

Appendix 5: Quantitative Leisure Tables

Rugby Borough Council
Nexus Planning

Table 1: Population and Café/Restaurant Expenditure Per Capita

Zone	Population					Per Capita Expenditure - <i>Café and Restaurant</i> (£)					
	2024	2029	2034	2039	2042	2022	2024	2029	2034	2039	2042
1	23,926	24,743	25,434	26,039	26,295	795	782	822	858	893	915
2	25,658	26,570	27,285	27,931	28,291	773	761	799	834	868	889
3	40,922	42,586	44,071	45,672	46,700	656	646	678	708	737	755
4	39,787	40,880	41,867	42,864	43,514	815	802	843	880	916	938
5	6,444	6,593	6,714	6,808	6,857	1,170	1,151	1,210	1,263	1,314	1,346
6	8,298	8,543	8,763	8,992	9,113	860	846	889	928	966	989
7	11,760	12,220	12,645	13,116	13,412	944	929	976	1,019	1,060	1,086
8	19,436	20,264	21,111	21,911	22,331	1,031	1,015	1,066	1,113	1,158	1,186
Total	176,231	182,399	187,890	193,333	196,513						

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report)
- e. Per capita expenditure projected forward using forecast growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 21

2022 Prices

Rugby Borough Council
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Table 2: Total Available Café and Restaurant Expenditure

Zone	Expenditure (£m)					Growth (£m)
		<i>Café and Restaurant</i>				
	2024	2029	2034	2039	2042	2024-2042
1	18.7	20.3	21.8	23.3	24.1	5.3
2	19.5	21.2	22.8	24.3	25.2	5.6
3	26.4	28.9	31.2	33.7	35.2	8.8
4	31.9	34.5	36.8	39.2	40.8	8.9
5	7.4	8.0	8.5	8.9	9.2	1.8
6	7.0	7.6	8.1	8.7	9.0	2.0
7	10.9	11.9	12.9	13.9	14.6	3.6
8	19.7	21.6	23.5	25.4	26.5	6.8
Total	141.6	154.0	165.6	177.3	184.6	32.5

