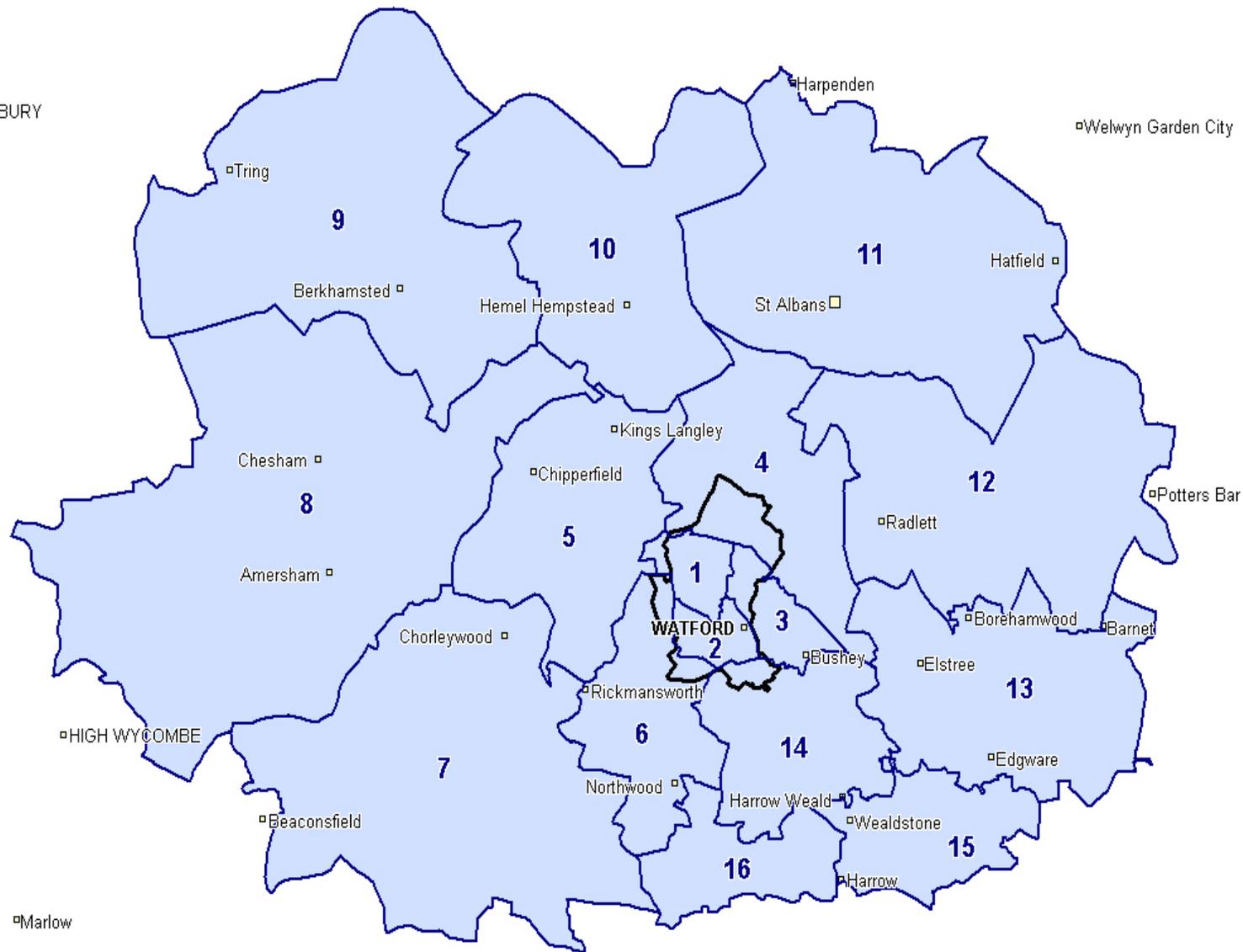

PLAN 1

WATFORD RETAIL STUDY TELEPHONE SURVEY AREA

WATFORD RETAIL STUDY 2010
Study Area & Household Telephone Survey Zones



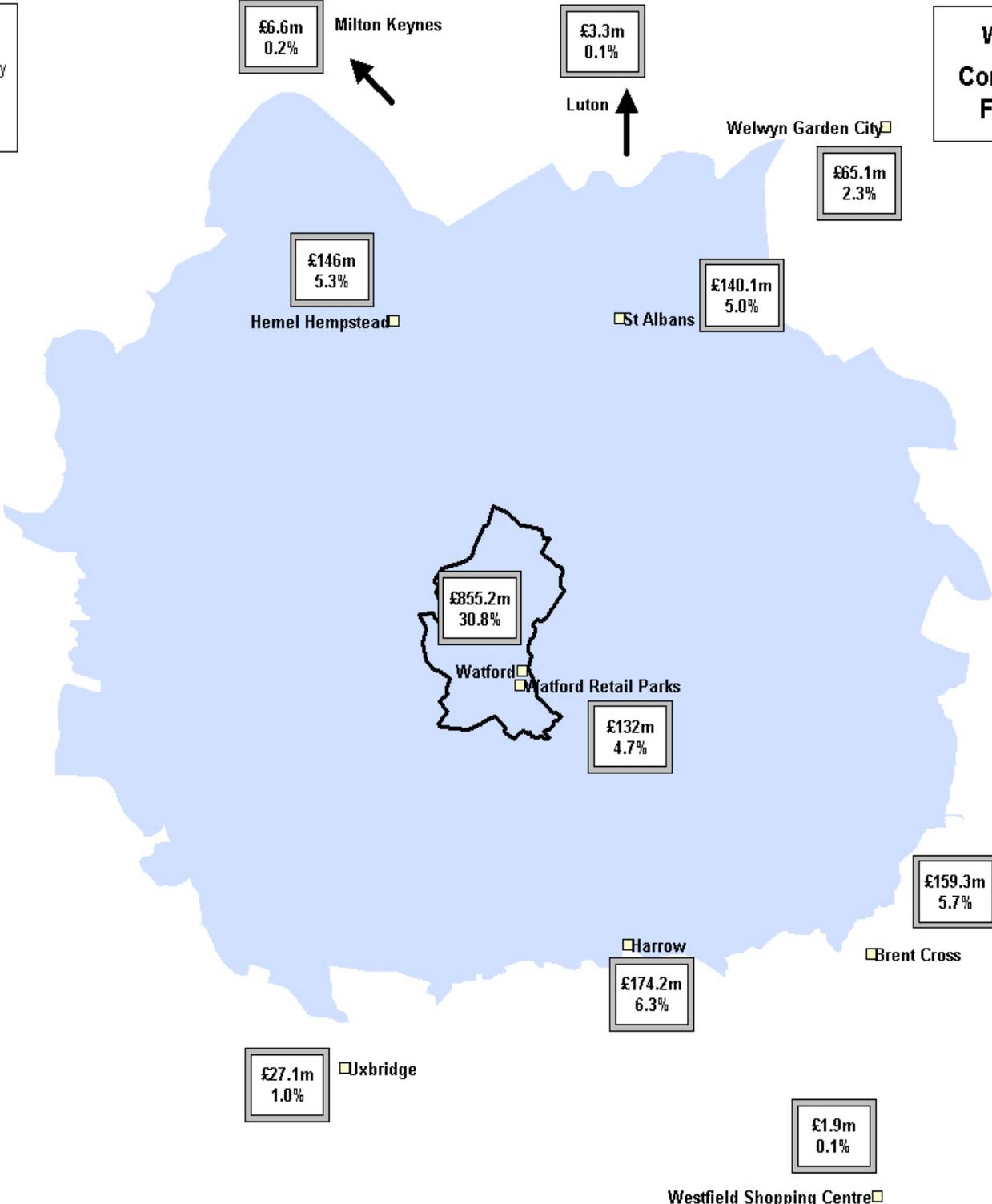
PLAN 2

COMPARISON GOODS EXPENDITURE FLOWS TO COMPETING CENTRES

WATFORD RETAIL STUDY 2010
Comparison Goods Expenditure
Flows to Competing Centres

