

**TABLE 1: CONVENIENCE GOODS IMPACT OF PROPOSED SUPERMARKET, 2021**

	TURNOVER		DIVERSION	RESIDUAL TURNOVER	IMPACT
	2016	2021			
<b>STROUD</b>					
<b>Town Centre</b>					
Farmers Market, Stroud	£1.80	£1.81	£0.05	£1.75	-3.0%
Home Bargains, Merrywalks Centre, Stroud	£0.12	£0.12	£0.00	£0.12	-2.4%
Stroud town centre	£0.98	£0.99	£0.02	£0.96	-2.5%
Iceland, Union Street, Comhill, Stroud	£1.54	£1.54	£0.06	£1.48	-3.8%
Sunshine Deli, Bedford Street, Stroud	£0.38	£0.38	£0.01	£0.37	-3.7%
Walkers the Bakers, Kendrick Street, Stroud	£0.26	£0.27	£0.01	£0.26	-3.8%
Wilkinsons, Merrywalks Centre, Stroud	£0.20	£0.20	£0.01	£0.19	-4.2%
<b>Sub-total</b>	<b>£5.29</b>	<b>£5.31</b>	<b>£0.17</b>	<b>£5.13</b>	<b>-3.3%</b>
<b>Outside town centre</b>					
BP Petrol Station, London Road, Stroud	£0.15	£0.15	£0.00	£0.15	-2.4%
Co-op, Cashes Green Road, Cainscross	£2.34	£2.35	£0.04	£2.30	-2.4%
Co-op, Slad Road, Stroud	£1.90	£1.91	£0.05	£1.86	-2.7%
Sainsbury's, Dudbridge, Stroud	£39.44	£39.59	£3.21	£36.38	-8.1%
Tesco Express, Stratford Road, Paganhil	£0.47	£0.48	£0.01	£0.46	-2.4%
Tesco Superstore, Stratford Road, Stroud	£37.11	£37.25	£2.95	£34.29	-7.9%
Waitrose, London Road, Stroud	£31.82	£31.94	£2.42	£29.51	-7.6%
Ebley	£0.17	£0.17	£0.00	£0.16	-2.9%
<b>Sub-total - Stroud</b>	<b>£118.70</b>	<b>£119.14</b>	<b>£8.89</b>	<b>£110.25</b>	<b>-7.5%</b>
<b>CAM</b>					
Tesco Superstore, High Street, Cam, Dursley	£21.75	£21.83	£0.04	£21.79	-0.2%
Cam town centre	£0.09	£0.09	£0.00	£0.09	-1.1%
<b>Sub-total</b>	<b>£21.83</b>	<b>£21.91</b>	<b>£0.04</b>	<b>£21.88</b>	<b>-0.2%</b>
Spar, Mill Garage, Cam, Dursley	£0.15	£0.15	£0.00	£0.15	-1.1%
<b>Sub-total Cam</b>	<b>£21.98</b>	<b>£22.07</b>	<b>£0.04</b>	<b>£22.03</b>	<b>-0.2%</b>
<b>DURSLEY</b>					
<b>Town Centre</b>					
Bramleys, Parsonage Street, Dursley	£0.06	£0.06	£0.00	£0.06	-1.1%
Iceland, Parsonage Street, Dursley	£1.77	£1.78	£0.02	£1.76	-1.1%
J Broomhall, Parsonage St, Dursley	£0.06	£0.06	£0.00	£0.06	-1.1%
Sainsbury's, Castle Street, Dursley	£16.74	£16.80	£0.03	£16.77	-0.2%
Dursley	£0.23	£0.23	£0.00	£0.23	-0.9%
<b>Sub-total</b>	<b>£18.86</b>	<b>£18.93</b>	<b>£0.05</b>	<b>£18.88</b>	<b>-0.3%</b>
<b>Outside town centre</b>					
Co-op, Roseberry Road, Dursley	£0.37	£0.37	£0.00	£0.36	-1.1%
Lidl, Kingshill Road, Dursley	£6.56	£6.58	£0.07	£6.51	-1.0%
One Stop, Phillimore Road, Woodfield, Dursley	£0.78	£0.78	£0.01	£0.77	-1.1%
<b>Sub-total Dursley</b>	<b>£26.56</b>	<b>£26.66</b>	<b>£0.13</b>	<b>£26.53</b>	<b>-0.5%</b>
<b>WOTTON</b>					
Co-op, Long Street, Wotton Under Edge	£8.44	£8.47	£0.05	£8.42	-0.6%
Wotton Under Edge town centre	£0.76	£0.76	£0.00	£0.75	-0.6%
Tesco Express, Long Street, Wotton Under Edge	£1.69	£1.70	£0.01	£1.68	-0.7%
The Harvest Store, Long Street	£0.05	£0.05	£0.00	£0.05	-0.9%
<b>Sub-total</b>	<b>£10.94</b>	<b>£10.98</b>	<b>£0.06</b>	<b>£10.92</b>	<b>-0.6%</b>
Wotton Farm Shop, Bradley Roac	£0.15	£0.15	£0.00	£0.15	-1.0%
<b>Sub-total Wotton</b>	<b>£11.09</b>	<b>£11.13</b>	<b>£0.07</b>	<b>£11.06</b>	<b>-0.6%</b>
<b>NAILSWORTH</b>					
<b>Town Centre</b>					
Balleys News, Old Market, Nailsworth	£0.03	£0.03	£0.00	£0.03	-4.3%
Co-op, The Old Market, Nailsworth	£1.77	£1.77	£0.07	£1.71	-3.8%
Country Quality Meat, Old Market, Nailsworth	£0.08	£0.08	£0.00	£0.08	-4.0%
Bramleys, Mill Yard, Nailsworth	£0.26	£0.26	£0.01	£0.25	-3.5%
Green Spirit, Old Clothiers Arms, Market Street Nailsworth	£0.06	£0.06	£0.00	£0.06	-4.3%
Tesco Express, Old Market, Nailsworth	£0.42	£0.42	£0.01	£0.41	-2.8%
Morrisons, George Street, Nailsworth	£1.04	£1.05	£0.04	£1.01	-3.4%
Hobbs House Bakery, George Street, Nailsworth	£19.41	£19.48	£0.57	£18.92	-2.9%
Leonard Walker Butchers, George Street, Nailsworth	£0.29	£0.29	£0.01	£0.28	-2.9%
Walkers the Bakers, Wheelwrights Corner, Old Marke	£0.03	£0.03	£0.00	£0.03	-4.3%
Shiny Goodness, Fountain Street, Nailsworth	£0.45	£0.45	£0.01	£0.44	-2.9%
William's Fish Market & Food Hall, Fountain Stree	£0.03	£0.03	£0.00	£0.03	-4.3%
William's Fish Market & Food Hall, Fountain Stree	£0.20	£0.20	£0.01	£0.19	-3.1%
<b>Sub-total Nailsworth</b>	<b>£24.08</b>	<b>£24.17</b>	<b>£0.73</b>	<b>£23.44</b>	<b>-3.0%</b>
<b>STONEHOUSE</b>					
<b>Town centre</b>					
Co-op, Elm Road, Stonehouse	£0.68	£0.68	£0.02	£0.66	-3.5%
Co-op, High Street, Stonehouse	£7.82	£7.85	£0.35	£7.50	-4.5%
J Broomhall, High Street, Stonehouse	£0.10	£0.10	£0.00	£0.10	-0.4%
Stonehouse town centre	£0.40	£0.41	£0.00	£0.40	-0.3%
<b>Sub-total</b>	<b>£9.01</b>	<b>£9.04</b>	<b>£0.38</b>	<b>£8.66</b>	<b>-4.2%</b>
Londis, Park Parade, Stonehouse	£0.07	£0.07	£0.00	£0.07	-0.4%
<b>Sub-total Stonehouse</b>	<b>£9.07</b>	<b>£9.10</b>	<b>£0.38</b>	<b>£8.73</b>	<b>-4.1%</b>
<b>BERKLEY</b>					
Co-op, Salter Street, Berkeley	£2.64	£2.65	£0.03	£2.61	-1.2%
Berkeley	£0.67	£0.67	£0.01	£0.66	-1.2%
<b>Sub-total Berkeley</b>	<b>£3.30</b>	<b>£3.32</b>	<b>£0.04</b>	<b>£3.28</b>	<b>-1.2%</b>
<b>MINCHINHAMPION</b>					
L Taylor & Sons, West End, Minchinhampton	£0.44	£0.44	£0.01	£0.43	-2.8%
M & B Stores, High Street, Minchinhampton	£0.94	£0.94	£0.03	£0.91	-3.0%
Minchinhampton	£0.29	£0.29	£0.01	£0.29	-3.0%
Woefulstone Organic Dairy, Market Square, Minchinhampton	£0.32	£0.32	£0.01	£0.31	-3.0%
<b>Sub-total Minchinhampton</b>	<b>£1.99</b>	<b>£2.00</b>	<b>£0.06</b>	<b>£1.94</b>	<b>-2.9%</b>
<b>CHALFORD</b>					
Chalford Community Stores, High Street, Chalford	£0.11	£0.11	£0.00	£0.10	-3.6%
<b>PAINSWICK</b>					
Best One, St Marys Street, Painswick	£0.37	£0.37	£0.01	£0.37	-2.5%
Painswick	£0.25	£0.25	£0.01	£0.24	-2.5%
<b>Sub-total Painswick</b>	<b>£0.62</b>	<b>£0.62</b>	<b>£0.02</b>	<b>£0.61</b>	<b>-2.5%</b>
<b>OTHER STORES IN STROUD DISTRICT</b>					
Co-op, High Street, Kings Stanley	£9.23	£9.27	£0.20	£9.07	-2.2%
	£1.35	£1.36	£0.07	£1.29	-4.8%
<b>OUTSIDE DISTRICT</b>					
			£0.42		

**TABLE 2: IMPACT OF PROPOSED COMPARISON GOODS FLOORSPACE, 2021**

	TURNOVER		DIVERSION	RESIDUAL TURNOVER	IMPACT
	2016	2021			
<b>STROUD</b>		£110.7	£0.9	£109.7	-0.8%
Stroud Town Centre		£88.2	£0.7	£87.5	-0.8%
<b>CAM</b>		£8.0	£0.0	£8.0	0.0%
<b>DURSLEY</b>		£6.1	£0.0	£6.1	0.0%
<b>WOTTON</b>		£3.8	£0.0	£3.8	0.0%
<b>NAILSWORTH</b>		£15.3	£0.1	£15.1	-0.8%
<b>STONEHOUSE</b>		£7.4	£0.0	£7.4	-0.3%
<b>OTHER STROUD DISTRICT</b>		£8.0	£0.0	£8.0	
<b>OUTSIDE DISTRICT (and commitments)</b>		£506.2	£1.2	£505.0	

**TABLE 3: TOTAL IMPACT OF DANIELS INDUSTRIAL ESTATE PROPOSAL, 2021**

	TURNOVER		DIVERSION	RESIDUAL TURNOVER	IMPACT
	2016	2021			
<b>STROUD</b>					
<b>GVA Turnover Levels</b>					
Convenience		£5.3	£0.2	£5.1	-3.3%
Comparison		£88.2	£0.7	£87.5	-0.8%
Total		£93.6	£0.9	£92.7	-0.9%
<b>HOW Turnover Levels</b>					
Convenience		£5.3	£0.2	£5.1	-3.3%
Comparison		£70.6	£0.7	£69.9	-1.0%
Total		£75.9	£0.9	£75.0	-1.2%
<b>STONEHOUSE</b>					
<b>GVA Turnover Levels</b>					
Convenience		£9.0	£0.4	£8.7	-4.2%
Comparison		£7.4	£0.0	£7.4	-0.3%
Total		£16.5	£0.4	£16.1	-2.4%
<b>HOW Turnover Levels</b>					
Convenience		£9.0	£0.4	£8.7	-4.2%
Comparison		£7.9	£0.0	£7.9	-0.3%
Total		£16.9	£0.4	£16.5	-2.3%
<b>NAILSWORTH</b>					
Convenience		£24.2	£0.7	£23.4	-3.0%
Comparison		£15.3	£0.1	£15.1	-0.8%
Total		£39.4	£0.8	£38.6	-2.1%