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2022 Prices

Rugby Borough Council
Nexus Planning

Table 3: Cafe and Restaurant Patterns

Destination	Total Café/Restaurant (%)	Zone 1 Café/Restaurant (%)	Zone 2 Café/Restaurant (%)	Zone 3 Café/Restaurant (%)	Zone 4 Café/Restaurant (%)	Zone 5 Café/Restaurant (%)	Zone 6 Café/Restaurant (%)	Zone 7 Café/Restaurant (%)	Zone 8 Café/Restaurant (%)
Study Area									
Zone 1									
Baginton Village Centre	0.57%	4.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Binley Local Centre, Coventry	1.22%	0.00%	0.00%	4.63%	0.00%	0.00%	0.00%	3.81%	0.00%
Binley Woods Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brandon Village Centre	1.59%	7.00%	1.29%	0.00%	0.41%	0.68%	0.67%	4.70%	0.00%
Bubbenhall Village Centre	0.88%	6.13%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Ryton-on-Dunsmore Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stoneleigh Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Old Mill, Mill Hill, Baginton, CV8 3AH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wolston Village Centre	0.54%	3.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	4.93%	21.27%	2.57%	4.63%	0.41%	0.68%	1.35%	8.51%	0.00%
Zone 2									
Ansty Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Ash Green Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mount Pleasant, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2EU	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.15%	0.00%	1.29%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Sharnford Village Centre	0.24%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shilton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Boat Inn, Shilton Lane, Coventry, CV2 2AB	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Sparrow Brewers Fayre, Combe Fields Road, Ansty, Coventry, CV7 9JP	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walsgrave on Sowe Local Centre, Coventry	0.40%	2.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Withybrook Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%
Wolvey Village Centre	0.74%	1.00%	3.86%	0.00%	0.00%	0.00%	0.00%	0.63%	1.51%
Sub-Total Zone 2	1.87%	4.00%	10.30%	0.00%	0.00%	0.00%	1.35%	1.25%	1.51%
Zone 3									
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	3.13%	0.00%	0.00%	1.51%	8.85%	5.77%	0.67%	0.00%	0.76%
Harvester Bell & Barge, Brownsover Road, Rugby, CV21 1RG	1.39%	0.00%	0.00%	3.79%	0.41%	2.80%	4.12%	2.58%	0.00%
Hillmorton Local Centre, Rugby	0.94%	0.00%	0.00%	3.58%	0.00%	2.80%	0.67%	0.63%	0.00%
Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	2.02%	0.00%	0.00%	5.88%	0.00%	0.00%	5.06%	8.26%	0.00%
Newbold on Avon Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rugby Town Centre	34.71%	8.09%	14.45%	51.11%	57.49%	18.22%	43.57%	34.52%	4.60%
The Bell Inn, High Street, Hillmorton, Rugby, CV21 4HD	0.78%	0.00%	0.00%	3.79%	0.00%	0.00%	0.00%	0.00%	0.00%
The Waterside, Crick Road, Rugby, CV21 4PW	0.14%	0.00%	0.00%	0.00%	0.41%	0.68%	0.00%	0.00%	0.00%
Sub-Total Zone 3	43.25%	9.09%	14.45%	69.66%	67.15%	30.26%	54.09%	45.99%	5.36%
Zone 4									
Bilton Local Centre, Rugby	0.70%	0.00%	0.00%	3.07%	0.00%	0.68%	0.67%	0.00%	0.00%
Dunchurch Village Centre	2.40%	1.00%	6.61%	1.01%	3.48%	9.07%	1.34%	0.00%	0.00%
Rugby Railway Club, Hillmorton Road, Rugby, CV22 5AL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	3.09%	1.00%	6.61%	4.08%	3.48%	9.74%	2.02%	0.00%	0.00%
Zone 5									
Barby Nurseries, Daventry Road, Barby, CV23 8TG	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Barby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Flecknoe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grandborough Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kilsby Village Centre	0.82%	0.00%	0.00%	0.00%	0.00%	14.51%	0.00%	2.58%	0.00%
The Boat Inn Bar and Restaurant, A426, Birdingbury Wharf, CV23 8HQ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 5	0.86%	0.00%	0.00%	0.00%	0.00%	14.51%	0.67%	2.58%	0.00%
Zone 6									
Church Lawford Village Centre	0.42%	2.00%	0.00%	0.00%	0.41%	0.00%	0.67%	0.00%	0.00%
Frankton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Long Lawford Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stretton-on-Dunsmore Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Sub-Total Zone 6	0.59%	3.00%	0.00%	0.00%	0.41%	0.00%	1.35%	0.00%	0.00%
Zone 7									
Bretford Village Centre	1.09%	1.00%	9.69%	0.00%	0.00%	0.00%	0.67%	0.00%	0.00%
Brinklow Village Centre	0.39%	0.00%	1.29%	0.50%	0.00%	0.00%	0.67%	1.87%	0.00%
Central Park Brewers Fayre, Central Park Drive, Rugby, CV23 0WE	0.47%	0.00%	0.00%	2.08%	0.00%	0.00%	0.00%	0.63%	0.00%
Clifton-upon-Dunsmore Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Easenhall Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harborough Magna Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lilbourne Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Monks Kirby Village Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%
Newton Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%
Pailton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 7	2.17%	1.00%	10.98%	2.59%	0.00%	0.00%	1.35%	5.71%	0.00%
Zone 8									
Ashby Parva Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Bitteswell Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bruntingthorpe Village Centre	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	5.39%
Claybrooke Magna Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.76%
Dunton Bassett Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Gilmorton Village Centre	1.12%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.63%	8.41%
Leire Village Centre	1.01%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	7.20%
Lutterworth Golf Club, Rugby Road, Lutterworth, LE17 4HN	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Lutterworth Town Centre	5.28%	0.00%	0.00%	0.00%	0.00%	0.68%	0.67%	1.25%	41.26%
Peatling Parva Village Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	3.02%
Ullathorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walcote Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 8	9.09%	0.00%	0.00%	0.00%	0.41%	1.36%	0.67%	5.71%	68.30%
Rugby Authority Area Total	53.10%	28.10%	44.91%	76.32%	71.44%	40.68%	60.83%	57.65%	6.87%
Inside Study Area Sub-Total	65.85%	39.36%	44.91%	80.95%	71.85%	56.55%	62.85%	69.75%	75.17%
Outside Survey Area									
Alderman's Green Local Centre, Coventry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allesley Village Centre	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Alvaston Hall, Middlewich Road, Alvaston, Crewe, CW5 6PD	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Cosby, Leicester, LE8 6LD	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Attleborough Village Centre	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bakewell Town Centre	0.46%	0.00%	0.00%	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%
Balsall Common Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bedworth Town Centre	0.24%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berkswell Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bideford Town Centre	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.70%	0.00%
Birmingham City Centre	1.29%	0.00%	1.29%	0.00%	2.50%	0.00%	0.00%	0.00%	3.88%
Braunston Village Centre	0.34%	0.00%	0.00%	0.00%	0.00%	6.94%	0.67%	0.00%	0.00%
Bridport Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%
Brigstock Village Centre	0.68%	0.00%	0.00%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%
Broughton Astley Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Burbage Village Centre	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catthorpe Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
Center Parcs, Sherwood Forest Holiday Village, Newark, NG22 9DN	0.51%	0.00%	5.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Central London / West End	0.16%	0.00%	0.00%	0.50%	0.00%	1.35%	0.00%	0.00%	0.00%
Chelmsford City Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Clifton upon Teme Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Congo River Adventure Golf Course, Lutterworth Road, Blaby, LE8 4DP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coventry City Centre	8.32%	25.14%	6.44%	4.08%	9.30%	0.00%	10.94%	4.70%	0.00%
Crick Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Daventry Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	3.47%	0.00%	0.63%	0.00%
Earl Shilton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Horsley Village Centre	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Escape Live, Fargo Studios, FarGo Village, Coventry, CV1 2HW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	1.96%	0.00%	0.00%	3.58%	3.74%	0.00%	0.00%	0.00%	1.51%
Gaydon Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	2.80%	0.00%	0.00%	0.00%
Glen Parva Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Malvern Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Halstead Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hampton in Arden Village Centre	0.85%	0.00%	0.00%	0.00%	3.07%	0.00%	0.00%	0.00%	0.00%
Harvester Wheatsheaf Loughborough, Ashby Road, Loughborough, LE11 4EX	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Hatton Village Centre	0.63%	0.00%	0.00%	3.07%	0.00%	0.00%	0.00%	0.00%	0.00%
Hellidon Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.68%	0.67%	0.00%	0.00%
Hinckley Knight, Watling Street, Hinckley, LE10 2JQ	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hinckley Town Centre	1.54%	1.00%	3.86%	0.00%	0.00%	0.00%	0.00%	4.70%	5.68%
Hull City Centre	1.27%	9.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hunningham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Husbands Bosworth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kenilworth Town Centre	0.79%	1.00%	2.58%	0.50%	0.00%	0.68%	5.73%	0.00%	0.00%
Keswick Town Centre									

