

Table 11. Impact with Aldi												
Store / Centre	Convenience					Comparison					Total Trade Diversion to Aldi (2016)	Solus Impact of Aldi (2016)
	2013	2016	Diversion to Aldi		Turnover with Aldi (2016)	2013 Turnover	2016 Turnover	Diversion to Aldi		Turnover with Aldi (2016)		
	£m	£m	%	£m	£m	£m	£m	%	£m	£m	£m	%
Asda, Maurepas Way, Waterlooville	£31.07	£33.21	8.6%	£2.85	£30.37	£8.77	£8.95	1.5%	£0.13	£8.82	-£2.98	-7.1%
Waitrose, Dukes Walk, Waterlooville	£13.07	£13.66	2.0%	£0.27	£13.39	£1.66	£1.69	0.0%	£0.00	£1.69	-£0.27	-1.7%
Iceland, Wellington Way Precinct, Waterlooville	£1.85	£1.95	2.3%	£0.05	£1.90	£0.33	£0.34	0.0%	£0.00	£0.34	-£0.05	-2.0%
Other local stores, Waterlooville Town Centre	£1.86	£1.91	3.4%	£0.06	£1.85	£37.46	£38.24	0.3%	£0.10	£38.14	-£0.17	-0.4%
Waterlooville Town Centre Total	£47.85	£50.73	6.4%	£3.22	£47.51	£48.21	£49.23	0.5%	£0.23	£48.99	-£3.46	-3.5%
Lidl, London Road, Cowplain	£3.80	£3.94	20.3%	£0.80	£3.14	£0.29	£0.29	22.9%	£0.07	£0.23	-£0.87	-20.5%
Co-op, London Road, Cowplain	£3.06	£3.13	0.2%	£0.01	£3.12	£0.05	£0.05	0.0%	£0.00	£0.05	-£0.01	-0.2%
Other Local Shops, Cowplain District Centre	£0.55	£0.56	0.0%	£0.00	£0.56	£2.37	£2.42	0.0%	£0.00	£2.42	£0.00	0.0%
Cowplain District Centre Total	£7.42	£7.63	10.6%	£0.81	£6.82	£2.71	£2.77	2.4%	£0.07	£2.70	-£0.87	-8.4%
Co-op, Hambledon Road, Denmead	£3.78	£4.34	5.6%	£0.24	£4.10	£0.03	£0.03	0.0%	£0.00	£0.03	-£0.24	-5.6%
Other Local Shops, Denmead Local Centre	£0.40	£0.46	3.6%	£0.02	£0.44	£0.98	£1.00	0.0%	£0.00	£1.00	-£0.02	-1.1%
Denmead Local Centre Total	£4.18	£4.80	5.4%	£0.26	£4.54	£1.01	£1.03	0.0%	£0.00	£1.03	-£0.26	-4.5%
Other	£4.53	£4.67	0.4%	£0.02	£4.65	£0.20	£0.21	32.2%	£0.07	£0.21	-£0.02	-0.4%
Aldi, Eletttra Avenue, Waterlooville					£7.65					£0.67		
Total Trade Diversion from Study Area				£4.31					£0.37		-£4.61	
Asda Larchwood Avenue, Bedhampton	£47.89	£49.51	1.6%	£0.80	£48.72	£40.83	£41.69	0.2%	£0.07	£41.62	-£0.86	-0.9%
Tesco Solent Road, Havant	£36.82	£37.84	0.3%	£0.13	£37.71	£4.00	£4.09	0.2%	£0.01	£4.08	-£0.13	-0.3%
Morrisons, Lakesmere Road, Horndean	£26.21	£27.91	4.0%	£1.12	£26.79	£4.46	£4.56	1.8%	£0.08	£4.48	-£1.20	-3.7%
Other				£0.15					£0.05		-£0.19	
Total Trade Diversion from Outside of Study Area				£2.19					£0.20		-£2.39	
Inflow				£1.15					£0.10			
Store Turnover				£7.65					£0.67			