KEY

- Watford District Boundary
- Study Area



PLAN 3

WATFORD COMPARISON GOODS MARKET SHARE

KEY

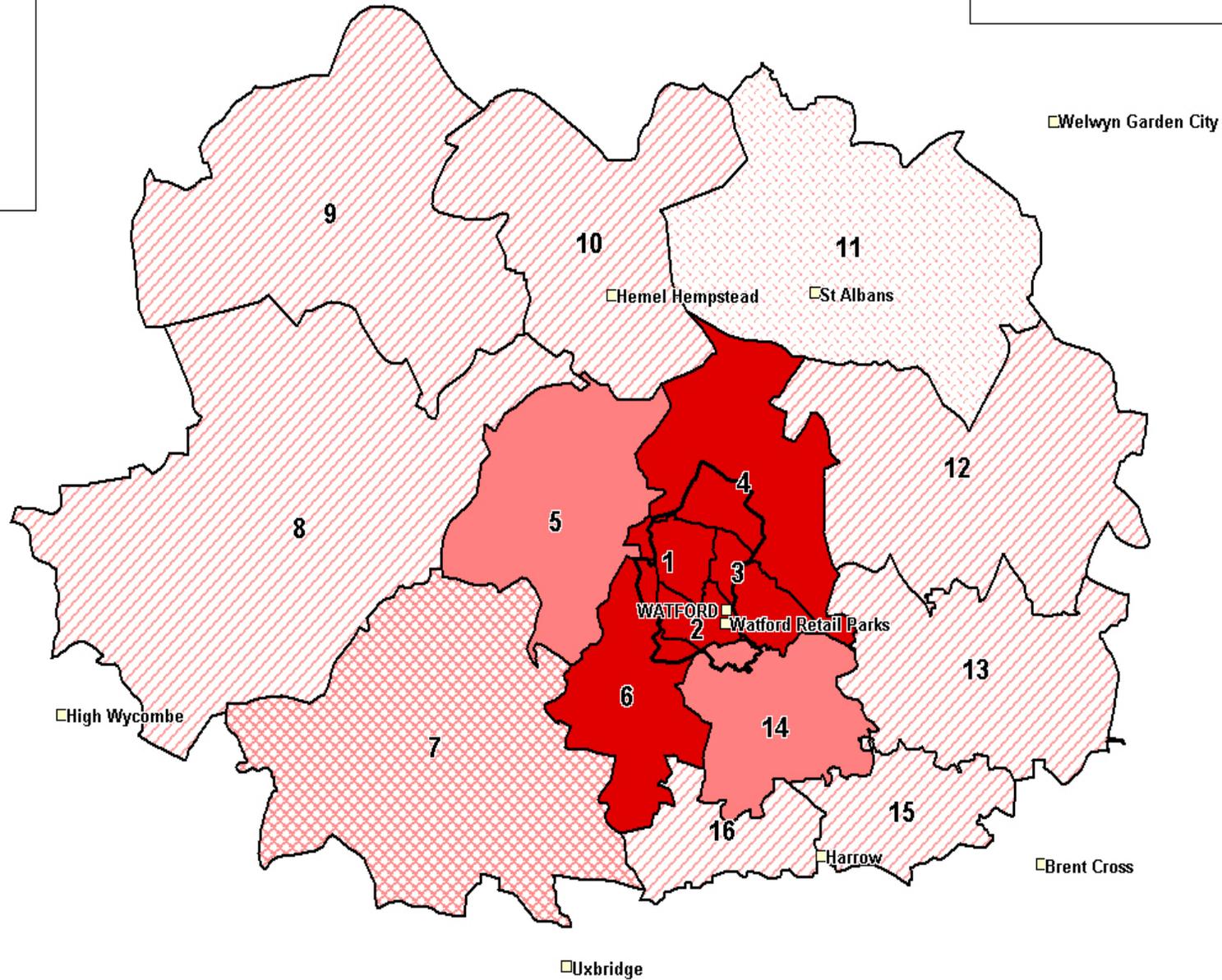
Watford District Boundary

Comparison Goods
Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75

WATFORD RETAIL STUDY 2010

**Watford Comparison Goods
Market Share**



PLAN 4

HEMEL HEMPSTEAD COMPARISON GOODS MARKET SHARE

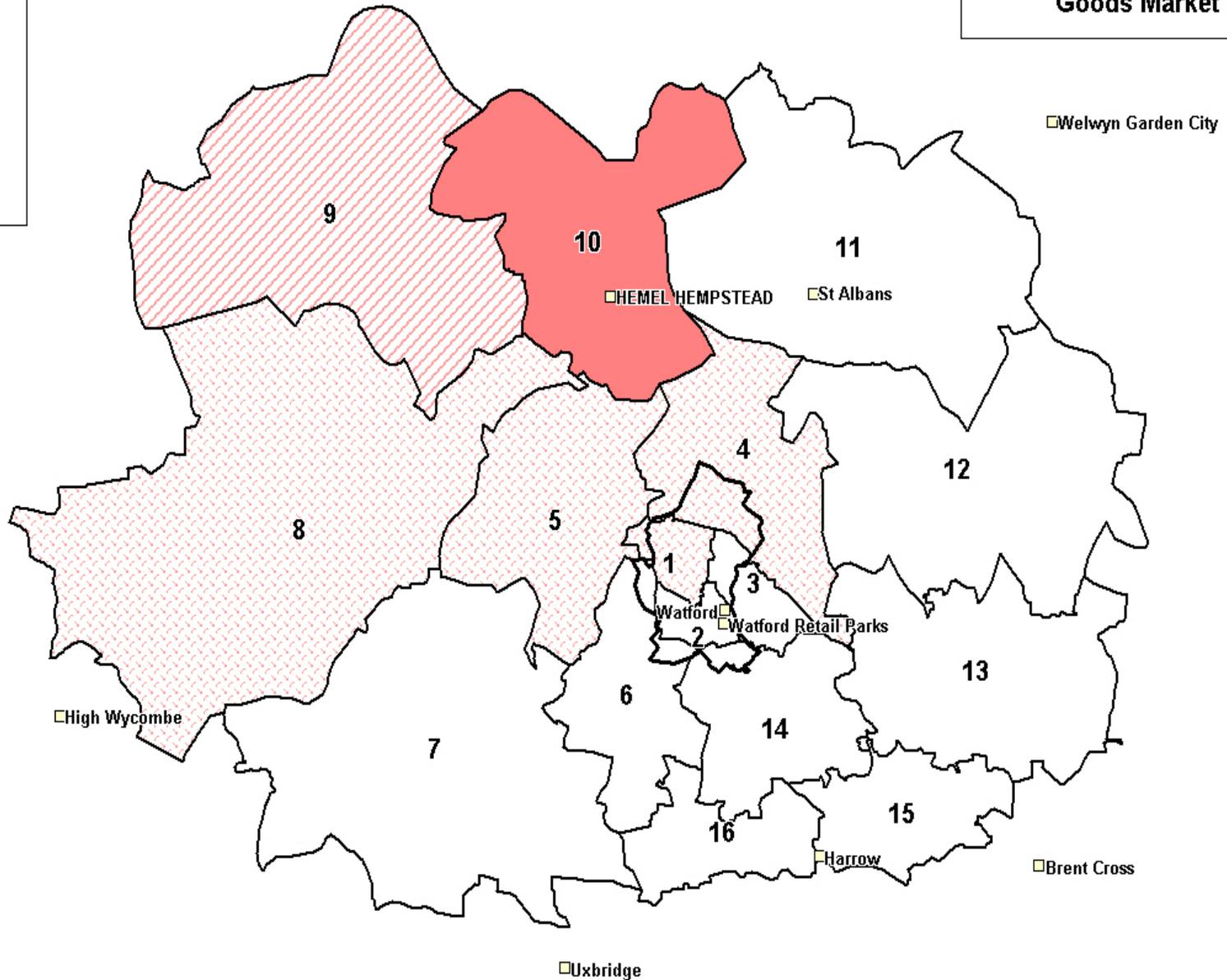
WATFORD RETAIL STUDY 2010
Hemel Hempstead Comparison
Goods Market Share

KEY

— Watford District Boundary

Comparison Goods
 Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75



London

PLAN 5

HARROW COMPARISON GOODS MARKET SHARE

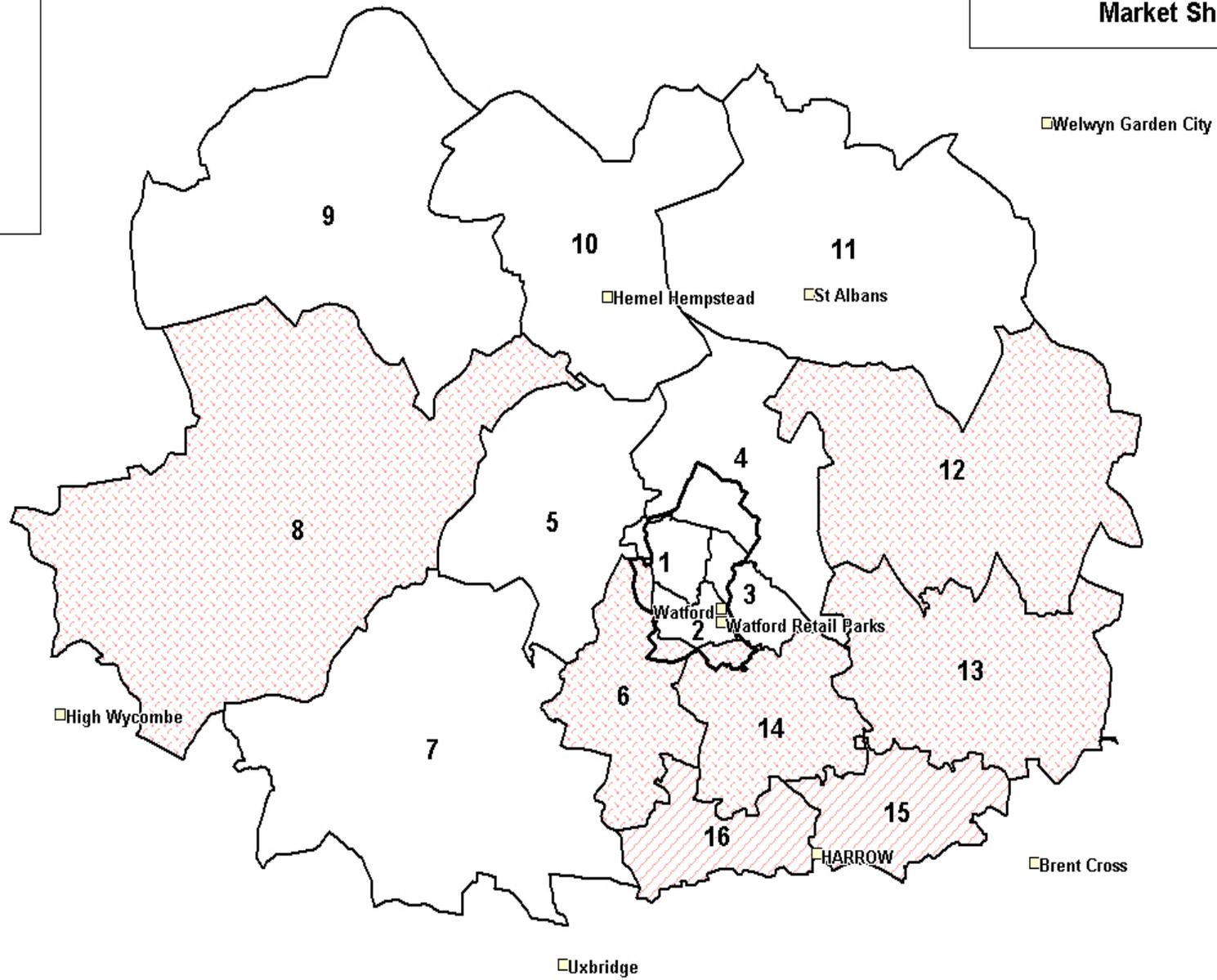
WATFORD RETAIL STUDY 2010
Harrow Comparison Goods
Market Share

KEY

— Watford District Boundary

Comparison Goods
 Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75



□ London

PLAN 6

ST ALBANS COMPARISON GOODS MARKET SHARE

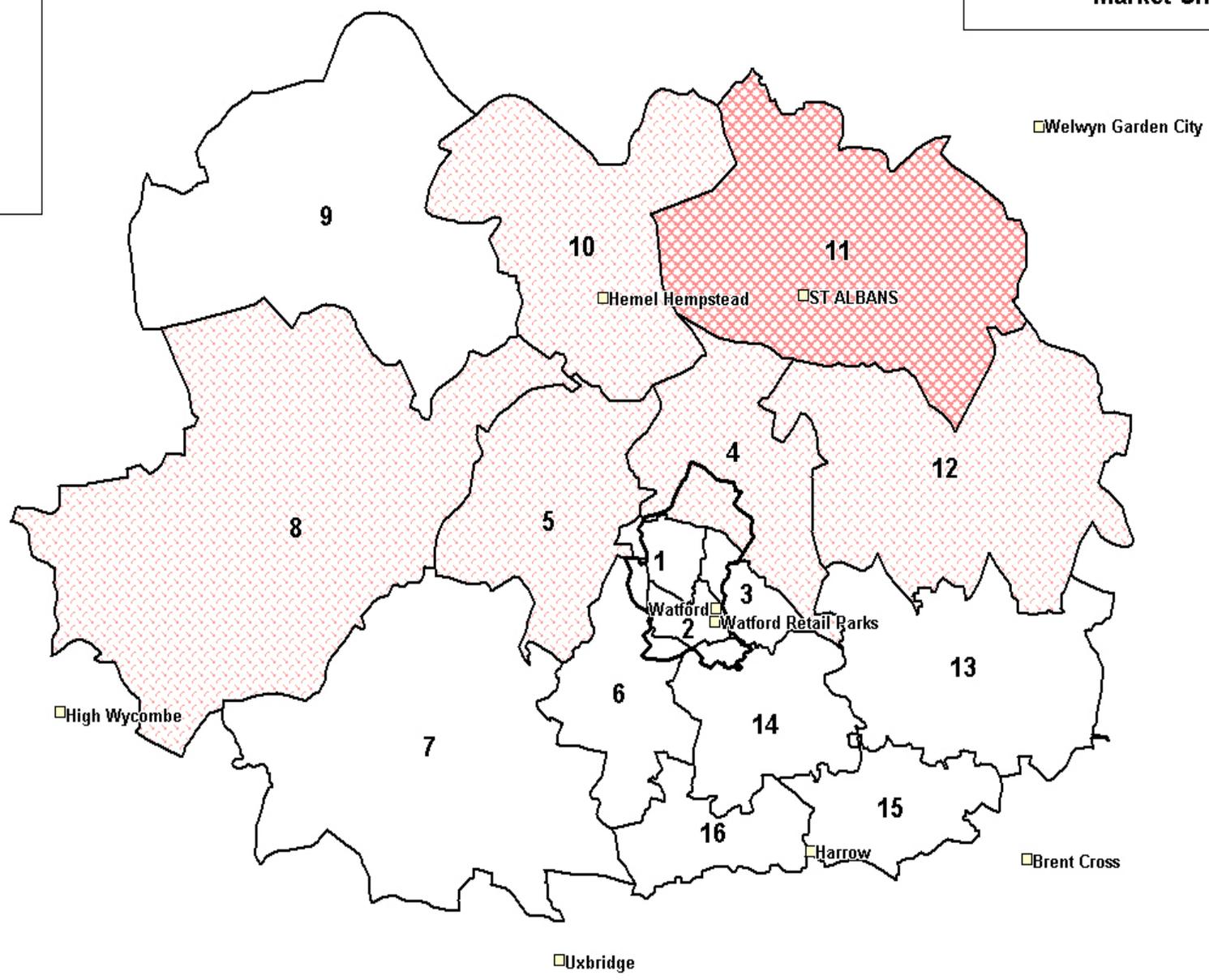
WATFORD RETAIL STUDY 2010
St Albans Comparison Goods
Market Share

KEY

— Watford District Boundary

Comparison Goods Market Share (%)

	0.5 - 14.9
	15 - 29.9
	30 - 44.9
	45 - 59.9
	60 - 75



□ London

KEY

— Watford District Boundary

Comparison Goods
Market Share (%)

- 0.5 - 14.9
- 15 - 29.9
- 30 - 44.9
- 45 - 59.9
- 60 - 75

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

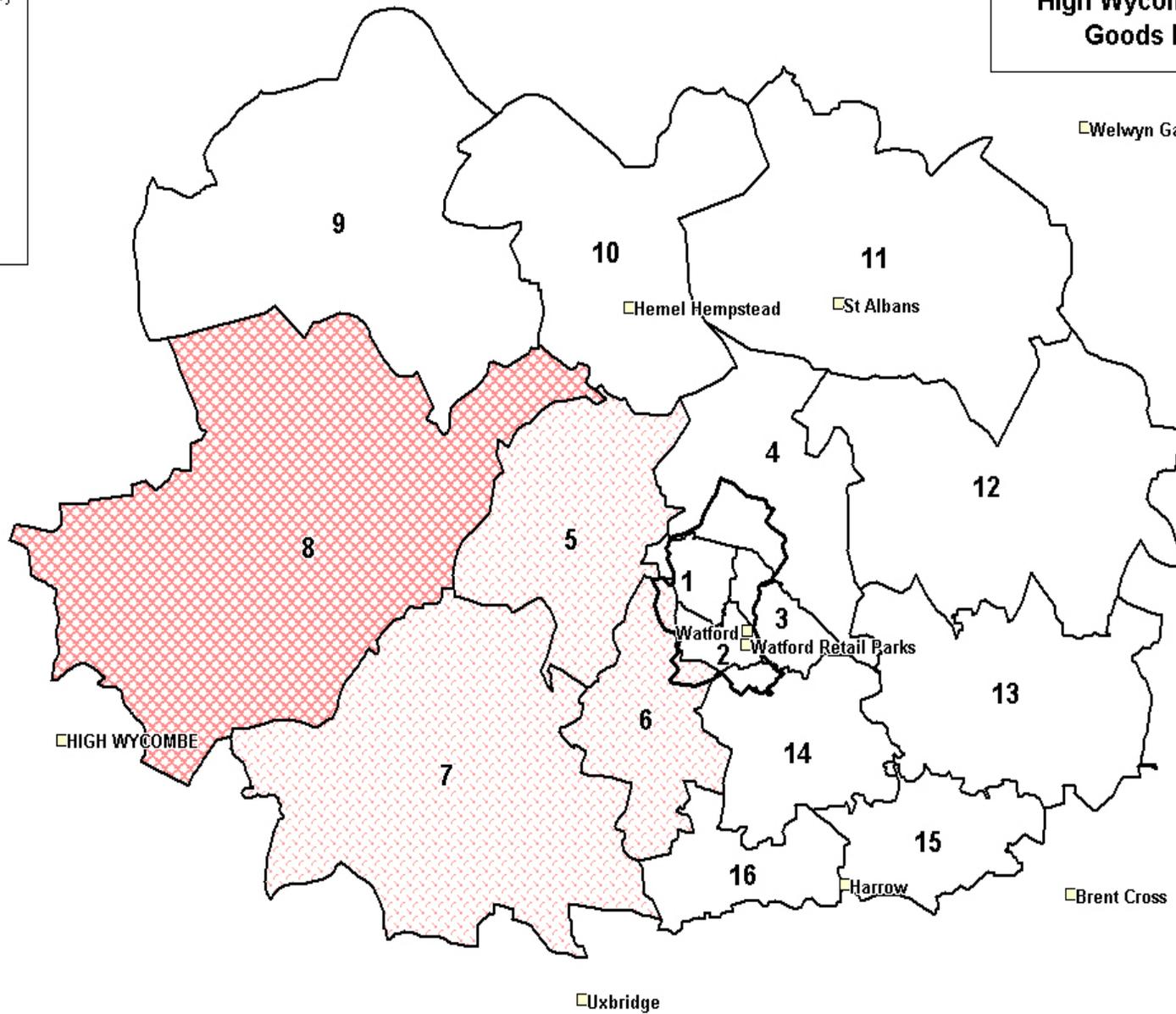
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75

