

Supplementary Note

1. In respect of paragraph 2.8 the cumulative loss over the 5 years 2016-2021 is calculated as follows and relates to **Zones 7-10 only**. As stated in the addendum the town centre draws from a wider area than Zones 7-10 and I was trying to give you an order of magnitude of the comparison goods expenditure which is not retained within the 4 zones by the town centre.

Zones	Comparison goods expenditure generated in 2016 (£ms)	Comparison goods expenditure generated in 2021 (£ms)	Comparison goods expenditure attracted to Waterloooville TC. and Cowplain D.C. from Zones 7-10 in 2016 (£ms)	Comparison goods expenditure attracted to Waterloooville TC. and Cowplain D.C. from Zones 7-10 in 2021 (£ms)	Average annual loss over the 5 years (£ms)	Total annualised loss 2016-2021 (£ms)
7-10	£164.71	£200.30	£59.43	£72.27	£116.6	£116.6 x 5 = £583

Source: Tables 6C and 7c of the TCRLS 2009.

In 2021 the amount of comparison goods expenditure generated in Zones 7-10 not spent in the town centre or Cowplain will be approximately £128m (£200.3m-£72.27m) which broadly accords with the **in excess of £126m** stated in paragraph 2.8. Again the intention was to provide a broad brush assessment. In fact as shown in the table above if the calculation is worked through the total loss based on the average annual loss over the 5 years is in excess of £583m, somewhat greater than the £563m which is set out in paragraph 2.8.

2. The post design year turnover of £145m is calculated by deducting the pre-impact comparison goods turnover of £150.3m (Table 4) by the predicted trade diversion of £5.27m. This is based on a trade draw rate of 35%.
3. WYG Planning and Design estimated a total comparison and convenience goods turnover of the Sainsbury's store of £37.7m. Of this total it was estimated that £10.7m of the store's convenience goods turnover would be drawn from other stores in the town centre. Therefore in order to assess the net 'uplift' in the town centre's convenience goods turnover this should be deducted from the store's total turnover. I have therefore used a figure of £27m ($£37.7m - £10.7m = £27m$) as the net additional uplift in the town centre's turnover after trade redistribution from other shops/stores in the centre itself. This avoids double counting and does not artificially inflate the town's turnover post-Sainsbury's.