



Brent Retail & Town Centres Evidence Base:

Brent Retail & Leisure Study 2018 (Document A) | Volume 3 of 5 - Appendices

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urban shape

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Appendix 1 | Comparison goods need tables

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 1, Table 1 - Population projections

Year	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total
	persons	persons	persons	persons	persons	persons	persons	persons	persons	persons
Population projection 2018	89,725	59,628	57,223	70,027	56,924	62,319	124,821	107,419	59,687	687,773
Population projection 2023	99,067	65,287	59,149	77,996	59,352	65,815	126,967	119,354	63,772	736,759
Population projection 2028	111,745	68,586	59,955	81,045	62,035	72,875	126,867	132,970	65,935	782,013
Population projection 2033	123,191	71,333	61,900	82,843	62,851	77,638	126,991	144,973	67,586	819,306
Population projection 2041	126,738	75,390	64,463	86,960	63,426	82,509	130,509	154,101	69,061	853,157
Population growth, 2018-28	22,020	8,958	2,732	11,018	5,111	10,556	2,046	25,551	6,248	94,240
Population growth, 2018-33	33,466	11,705	4,677	12,816	5,927	15,319	2,170	37,554	7,899	131,533
Population growth, 2018-41	37,013	15,762	7,240	16,933	6,502	20,190	5,688	46,682	9,374	165,384

Source: 2018 population sourced from Experian Micromarketer.

Forecast year populations are calculated by applying ward-based population growth rates (source: GLA) for all wards which fall wholly/partially within each zone to 2018 Experian data. Wards where under 5% of population falls within zone excluded.

Appendix 1, Table 2 - Per capita expenditure on comparison goods

Year	Per capita expenditure £	Per capita expenditure growth rates:
2016	2,963	2016-17 5.00%
2018	3,183	2017-18 2.30%
2023	3,604	2018-19 0.90%
2028	4,218	2019-20 2.10%
2033	4,938	2020 onwards 3.20% per annum
2041	6,353	

Source: Base year (2016) per capita expenditure sourced from Experian Micromarketer.

Growth rates shown in table applied to base year Experian figure. Source: Experian Retail Planner, December 2017, Figure 1b

Appendix 1, Table 3 - Total comparison goods spend

Year	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total
2018										
Total comparison goods expenditure (£m)	285.57	189.78	182.12	222.88	181.17	198.34	397.27	341.88	189.97	2,188.98
SFT (%)	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	24.1%	
SFT (£m)	68.91	45.80	43.95	53.78	43.72	47.86	95.87	82.50	45.84	528.25
Residual comparison goods expenditure (£m)	216.65	143.98	138.17	169.09	137.45	150.48	301.40	259.38	144.12	1,660.73
2023										
Total comparison goods expenditure (£m)	357.01	235.28	213.16	281.08	213.89	237.18	457.56	430.12	229.82	2,655.08
SFT (%)	26.1%	26.1%	26.1%	26.1%	26.1%	26.1%	26.1%	26.1%	26.1%	
SFT (£m)	93.29	61.48	55.70	73.45	55.89	61.98	119.57	112.40	60.06	693.83
Residual comparison goods expenditure (£m)	263.72	173.79	157.45	207.63	158.00	175.20	337.99	317.72	169.76	1,961.25
2028										
Total comparison goods expenditure (£m)	471.39	289.33	252.92	341.88	261.69	307.42	535.18	560.92	278.14	3,298.87
SFT (%)	26.3%	26.3%	26.3%	26.3%	26.3%	26.3%	26.3%	26.3%	26.3%	
SFT (£m)	124.13	76.19	66.60	90.02	68.91	80.95	140.92	147.70	73.24	868.66
Residual comparison goods expenditure (£m)	347.26	213.14	186.32	251.86	192.78	226.47	394.26	413.22	204.90	2,430.21
2033										
Total comparison goods expenditure (£m)	608.31	352.24	305.66	409.08	310.36	383.38	627.08	715.87	333.74	4,045.72
SFT (%)	26.6%	26.6%	26.6%	26.6%	26.6%	26.6%	26.6%	26.6%	26.6%	
SFT (£m)	162.01	93.81	81.40	108.95	82.65	102.10	167.00	190.65	88.88	1,077.46
Residual comparison goods expenditure (£m)	446.31	258.43	224.26	300.13	227.70	281.27	460.07	525.22	244.86	2,968.26
2041										
Total comparison goods expenditure (£m)	805.18	478.96	409.54	552.47	402.95	524.19	829.14	979.02	438.76	5,420.21
SFT (%)	26.7%	26.7%	26.7%	26.7%	26.7%	26.7%	26.7%	26.7%	26.7%	
SFT (£m)	215.24	128.04	109.48	147.69	107.72	140.13	221.65	261.71	117.29	1,448.94
Residual comparison goods expenditure (£m)	589.94	350.92	300.06	404.78	295.23	384.06	607.49	717.31	321.47	3,971.28
Expenditure growth, 2018-28 (£m)	130.61	69.16	48.14	82.77	55.33	75.99	92.86	153.84	60.78	769.48
Expenditure growth, 2018-33 (£m)	229.65	114.45	86.09	131.04	90.25	130.80	158.67	265.84	100.74	1,307.53
Expenditure growth, 2018-41 (£m)	373.29	206.94	161.89	235.69	157.78	233.58	306.10	457.93	177.34	2,310.54

Source: Table 1, Table 2

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 4 - Comparison goods market shares, 2018

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
		Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd
		%	%	%	%	%	%	%	%	%
Zone	Major Centres									
1	Wembley town centre	11.7%	1.1%	0.4%	0.5%	3.5%	0.0%	0.1%	4.2%	2.7%
7	Kilburn town centre	1.1%	0.0%	0.0%	0.0%	0.1%	9.6%	23.6%	4.4%	0.0%
	District centres									
1	Wembley Park	5.8%	3.4%	0.2%	0.9%	1.4%	1.6%	0.6%	0.9%	0.8%
	<i>of which, Wembley Park district centre</i>	3.9%	1.1%	0.0%	0.3%	0.6%	1.2%	0.1%	0.0%	0.4%
	<i>of which, London Designer Outlet</i>	1.9%	2.2%	0.2%	0.5%	0.8%	0.3%	0.5%	0.8%	0.4%
1	Ealing Road district centre	0.3%	0.7%	0.1%	2.1%	0.1%	0.0%	0.0%	0.1%	0.6%
2	Kenton district centre	1.5%	2.9%	0.9%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%
2	Kingsbury district centre	0.5%	5.7%	1.2%	2.0%	2.9%	0.1%	1.8%	0.0%	0.0%
2	Preston Road district centre	2.0%	0.5%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%
3	Burnt Oak district centre	0.0%	0.2%	1.8%	1.5%	0.3%	0.1%	0.3%	0.6%	0.4%
4	Colindale / The Hyde district centre	1.1%	2.5%	1.3%	2.4%	0.7%	0.1%	0.0%	0.0%	0.5%
5	Neasden district centre	0.0%	0.0%	0.0%	1.1%	2.0%	1.9%	0.1%	0.1%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	0.9%	3.3%	7.4%	0.6%	1.2%	0.0%
8	Harlesden district centre	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	9.3%	0.0%
8	Willesden Green district centre	0.0%	0.1%	0.0%	0.0%	1.3%	2.3%	0.9%	4.0%	0.0%
	Local centres									
1	Sudbury local centre	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%
7	Queens Park local centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	6.4%	0.7%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
	Sub-total - LB Brent town, district and local centres	24.3%	17.2%	5.9%	12.3%	16.2%	23.2%	35.3%	27.5%	4.8%
	Other destinations in Brent									
	Colindale Asda & retail warehousing	0.0%	1.6%	3.4%	2.9%	1.5%	0.5%	0.6%	0.0%	0.0%
	Cricklewood retail warehousing	0.1%	0.4%	0.0%	0.9%	1.9%	3.4%	2.6%	1.8%	0.2%
	Wembley Asda & retail warehousing	9.9%	2.4%	0.3%	0.2%	7.9%	2.4%	1.3%	2.9%	0.9%
	Tesco Extra, Brent Park	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	0.0%
	Ikea, Brent Park	0.7%	0.5%	0.3%	0.3%	2.6%	1.7%	0.7%	0.7%	2.2%
	Sainsbury's, Alperton	1.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	2.1%
	Currys PC World, Alperton	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%
	Sub-total - other destinations in Brent	14.1%	4.9%	4.0%	4.3%	14.7%	8.0%	5.1%	6.3%	8.2%
	Total for Brent	38.4%	22.0%	10.0%	16.6%	31.0%	31.2%	40.4%	33.9%	13.0%
	Locations outside LB Brent									
3	Brent Cross & Staples Corner	12.5%	27.2%	29.4%	59.9%	49.7%	52.2%	17.7%	38.9%	9.7%
	<i>of which, Brent Cross Shopping Centre</i>	10.2%	22.9%	25.6%	44.8%	32.6%	35.7%	11.4%	25.7%	9.2%
	<i>of which, Brent South Shopping Park</i>	1.4%	0.8%	1.2%	4.7%	4.6%	2.1%	0.2%	7.3%	0.0%
	<i>of which, Staples Corner Retail Park</i>	0.8%	3.5%	2.6%	10.2%	11.3%	13.7%	6.1%	5.5%	0.5%
	<i>of which, Tesco, Hendon Way</i>	0.0%	0.0%	0.0%	0.2%	1.1%	0.7%	0.0%	0.3%	0.0%
-	Harrow	25.1%	29.5%	16.6%	2.2%	4.5%	0.4%	0.4%	0.8%	8.0%
-	Central London	7.1%	2.8%	2.7%	5.8%	7.3%	11.8%	29.4%	9.2%	3.0%
	<i>of which, West End / Oxford Street</i>	4.6%	2.3%	2.6%	4.4%	6.0%	10.5%	26.3%	7.0%	3.0%
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	2.5%	0.5%	0.2%	1.5%	1.3%	1.3%	3.1%	2.1%	0.0%
-	Shepherd's Bush (including Westfield London)	6.2%	0.0%	0.2%	0.4%	1.4%	0.9%	4.4%	9.9%	15.5%
9	Greenford (town centre, foodstores & retail parks)	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	18.3%
-	Edgware (town centre)	0.2%	2.7%	21.0%	3.0%	0.0%	0.0%	0.1%	0.0%	0.2%
-	Watford (town centre, foodstores & retail parks)	1.6%	7.6%	9.4%	1.0%	0.3%	0.0%	0.0%	0.1%	0.0%
-	Ealing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	11.9%
-	South Ruislip (town centre, foodstores & retail parks)	2.7%	2.2%	1.1%	0.0%	0.0%	0.0%	0.2%	0.4%	8.3%
-	B&Q, Honeypot Lane, Stanmore	1.5%	3.0%	2.9%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%
	Sub-total - locations outside LB Brent	57.5%	75.0%	83.4%	73.3%	63.7%	65.4%	52.2%	60.9%	75.0%
	Other	4.0%	3.0%	6.6%	10.2%	5.3%	3.4%	7.4%	5.2%	12.0%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: composite market shares derived from NEMS Household Survey results