Market Harborough Town Centre	0.33%	0.00%	1.29%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Milestone, Stoke Road, Hinckley, LE10 0GL	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Napton on the Hill Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Newquay Town Centre	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.70%	0.00%
Northampton Town Centre	0.24%	0.00%	0.00%	0.00%	0.41%	2.80%	0.00%	0.00%	0.00%
Nottingham City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nuneaton Town Centre	0.40%	2.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Offchurch Village Centre	0.14%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Roman Way Beefeater, Lincoln Road, Newark, NG24 2DB	0.78%	0.00%	0.00%	3.79%	0.00%	0.00%	0.00%	0.00%	0.00%
Royal Leamington Spa Town Centre	4.73%	12.18%	6.61%	1.01%	4.15%	5.59%	8.92%	5.74%	0.00%
Rushden Lakes, Rushden, NN10 6FH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Salisbury City Centre	0.11%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%
Solihull Town Centre	0.24%	1.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%
Southam Town Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
StarCity, Watson Road, off M6, Nechells, Birmingham, B7 5SA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staverton Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Stockton Village Centre	0.19%	0.00%	0.00%	0.00%	0.00%	3.47%	0.67%	0.00%	0.00%
Stoney Stanton Village Centre	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Stratford-upon-Avon Town Centre	0.27%	0.00%	1.29%	0.00%	0.41%	0.00%	0.67%	0.00%	0.00%
Sywell Village Centre	0.10%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%
The Cow Dalbury, The Green, Dalbury Lees, Ashbourne, DE6 5BE	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
The Crown Punjabi Pub & Restaurant, Lockhurst Lane, Coventry, CV6 5PD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Fox & Hen, Bascote, Southam, CV47 2DN	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Newlands, Tile Hill Lane, Coventry, CV4 9DJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Tollgate Stonehouse, Holyhead Road, Coventry, CV5 8HX	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Woolcomber, Atkins Way, Burbage, Hinckley, LE10 2PH	0.12%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thornby Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Warwick Town Centre	0.60%	4.13%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%
Weedon Bec Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Haddon Village Centre	0.38%	1.00%	0.00%	0.50%	0.00%	1.35%	0.67%	0.63%	0.00%
Weymouth Town Centre	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.60%
Whetstone Golf Club, Cambridge Road, Cosby, LE9 1SJ	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%
Wigston Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wolverhampton City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yelvertoft Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
York City Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%
Outside Study Area Sub-Total	34.15%	60.65%	55.08%	19.05%	28.15%	43.50%	37.18%	30.25%	24.83%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:
a. Market shares derived from NEMS household survey

Table 4: Cafe and Restaurant Monetary Spend

Destination	Total Café/Restaurant (£m)	Zone 1 Café/Restaurant (£m)	Zone 2 Café/Restaurant (£m)	Zone 3 Café/Restaurant (£m)	Zone 4 Café/Restaurant (£m)	Zone 5 Café/Restaurant (£m)	Zone 6 Café/Restaurant (£m)	Zone 7 Café/Restaurant (£m)	Zone 8 Café/Restaurant (£m)
Study Area									
Zone 1									
Baginton Village Centre	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Binley Local Centre, Coventry	1.6	0.0	0.0	1.2	0.0	0.0	0.0	0.4	0.0
Binley Woods Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Village Centre	2.3	1.3	0.3	0.0	0.1	0.1	0.0	0.5	0.0
Bubbenhall Village Centre	1.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ryton-on-Dunsmore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneleigh Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Old Mill, Mill Hill, Baginton, CV8 3AH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolston Village Centre	0.8	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	6.9	4.0	0.5	1.2	0.1	0.1	0.1	0.9	0.0
Zone 2									
Ansty Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ash Green Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mount Pleasant, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2EU	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Village Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Shilton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Boat Inn, Shilton Lane, Coventry, CV2 2AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Sparrow Brewers Fayre, Combe Fields Road, Ansty, Coventry, CV7 9JP	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsgrave on Sowe Local Centre, Coventry	0.6	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Withybrook Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wolvey Village Centre	1.3	0.2	0.8	0.0	0.0	0.0	0.0	0.1	0.3
Sub-Total Zone 2	3.3	0.7	2.0	0.0	0.0	0.0	0.1	0.1	0.3
Zone 3									
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	3.8	0.0	0.0	0.4	2.8	0.4	0.0	0.0	0.1
Harvester Bell & Barge, Brownsover Road, Rugby, CV21 1RG	1.9	0.0	0.0	1.0	0.1	0.2	0.3	0.3	0.0
Hillmorton Local Centre, Rugby	1.3	0.0	0.0	0.9	0.0	0.2	0.0	0.1	0.0
Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	2.8	0.0	0.0	1.6	0.0	0.0	0.4	0.9	0.0
Newbold on Avon Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	45.3	1.5	2.8	13.5	18.3	1.4	3.1	3.8	0.9
The Bell Inn, High Street, Hillmorton, Rugby, CV21 4HD	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
The Waterside, Crick Road, Rugby, CV21 4PW	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Sub-Total Zone 3	56.5	1.7	2.8	18.4	21.4	2.2	3.8	5.0	1.1
Zone 4									
Bilton Local Centre, Rugby	0.9	0.0	0.0	0.8	0.0	0.1	0.0	0.0	0.0
Dunchurch Village Centre	3.6	0.2	1.3	0.3	1.1	0.7	0.1	0.0	0.0
Rugby Railway Club, Hillmorton Road, Rugby, CV22 5AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	4.5	0.2	1.3	1.1	1.1	0.7	0.1	0.0	0.0
Zone 5									
Barby Nurseries, Daventry Road, Barby, CV23 8TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flecknoe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grandborough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kilsby Village Centre	1.4	0.0	0.0	0.0	0.0	1.1	0.0	0.3	0.0
The Boat Inn Bar and Restaurant, A426, Birdingbury Wharf, CV23 8HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	1.4	0.0	0.0	0.0	0.0	1.1	0.0	0.3	0.0
Zone 6									
Church Lawford Village Centre	0.6	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Frankton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lawford Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stretton-on-Dunsmore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 6	0.8	0.6	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Zone 7									
Bretford Village Centre	2.1	0.2	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Brinklow Village Centre	0.6	0.0	0.3	0.1	0.0	0.0	0.0	0.2	0.0
Central Park Brewers Fayre, Central Park Drive, Rugby, CV23 0WE	0.6	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.0
Clifton-upon-Dunsmore Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Easehall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harborough Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lilbourne Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monks Kirby Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Newton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Pailton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	3.7	0.2	2.1	0.7	0.0	0.0	0.1	0.6	0.0
Zone 8									
Ashby Parva Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Bitteswell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bruntingthorpe Village Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.1
Claybrooke Magna Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Dunton Bassett Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Gilmorton Village Centre	1.8	0.0	0.0	0.0	0.0	0.1	0.0	0.1	1.7
Leire Village Centre	1.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.4
Lutterworth Golf Club, Rugby Road, Lutterworth, LE17 4HN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lutterworth Town Centre	8.4	0.0	0.0	0.0	0.0	0.1	0.0	0.1	8.1
Peatling Parva Village Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6
Ullesthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walcote Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 8	14.4	0.0	0.0	0.0	0.1	0.1	0.0	0.6	13.5
Rugby Authority Area Total	71.9	5.3	8.8	20.2	22.8	3.0	4.3	6.3	1.4
Inside Study Area	91.5	7.4	8.8	21.4	22.9	4.2	4.4	7.6	14.8
Outside Survey Area									
Alderman's Green Local Centre, Coventry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Allesley Village Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Alvaston Hall, Middlewich Road, Alvaston, Crewe, CW5 6PD	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Cosby, Leicester, LE8 6LD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Attleborough Village Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Bakewell Town Centre	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Balsall Common Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedworth Town Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Berkswell Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bideford Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Birmingham City Centre	1.8	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.8
Braunston Village Centre	0.6	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Bridport Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Brigstock Village Centre	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Burbage Village Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Catthorpe Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Center Parcs, Sherwood Forest Holiday Village, Newark, NG22 9DN	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Chelmsford City Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton upon Teme Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Congo River Adventure Golf Course, Lutterworth Road, Blaby, LE8 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	11.3	4.7	1.3	1.1	3.0	0.0	0.8	0.5	0.0
Crick Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Daventry Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0
Earl Shilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Horsley Village Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Escape Live, Fargo Studios, FarGo Village, Coventry, CV1 2HW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	2.4	0.0	0.0	0.9	1.2	0.0	0.0	0.0	0.3
Gaydon Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Glen Parva Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halstead Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hampton in Arden Village Centre	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Harvester Wheatsheaf Loughborough, Ashby Road, Loughborough, LE11 4EX	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hatton Village Centre	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Hellidon Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hinckley Knight, Watling Street, Hinckley, LE10 2JQ	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	2.6	0.2	0.8	0.0	0.0	0.0	0.0	0.5	1.1