WATFORD RETAIL STUDY 2010
High Wycombe Comparison
Goods Market Share



PLAN 9

WELWYN GARDEN CITY COMPARISON GOODS MARKET SHARE

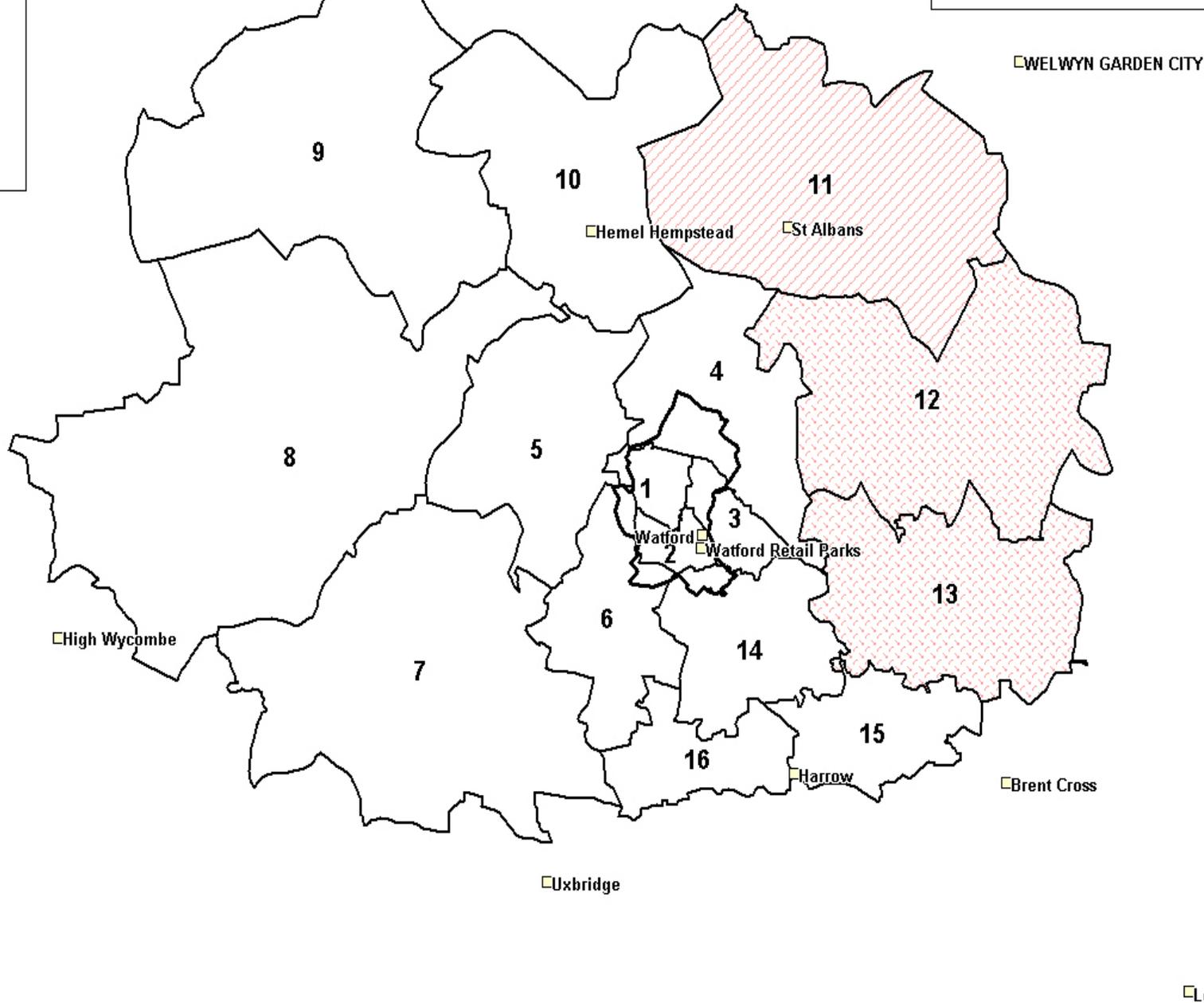
KEY

— Watford District Boundary

Comparison Goods
Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75

WATFORD RETAIL STUDY 2010
Welwyn Garden City Comparison
Goods Market Share



PLAN 10

CENTRAL LONDON COMPARISON GOODS MARKET SHARE

WATFORD RETAIL STUDY 2010
Central London Comparison
Goods Market Share

KEY

— Watford District Boundary

Comparison Goods
 Market Share (%)