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 5a - Comparison goods spending patterns, 2018

	Zone 1 <i>Wembley</i>	Zone 2 <i>Kenton</i>	Zone 3 <i>Burnt Oak</i>	Zone 4 <i>Colindale</i>	Zone 5 <i>Neasden</i>	Zone 6 <i>Crick'wd</i>	Zone 7 <i>Kilburn</i>	Zone 8 <i>Harlesden</i>	Zone 9 <i>Greenf'd</i>	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available comparison spend, 2018	216.65	143.98	138.17	169.09	137.45	150.48	301.40	259.38	144.12	1,660.73	
Zone 1 Major Centres											
1	Wembley town centre	25.31	1.55	0.53	0.86	4.80	0.00	0.31	10.87	3.86	48.11
7	Kilburn town centre	2.45	0.00	0.00	0.00	0.19	14.41	71.02	11.53	0.00	99.60
Zone 1 District centres											
1	Wembley Park	12.54	4.85	0.26	1.48	1.98	2.34	1.84	2.26	1.17	28.72
	<i>of which, Wembley Park district centre</i>	8.45	1.62	0.00	0.56	0.83	1.86	0.31	0.07	0.57	14.27
	<i>of which, London Designer Outlet</i>	4.09	3.23	0.26	0.92	1.15	0.48	1.53	2.19	0.60	14.45
1	Ealing Road district centre	0.74	0.95	0.16	3.55	0.10	0.00	0.00	0.21	0.84	6.55
2	Kenton district centre	3.26	4.23	1.22	0.28	0.00	0.00	0.21	0.00	0.00	9.20
2	Kingsbury district centre	1.04	8.15	1.70	3.37	3.99	0.08	5.32	0.00	0.00	23.66
2	Preston Road district centre	4.34	0.72	0.00	0.00	0.41	0.00	0.00	1.11	0.00	6.57
3	Burnt Oak district centre	0.00	0.27	2.50	2.47	0.44	0.22	0.89	1.52	0.51	8.82
4	Colindale / The Hyde district centre	2.43	3.63	1.84	4.12	0.89	0.13	0.00	0.04	0.00	13.09
5	Neasden district centre	0.00	0.00	0.00	1.80	2.78	2.83	0.31	0.26	0.06	8.05
6	Cricklewood district centre	0.00	0.00	0.00	1.52	4.51	11.09	1.91	3.19	0.00	22.21
8	Harlesden district centre	0.04	0.19	0.00	1.10	0.00	0.00	0.00	24.24	0.02	25.59
8	Willesden Green district centre	0.00	0.14	0.00	0.05	1.83	3.51	2.73	10.41	0.00	18.67
Zone 1 Local centres											
1	Sudbury local centre	0.36	0.00	0.00	0.14	0.00	0.00	0.00	0.42	0.48	1.40
7	Queens Park local centre	0.11	0.00	0.00	0.00	0.00	0.32	19.17	1.69	0.00	21.29
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.00	0.00	2.55	3.38	0.00	5.93
8	Church End local centre	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.31	0.00	0.73
Sub-total - LB Brent town, district and local centres											
		52.63	24.69	8.21	20.74	22.33	34.94	106.26	71.44	6.94	348.19
Other destinations in Brent											
	Colindale Asda & retail warehousing	0.00	2.28	4.72	4.98	2.07	0.72	1.70	0.00	0.03	16.49
	Cricklewood retail warehousing	0.23	0.58	0.00	1.44	2.60	5.10	7.87	4.57	0.27	22.67
	Wembley Asda & retail warehousing	21.47	3.39	0.46	0.25	10.80	3.66	3.91	7.62	1.30	52.86
	Tesco Extra, Brent Park	1.73	0.00	0.00	0.00	1.04	0.00	0.00	1.67	0.00	4.43
	Ikea, Brent Park	1.44	0.74	0.40	0.59	3.61	2.53	2.01	1.69	3.17	16.19
	Sainbury's, Alperton	2.81	0.00	0.00	0.00	0.12	0.00	0.00	0.16	3.04	6.13
	Currys PC World, Alperton	2.99	0.00	0.00	0.00	0.00	0.00	0.00	0.69	4.03	7.71
Sub-total - other destinations in Brent											
		30.66	6.99	5.59	7.27	20.24	12.01	15.49	16.40	11.83	126.47
Total for Brent											
		83.28	31.68	13.80	28.01	42.57	46.95	121.75	87.84	18.77	474.66
Locations outside LB Brent											
3	Brent Cross & Staples Corner	27.05	39.14	40.66	101.32	68.28	78.58	53.39	100.81	13.98	523.20
	<i>of which, Brent Cross Shopping Centre</i>	22.16	32.90	35.41	75.73	44.87	53.79	34.48	66.79	13.31	379.44
	<i>of which, Brent South Shopping Park</i>	3.09	1.17	1.64	7.99	6.32	3.12	0.50	18.92	0.00	42.75
	<i>of which, Staples Corner Retail Park</i>	1.79	5.07	3.61	17.32	15.53	20.58	18.42	14.21	0.67	97.20
	<i>of which, Tesco, Hendon Way</i>	0.00	0.00	0.00	0.28	1.56	1.08	0.00	0.89	0.00	3.81
-	Harrow	54.43	42.53	22.95	3.75	6.14	0.67	1.17	1.98	11.60	145.23
-	Central London	15.34	3.98	3.79	9.84	10.10	17.80	88.47	23.79	4.33	177.44
	<i>of which, West End / Oxford Street</i>	10.01	3.32	3.57	7.37	8.26	15.85	79.25	18.23	4.33	150.19
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	5.33	0.66	0.22	2.47	1.84	1.96	9.23	5.56	0.00	27.25
-	Shepherd's Bush (including Westfield London)	13.42	0.00	0.22	0.68	1.92	1.40	13.24	25.65	22.31	78.85
9	Greenford (town centre, foodstores & retail parks)	1.46	0.00	0.00	0.00	0.19	0.00	0.15	0.49	26.34	28.63
-	Edgware (town centre)	0.44	3.92	29.06	5.12	0.00	0.00	0.29	0.07	0.34	39.24
-	Watford (town centre, foodstores & retail parks)	3.39	10.91	13.01	1.62	0.37	0.02	0.00	0.33	0.00	29.66
-	Ealing	0.04	0.00	0.00	0.00	0.00	0.00	0.00	3.71	17.16	20.92
-	South Ruislip (town centre, foodstores & retail parks)	5.85	3.17	1.47	0.00	0.02	0.00	0.48	1.14	11.97	24.11
-	B&Q, Honeypot Lane, Stanmore	3.24	4.32	4.05	1.58	0.61	0.00	0.00	0.00	0.07	13.87
Sub-total - locations outside LB Brent											
		124.66	107.97	115.21	123.91	87.62	98.48	157.21	157.98	108.10	1,081.14
	Other	8.71	4.33	9.17	17.17	7.26	5.05	22.44	13.56	17.25	104.93
Total											
		216.65	143.98	138.17	169.09	137.45	150.48	301.40	259.38	144.12	1,660.73

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 1, Table 5b - Comparison goods spending patterns, 2023

	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available comparison spend, 2023	263.72	173.79	157.45	207.63	158.00	175.20	337.99	317.72	169.76	1,961.25	
Zone 1 Major Centres											
1	Wembley town centre	30.81	1.88	0.60	1.06	5.52	0.00	0.35	13.32	4.55	58.09
7	Kilburn town centre	2.98	0.00	0.00	0.00	0.22	16.77	79.65	14.12	0.00	113.74
Zone 1 District centres											
1	Wembley Park	15.26	5.86	0.30	1.82	2.27	2.72	2.07	2.77	1.38	34.44
	<i>of which, Wembley Park district centre</i>	10.28	1.96	0.00	0.69	0.95	2.16	0.35	0.08	0.67	17.15
	<i>of which, London Designer Outlet</i>	4.98	3.90	0.30	1.13	1.32	0.56	1.72	2.68	0.71	17.29
1	Ealing Road district centre	0.90	1.15	0.18	4.36	0.12	0.00	0.00	0.26	0.99	7.95
2	Kenton district centre	3.97	5.11	1.39	0.34	0.00	0.00	0.23	0.00	0.00	11.05
2	Kingsbury district centre	1.27	9.84	1.94	4.14	4.59	0.09	5.97	0.00	0.00	27.83
2	Preston Road district centre	5.28	0.87	0.00	0.00	0.47	0.00	0.00	1.35	0.00	7.97
3	Burnt Oak district centre	0.00	0.33	2.85	3.04	0.50	0.26	1.00	1.86	0.60	10.43
4	Colindale / The Hyde district centre	2.96	4.38	2.09	5.06	1.03	0.16	0.00	0.05	0.00	15.73
5	Neasden district centre	0.00	0.00	0.00	2.21	3.19	3.30	0.35	0.32	0.07	9.45
6	Cricklewood district centre	0.00	0.00	0.00	1.86	5.19	12.91	2.14	3.91	0.00	26.00
8	Harlesden district centre	0.05	0.23	0.00	1.35	0.00	0.00	0.00	29.69	0.02	31.34
8	Willesden Green district centre	0.00	0.17	0.00	0.06	2.10	4.09	3.06	12.75	0.00	22.23
Zone 1 Local centres											
1	Sudbury local centre	0.44	0.00	0.00	0.17	0.00	0.00	0.00	0.51	0.57	1.69
7	Queens Park local centre	0.14	0.00	0.00	0.00	0.00	0.38	21.49	2.07	0.00	24.08
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.00	0.00	2.86	4.14	0.00	6.99
8	Church End local centre	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.39	0.00	0.86
Sub-total - LB Brent town, district and local centres											
		64.06	29.81	9.36	25.47	25.67	40.68	119.16	87.50	8.18	409.88
Other destinations in Brent											
	Colindale Asda & retail warehousing	0.00	2.75	5.38	6.12	2.37	0.83	1.91	0.00	0.03	19.40
	Cricklewood retail warehousing	0.27	0.70	0.00	1.77	2.99	5.94	8.83	5.60	0.31	26.42
	Wembley Asda & retail warehousing	26.13	4.09	0.52	0.31	12.41	4.26	4.38	9.33	1.54	62.98
	Tesco Extra, Brent Park	2.10	0.00	0.00	0.00	1.19	0.00	0.00	2.04	0.00	5.33
	Ikea, Brent Park	1.75	0.89	0.46	0.73	4.15	2.95	2.26	2.08	3.73	18.99
	Sainbury's, Alperton	3.41	0.00	0.00	0.00	0.14	0.00	0.00	0.20	3.58	7.33
	Currys PC World, Alperton	3.64	0.00	0.00	0.00	0.00	0.00	0.00	0.84	4.74	9.23
Sub-total - other destinations in Brent											
		37.32	8.44	6.37	8.93	23.26	13.98	17.38	20.09	13.93	149.69
Total for Brent											
		101.38	38.24	15.73	34.40	48.93	54.66	136.53	107.59	22.11	559.57
Locations outside LB Brent											
3	Brent Cross & Staples Corner	32.92	47.24	46.33	124.41	78.49	91.49	59.88	123.48	16.46	620.70
	<i>of which, Brent Cross Shopping Centre</i>	26.97	39.71	40.35	92.99	51.58	62.63	38.66	81.81	15.68	450.39
	<i>of which, Brent South Shopping Park</i>	3.77	1.41	1.86	9.81	7.27	3.63	0.56	23.17	0.00	51.49
	<i>of which, Staples Corner Retail Park</i>	2.18	6.12	4.12	21.27	17.85	23.96	20.65	17.41	0.78	114.34
	<i>of which, Tesco, Hendon Way</i>	0.00	0.00	0.00	0.34	1.79	1.26	0.00	1.09	0.00	4.48
-	Harrow	66.25	51.33	26.16	4.61	7.05	0.78	1.31	2.43	13.67	173.59
-	Central London	18.67	4.80	4.32	12.08	11.61	20.73	99.21	29.14	5.10	205.67
	<i>of which, West End / Oxford Street</i>	12.19	4.01	4.07	9.05	9.50	18.45	88.87	22.33	5.10	173.56
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	6.48	0.79	0.25	3.03	2.11	2.28	10.35	6.81	0.00	32.11
-	Shepherd's Bush (including Westfield London)	16.34	0.00	0.25	0.84	2.20	1.63	14.85	31.42	26.28	93.82
9	Greenford (town centre, foodstores & retail parks)	1.77	0.00	0.00	0.00	0.22	0.00	0.17	0.60	31.03	33.78
-	Edgware (town centre)	0.54	4.73	33.11	6.29	0.00	0.00	0.33	0.08	0.40	45.49
-	Watford (town centre, foodstores & retail parks)	4.13	13.17	14.82	1.99	0.43	0.02	0.00	0.41	0.00	34.97
-	Ealing	0.05	0.00	0.00	0.00	0.00	0.00	0.00	4.55	20.22	24.81
-	South Ruislip (town centre, foodstores & retail parks)	7.12	3.83	1.68	0.00	0.02	0.00	0.54	1.40	14.10	28.69
-	B&Q, Honeypot Lane, Stanmore	3.94	5.22	4.62	1.94	0.70	0.00	0.00	0.00	0.08	16.50
Sub-total - locations outside LB Brent											
		151.74	130.33	131.28	152.15	100.72	114.65	176.29	193.51	127.33	1,278.01
	Other	10.60	5.22	10.45	21.08	8.34	5.88	25.16	16.61	20.32	123.67
Total											
		263.72	173.79	157.45	207.63	158.00	175.20	337.99	317.72	169.76	1,961.25

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 5c - Comparison goods spending patterns, 2028

	Zone 1 <i>Wembley</i>	Zone 2 <i>Kenton</i>	Zone 3 <i>Burnt Oak</i>	Zone 4 <i>Colindale</i>	Zone 5 <i>Neasden</i>	Zone 6 <i>Crick'wd</i>	Zone 7 <i>Kilburn</i>	Zone 8 <i>Harlesden</i>	Zone 9 <i>Greenf'd</i>	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available comparison spend, 2028	347.26	213.14	186.32	251.86	192.78	226.47	394.26	413.22	204.90	2,430.21	
Zone Major Centres											
1	Wembley town centre	40.58	2.30	0.71	1.28	6.74	0.00	0.41	17.32	5.49	74.83
7	Kilburn town centre	3.93	0.00	0.00	0.00	0.27	21.68	92.91	18.37	0.00	137.15
District centres											
1	Wembley Park	20.10	7.18	0.35	2.20	2.77	3.52	2.41	3.60	1.66	43.80
	<i>of which, Wembley Park district centre</i>	<i>13.54</i>	<i>2.40</i>	<i>0.00</i>	<i>0.84</i>	<i>1.16</i>	<i>2.80</i>	<i>0.41</i>	<i>0.11</i>	<i>0.81</i>	<i>22.07</i>
	<i>of which, London Designer Outlet</i>	<i>6.56</i>	<i>4.78</i>	<i>0.35</i>	<i>1.36</i>	<i>1.61</i>	<i>0.72</i>	<i>2.00</i>	<i>3.49</i>	<i>0.86</i>	<i>21.74</i>
1	Ealing Road district centre	1.18	1.41	0.21	5.29	0.14	0.00	0.00	0.33	1.20	9.77
2	Kenton district centre	5.22	6.27	1.65	0.42	0.00	0.00	0.27	0.00	0.00	13.83
2	Kingsbury district centre	1.67	12.07	2.30	5.02	5.60	0.12	6.96	0.00	0.00	33.73
2	Preston Road district centre	6.96	1.06	0.00	0.00	0.57	0.00	0.00	1.76	0.00	10.35
3	Burnt Oak district centre	0.00	0.40	3.37	3.68	0.61	0.34	1.16	2.42	0.72	12.70
4	Colindale / The Hyde district centre	3.89	5.38	2.48	6.14	1.25	0.20	0.00	0.06	0.00	19.41
5	Neasden district centre	0.00	0.00	0.00	2.68	3.90	4.27	0.41	0.42	0.09	11.76
6	Cricklewood district centre	0.00	0.00	0.00	2.26	6.33	16.69	2.49	5.08	0.00	32.85
8	Harlesden district centre	0.06	0.28	0.00	1.64	0.00	0.00	0.00	38.62	0.02	40.63
8	Willesden Green district centre	0.00	0.21	0.00	0.07	2.56	5.29	3.57	16.58	0.00	28.28
Local centres											
1	Sudbury local centre	0.58	0.00	0.00	0.21	0.00	0.00	0.00	0.67	0.68	2.14
7	Queens Park local centre	0.18	0.00	0.00	0.00	0.00	0.49	25.07	2.69	0.00	28.43
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.00	0.33	5.38	0.00	0.00	8.71
8	Church End local centre	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.50	0.00	1.08
Sub-total - LB Brent town, district and local centres											
		84.35	36.55	11.07	30.89	31.32	52.58	139.00	113.81	9.87	509.46
Other destinations in Brent											
	Colindale Asda & retail warehousing	0.00	3.37	6.37	7.42	2.90	1.08	2.23	0.00	0.04	23.40
	Cricklewood retail warehousing	0.36	0.86	0.00	2.15	3.65	7.68	10.30	7.28	0.38	32.66
	Wembley Asda & retail warehousing	34.41	5.02	0.62	0.38	15.15	5.51	5.11	12.14	1.85	80.18
	Tesco Extra, Brent Park	2.77	0.00	0.00	0.00	1.45	0.00	0.00	2.65	0.00	6.87
	Ikea, Brent Park	2.31	1.10	0.55	0.88	5.07	3.81	2.63	2.70	4.50	23.54
	Sainbury's, Alperton	4.50	0.00	0.00	0.00	0.17	0.00	0.00	0.26	4.32	9.24
	Currys PC World, Alperton	4.80	0.00	0.00	0.00	0.00	0.00	0.00	1.10	5.72	11.62
Sub-total - other destinations in Brent											
		49.14	10.35	7.54	10.83	28.38	18.07	20.27	26.13	16.81	187.52
Total for Brent											
		133.49	46.90	18.61	41.72	59.70	70.66	159.27	139.93	26.68	696.97
Locations outside LB Brent											
3	Brent Cross & Staples Corner	43.35	57.94	54.82	150.91	95.76	118.26	69.84	160.60	19.87	771.36
	<i>of which, Brent Cross Shopping Centre</i>	<i>35.52</i>	<i>48.70</i>	<i>47.75</i>	<i>112.80</i>	<i>62.94</i>	<i>80.96</i>	<i>45.10</i>	<i>106.40</i>	<i>18.93</i>	<i>559.08</i>
	<i>of which, Brent South Shopping Park</i>	<i>4.96</i>	<i>1.73</i>	<i>2.21</i>	<i>11.90</i>	<i>8.87</i>	<i>4.70</i>	<i>0.65</i>	<i>30.14</i>	<i>0.00</i>	<i>65.16</i>
	<i>of which, Staples Corner Retail Park</i>	<i>2.87</i>	<i>7.50</i>	<i>4.87</i>	<i>25.80</i>	<i>21.78</i>	<i>30.97</i>	<i>24.09</i>	<i>22.64</i>	<i>0.95</i>	<i>141.48</i>
	<i>of which, Tesco, Hendon Way</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>	<i>0.42</i>	<i>2.19</i>	<i>1.63</i>	<i>0.00</i>	<i>1.41</i>	<i>0.00</i>	<i>5.64</i>
-	Harrow	87.24	62.96	30.95	5.59	8.61	1.01	1.53	3.15	16.49	217.54
-	Central London	24.59	5.89	5.11	14.66	14.16	26.80	115.73	37.90	6.16	250.99
	<i>of which, West End / Oxford Street</i>	<i>16.05</i>	<i>4.91</i>	<i>4.81</i>	<i>10.98</i>	<i>11.59</i>	<i>23.85</i>	<i>103.66</i>	<i>29.05</i>	<i>6.16</i>	<i>211.06</i>
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	<i>8.54</i>	<i>0.97</i>	<i>0.30</i>	<i>3.68</i>	<i>2.58</i>	<i>2.95</i>	<i>12.07</i>	<i>8.86</i>	<i>0.00</i>	<i>39.93</i>
-	Shepherd's Bush (including Westfield London)	21.52	0.00	0.30	1.02	2.69	2.11	17.32	40.87	31.72	117.54
9	Greenford (town centre, foodstores & retail parks)	2.34	0.00	0.00	0.00	0.27	0.00	0.20	0.78	37.45	41.02
-	Edgware (town centre)	0.71	5.80	39.18	7.63	0.00	0.00	0.38	0.11	0.48	54.30
-	Watford (town centre, foodstores & retail parks)	5.44	16.15	17.54	2.41	0.52	0.03	0.00	0.53	0.00	42.63
-	Ealing	0.06	0.00	0.00	0.00	0.00	0.00	0.00	5.92	24.40	30.38
-	South Ruislip (town centre, foodstores & retail parks)	9.38	4.70	1.98	0.00	0.03	0.00	0.63	1.82	17.01	35.55
-	B&Q, Honeypot Lane, Stanmore	5.19	6.40	5.46	2.35	0.86	0.00	0.00	0.00	0.10	20.36
Sub-total - locations outside LB Brent											
		199.82	159.83	155.35	184.57	122.89	148.21	205.64	251.68	153.69	1,581.67
	Other	13.96	6.41	12.36	25.57	10.18	7.61	29.35	21.61	24.53	151.56
Total											
		347.26	213.14	186.32	251.86	192.78	226.47	394.26	413.22	204.90	2,430.21

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 1, Table 5d - Comparison goods spending patterns, 2033

	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available comparison spend, 2033	446.31	258.43	224.26	300.13	227.70	281.27	460.07	525.22	244.86	2,968.26	
Zone											
Major Centres											
1	Wembley town centre	52.15	2.79	0.86	1.53	7.96	0.00	0.48	22.01	6.56	94.33
7	Kilburn town centre	5.05	0.00	0.00	0.00	0.32	26.93	108.41	23.35	0.00	164.05
District centres											
1	Wembley Park	25.83	8.71	0.43	2.63	3.27	4.37	2.81	4.57	1.99	54.61
	<i>of which, Wembley Park district centre</i>	17.40	2.91	0.00	1.00	1.37	3.47	0.48	0.14	0.96	27.74
	<i>of which, London Designer Outlet</i>	8.43	5.80	0.43	1.63	1.90	0.89	2.34	4.43	1.03	26.87
1	Ealing Road district centre	1.52	1.71	0.26	6.31	0.17	0.00	0.00	0.42	1.43	11.81
2	Kenton district centre	6.71	7.60	1.98	0.50	0.00	0.00	0.32	0.00	0.00	17.11
2	Kingsbury district centre	2.15	14.63	2.76	5.98	6.61	0.15	8.12	0.00	0.00	40.41
2	Preston Road district centre	8.94	1.29	0.00	0.00	0.67	0.00	0.00	2.24	0.00	13.14
3	Burnt Oak district centre	0.00	0.49	4.06	4.39	0.72	0.42	1.35	3.08	0.86	15.36
4	Colindale / The Hyde district centre	5.00	6.52	2.98	7.31	1.48	0.25	0.00	0.08	0.00	23.63
5	Neasden district centre	0.00	0.00	0.00	3.20	4.60	5.30	0.48	0.53	0.11	14.21
6	Cricklewood district centre	0.00	0.00	0.00	2.69	7.48	20.73	2.91	6.46	0.00	40.26
8	Harlesden district centre	0.08	0.34	0.00	1.96	0.00	0.00	0.00	49.09	0.03	51.49
8	Willesden Green district centre	0.00	0.26	0.00	0.09	3.03	6.57	4.17	21.07	0.00	35.18
Local centres											
1	Sudbury local centre	0.74	0.00	0.00	0.25	0.00	0.00	0.00	0.85	0.82	2.65
7	Queens Park local centre	0.23	0.00	0.00	0.00	0.00	0.61	29.26	3.42	0.00	33.52
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.00	0.00	3.89	6.84	0.00	10.73
8	Church End local centre	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.64	0.00	1.32
Sub-total - LB Brent town, district and local centres											
		108.41	44.32	13.33	36.82	37.00	65.31	162.20	144.65	11.79	623.83
Other destinations in Brent											
	Colindale Asda & retail warehousing	0.00	4.09	7.67	8.84	3.42	1.34	2.60	0.00	0.05	28.00
	Cricklewood retail warehousing	0.47	1.05	0.00	2.56	4.31	9.54	12.02	9.25	0.45	39.65
	Wembley Asda & retail warehousing	44.22	6.08	0.75	0.45	17.89	6.84	5.96	15.43	2.21	99.84
	Tesco Extra, Brent Park	3.55	0.00	0.00	0.00	1.72	0.00	0.00	3.37	0.00	8.65
	Ikea, Brent Park	2.97	1.33	0.66	1.05	5.98	4.73	3.07	3.43	5.38	28.60
	Sainbury's, Alperton	5.78	0.00	0.00	0.00	0.20	0.00	0.00	0.33	5.16	11.47
	Currys PC World, Alperton	6.17	0.00	0.00	0.00	0.00	0.00	0.00	1.40	6.84	14.40
Sub-total - other destinations in Brent											
		63.15	12.55	9.07	12.90	33.52	22.45	23.65	33.21	20.09	230.60
Total for Brent											
		171.57	56.87	22.40	49.72	70.52	87.76	185.85	177.86	31.89	854.43
Locations outside LB Brent											
3	Brent Cross & Staples Corner	55.71	70.25	65.99	179.84	113.11	146.87	81.50	204.13	23.75	941.16
	<i>of which, Brent Cross Shopping Centre</i>	45.65	59.05	57.47	134.42	74.34	100.55	52.63	135.24	22.62	681.96
	<i>of which, Brent South Shopping Park</i>	6.38	2.10	2.65	14.18	10.47	5.83	0.76	38.31	0.00	80.69
	<i>of which, Staples Corner Retail Park</i>	3.69	9.10	5.86	30.74	25.72	38.47	28.12	28.78	1.13	171.61
	<i>of which, Tesco, Hendon Way</i>	0.00	0.00	0.00	0.50	2.58	2.02	0.00	1.79	0.00	6.89
-	Harrow	112.12	76.33	37.25	6.66	10.16	1.26	1.79	4.01	19.71	269.31
-	Central London	31.60	7.14	6.15	17.46	16.73	33.28	135.05	48.18	7.36	302.95
	<i>of which, West End / Oxford Street</i>	20.63	5.96	5.79	13.08	13.69	29.62	120.97	36.92	7.36	254.01
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	10.97	1.18	0.36	4.38	3.04	3.66	14.08	11.26	0.00	48.93
-	Shepherd's Bush (including Westfield London)	27.65	0.00	0.36	1.21	3.17	2.62	20.21	51.94	37.91	145.09
9	Greenford (town centre, foodstores & retail parks)	3.00	0.00	0.00	0.00	0.32	0.00	0.23	0.99	44.75	49.28
-	Edgware (town centre)	0.92	7.04	47.16	9.09	0.00	0.00	0.44	0.14	0.58	65.37
-	Watford (town centre, foodstores & retail parks)	6.99	19.58	21.11	2.87	0.62	0.04	0.00	0.68	0.00	51.89
-	Ealing	0.08	0.00	0.00	0.00	0.00	0.00	0.00	7.52	29.16	36.76
-	South Ruislip (town centre, foodstores & retail parks)	12.05	5.69	2.39	0.00	0.03	0.00	0.74	2.32	20.33	43.55
-	B&Q, Honeypot Lane, Stanmore	6.67	7.76	6.57	2.80	1.01	0.00	0.00	0.00	0.11	24.94
Sub-total - locations outside LB Brent											
		256.81	193.79	186.98	219.94	145.16	184.07	239.97	319.90	183.66	1,930.28
	Other	17.94	7.77	14.88	30.47	12.03	9.45	34.25	27.46	29.31	183.55
Total											
		446.31	258.43	224.26	300.13	227.70	281.27	460.07	525.22	244.86	2,968.26

Source: Table 3, Table 4

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Appendix 1, Table 5e - Comparison goods spending patterns, 2041