Hull City Centre	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunningham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Husbands Bosworth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kenilworth Town Centre	1.3	0.2	0.5	0.1	0.0	0.1	0.4	0.0	0.0
Keswick Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
King's Lynn Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Kislingbury Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Knowle Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ladbroke Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Leamside Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Leek Wootton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	3.3	0.0	1.9	0.0	0.0	0.5	0.0	0.0	0.9
Lillington Local Centre, Leamington Spa, CV32 7AG	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Long Buckby Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Long Itchington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lowestoft Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Market Harborough Town Centre	0.5	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0
Milestone, Stoke Road, Hinckley, LE10 0GL	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Napton on the Hill Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Newquay Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Northampton Town Centre	0.3	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.6	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Offchurch Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Roman Way Beefeater, Lincoln Road, Newark, NG24 2DB	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	6.8	2.3	1.3	0.3	1.3	0.4	0.6	0.6	0.0
Rushden Lakes, Rushden, NN10 6FH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Solihull Town Centre	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Southam Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
StarCity, Watson Road, off M6, Nechells, Birmingham, B7 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staverton Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Stockton Village Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Stoney Stanton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Stratford-upon-Avon Town Centre	0.4	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Sywell Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
The Cow Dalbury, The Green, Dalbury Lees, Ashbourne, DE6 5BE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Crown Punjabi Pub & Restaurant, Lockhurst Lane, Coventry, CV6 5PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fox & Hen, Bascote, Southam, CV47 2DN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Newlands, Tile Hill Lane, Coventry, CV4 9DJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Tollgate Stonehouse, Holyhead Road, Coventry, CV5 8HX	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Woolcomber, Atkins Way, Burbage, Hinckley, LE10 2PH	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Thornby Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Warwick Town Centre	0.8	0.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Weedon Bec Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Haddon Village Centre	0.5	0.2	0.0	0.1	0.0	0.1	0.0	0.1	0.0
Weymouth Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Whetstone Golf Club, Cambridge Road, Cosby, LE9 1SJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wigston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yelvertoft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Outside Study Area Total	50.2	11.4	10.8	5.0	9.0	3.2	2.6	3.3	4.9
Total	141.7	18.7	19.5	26.4	31.9	7.4	7.0	10.9	19.7

Table 5a: Estimated Capacity for Additional Café/Restaurant Floorspace in Rugby Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Exp. with 5% Inflow (£m)	Surplus Expenditure (£m)
2024	75.7	71.9	75.7	0.0
2029	77.2	78.2	82.3	5.1
2034	78.2	84.1	88.5	10.3
2039	79.0	90.0	94.8	15.8
2042	79.5	93.7	98.6	19.1
Study Area Market Share (%)		50.8		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Assumes constant market share claimed by Rugby facilities of 50.8% of Study Area expenditure

Table 5b: Gross Quantitative Capacity for Additional Café and Restaurant Floorspace in Rugby Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m)
2024	0.0	0.0
2029	5.1	600
2034	10.3	1,200
2039	15.8	1,800
2042	19.1	2,100

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2024 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)

2022 Prices

Table 5a_RugbyTC: Estimated Capacity for Additional Café/Restaurant in Rugby Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Exp. with 5% Inflow (£m)	Surplus Expenditure (£m)
2024	47.7	45.3	47.7	0.0
2029	48.6	49.2	51.8	3.2
2034	49.2	52.9	55.7	6.5
2039	49.7	56.7	59.7	9.9
2042	50.0	59.0	62.1	12.0
Study Area Market Share (%)		32.0		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Assumes constant market share claimed by Rugby Town Centre facilities of 32.0% of Study Area expenditure