-  0.5 - 14.9
-  15 - 29.9
-  30 - 44.9
-  45 - 59.9
-  60 - 75



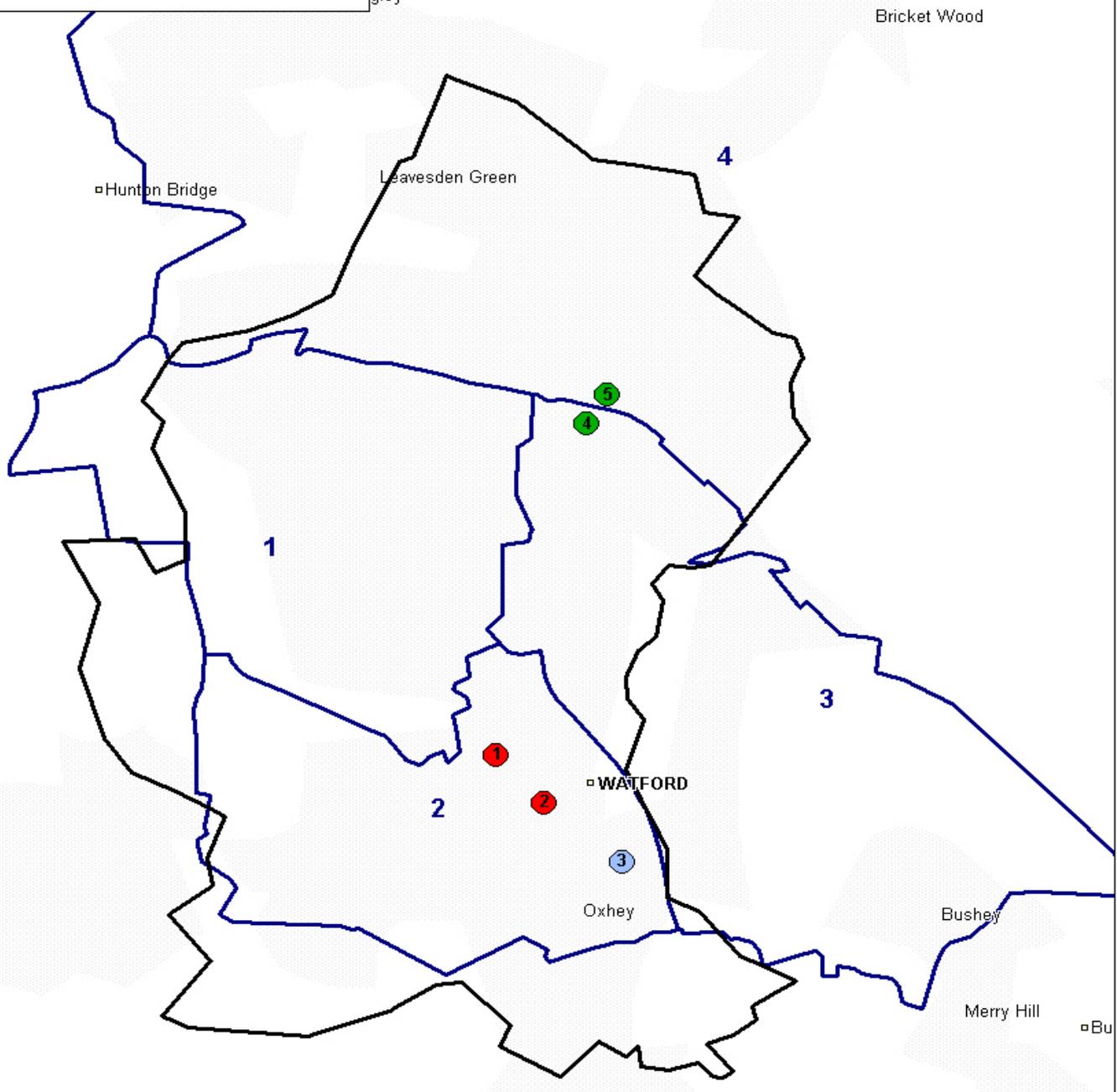
PLAN 11

WATFORD FOODSTORES AND COMPETING PROVISION

WATFORD RETAIL STUDY 2010
Existing Foodstores

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



PLAN 12

WATFORD RETAIL WAREHOUSING AND COMPETING PROVISION

WATFORD RETAIL STUDY 2010

Existing Retail Warehouse

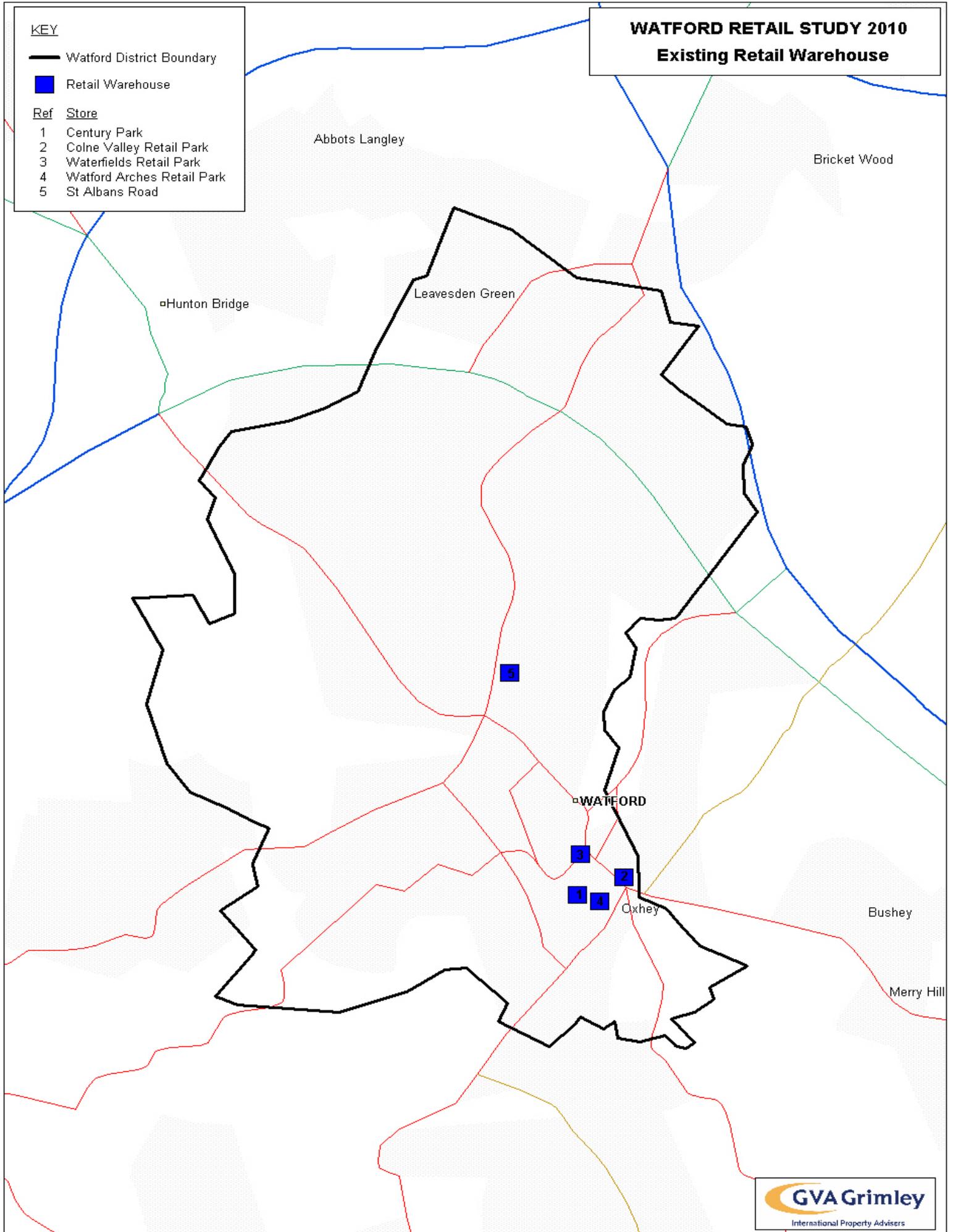
KEY

— Watford District Boundary

■ Retail Warehouse

Ref Store

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



PLAN 13

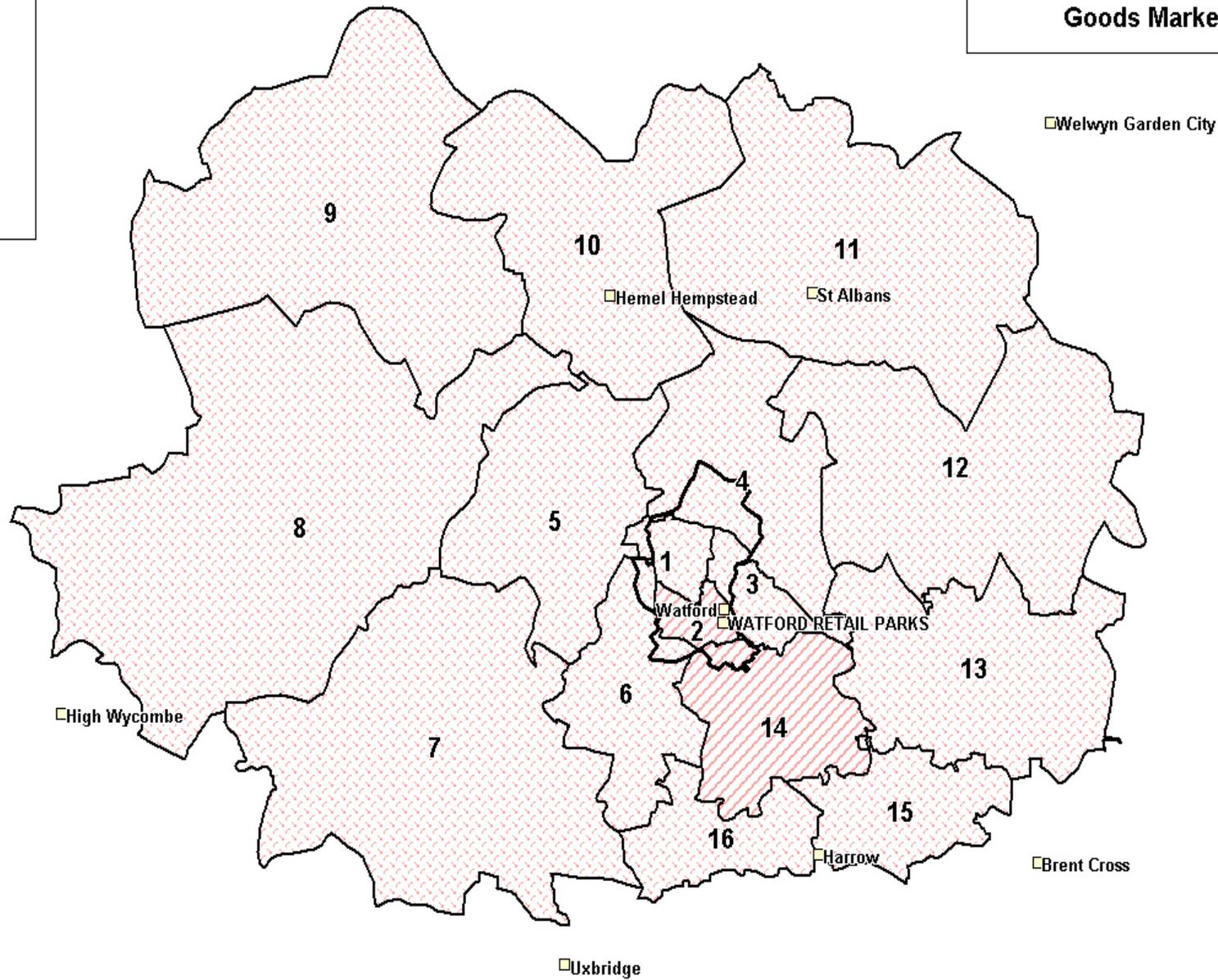
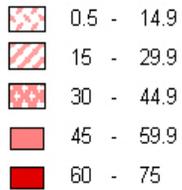
WATFORD RETAIL WAREHOUSING COMPARISON GOODS MARKET SHARE

WATFORD RETAIL STUDY 2010
Watford Retail Parks Comparison
Goods Market Share

KEY

— Watford District Boundary

Comparison Goods
Market Share (%)



□ London