	81.7	6,400	8,700

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire  
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods	The Council advise that the comparison goods element of Phase 2 of the project is no longer likely to come forward.	0	0.0
<b>Total</b>			<b>13,869</b>		<b>53.2</b>

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2017	0.0	53.2	-53.2	-7,100	-9,700
2021	-0.6	61.0	-61.6	-7,400	-10,100
2026	3.7	71.4	-67.7	-6,900	-9,500
2031	33.8	81.5	-47.7	-4,300	-5,800
2032	43.7	83.7	-40.0	-3,100	-4,300
2036	81.7	93.1	-11.4	-900	-1,200

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire  
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire  
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)  
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17

2017 Prices