Table 5b_RugbyTC: Gross Quantitative Capacity for Additional Café and Restaurant in Rugby Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m)
2024	0.0	0
2029	3.2	400
2034	6.5	700
2039	9.9	1,100
2042	12.0	1,300

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2024 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)

2022 Prices

Rugby Borough Council
Nexus Planning

Table 6: Population and Alcoholic Drinks Expenditure Per Capita

Zone	Population					Per Capita Expenditure - Alcoholic Drinks (£)					
	2024	2029	2034	2039	2042	2022	2024	2029	2034	2039	2042
1	23,926	24,743	25,434	26,039	26,295	316	311	327	341	355	364
2	25,658	26,570	27,285	27,931	28,291	300	295	310	324	337	345
3	40,922	42,586	44,071	45,672	46,700	274	270	283	296	308	315
4	39,787	40,880	41,867	42,864	43,514	316	311	327	341	355	364
5	6,444	6,593	6,714	6,808	6,857	447	440	462	483	502	514
6	8,298	8,543	8,763	8,992	9,113	333	328	344	359	374	383
7	11,760	12,220	12,645	13,116	13,412	358	352	370	386	402	412
8	19,436	20,264	21,111	21,911	22,331	371	365	384	400	417	427
Total	176,231	182,399	187,890	193,333	196,513						

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report)
- e. Per capita expenditure projected forward using forecast growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 21

2022 Prices

Rugby Borough Council
Nexus Planning

Table 7: Total Available Alcoholic Drink Expenditure

Zone	Expenditure (£m)					Growth (£m)
	<i>Alcoholic Drinks</i>					
	2024	2029	2034	2039	2042	2024-2042
1	7.4	8.1	8.7	9.2	9.6	2.1
2	7.6	8.2	8.8	9.4	9.8	2.2
3	11.0	12.1	13.0	14.1	14.7	3.7
4	12.4	13.4	14.3	15.2	15.8	3.4
5	2.8	3.0	3.2	3.4	3.5	0.7
6	2.7	2.9	3.1	3.4	3.5	0.8
7	4.1	4.5	4.9	5.3	5.5	1.4
8	7.1	7.8	8.5	9.1	9.5	2.4
Total	55.2	60.0	64.6	69.1	71.9	16.7

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2022 Prices

Table 8: Licensed Premises

Destination	Total Alcoholic Drinks (%)	Zone 1 Alcoholic Drinks (%)	Zone 2 Alcoholic Drinks (%)	Zone 3 Alcoholic Drinks (%)	Zone 4 Alcoholic Drinks (%)	Zone 5 Alcoholic Drinks (%)	Zone 6 Alcoholic Drinks (%)	Zone 7 Alcoholic Drinks (%)	Zone 8 Alcoholic Drinks (%)
Study Area									
Zone 1									
Baginton Village Centre	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Binley Local Centre, Coventry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Binley Woods Village Centre	0.36%	2.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brandon Village Centre	1.48%	7.66%	0.00%	0.00%	0.52%	0.87%	0.95%	0.00%	0.00%
Bubbenhall Village Centre	1.48%	7.80%	0.00%	0.00%	0.00%	0.00%	4.86%	0.00%	0.00%
Ryton-on-Dunsmore Village Centre	0.36%	2.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stoneleigh Village Centre	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Old Mill, Mill Hill, Baginton, CV8 3AH	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wolston Village Centre	2.51%	14.42%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 1	6.72%	37.54%	1.48%	0.00%	0.52%	0.87%	5.81%	0.00%	0.00%
Zone 2									
Ansty Village Centre	0.73%	2.19%	2.96%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Ash Green Village Centre	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mount Pleasant, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2EU	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sharnford Village Centre	1.13%	0.00%	10.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shilton Village Centre	0.48%	0.00%	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Boat Inn, Shilton Lane, Coventry, CV2 2AB	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Sparrow Brewers Fayre, Combe Fields Road, Ansty, Coventry, CV7 9JP	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walsgrave on Sowe Local Centre, Coventry	2.16%	1.10%	18.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Withybrook Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wolvey Village Centre	1.09%	0.00%	9.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%
Sub-Total Zone 2	6.08%	4.38%	48.55%	0.00%	0.00%	0.00%	0.00%	1.03%	0.90%
Zone 3									
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.23%	0.00%
Harvester Bell & Barge, Brownsover Road, Rugby, CV21 1RG	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.24%	0.00%
Hillmorton Local Centre, Rugby	1.97%	0.00%	0.00%	3.11%	2.68%	0.00%	1.89%	8.73%	0.90%
Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.90%
Newbold on Avon Village Centre	1.11%	0.00%	0.00%	6.43%	0.00%	0.00%	0.00%	0.00%	0.00%
Rugby Town Centre	26.71%	2.19%	0.00%	54.67%	52.69%	0.87%	29.35%	7.31%	3.72%
The Bell Inn, High Street, Hillmorton, Rugby, CV21 4HD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Waterside, Crick Road, Rugby, CV21 4PW	1.10%	0.00%	0.00%	0.00%	3.93%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 3	31.69%	2.19%	0.00%	64.21%	59.30%	0.87%	31.25%	28.57%	5.52%
Zone 4									
Bilton Local Centre, Rugby	2.23%	0.00%	0.00%	0.78%	5.80%	0.00%	8.60%	2.05%	0.00%
Dunchurch Village Centre	2.44%	0.00%	1.48%	0.78%	5.50%	8.91%	3.78%	1.03%	0.00%
Rugby Railway Club, Hillmorton Road, Rugby, CV22 5AL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-Total Zone 4	4.68%	0.00%	1.48%	1.56%	11.30%	8.91%	12.39%	3.08%	0.00%
Zone 5									
Barby Nurseries, Daventry Road, Barby, CV23 8TG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barby Village Centre	0.37%	0.00%	0.00%	0.00%	0.00%	7.06%	0.00%	1.03%	0.00%
Flecknoe Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Grandborough Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%
Kilsby Village Centre	1.35%	0.00%	0.00%	0.00%	0.00%	30.14%	0.00%	0.00%	0.00%
The Boat Inn Bar and Restaurant, A426, Birdingbury Wharf, CV23 8HQ	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Sub-Total Zone 5	1.96%	0.00%	0.00%	0.00%	0.00%	42.53%	0.00%	1.03%	0.00%
Zone 6									
Church Lawford Village Centre	0.22%	1.10%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%
Frankton Village Centre	0.86%	4.52%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%
Long Lawford Village Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	5.77%	1.03%	0.00%
Stretton-on-Dunsmore Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	3.78%	0.00%	0.00%
Sub-Total Zone 6	1.55%	5.61%	0.00%	0.00%	0.00%	0.00%	13.34%	1.03%	0.00%
Zone 7									
Bretford Village Centre	1.41%	1.10%	11.14%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%
Brinklow Village Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	5.12%	0.00%
Central Park Brewers Fayre, Central Park Drive, Rugby, CV23 0WE	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.71%	0.00%
Clifton-upon-Dunsmore Village Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	1.03%	0.00%
Easehall Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Harborough Magna Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Lilbourne Village Centre	1.04%	0.00%	0.00%	3.21%	0.00%	0.00%	0.00%	8.73%	0.00%
Monks Kirby Village Centre	0.62%	0.00%	0.00%	0.00%	0.52%	0.00%	0.00%	4.23%	1.80%
Newton Village Centre	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.05%	0.00%
Pailton Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
Sub-Total Zone 7	4.19%	1.10%	11.14%	3.21%	0.52%	0.00%	2.85%	31.95%	1.80%
Zone 8									
Ashby Parva Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%
Bitteswell Village Centre	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.50%
Bruntingthorpe Village Centre	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.72%
Claybrooke Magna Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunton Bassett Village Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gilmorton Village Centre	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.52%
Leire Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%
Lutterworth Golf Club, Rugby Road, Lutterworth, LE17 4HN	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%
Lutterworth Town Centre	5.87%	0.00%	0.00%	0.78%	0.52%	0.00%	0.00%	1.03%	40.93%
Peatling Parva Village Centre	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%
Ullesthorpe Village Centre	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.57%
Walcote Village Centre	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.31%
Walton Village Centre	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.15%
Sub-Total Zone 8	12.50%	0.00%	0.00%	0.78%	0.52%	0.00%	0.00%	1.03%	89.99%
Rugby Authority Area Total	52.90%	39.72%	62.65%	68.98%	71.64%	10.65%	60.77%	65.64%	8.21%
Inside Study Area Sub-Total	69.38%	50.81%	62.65%	69.75%	72.16%	53.19%	65.63%	67.69%	98.20%
Outside Survey Area									
Alderman's Green Local Centre, Coventry	0.34%	1.10%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Allesley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Alvaston Hall, Middlewich Road, Alvaston, Crewe, CW5 6PD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Attfield's Farm Shop & Cafe, Countesthorpe Road, Cosby, Leicester, LE8 6LD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Attleborough Village Centre	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bakewell Town Centre	0.60%	0.00%	0.00%	0.00%	2.16%	0.00%	0.00%	0.00%	0.00%
Balsall Common Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bedworth Town Centre	0.32%	0.00%	2.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Berkswell Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bideford Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Birmingham City Centre	4.74%	0.00%	0.00%	14.99%	5.84%	0.00%	0.00%	9.41%	0.00%
Braunston Village Centre	1.83%	0.00%	0.00%	0.00%	3.93%	13.37%	1.89%	1.03%	0.00%
Bridport Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brigstock Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Broughton Astley Village Centre	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%
Burbage Village Centre	0.81%	0.00%	7.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Catthorpe Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Center Parcs, Sherwood Forest Holiday Village, Newark, NG22 9DN	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Central London / West End	1.24%	0.00%	0.00%	0.00%	3.18%	7.97%	0.00%	0.00%	0.00%
Chelmsford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Clifton upon Teme Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Congo River Adventure Golf Course, Lutterworth Road, Blaby, LE8 4DP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coventry City Centre	8.86%	32.59%	10.50%	4.74%	3.13%	0.00%	16.76%	0.00%	0.00%
Crick Village Centre	0.23%	0.00%	0.00%	0.00%	0.00%	2.61%	0.00%	2.05%	0.00%
Daventry Town Centre	0.20%	0.00%	0.00%	0.00%	0.00%	4.45%	0.00%	0.00%	0.00%

Earl Shilton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Horsley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Escape Live, Fargo Studios, FarGo Village, Coventry, CV1 2HW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gaydon Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Glen Parva Village Centre	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Great Malvern Town Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Halstead Town Centre	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hampton in Arden Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Harvester Wheatsheaf Loughborough, Ashby Road, Loughborough, LE11 4EX	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hatton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hellidon Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hinckley Knight, Watling Street, Hinckley, LE10 2JQ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hinckley Town Centre	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Hull City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Huningham Village Centre	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Husbands Bosworth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kenilworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Keswick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
King's Lynn Town Centre	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kislingbury Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Knowle Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ladbroke Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Leamside Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leek Wootton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leicester City Centre	1.65%	0.00%	2.96%	0.00%	4.80%	0.00%	0.00%	0.00%	0.00%
Lillington Local Centre, Leamington Spa, CV32 7AQ	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	5.77%	0.00%	0.00%
Long Buckby Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Long Itchington Village Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.87%	7.12%	0.00%	0.00%
Lowestoft Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Harborough Town Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.90%
Milestone, Stoke Road, Hinckley, LE10 0GL	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Milton Keynes City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Napton on the Hill Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
Newquay Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northampton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nottingham City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nuneaton Town Centre	0.50%	1.10%	2.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Offchurch Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Oxford City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Roman Way Beefeater, Lincoln Road, Newark, NG24 2DB	1.01%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.00%	0.00%
Royal Leamington Spa Town Centre	4.59%	10.04%	0.00%	3.11%	4.80%	0.00%	0.95%	18.82%	0.00%
Rushden Lakes, Rushden, NN10 6FH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Salisbury City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solihull Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Southam Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
StarCity, Watson Road, off M6, Nechells, Birmingham, B7 5SA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Staverton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stockton Village Centre	0.28%	0.00%	0.00%	0.00%	0.00%	5.33%	0.95%	0.00%	0.00%
Stoney Stanton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stratford-upon-Avon Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sywell Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Cow Dalbury, The Green, Dalbury Lees, Ashbourne, DE6 5BE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Crown Punjabi Pub & Restaurant, Lockhurst Lane, Coventry, CV6 5PD	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Fox & Hen, Bascote, Southam, CV47 2DN	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%
The Newlands, Tile Hill Lane, Coventry, CV4 9DJ	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Tollgate Stonehouse, Holyhead Road, Coventry, CV5 8HX	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.16%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
The Woolcomber, Atkins Way, Burbage, Hinckley, LE10 2PH	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thornby Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Warwick Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Weedon Bec Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%
West Haddon Village Centre	0.55%	0.00%	0.00%	1.56%	0.00%	6.16%	0.00%	0.00%	0.00%
Weymouth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whetstone Golf Club, Cambridge Road, Cosby, LE9 1SJ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wigston Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wolverhampton City Centre	0.18%	1.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Yelvertoft Village Centre	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%
York City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Outside Study Area Sub-Total	30.62%	49.20%	37.34%	30.25%	27.84%	46.87%	34.39%	32.32%	1.80%
Total	100.00%	100.01%	99.99%	100.00%	100.00%	100.05%	100.02%	100.01%	100.00%

Notes:
a. Market shares derived from NEMS household survey

Table 9: Licensed Premises Monetary Spend

Destination	Total Alcoholic Drinks (£m)	Zone 1 Alcoholic Drinks (£m)	Zone 2 Alcoholic Drinks (£m)	Zone 3 Alcoholic Drinks (£m)	Zone 4 Alcoholic Drinks (£m)	Zone 5 Alcoholic Drinks (£m)	Zone 6 Alcoholic Drinks (£m)	Zone 7 Alcoholic Drinks (£m)	Zone 8 Alcoholic Drinks (£m)
Study Area									
Zone 1									
Baginton Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Binley Local Centre, Coventry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Binley Woods Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon Village Centre	0.7	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bubbenhall Village Centre	0.7	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ryton-on-Dunsmore Village Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoneleigh Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Old Mill, Mill Hill, Baginton, CV8 3AH	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolston Village Centre	1.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	3.2	2.8	0.1	0.0	0.1	0.0	0.2	0.0	0.0
Zone 2									
Ansty Village Centre	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Ash Green Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Crosspoint Business Park, Olivier Way, Coventry, CV2 2SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mount Pleasant, Hinckley Road, Walsgrave on Sowe, Coventry, CV2 2EU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pesto at the Axe & Compass, Five Ways, Wolvey, LE10 3HG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sharnford Village Centre	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Shilton Village Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
The Boat Inn, Shilton Lane, Coventry, CV2 2AB	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
The Sparrow Brewers Fayre, Combe Fields Road, Ansty, Coventry, CV7 9JP	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsgrave on Sowe Local Centre, Coventry	1.5	0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Withybroke Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolvey Village Centre	0.8	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total Zone 2	4.1	0.3	3.7	0.0	0.0	0.0	0.0	0.0	0.1
Zone 3									
Elliott's Field Retail Park, Leicester Road, Rugby, CV21 1SR	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Harvester Bell & Barge, Brownsover Road, Rugby, CV21 1RG	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Hillmorton Local Centre, Rugby	1.2	0.0	0.0	0.3	0.3	0.0	0.1	0.4	0.1
Junction 1 Retail Park, Leicester Road, Rugby, CV21 1RW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Newbold on Avon Village Centre	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	14.1	0.2	0.0	6.0	6.5	0.0	0.8	0.3	0.3
The Bell Inn, High Street, Hillmorton, Rugby, CV21 4HD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Waterside, Crick Road, Rugby, CV21 4PW	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub-Total Zone 3	17.0	0.2	0.0	7.1	7.3	0.0	0.8	1.2	0.4
Zone 4									
Bilton Local Centre, Rugby	1.1	0.0	0.0	0.1	0.7	0.0	0.2	0.1	0.0
Dunchurch Village Centre	1.3	0.0	0.1	0.1	0.7	0.3	0.1	0.0	0.0
Rugby Railway Club, Hillmorton Road, Rugby, CV22 5AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	2.4	0.0	0.1	0.2	1.4	0.3	0.3	0.1	0.0
Zone 5									
Barby Nurseries, Daventry Road, Barby, CV23 8TG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barby Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Flecknoe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grandborough Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Kilsby Village Centre	0.9	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
The Boat Inn Bar and Restaurant, A426, Birdingbury Wharf, CV23 8HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	1.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Zone 6									
Church Lawford Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frankton Village Centre	0.4	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Long Lawford Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Stretton-on-Dunsmore Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Zone 6	0.8	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Zone 7									
Bretford Village Centre	1.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Brinklow Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Central Park Brewers Fayre, Central Park Drive, Rugby, CV23 0WE	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Clifton-upon-Dunsmore Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Easenhall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harborough Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lilbourne Village Centre	0.7	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0
Monks Kirby Village Centre	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.1
Newton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Pailton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	2.9	0.1	0.8	0.4	0.1	0.0	0.1	1.3	0.1
Zone 8									
Ashby Parva Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Bitteswell Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Bruntingthorpe Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claybrooke Magna Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunton Bassett Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Elms, St John's Business Park, Lutterworth, LE17 4HB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gilmorton Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Leire Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lutterworth Golf Club, Rugby Road, Lutterworth, LE17 4HN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lutterworth Town Centre	3.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	2.9
Peatling Parva Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Uilesthorpe Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Walcote Village Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Walton Village Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-Total Zone 8	6.6	0.0	0.0	0.1	0.1	0.0	0.0	0.0	6.4
Rugby Authority Area Total	29.4	3.0	4.7	7.6	8.9	0.3	1.7	2.7	0.6
Inside Study Area	38.2	3.8	4.7	7.7	8.9	1.5	1.8	2.8	7.0
Outside Survey Area									
Alderman's Green Local Centre, Coventry	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Allesley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alvaston Hall, Middlewich Road, Alvaston, Crewe, CW5 6PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attfield's Farm Shop & Cafe, Countesthorpe Road, Cosby, Leicester, LE8 6LD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Attleborough Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Bakewell Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Balsall Common Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedworth Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Berkswell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bideford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	2.8	0.0	0.0	1.7	0.7	0.0	0.0	0.4	0.0
Braunston Village Centre	1.0	0.0	0.0	0.0	0.5	0.4	0.1	0.0	0.0
Bridport Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brigstock Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broughton Astley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Burbage Village Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Catthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Center Parcs, Sherwood Forest Holiday Village, Newark, NG22 9DN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London / West End	0.6	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Chelmsford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clifton upon Teme Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Congo River Adventure Golf Course, Lutterworth Road, Blaby, LE8 4DP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coventry City Centre	4.6	2.4	0.8	0.5	0.4	0.0	0.5	0.0	0.0
Crick Village Centre	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
Daventry Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Earl Shilton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Horsley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Escape Live, Fargo Studios, FarGo Village, Coventry, CV1 2HW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE19 1HY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gaydon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glen Parva Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halstead Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hampton in Arden Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harvester Wheatsheaf Loughborough, Ashby Road, Loughborough, LE11 4EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hatton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Helidon Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Knight, Watling Street, Hinckley, LE10 2JQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hinckley Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Hull City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunningham Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Husbands Bosworth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kenilworth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
King's Lynn Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Kislingbury Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowle Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ladbroke Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leamside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leek Wootton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.8	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0
Lillington Local Centre, Leamington Spa, CV32 7AG	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Long Buckby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Itchington Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Lowestoft Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Destination	Total Alcoholic Drinks (£m)	Zone 1 Alcoholic Drinks (£m)	Zone 2 Alcoholic Drinks (£m)	Zone 3 Alcoholic Drinks (£m)	Zone 4 Alcoholic Drinks (£m)	Zone 5 Alcoholic Drinks (£m)	Zone 6 Alcoholic Drinks (£m)	Zone 7 Alcoholic Drinks (£m)	Zone 8 Alcoholic Drinks (£m)
Study Area									
Market Harborough Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Milestone, Stoke Road, Hinckley, LE10 0GL	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Napton on the Hill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newquay Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nuneaton Town Centre	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Offchurch Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oxford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Beefeater, Lincoln Road, Newark, NG24 2DB	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Royal Leamington Spa Town Centre	2.5	0.7	0.0	0.3	0.6	0.0	0.0	0.8	0.0
Rushden Lakes, Rushden, NN10 6FH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southam Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
StarCity, Watson Road, off M6, Nechells, Birmingham, B7 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staverton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stockton Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Stoney Stanton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sywell Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Cow Dalbury, The Green, Dalbury Lees, Ashbourne, DE6 5BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crown Punjabi Pub & Restaurant, Lockhurst Lane, Coventry, CV6 5PD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fox & Hen, Bascote, Southam, CV47 2DN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Newlands, Tile Hill Lane, Coventry, CV4 9DJ	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Tollgate Stonehouse, Holyhead Road, Coventry, CV5 8HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Walsgrave Stonehouse, Walsgrave Road, Coventry, CV2 4AF	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
The Woolcomber, Atkins Way, Burbage, Hinckley, LE10 2PH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warwick Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weedon Bec Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Haddon Village Centre	0.3	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0
Weymouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whetstone Golf Club, Cambridge Road, Cosby, LE9 1SJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yelvertoft Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Total	17.0	3.7	2.8	3.3	3.4	1.3	0.9	1.3	0.1
Total	55.2	7.4	7.6	11.0	12.4	2.8	2.7	4.1	7.1

2022 Prices

Table 10a: Estimated Capacity for Additional Licensed Premises in Rugby Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Exp. with 5% Inflow (£m)	Surplus Expenditure (£m)
2024	31.0	29.4	31.0	0.0
2029	31.6	30.9	32.5	0.9
2034	32.0	33.2	34.9	2.9
2039	32.3	35.5	37.4	5.0
2042	32.5	37.0	38.9	6.4
Study Area Market Share (%)		20.0		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Assumes constant market share claimed by Rugby facilities of 20.0% of Study Area expenditure

Table 10b: Gross Quantitative Capacity for Additional Licensed Premises in Rugby

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m)
2024	0.0	0
2029	0.9	100
2034	2.9	300
2039	5.0	600
2042	6.4	700

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2024 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure

2022 Prices

Table 10a_RugbyTC: Estimated Capacity for Additional Licensed Premises in Rugby Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Exp. with 5% Inflow (£m)	Surplus Expenditure (£m)
2024	14.8	14.1	14.8	0.0
2029	15.1	14.8	15.6	0.4
2034	15.3	15.9	16.7	1.4
2039	15.5	17.0	17.9	2.4
2042	15.6	17.7	18.6	3.1
Study Area Market Share (%)		9.6		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Assumes constant market share claimed by Rugby Town Centre facilities of 9.6% of Study Area expenditure

Table 10b_RugbyTC: Gross Quantitative Capacity for Additional Licensed Premises in Rugby Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m)
2024	0.0	0
2029	0.4	0
2034	1.4	200
2039	2.4	300
2042	3.1	300

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2024 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure (February 2024)

2022 Prices