	Zone 1 <i>Wembley</i>	Zone 2 <i>Kenton</i>	Zone 3 <i>Burnt Oak</i>	Zone 4 <i>Colindale</i>	Zone 5 <i>Neasden</i>	Zone 6 <i>Crick'wd</i>	Zone 7 <i>Kilburn</i>	Zone 8 <i>Harlesden</i>	Zone 9 <i>Greenf'd</i>	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available comparison spend, 2041	589.94	350.92	300.06	404.78	295.23	384.06	607.49	717.31	321.47	3,971.28	
Zone Major Centres											
1	Wembley town centre	68.93	3.79	1.15	2.06	10.32	0.00	0.63	30.07	8.62	125.56
7	Kilburn town centre	6.67	0.00	0.00	0.00	0.41	36.77	143.15	31.89	0.00	218.89
District centres											
1	Wembley Park	34.14	11.83	0.57	3.54	4.24	5.97	3.72	6.25	2.61	72.87
	<i>of which, Wembley Park district centre</i>	23.01	3.96	0.00	1.35	1.78	4.74	0.63	0.19	1.26	36.92
	<i>of which, London Designer Outlet</i>	11.14	7.87	0.57	2.19	2.46	1.22	3.09	6.06	1.35	35.95
1	Ealing Road district centre	2.01	2.32	0.34	8.51	0.22	0.00	0.00	0.58	1.87	15.85
2	Kenton district centre	8.88	10.32	2.65	0.67	0.00	0.00	0.42	0.00	0.00	22.94
2	Kingsbury district centre	2.84	19.87	3.70	8.06	8.57	0.20	10.73	0.00	0.00	53.97
2	Preston Road district centre	11.82	1.75	0.00	0.00	0.87	0.00	0.00	3.06	0.00	17.50
3	Burnt Oak district centre	0.00	0.66	5.43	5.92	0.94	0.57	1.79	4.20	1.13	20.64
4	Colindale / The Hyde district centre	6.61	8.85	3.99	9.86	1.92	0.34	0.00	0.11	0.00	31.70
5	Neasden district centre	0.00	0.00	0.00	4.31	5.97	7.23	0.63	0.72	0.14	19.01
6	Cricklewood district centre	0.00	0.00	0.00	3.63	9.69	28.30	3.84	8.82	0.00	54.29
8	Harlesden district centre	0.11	0.45	0.00	2.64	0.00	0.00	0.00	67.04	0.04	70.28
8	Willesden Green district centre	0.00	0.35	0.00	0.12	3.92	8.96	5.50	28.78	0.00	47.64
Local centres											
1	Sudbury local centre	0.98	0.00	0.00	0.33	0.00	0.00	0.00	1.16	1.07	3.54
7	Queens Park local centre	0.31	0.00	0.00	0.00	0.00	0.83	38.63	4.67	0.00	44.44
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.00	0.00	5.14	9.34	0.00	14.48
8	Church End local centre	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.87	0.00	1.76
Sub-total - LB Brent town, district and local centres											
		143.30	60.18	17.83	49.65	47.97	89.18	214.18	197.55	15.48	835.33
Other destinations in Brent											
	Colindale Asda & retail warehousing	0.00	5.55	10.26	11.93	4.44	1.83	3.43	0.00	0.06	37.49
	Cricklewood retail warehousing	0.62	1.42	0.00	3.45	5.59	13.02	15.87	12.64	0.60	53.21
	Wembley Asda & retail warehousing	58.46	8.26	1.00	0.61	23.19	9.34	7.87	21.07	2.91	132.71
	Tesco Extra, Brent Park	4.70	0.00	0.00	0.00	2.23	0.00	0.00	4.61	0.00	11.53
	Ikea, Brent Park	3.92	1.80	0.88	1.41	7.76	6.46	4.06	4.69	7.06	38.04
	Sainbury's, Alperton	7.64	0.00	0.00	0.00	0.26	0.00	0.00	0.45	6.77	15.12
	Currys PC World, Alperton	8.15	0.00	0.00	0.00	0.00	0.00	0.00	1.91	8.98	19.04
Sub-total - other destinations in Brent											
		83.48	17.04	12.14	17.40	43.47	30.65	31.23	45.36	26.38	307.14
Total for Brent											
		226.78	77.22	29.97	67.06	91.43	119.83	245.41	242.91	41.86	1,142.47
Locations outside LB Brent											
3	Brent Cross & Staples Corner	73.64	95.39	88.29	242.54	146.66	200.55	107.62	278.78	31.18	1,264.66
	<i>of which, Brent Cross Shopping Centre</i>	60.34	80.19	76.89	181.29	96.38	137.29	69.49	184.70	29.69	916.27
	<i>of which, Brent South Shopping Park</i>	8.43	2.85	3.55	19.13	13.58	7.97	1.00	52.32	0.00	108.83
	<i>of which, Staples Corner Retail Park</i>	4.88	12.36	7.85	41.46	33.35	52.53	37.12	39.31	1.49	230.34
	<i>of which, Tesco, Hendon Way</i>	0.00	0.00	0.00	0.67	3.35	2.76	0.00	2.45	0.00	9.23
-	Harrow	148.21	103.65	49.85	8.99	13.18	1.71	2.36	5.48	25.88	359.31
-	Central London	41.77	9.69	8.23	23.55	21.69	45.44	178.33	65.80	9.66	404.16
	<i>of which, West End / Oxford Street</i>	27.26	8.09	7.75	17.64	17.74	40.45	159.73	50.42	9.66	338.75
	<i>other locations e.g. Camden, Shoreditch, Kensington</i>	14.51	1.60	0.48	5.91	3.95	5.00	18.60	15.37	0.00	65.41
-	Shepherd's Bush (including Westfield London)	36.55	0.00	0.48	1.64	4.12	3.58	26.69	70.94	49.77	193.76
9	Greenford (town centre, foodstores & retail parks)	3.97	0.00	0.00	0.00	0.41	0.00	0.30	1.35	58.75	64.78
-	Edgware (town centre)	1.21	9.56	63.10	12.26	0.00	0.00	0.59	0.19	0.76	87.67
-	Watford (town centre, foodstores & retail parks)	9.24	26.59	28.25	3.87	0.80	0.05	0.00	0.93	0.00	69.73
-	Ealing	0.11	0.00	0.00	0.00	0.00	0.00	0.00	10.27	38.28	48.66
-	South Ruislip (town centre, foodstores & retail parks)	15.93	7.73	3.19	0.00	0.04	0.00	0.98	3.16	26.69	57.73
-	B&Q, Honeypot Lane, Stanmore	8.82	10.54	8.80	3.78	1.31	0.00	0.00	0.00	0.15	33.40
Sub-total - locations outside LB Brent											
		339.45	263.15	250.19	296.63	188.21	251.34	316.86	436.89	241.12	2,583.85
	Other	23.71	10.55	19.91	41.09	15.59	12.90	45.23	37.51	38.48	244.96
Total											
		589.94	350.92	300.06	404.78	295.23	384.06	607.49	717.31	321.47	3,971.28

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 1, Table 6 - Comparison goods floorspace

Centre	Net comparison flrsp (sq.m)	Sub-area
Major Centres		
Wembley town centre	13,686	South West
Kilburn town centre	14,672	South East
District centres		
Wembley Park	11,432	Central
<i>of which, Wembley Park district centre</i>	780	<i>Central</i>
<i>of which, London Designer Outlet</i>	10,652	<i>Central</i>
Ealing Road district centre	3,686	South West
Kenton district centre	4,153	North West
Kingsbury district centre	2,960	North
Preston Road district centre	1,202	North West
Burnt Oak district centre	7,708	North
Colindale / The Hyde district centre	1,137	North
Neasden district centre	1,460	East
Cricklewood district centre	10,144	South East
Harlesden district centre	9,592	South
Willesden Green district centre	5,753	South East
Local centres		
Sudbury local centre	592	South West
Queens Park local centre	625	South East
Kensal Rise local centre	1,785	South East
Church End local centre	260	South
Total for LB Brent centres	90,848	
Other locations in LB Brent		
Colindale Asda & retail warehousing	8,434	North
Cricklewood retail warehousing	11,104	South East
Wembley Asda & retail warehousing	4,760	Central
Tesco Extra, Brent Park	1,471	South
Ikea, Brent Park	18,968	South
Sainbury's, Alperton	1,134	South West
Currys PC World, Alperton*	1,000	South West
Total for LB Brent other locations	46,871	
Overall total for LB Brent	137,719	

Source: Experian Good & desktop research (gross: net ratio of 80% applied). *estimated net sales area
 Figures include estimates of comparison goods floorspace within in-centre foodstores.

Appendix 1, Table 7 - Commitments for new comparison goods floorspace

Proposed development	Use classes	Gross Floorspace (sq.m)	Net Floorspace (sq.m)	Net Comparison Floorspace (%)	Net Comparison Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2018 (£m)	Average turnover 2023 (£m)	Average turnover 2028 (£m)	Average turnover 2033 (£m)	Average turnover 2041 (£m)
Central Brent sub-area											
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	A1-A5	30,000	24,000	25%	6,000	4,000	24.00	25.55	27.66	29.94	34.00
B) Land adjacent to Wembley Central station, South Way, Wembley	A1-A4, B1, D1, D2	3,000	2,400	25%	600	6,500	3.90	4.15	4.49	4.87	5.52
C) Mahatma Gandhi House, Wembley Hill Road, Wembley	A1-A3	1,549	1,239	50%	620	4,000	2.48	2.64	2.86	3.09	3.51
D) Former Yellow Car Park, Fulton Road, Wembley	A1-A5, B1, D2	3,578	2,862	25%	716	4,000	2.86	3.05	3.30	3.57	4.05
E) Green Car Park, Olympic Way, Wembley	A1-A4	21,000	16,800	25%	4,200	4,000	16.80	17.88	19.36	20.96	23.80
F) Land adjacent Wembley Arena Square, Wembley	A1	1,879	1,503	50%	752	4,000	3.01	3.20	3.46	3.75	4.26
Sub-total		61,006	48,805	-	12,887	-	53.05	56.47	61.14	66.19	75.15
North West Brent sub-area											
G) Burnt Oak Broadway	A1, A2	925	740	50%	370	4,000	1.48	1.58	1.71	1.85	2.10
Sub-total		925	740	-	370	-	1.48	1.58	1.71	1.85	2.10
North Brent sub-area											
H) Capitol Way, Edgware	A1, A3	8,665	6,932	70%	4,875	4,000	19.50	20.76	22.47	24.33	27.63
Sub-total		8,665	6,932	-	4,875	-	19.50	20.76	22.47	24.33	27.63
East Brent sub-area											
No commitments											
South East Brent sub-area											
I) Kilburn High Road (odd no's, 103-123 part)	A1	1,871	1,497	75%	1,123	6,500	7.30	7.77	8.41	9.10	10.34
Sub-total		1,871	1,497	-	1,123	-	7.30	7.77	8.41	9.10	10.34
South Brent sub-area											
No commitments											
South West Brent sub-area											
J) Montrose Crescent Car Park Wembley	A1, A2, A3, A5, B1, D1	1,312	1,050	50%	525	6,500	3.41	3.63	3.93	4.26	4.83
K) 85-89 Ealing Road, Ealing Road district centre	A1-A3	1,430	1,144	50%	572	4,500	2.57	2.74	2.97	3.21	3.65
L) Coronation Road, Park Royal	A1-A4	1,700	1,360	25%	340	4,000	1.36	1.45	1.57	1.70	1.93
Sub-total		4,442	3,554	-	1,437	-	7.35	7.82	8.47	9.16	10.41
Overall total for all sub-areas		76,909	61,527		20,691		88.67	94.39	102.19	110.63	125.61
Floorspace split assumptions:											
	A1 comparison	A1 convenience	Other uses								
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	25%	25%	50%								
B) Land adjacent to Wembley Central station, South Way, Wembley	25%	25%	50%								
C) Mahatma Gandhi House, Wembley Hill Road, Wembley	50%	25%	25%								
D) Former Yellow Car Park, Fulton Road, Wembley	25%	25%	50%								
E) Green Car Park, Olympic Way, Wembley	25%	25%	50%								
F) Land adjacent Wembley Arena Square, Wembley	50%	50%	0%								
G) Burnt Oak Broadway	50%	25%	25%								
H) Capitol Way, Colindale	70%	30%	0%								
I) Kilburn High Road (odd no's, 103-123 part)	75%	25%	0%								
J) Montrose Crescent Car Park Wembley	50%	25%	25%								
K) 85-89 Ealing Road, Ealing Road district centre	50%	25%	25%								
L) Coronation Road, Park Royal	25%	25%	50%								

Source: Planning commitments data provided by LB Brent, sourced from London Development Database

Floorspace split assumptions are estimates by Urban Shape based on range of use classes granted permission at each site.

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 8 - Town centre comparison goods need by sub-area
 Static retention scenarios

8a. Central Brent sub-area (Wembley Park inc. London Designer Outlet)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	2%	2%	2%	2%	2%
Total comparison goods spend	£m	28.72	34.44	43.80	54.61	72.87
Inflow to LDO from outside survey area	£m	16.96	20.30	25.52	31.54	42.20
Total comparison goods spend inc. inflow	£m	45.68	54.74	69.32	86.16	115.07
Existing retail floorspace	sq.m net	11,432	11,432	11,432	11,432	11,432
Sales per sq.m net	£	3,996	4,254	4,605	4,986	5,661
Sales from existing floorspace	£m	45.68	48.63	52.65	57.00	64.72
Sales from commitments	£m	0.00	56.47	61.14	66.19	75.15
Residual spending to support new floorspace	£m	0.00	-50.37	-44.47	-37.03	-24.80
Sales per sq.m net in new shops	£	6,000	6,387	6,915	7,486	8,500
Capacity for new floorspace	sq.m net	0	-7,885	-6,430	-4,947	-2,917
Capacity for new floorspace (rounded)	sq.m net	0	-7,900	-6,400	-4,900	-2,900

8b. North West Brent sub-area (Kenton & Preston Road)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	1%	1%	1%	1%	1%
Total comparison goods spend	£m	15.77	19.02	24.18	30.26	40.44
Existing retail floorspace	sq.m net	5,355	5,355	5,355	5,355	5,355
Sales per sq.m net	£	2,946	3,136	3,395	3,676	4,173
Sales from existing floorspace	£m	15.77	16.79	18.18	19.68	22.35
Sales from commitments	£m	0	1.58	1.71	1.85	2.10
Residual spending to support new floorspace	£m	0.00	0.65	4.30	8.73	16.00
Sales per sq.m net in new shops	£	4,000	4,258	4,610	4,991	5,666
Capacity for new floorspace	sq.m net	0	153	932	1,749	2,823
Capacity for new floorspace (rounded)	sq.m net	0	200	900	1,700	2,800

8c. North Brent sub-area (Burnt Oak, Colindale & Kingsbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	3%	3%	3%	3%	3%
Total comparison goods spend	£m	45.56	53.99	65.84	79.40	106.30
Existing retail floorspace	sq.m net	11,805	11,805	11,805	11,805	11,805
Sales per sq.m net	£	3,860	4,109	4,448	4,816	5,468
Sales from existing floorspace	£m	45.56	48.50	52.51	56.85	64.55
Sales from commitments	£m	0	20.76	22.47	24.33	27.63
Residual spending to support new floorspace	£m	0.00	-15.28	-9.14	-1.77	14.13
Sales per sq.m net in new shops	£	4,000	4,258	4,610	4,991	5,666
Capacity for new floorspace	sq.m net	0	-3,587	-1,983	-356	2,494
Capacity for new floorspace (rounded)	sq.m net	0	-3,600	-2,000	-400	2,500

8d. East Brent sub-area (Neasden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	0%	0%	0%	0%	0%
Total comparison goods spend	£m	8.05	9.45	11.76	14.21	19.01
Existing retail floorspace	sq.m net	1,460	1,460	1,460	1,460	1,460
Sales per sq.m net	£	5,512	5,868	6,352	6,877	7,808
Sales from existing floorspace	£m	8.05	8.57	9.28	10.04	11.40
Sales from commitments	£m	0	0	0	0	0
Residual spending to support new floorspace	£m	0.00	0.88	2.48	4.17	7.60
Sales per sq.m net in new shops	£	4,000	4,258	4,610	4,991	5,666
Capacity for new floorspace	sq.m net	0	207	538	835	1,342
Capacity for new floorspace (rounded)	sq.m net	0	200	500	800	1,300

Appendix 1, Table 8 - Town centre comparison goods need by sub-area (continued)

Static retention scenarios

8e. South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	10%	10%	10%	10%	10%
Total comparison goods spend	£m	167.70	193.05	235.43	283.73	379.73
Existing retail floorspace	sq.m net	32,979	32,979	32,979	32,979	32,979
Sales per sq.m net	£	5,085	5,413	5,860	6,345	7,204
Sales from existing floorspace	£m	167.70	178.53	193.27	209.24	237.57
Sales from commitments	£m	0	7.77	8.41	9.10	10.34
Residual spending to support new floorspace	£m	0.00	6.76	33.75	65.39	131.82
Sales per sq.m net in new shops	£	6,000	6,387	6,915	7,486	8,500
Capacity for new floorspace	sq.m net	0	1,058	4,880	8,735	15,509
Capacity for new floorspace (rounded)	sq.m net	0	1,100	4,900	8,700	15,500

8f. South Brent sub-area (Church End & Harlesden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	2%	2%	2%	2%	2%
Total comparison goods spend	£m	26.32	32.20	41.71	52.81	72.04
Existing retail floorspace	sq.m net	9,852	9,852	9,852	9,852	9,852
Sales per sq.m net	£	2,671	2,844	3,079	3,333	3,784
Sales from existing floorspace	£m	26.32	28.01	30.33	32.83	37.28
Sales from commitments	£m	0	0	0	0	0
Residual spending to support new floorspace	£m	0.00	4.19	11.38	19.98	34.76
Sales per sq.m net in new shops	£	4,000	4,258	4,610	4,991	5,666
Capacity for new floorspace	sq.m net	0	984	2,468	4,003	6,134
Capacity for new floorspace (rounded)	sq.m net	0	1,000	2,500	4,000	6,100

8g. South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	3%	3%	4%	4%	4%
Total comparison goods spend	£m	56.06	67.73	86.73	108.80	144.95
Existing retail floorspace	sq.m net	17,965	17,965	17,965	17,965	17,965
Sales per sq.m net	£	3,121	3,322	3,597	3,894	4,421
Sales from existing floorspace	£m	56.06	59.68	64.61	69.95	79.42
Sales from commitments	£m	0	7.82	8.47	9.16	10.41
Residual spending to support new floorspace	£m	0.00	0.23	13.66	29.69	55.13
Sales per sq.m net in new shops	£	4,000	4,258	4,610	4,991	5,666
Capacity for new floorspace	sq.m net	0	54	2,963	5,949	9,729
Capacity for new floorspace (rounded)	sq.m net	0	100	3,000	5,900	9,700

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 9 - Out-of-centre comparison goods need by sub-area
 Static retention scenarios

9a. Central Brent sub-area (Wembley Park inc. London Designer Outlet)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	3%	3%	3%	3%	3%
Total comparison goods spend	£m	52.86	62.98	80.18	99.84	132.71
Existing retail floorspace	sq.m net	4,760	4,760	4,760	4,760	4,760
Sales per sq.m net	£	11,104	11,821	12,797	13,854	15,730
Sales from existing floorspace	£m	52.86	56.27	60.92	65.95	74.88
Sales from commitments	£m	0.00	0.00	0.00	0.00	0.00
Residual spending to support new floorspace	£m	0.00	6.71	19.26	33.89	57.83
Sales per sq.m net in new shops	£	2,500	2,661	2,881	3,119	3,542
Capacity for new floorspace	sq.m net	0	2,521	6,685	10,864	16,328
Capacity for new floorspace (rounded)	sq.m net	0	2,500	6,700	10,900	16,300

9b. North Brent sub-area (Burnt Oak, Colindale & Kingsbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	1%	1%	1%	1%	1%
Total comparison goods spend	£m	16.49	19.40	23.40	28.00	37.49
Existing retail floorspace	sq.m net	8,434	8,434	8,434	8,434	8,434
Sales per sq.m net	£	1,956	2,082	2,254	2,440	2,770
Sales from existing floorspace	£m	16.49	17.56	19.01	20.58	23.37
Sales from commitments	£m	0	0	0	0	0
Residual spending to support new floorspace	£m	0.00	1.84	4.39	7.42	14.13
Sales per sq.m net in new shops	£	2,500	2,661	2,881	3,119	3,542
Capacity for new floorspace	sq.m net	0	691	1,524	2,380	3,988
Capacity for new floorspace (rounded)	sq.m net	0	700	1,500	2,400	4,000

9c. South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	1%	1%	1%	1%	1%
Total comparison goods spend	£m	22.67	26.42	32.66	39.65	53.21
Existing retail floorspace	sq.m net	11,104	11,104	11,104	11,104	11,104
Sales per sq.m net	£	2,041	2,173	2,353	2,547	2,892
Sales from existing floorspace	£m	22.67	24.13	26.12	28.28	32.11
Sales from commitments	£m	0	0.00	0.00	0.00	0.00
Residual spending to support new floorspace	£m	0.00	2.29	6.54	11.37	21.10
Sales per sq.m net in new shops	£	2,500	2,661	2,881	3,119	3,542
Capacity for new floorspace	sq.m net	0	862	2,270	3,644	5,957
Capacity for new floorspace (rounded)	sq.m net	0	900	2,300	3,600	6,000

Appendix 1, Table 9 - Out-of-centre comparison goods need by sub-area (continued)

Static retention scenarios

9d. South Brent sub-area (Church End & Harlesden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	1%	1%	1%	1%	1%
Total comparison goods spend	£m	20.62	24.33	30.41	37.24	49.58
Existing retail floorspace	sq.m net	20,439	20,439	20,439	20,439	20,439
Sales per sq.m net	£	1,009	1,074	1,163	1,259	1,429
Sales from existing floorspace	£m	20.62	21.95	23.77	25.73	29.21
Sales from commitments	£m	0	0	0	0	0
Residual spending to support new floorspace	£m	0.00	2.37	6.65	11.52	20.36
Sales per sq.m net in new shops	£	2,500	2,661	2,881	3,119	3,542
Capacity for new floorspace	sq.m net	0	892	2,307	3,692	5,750
Capacity for new floorspace (rounded)	sq.m net	0	900	2,300	3,700	5,700

9e. South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available comparison goods expenditure	£m	1,660.73	1,961.25	2,430.21	2,968.26	3,971.28
Market share from survey area	%	1%	1%	1%	1%	1%
Total comparison goods spend	£m	13.83	16.56	20.86	25.87	34.16
Existing retail floorspace	sq.m net	2,134	2,134	2,134	2,134	2,134
Sales per sq.m net	£	6,483	6,901	7,471	8,089	9,184
Sales from existing floorspace	£m	13.83	14.73	15.94	17.26	19.60
Sales from commitments	£m	0	7.82	8.47	9.16	10.41
Residual spending to support new floorspace	£m	0.00	-5.99	-3.55	-0.56	4.16
Sales per sq.m net in new shops	£	2,500	2,661	2,881	3,119	3,542
Capacity for new floorspace	sq.m net	0	-2,250	-1,231	-178	1,173
Capacity for new floorspace (rounded)	sq.m net	0	-2,200	-1,200	-200	1,200

Note: there is no out-of-centre floorspace in the East and South West sub-areas

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 1, Table 10 - Summary of Borough-wide comparison goods need

Static retention scenarios

		2023	2028	Longer-term indicative only	
				2033	2041
Central Brent sub-area	sq.m net	-5,364	254	5,918	13,411
Central Brent sub-area (rounded)	sq.m net	-5,400	300	6,000	13,400
North West Brent sub-area	sq.m net	153	932	1,749	2,823
North West Brent sub-area (rounded)	sq.m net	200	900	1,700	2,800
North Brent sub-area	sq.m net	-2,896	-459	2,024	6,483
North Brent sub-area (rounded)	sq.m net	-2,900	-500	2,000	6,500
East Brent sub-area	sq.m net	207	538	835	1,342
East Brent sub-area (rounded)	sq.m net	200	500	800	1,300
South East Brent sub-area	sq.m net	1,920	7,150	12,379	21,465
South East Brent sub-area (rounded)	sq.m net	2,000	7,200	12,300	21,500
South Brent sub-area	sq.m net	1,876	4,776	7,695	11,884
South Brent sub-area (rounded)	sq.m net	1,900	4,800	7,700	11,800
South West Brent sub-area	sq.m net	-2,195	1,732	5,771	10,902
South West Brent sub-area (rounded)	sq.m net	-2,100	1,800	5,700	10,900
Overall total for Borough	sq.m net	-6,301	14,923	36,371	68,310
Overall total for Borough (rounded)	sq.m net	-6,300	14,900	36,400	68,300

Source: combined sub-area totals from Tables 8 and 9

Appendix 2 | Convenience goods need tables

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 2, Table 1 - Population projections

Year	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total
	persons	persons	persons	persons	persons	persons	persons	persons	persons	persons
Population projection 2018	89,725	59,628	57,223	70,027	56,924	62,319	124,821	107,419	59,687	687,773
Population projection 2023	99,067	65,287	59,149	77,996	59,352	65,815	126,967	119,354	63,772	736,759
Population projection 2028	111,745	68,586	59,955	81,045	62,035	72,875	126,867	132,970	65,935	782,013
Population projection 2033	123,191	71,333	61,900	82,843	62,851	77,638	126,991	144,973	67,586	819,306
Population projection 2041	126,738	75,390	64,463	86,960	63,426	82,509	130,509	154,101	69,061	853,157
Population growth, 2018-28	22,020	8,958	2,732	11,018	5,111	10,556	2,046	25,551	6,248	94,240
Population growth, 2018-33	33,466	11,705	4,677	12,816	5,927	15,319	2,170	37,554	7,899	131,533
Population growth, 2018-41	37,013	15,762	7,240	16,933	6,502	20,190	5,688	46,682	9,374	165,384

Source: 2018 population sourced from Experian Micromarketer.

Forecast year populations are calculated by applying ward-based population growth rates (source: GLA) for all wards which fall wholly/partially within each zone to 2018 Experian data. Wards where under 5% of population falls within zone excluded.

Appendix 2, Table 2 - Per capita expenditure on convenience goods

Year	Per capita expenditure £	Per capita expenditure growth rates:
2016	1,837	2016-17 1.00%
2018	1,855	2017-18 0.00%
2023	1,846	2018-19 -0.60%
2028	1,855	2019-20 -0.20%
2033	1,865	2020 onwards 0.10% per annum
2041	1,880	

Source: Base year (2016) per capita expenditure sourced from Experian Micromarketer.

Growth rates shown in table applied to base year Experian figure. Source: Experian Retail Planner, December 2017, Figure 1a & 1b

Appendix 1, Table 3 - Total convenience goods spend

Year	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenf'd	Total
2018										
Total convenience goods expenditure (£m)	166.47	110.63	106.17	129.93	105.62	115.62	231.59	199.30	110.74	1,276.07
SFT (%)	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	
SFT (£m)	5.82	3.87	3.71	4.54	3.69	4.04	8.10	6.97	3.87	44.63
Residual convenience goods expenditure (£m)	160.65	106.76	102.46	125.38	101.92	111.58	223.49	192.33	106.87	1,231.45
2023										
Total convenience goods expenditure (£m)	165.64	110.08	105.64	129.28	105.09	115.05	230.43	198.30	110.19	1,269.68
SFT (%)	4.30%	4.30%	4.30%	4.30%	4.30%	4.30%	4.30%	4.30%	4.30%	
SFT (£m)	7.12	4.73	4.54	5.56	4.52	4.94	9.90	8.52	4.74	54.56
Residual convenience goods expenditure (£m)	158.52	105.35	101.10	123.72	100.57	110.10	220.53	189.78	105.45	1,215.12
2028										
Total convenience goods expenditure (£m)	183.80	121.13	109.74	144.71	110.12	122.11	235.57	221.44	118.32	1,366.93
SFT (%)	4.90%	4.90%	4.90%	4.90%	4.90%	4.90%	4.90%	4.90%	4.90%	
SFT (£m)	9.00	5.93	5.37	7.09	5.39	5.98	11.54	10.84	5.79	66.94
Residual convenience goods expenditure (£m)	174.80	115.20	104.37	137.62	104.72	116.13	224.03	210.60	112.52	1,299.99
2033										
Total convenience goods expenditure (£m)	208.36	127.89	111.79	151.12	115.67	135.89	236.56	247.94	122.94	1,458.16
SFT (%)	5.30%	5.30%	5.30%	5.30%	5.30%	5.30%	5.30%	5.30%	5.30%	
SFT (£m)	11.04	6.77	5.92	8.01	6.13	7.20	12.53	13.13	6.51	77.24
Residual convenience goods expenditure (£m)	197.32	121.11	105.87	143.11	109.54	128.69	224.03	234.80	116.43	1,380.92
2041										
Total convenience goods expenditure (£m)	238.22	141.70	121.16	163.45	119.21	155.08	245.30	289.65	129.81	1,603.59
SFT (%)	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	
SFT (£m)	12.86	7.65	6.54	8.82	6.43	8.37	13.24	15.63	7.01	86.55
Residual convenience goods expenditure (£m)	225.36	134.05	114.62	154.63	112.78	146.71	232.06	274.01	122.80	1,517.04
Expenditure growth, 2018-28 (£m)	14.15	8.43	1.91	12.24	2.80	4.55	0.54	18.26	5.65	68.54
Expenditure growth, 2018-33 (£m)	36.67	14.35	3.41	17.73	7.62	17.11	0.54	42.47	9.56	149.47
Expenditure growth, 2018-41 (£m)	64.71	27.29	12.17	29.25	10.86	35.13	8.57	81.68	15.93	285.59

Source: Table 1, Table 2

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Appendix 2, Table 4 - Convenience goods market shares, 2018

Zone	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenfd	
	%	%	%	%	%	%	%	%	%	
Major centres										
Wembley town centre										
1	Tesco Metro, Central Square, Wembley	5.38%	0.00%	0.00%	0.00%	0.23%	0.10%	0.22%	1.62%	0.32%
1	Iceland, Central Square, Wembley	2.08%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%
1	Tesco Express, High Road, Wembley	1.28%	0.00%	0.00%	0.00%	3.25%	0.00%	0.00%	0.67%	0.22%
	Sub-total, Wembley town centre main foodstores	8.73%	0.00%	0.00%	0.00%	3.63%	0.10%	0.22%	2.30%	0.54%
Kilburn town centre										
7	Sainsbury's, Kilburn High Road	0.11%	0.00%	0.00%	0.00%	0.00%	1.15%	14.72%	3.06%	0.00%
7	Aldi, Kilburn High Road	0.00%	0.00%	0.00%	0.56%	0.00%	0.79%	5.94%	1.68%	0.00%
7	Sainsbury's Local, Kilburn High Road	0.24%	0.00%	0.00%	0.00%	0.00%	3.19%	3.54%	0.00%	0.00%
7	M&S Foodhall, Kilburn High Road	0.24%	0.00%	0.00%	0.00%	0.00%	0.66%	2.44%	0.00%	0.00%
7	Tesco Express, Willesden Lane, Kilburn	0.00%	0.00%	0.00%	0.00%	0.21%	1.58%	2.65%	0.06%	0.32%
7	Tesco Express, 405 Kilburn High Road	0.00%	0.00%	0.00%	0.00%	2.09%	2.09%	0.05%	0.00%	0.00%
	Sub-total, Kilburn town centre main foodstores	0.59%	0.00%	0.00%	0.56%	0.21%	9.47%	29.34%	4.80%	0.32%
District centres										
Preston Road district centre										
1	Tesco Express, Preston Road	2.23%	0.20%	0.00%	0.00%	0.23%	0.00%	0.00%	0.94%	0.00%
1	Co-Op, Preston Road	1.25%	0.25%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.04%
	Sub-total, Preston Road district centre main foodstores	3.48%	0.44%	0.00%	0.00%	0.46%	0.00%	0.00%	0.94%	0.04%
Kenton district centre										
2	Sainsbury's, Nash Lane, Kenton	9.18%	15.15%	1.50%	0.00%	1.13%	0.00%	0.00%	0.15%	0.00%
	Sub-total, Kenton district centre main foodstores	9.18%	15.15%	1.50%	0.00%	1.13%	0.00%	0.00%	0.15%	0.00%
Kingsbury district centre										
2	Aldi, Kingsbury Road, Kingsbury	0.76%	10.72%	0.76%	4.55%	2.11%	0.00%	0.00%	0.00%	0.92%
2	Tesco Express, Prince of Wales House, Kingsbury	0.00%	3.99%	0.00%	1.44%	0.07%	0.05%	0.16%	0.00%	0.00%
2	Iceland, Kingsbury Circle, Kingsbury	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Sub-total, Kingsbury district centre main foodstores	0.76%	16.18%	0.76%	6.00%	2.18%	0.05%	0.16%	0.00%	0.92%
Burnt Oak district centre										
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00%	0.00%	4.37%	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%
3	Iceland, Burnt Oak Broadway, Edgware	0.00%	0.00%	1.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Sub-total, Burnt Oak district centre main foodstores	0.00%	0.00%	6.28%	0.00%	0.42%	0.00%	0.00%	0.00%	0.00%
Neasden district centre										
5	Tesco Express, Neasden Lane, Neasden	0.00%	0.00%	0.00%	0.00%	3.49%	2.02%	0.00%	0.24%	0.00%
5	Iceland, North Circular Road, Neasden	0.00%	0.00%	0.00%	0.00%	2.54%	0.00%	0.00%	0.24%	0.00%
	Sub-total, Neasden district centre main foodstores	0.00%	0.00%	0.00%	0.00%	6.03%	2.02%	0.00%	0.49%	0.00%
Cricklewood district centre										
6	Iceland, Cricklewood Broadway, Cricklewood	0.00%	0.00%	0.00%	0.00%	0.72%	4.57%	0.09%	0.35%	0.00%
6	Co-Op, Cricklewood Lane, Cricklewood	0.00%	0.00%	0.00%	0.00%	0.00%	2.77%	0.00%	0.00%	0.00%
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00%	0.00%	0.00%	0.00%	0.00%	2.57%	0.00%	0.00%	0.00%
	Sub-total, Cricklewood district centre main foodstores	0.00%	0.00%	0.00%	0.00%	0.72%	9.91%	0.09%	0.35%	0.00%
Harlesden district centre										
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.93%	0.07%
8	Iceland, High Street, Harlesden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.46%	0.00%
	Sub-total, Harlesden district centre main foodstores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.39%	0.07%
Willesden Green district centre										
8	Sainsbury's, High Road, Willesden	0.00%	0.00%	0.00%	0.00%	2.59%	5.23%	3.55%	8.39%	0.00%
8	Sainsbury's Local, High Road, Willesden	0.11%	0.00%	0.00%	0.00%	2.27%	0.37%	0.59%	3.33%	0.00%
	Sub-total, Willesden Green district centre main foodstores	0.11%	0.00%	0.00%	0.00%	4.86%	5.60%	4.14%	11.72%	0.00%
Local centres										
Sudbury local centre										
1	Tesco Express, Harrow Road, Sudbury	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
	Sub-total, Sudbury local centre main foodstores	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
Queen's Park local centre										
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	3.25%	0.35%	0.00%
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.19%	0.06%	0.00%
	Sub-total, Queen's Park local centre main foodstores	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	5.44%	0.41%	0.00%
Kensal Rise local centre										
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.58%	0.29%	0.00%
8	Tesco Express, Station Terrace, Kensal Rise	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	0.11%	1.13%	0.00%
	Sub-total, Kensal Rise local centre main foodstores	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	1.70%	1.41%	0.00%
Other main foodstores in survey area (within LB Brent)										
1	Lidl, Stadium Retail Park, Wembley	8.02%	0.00%	0.00%	0.07%	0.59%	0.00%	0.00%	0.00%	0.04%
1	Tesco Express, North Wembley Station, East Lane	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.31%	0.46%
4	Asda, Capitol Way, Edgware Road, Colindale	0.00%	19.31%	23.75%	19.39%	4.14%	0.26%	0.00%	0.60%	0.00%
4	Morrisons, Honeypot Lane, Queensbury	2.47%	17.34%	17.81%	1.13%	1.07%	0.00%	0.00%	0.00%	0.00%
4	Morrisons, Edgware Road, Colindale	0.00%	3.50%	2.23%	8.36%	2.54%	0.52%	0.00%	0.00%	0.00%
5	Asda, Forty Lane, Wembley	21.30%	3.11%	0.37%	4.56%	25.55%	6.85%	2.27%	2.92%	0.95%
5	Tesco Extra, Brent Park	3.50%	0.00%	0.00%	1.24%	7.37%	1.04%	0.15%	4.09%	0.32%
5	Lidl, Blackbird Hill, Wembley	2.12%	0.61%	0.06%	0.88%	1.79%	0.16%	0.00%	1.97%	0.41%
6	Lidl, Edgware Road, Cricklewood	0.00%	0.00%	0.00%	0.10%	1.43%	11.14%	0.48%	1.27%	0.00%
8	Tesco Express, Hillside, Harlesden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.07%	0.00%
9	Sainsbury's, Ealing Road, Alperton	10.27%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	19.99%
	Sub-total, other main foodstores in survey area (within LB Brent)	48.85%	43.87%	44.22%	35.73%	44.64%	19.97%	3.37%	18.22%	22.18%
Total for LB Brent										
		71.80%	75.65%	52.75%	43.19%	65.73%	47.12%	44.45%	51.19%	25.17%

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 1, Table 4 - Convenience goods market shares, 2018 (continued)

Zone	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenfd
	%	%	%	%	%	%	%	%	%
Other main foodstores in survey area (outside LB Brent)									
2	Tesco, Station Road, Harrow*	2.44%	3.81%	3.22%	0.00%	0.00%	0.00%	0.00%	1.18%
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.32%	0.20%	0.76%	5.09%	0.79%	6.66%	2.50%	0.29%
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00%	1.06%	0.10%	21.93%	5.91%	0.42%	0.00%	0.00%
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00%	0.00%	0.00%	4.04%	0.57%	0.22%	0.29%	0.00%
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00%	0.00%	0.23%	3.08%	0.00%	0.00%	0.15%	0.00%
6	Tesco, Hendon Way, Brent Cross	2.88%	0.52%	0.00%	3.82%	3.05%	23.87%	1.22%	0.07%
7	Iceland, Harrow Road, Kensal Green	0.00%	0.00%	0.00%	0.00%	0.00%	5.90%	0.00%	0.07%
8	Asda, Western Road, Park Royal	1.36%	0.00%	0.00%	0.00%	0.15%	0.33%	1.46%	3.73%
8	Sainsbury's, Ladbroke Grove	0.00%	0.47%	0.00%	0.00%	1.50%	0.00%	14.20%	0.00%
9	Tesco, Old Hoover Building, Greenford	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	29.01%
Sub-total, other main foodstores in survey (outside LB Brent)									
		7.23%	6.05%	4.31%	37.96%	11.96%	31.49%	25.59%	29.60%
Total for survey area									
		79.04%	81.70%	57.07%	81.15%	77.69%	78.61%	70.04%	80.79%
Other main foodstores outside survey area									
-	Waitrose, Finchley Road	0.45%	0.00%	0.00%	0.00%	0.00%	2.25%	4.31%	0.24%
-	Sainsbury's, Finchley Road	0.00%	0.08%	0.00%	0.00%	0.06%	1.43%	4.32%	0.00%
-	Sainsbury's, Broadwalk Centre, Edgware	0.00%	1.79%	6.24%	0.80%	0.00%	0.00%	0.00%	0.00%
-	Sainsbury's, The Broadwalk, Stanmore	0.00%	0.21%	8.27%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total, other main foodstores outside survey area									
		0.45%	2.08%	14.51%	0.80%	0.06%	3.68%	8.63%	0.24%
Local shops									
1	Wembley town centre	2.58%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	0.00%
1	Ealing Road district centre	1.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
2	Kingsbury district centre	0.21%	2.80%	0.00%	0.72%	0.66%	0.00%	0.00%	0.00%
2	Preston Road district centre	1.27%	0.16%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%
3	Burnt Oak district centre	0.00%	0.00%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%
5	Neasden district centre	0.00%	0.00%	0.00%	0.00%	3.31%	0.00%	0.00%	0.00%
6	Cricklewood district centre	0.00%	0.00%	0.00%	0.00%	1.87%	0.87%	0.00%	0.00%
7	Kilburn town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.57%	0.00%
8	Harlesden town centre	0.00%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	3.19%
8	Willesden town centre	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	0.00%	0.84%
Sub-total, local shops									
		5.73%	2.97%	1.04%	0.72%	8.62%	0.87%	1.57%	4.12%
Other									
		14.79%	13.25%	27.38%	17.34%	13.63%	16.84%	19.77%	14.85%
Total									
		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: composite market shares derived from NEMS Household Survey results

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5a - Convenience goods spending patterns, 2018

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd		
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available convenience spend, 2018											
	160.65	106.76	102.46	125.38	101.92	111.58	223.49	192.33	106.87	1,231.45	
Major centres											
Wembley town centre											
1	Tesco Metro, Central Square, Wembley	8.64	0.00	0.00	0.00	0.24	0.12	0.49	3.12	0.34	12.94
1	Iceland, Central Square, Wembley	3.34	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	3.49
1	Tesco Express, High Road, Wembley	2.05	0.00	0.00	0.00	3.31	0.00	0.00	1.30	0.24	6.90
	Sub-total, Wembley town centre main foodstores	14.03	0.00	0.00	0.00	3.70	0.12	0.49	4.42	0.58	23.34
Kilburn town centre											
7	Sainsbury's, Kilburn High Road	0.17	0.00	0.00	0.00	0.00	1.29	32.89	5.89	0.00	40.24
7	Aldi, Kilburn High Road	0.00	0.00	0.00	0.70	0.00	0.88	13.27	3.22	0.00	18.08
7	Sainsbury's Local, Kilburn High Road	0.39	0.00	0.00	0.00	0.00	3.56	7.92	0.00	0.00	11.87
7	M&S Foodhall, Kilburn High Road	0.39	0.00	0.00	0.00	0.00	0.74	5.46	0.00	0.00	6.59
7	Tesco Express, Willesden Lane, Kilburn	0.00	0.00	0.00	0.00	0.21	1.76	5.91	0.12	0.34	8.34
7	Tesco Express, 405 Kilburn High Road	0.00	0.00	0.00	0.00	0.00	2.33	0.11	0.00	0.00	2.44
	Sub-total, Kilburn town centre main foodstores	0.95	0.00	0.00	0.70	0.21	10.57	65.56	9.23	0.34	87.57
District centres											
Preston Road district centre											
1	Tesco Express, Preston Road	3.58	0.21	0.00	0.00	0.23	0.00	0.00	1.81	0.00	5.84
1	Co-Op, Preston Road	2.01	0.26	0.00	0.00	0.24	0.00	0.00	0.00	0.05	2.56
	Sub-total, Preston Road district centre main foodstores	5.59	0.47	0.00	0.00	0.47	0.00	0.00	1.81	0.05	8.40
Kenton district centre											
2	Sainsbury's, Nash Lane, Kenton	14.75	16.18	1.54	0.00	1.16	0.00	0.00	0.29	0.00	33.92
	Sub-total, Kenton district centre main foodstores	14.75	16.18	1.54	0.00	1.16	0.00	0.00	0.29	0.00	33.92
Kingsbury district centre											
2	Aldi, Kingsbury Road, Kingsbury	1.21	11.44	0.77	5.71	2.15	0.00	0.00	0.00	0.98	22.27
2	Tesco Express, Prince of Wales House, Kingsbury	0.00	4.26	0.00	1.81	0.07	0.06	0.37	0.00	0.00	6.56
2	Iceland, Kingsbury Circle, Kingsbury	0.00	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58
	Sub-total, Kingsbury district centre main foodstores	1.21	17.27	0.77	7.52	2.22	0.06	0.37	0.00	0.98	30.41
Burnt Oak district centre											
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00	0.00	4.48	0.00	0.43	0.00	0.00	0.00	0.00	4.91
3	Iceland, Burnt Oak Broadway, Edgware	0.00	0.00	1.95	0.00	0.00	0.00	0.00	0.00	0.00	1.95
	Sub-total, Burnt Oak district centre main foodstores	0.00	0.00	6.43	0.00	0.43	0.00	0.00	0.00	0.00	6.86
Neasden district centre											
5	Tesco Express, Neasden Lane, Neasden	0.00	0.00	0.00	0.00	3.56	2.26	0.00	0.47	0.00	6.28
5	Iceland, North Circular Road, Neasden	0.00	0.00	0.00	0.00	2.59	0.00	0.00	0.47	0.00	3.06
	Sub-total, