
PLAN 1

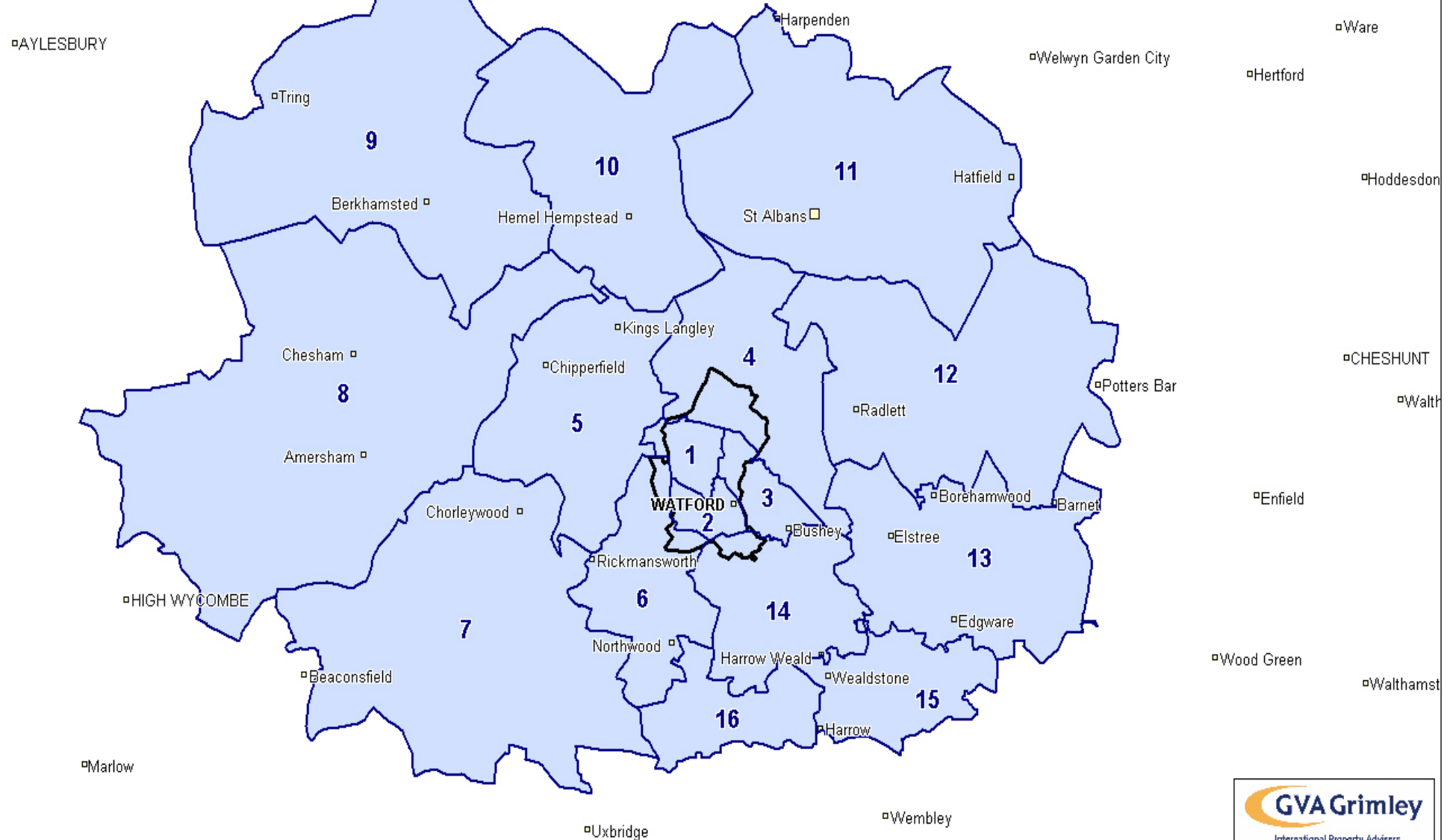
WATFORD RETAIL STUDY TELEPHONE SURVEY AREA

Leighton Buzzard

DUNSTABLE

LUTON

WATFORD RETAIL STUDY 2010
Study Area & Household Telephone
Survey Zones



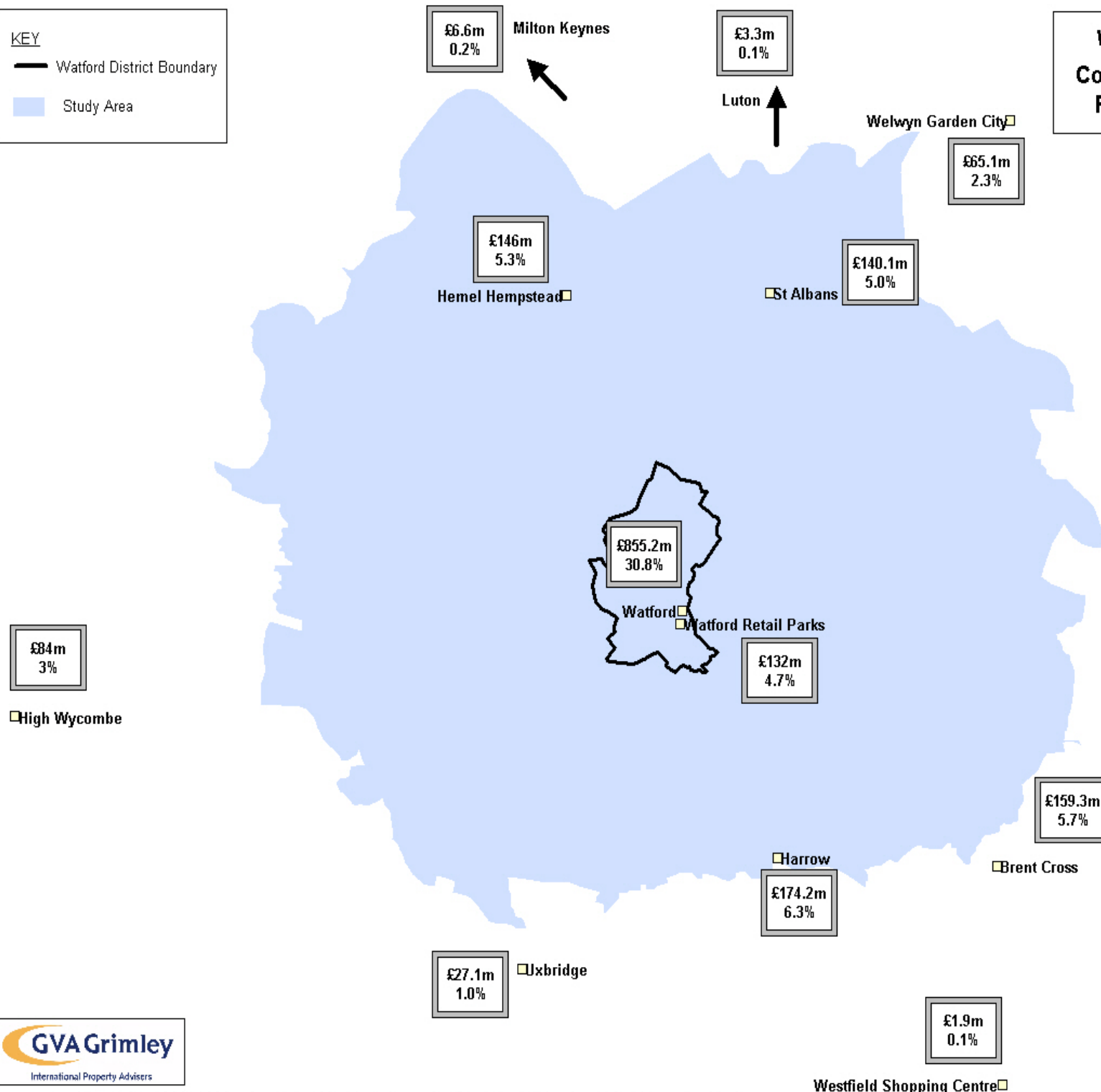
PLAN 2

COMPARISON GOODS EXPENDITURE FLOWS TO COMPETING CENTRES

KEY

- Watford District Boundary
- Study Area

WATFORD RETAIL STUDY 2010
Comparison Goods Expenditure
Flows to Competing Centres



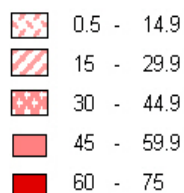
PLAN 3

WATFORD COMPARISON GOODS MARKET SHARE

KEY

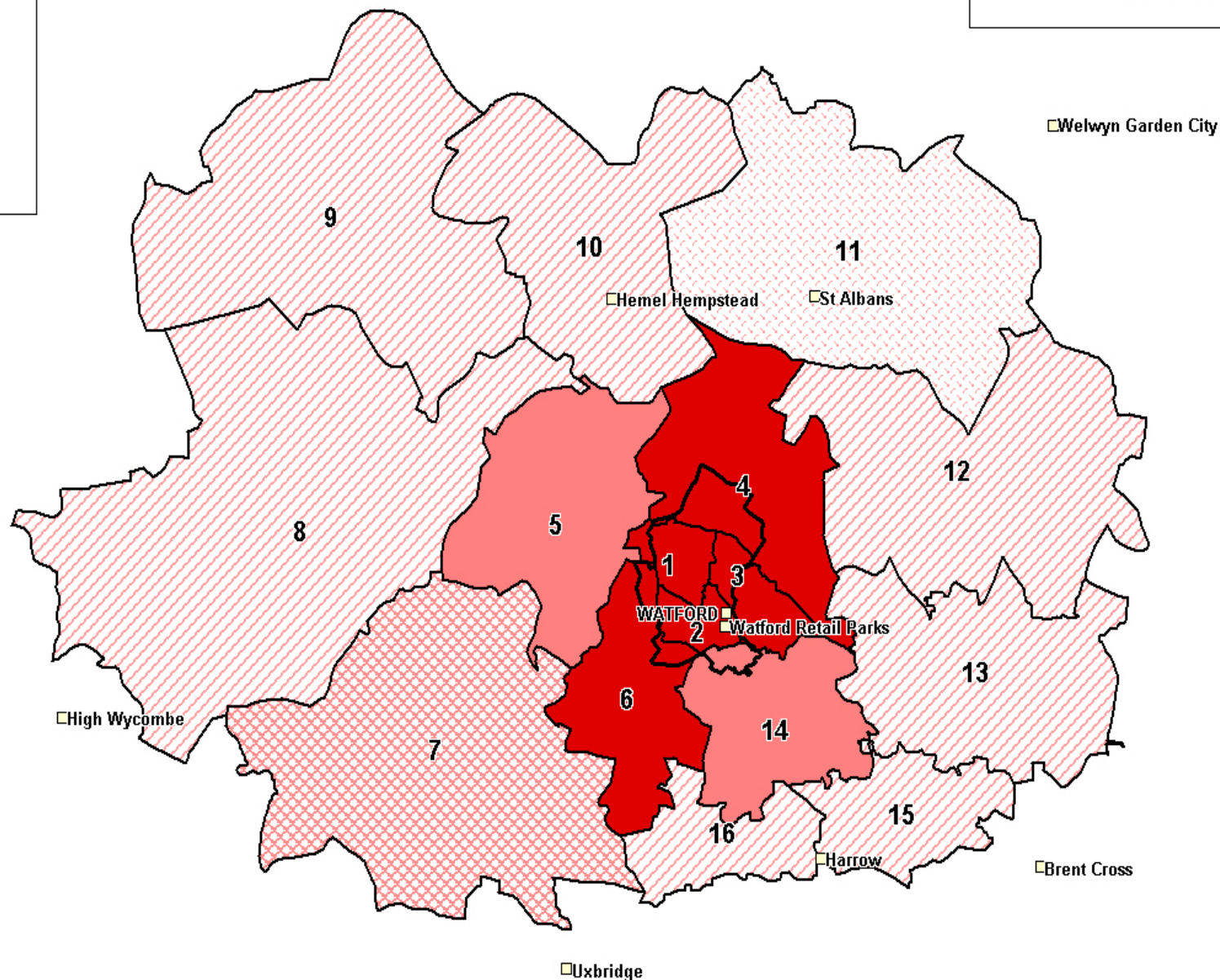
Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010

Watford Comparison Goods Market Share



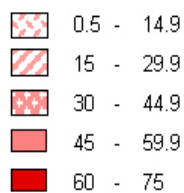
PLAN 4

HEMEL HEMPSTEAD COMPARISON GOODS MARKET SHARE

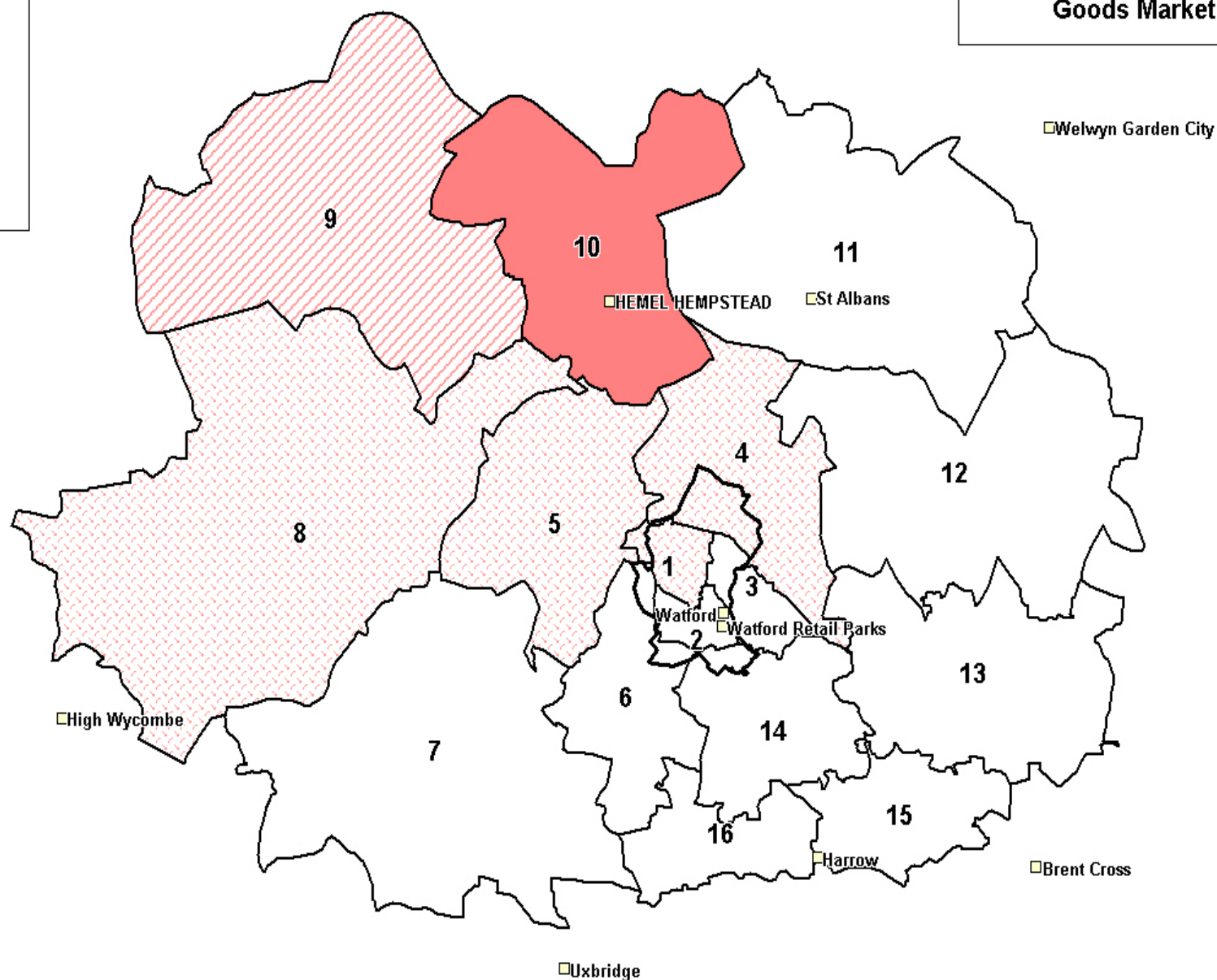
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Hemel Hempstead Comparison
Goods Market Share



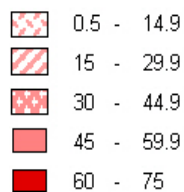
PLAN 5

HARROW COMPARISON GOODS MARKET SHARE

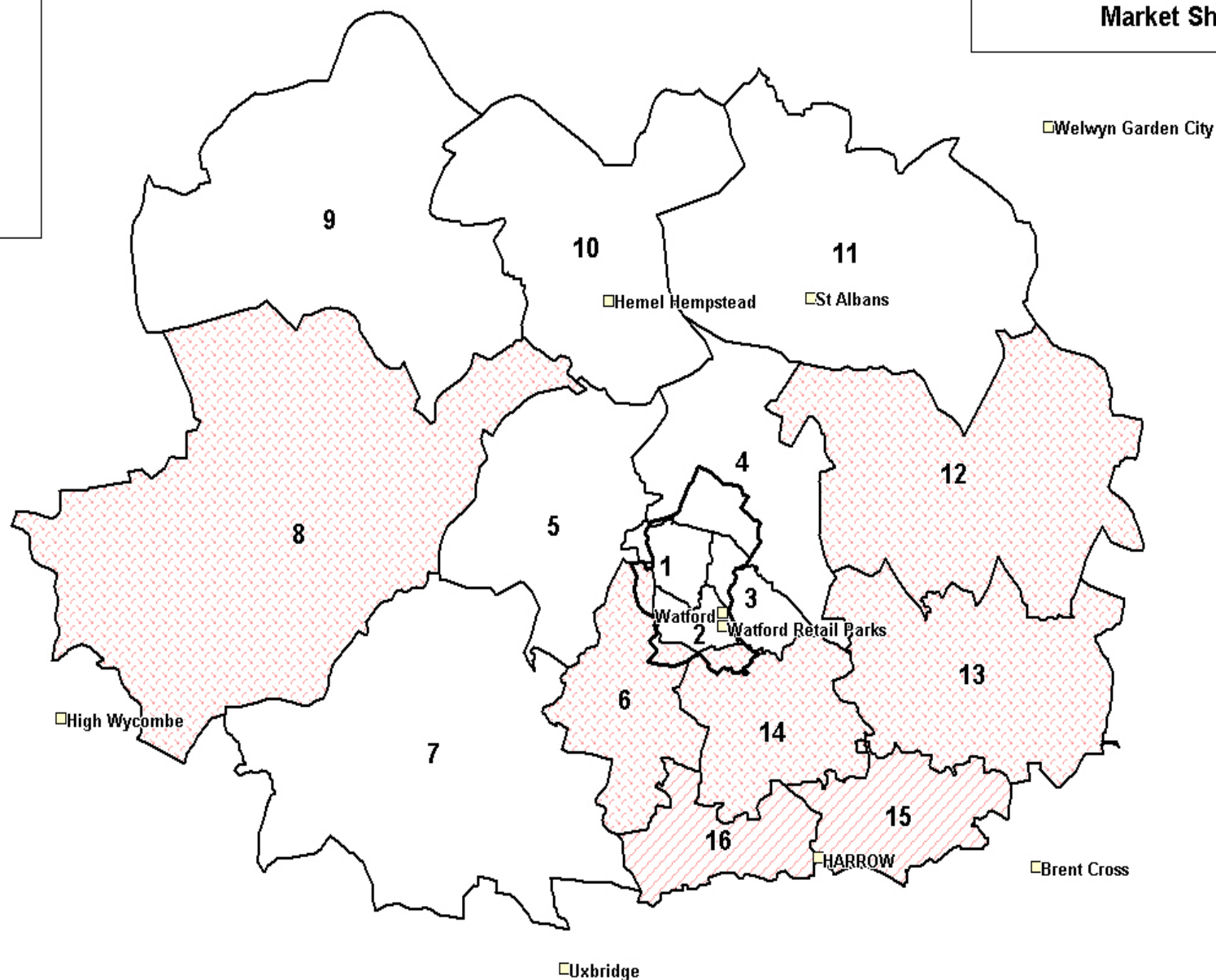
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Harrow Comparison Goods
Market Share



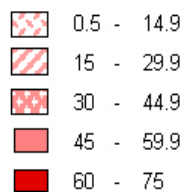
PLAN 6

ST ALBANS COMPARISON GOODS MARKET SHARE

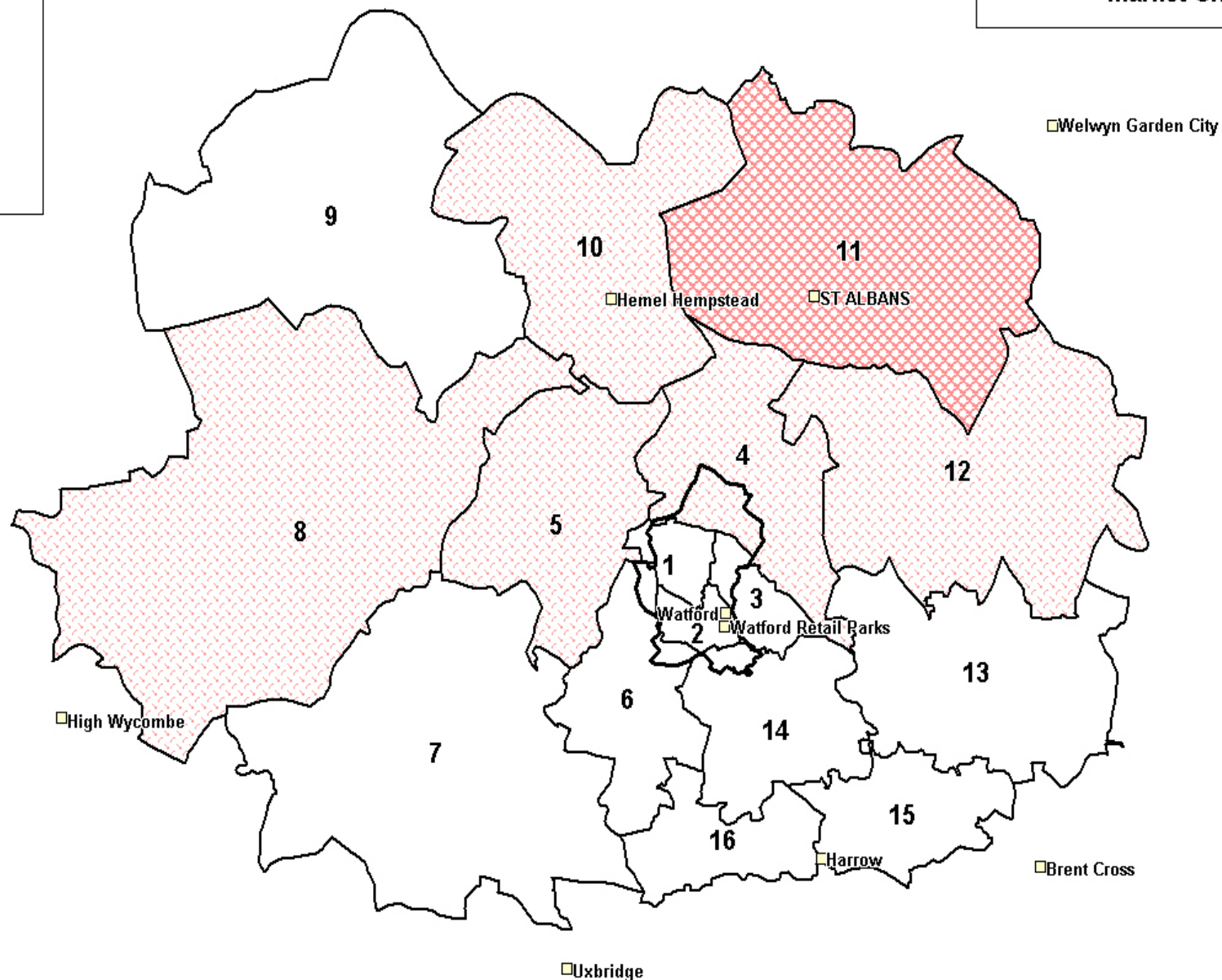
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



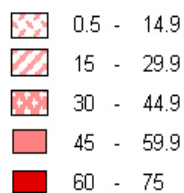
WATFORD RETAIL STUDY 2010
St Albans Comparison Goods
Market Share



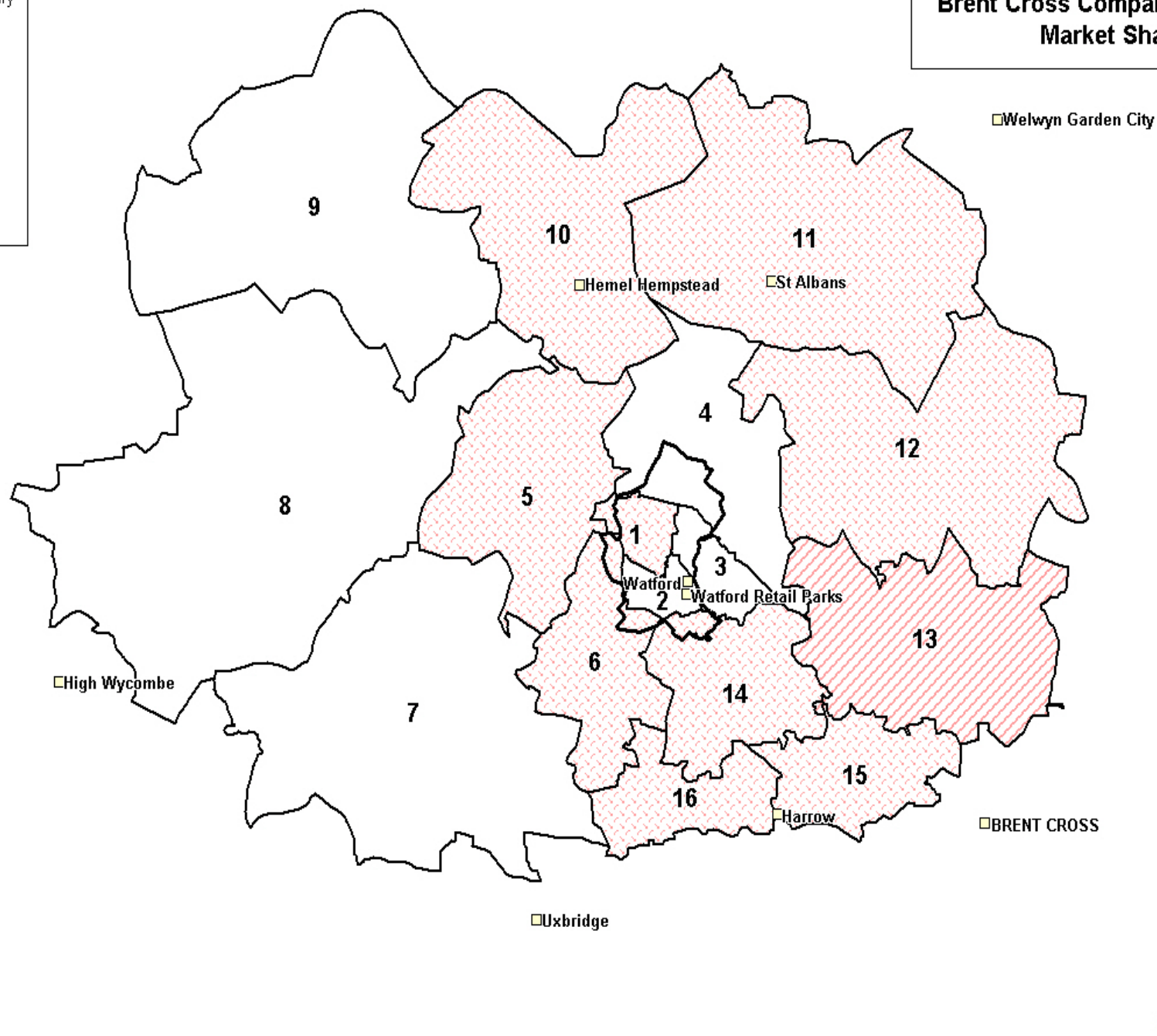
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Brent Cross Comparison Goods
Market Share



PLAN 7

BRENT CROSS COMPARISON GOODS MARKET SHARE

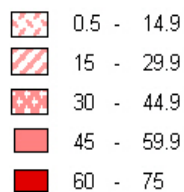
PLAN 8

HIGH WYCOMBE COMPARISON GOODS MARKET SHARE

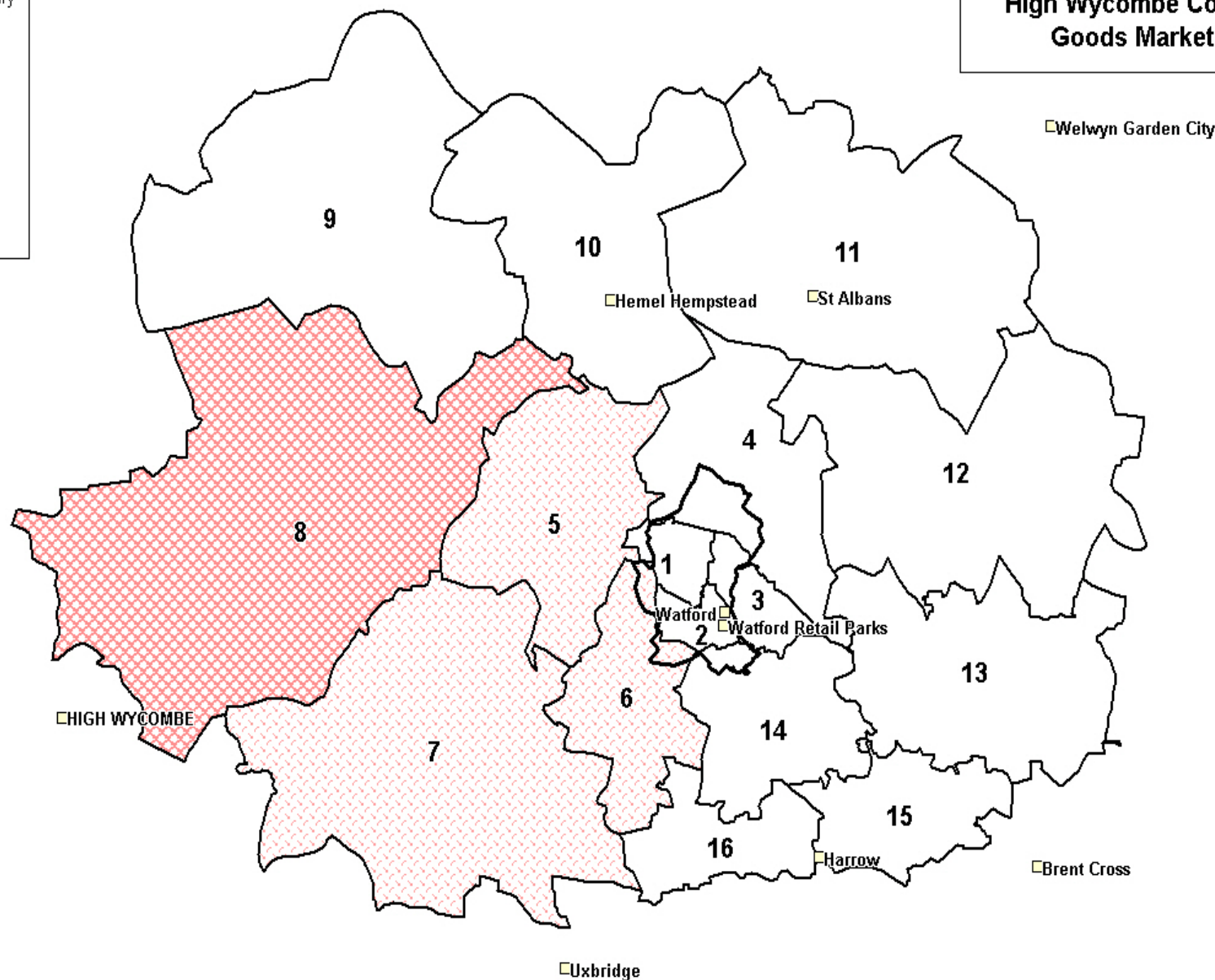
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
High Wycombe Comparison
Goods Market Share



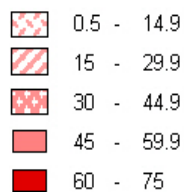
PLAN 9

WELWYN GARDEN CITY COMPARISON GOODS MARKET SHARE

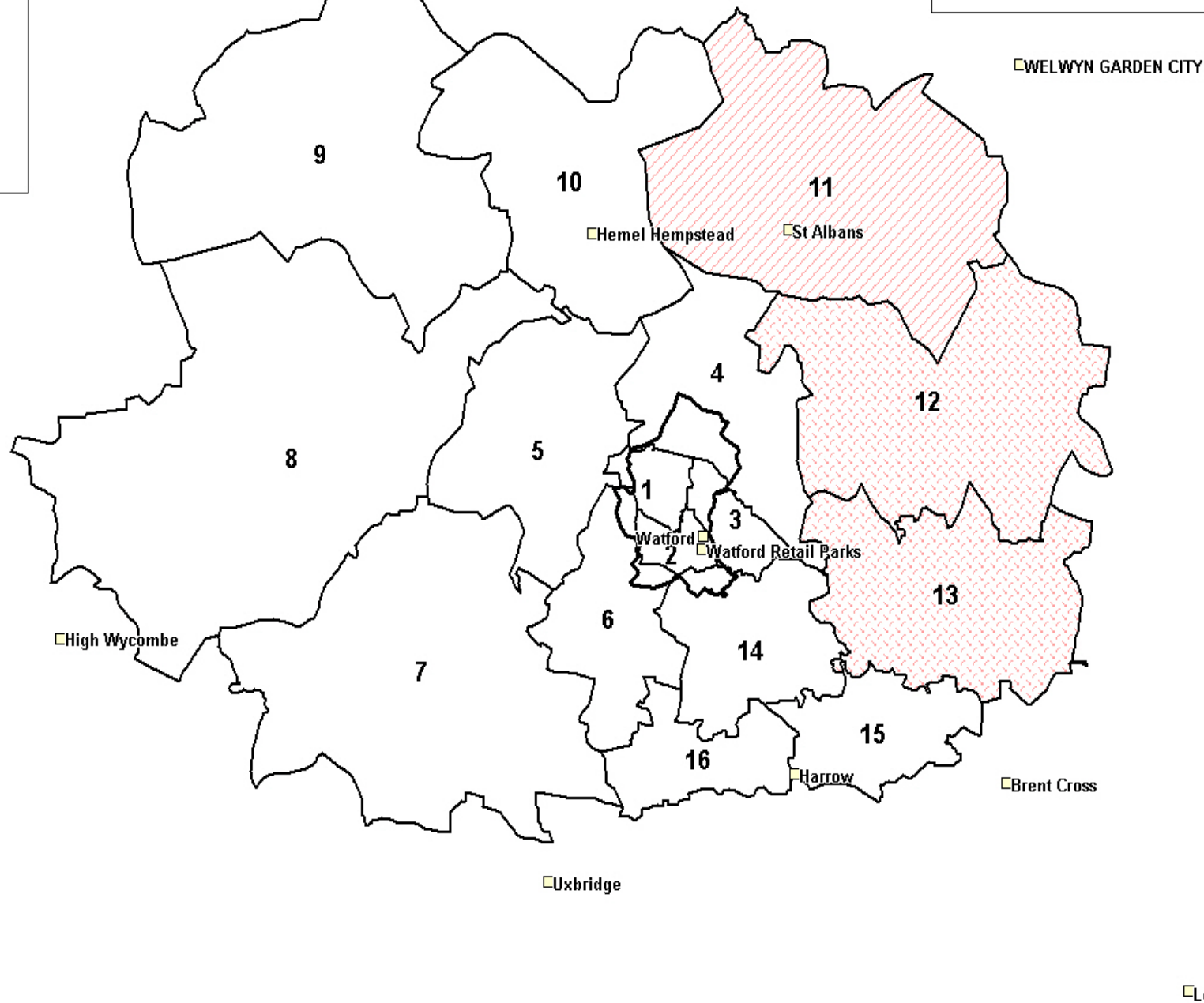
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Welwyn Garden City Comparison
Goods Market Share



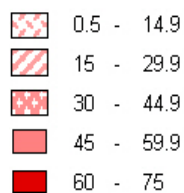
PLAN 10

CENTRAL LONDON COMPARISON GOODS MARKET SHARE

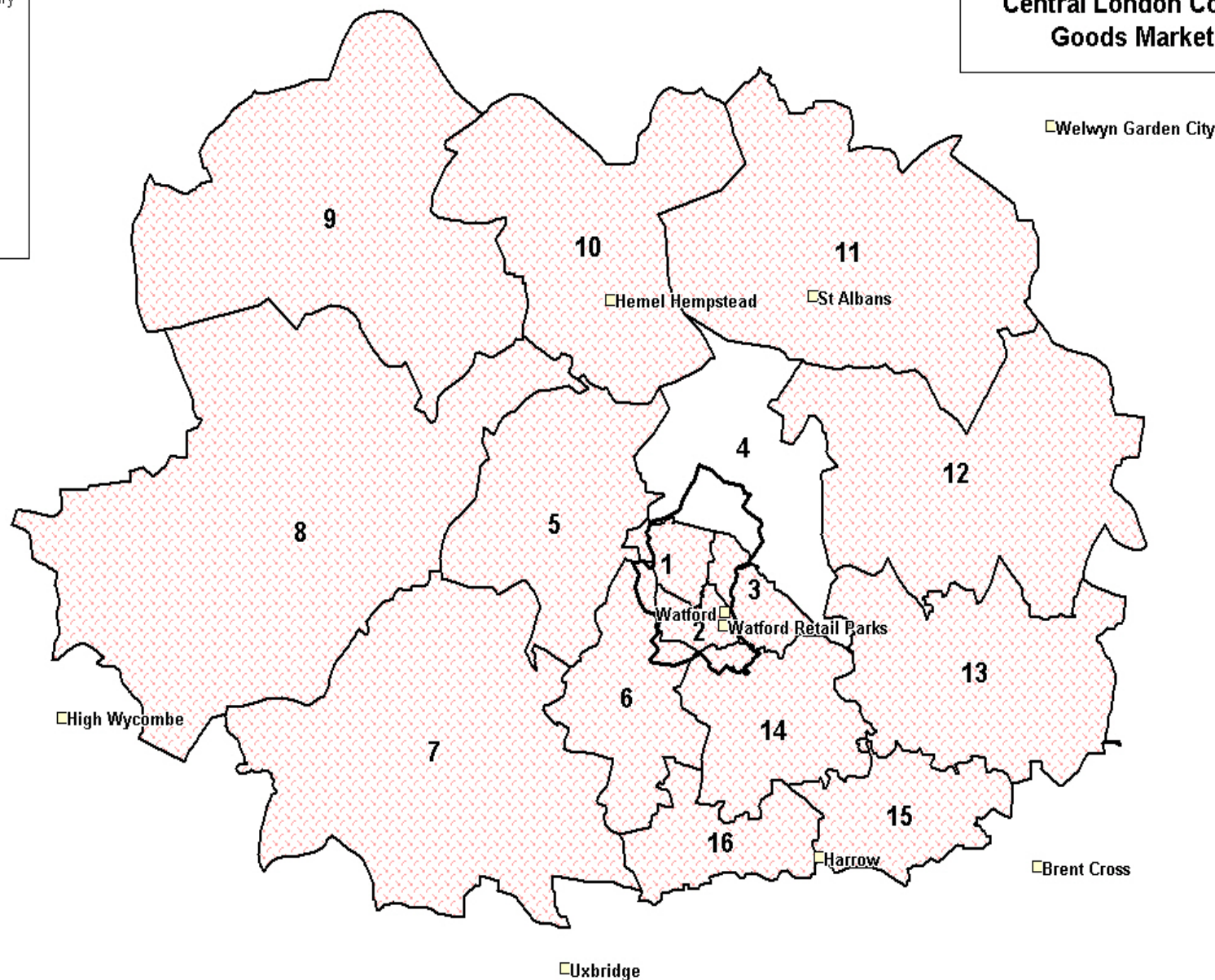
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Central London Comparison
Goods Market Share



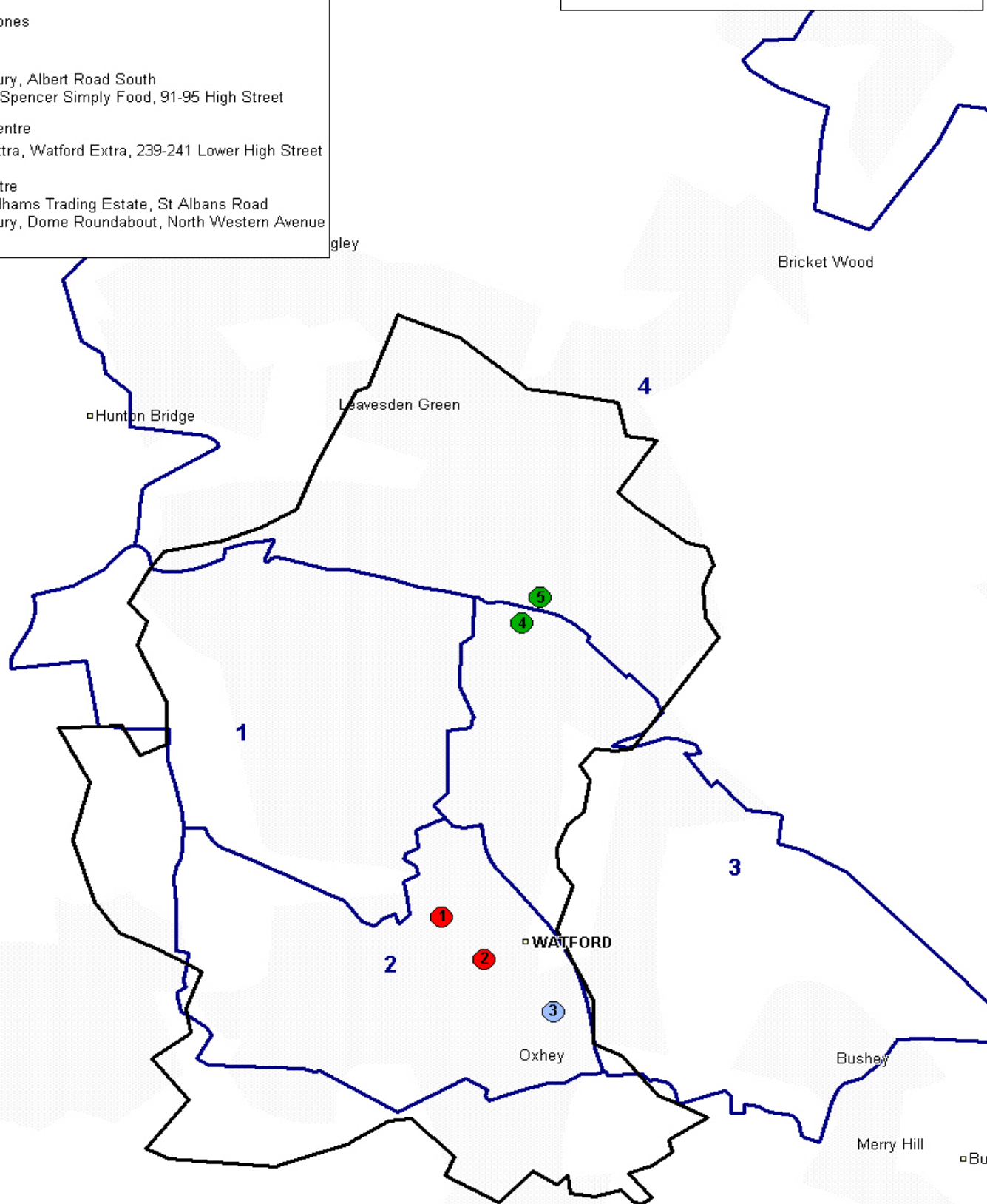
PLAN 11

WATFORD FOODSTORES AND COMPETING PROVISION

KEY

- Watford District Boundary
- Survey Zones
- In-centre
 - 1 J Sainsbury, Albert Road South
 - 2 Marks & Spencer Simply Food, 91-95 High Street
- edge-of-centre
 - 3 Tesco Extra, Watford Extra, 239-241 Lower High Street
- out-of-centre
 - 4 Asda, Odhams Trading Estate, St Albans Road
 - 5 J Sainsbury, Dome Roundabout, North Western Avenue

WATFORD RETAIL STUDY 2010 Existing Foodstores



PLAN 12

WATFORD RETAIL WAREHOUSING AND COMPETING PROVISION

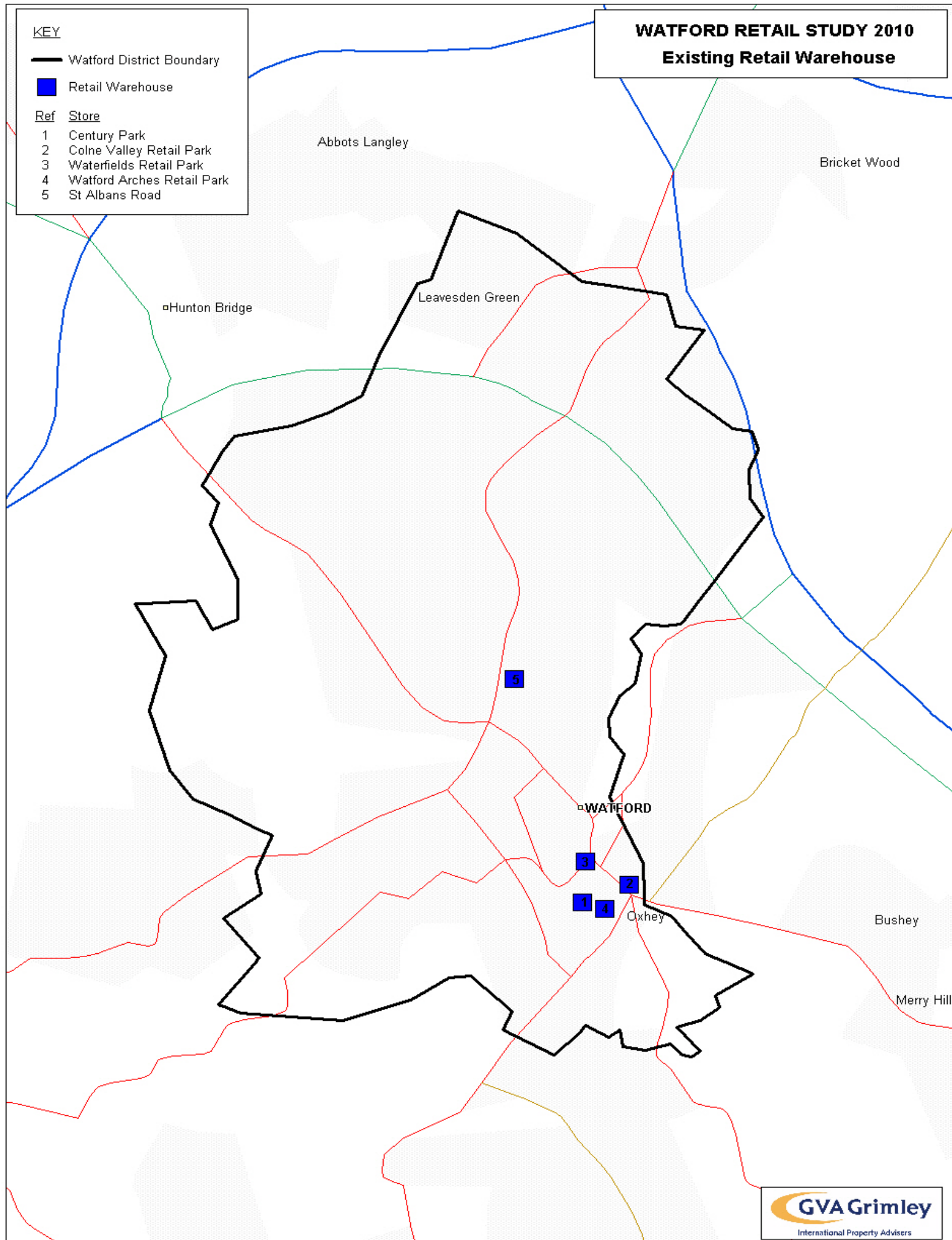
KEY

— Watford District Boundary

■ Retail Warehouse

Ref Store

- | Ref | Store |
|-----|----------------------------|
| 1 | Century Park |
| 2 | Colne Valley Retail Park |
| 3 | Waterfields Retail Park |
| 4 | Watford Arches Retail Park |
| 5 | St Albans Road |

WATFORD RETAIL STUDY 2010**Existing Retail Warehouse**

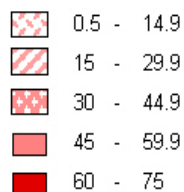
PLAN 13

WATFORD RETAIL WAREHOUSING COMPARISON GOODS MARKET SHARE

KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



WATFORD RETAIL STUDY 2010
Watford Retail Parks Comparison
Goods Market Share

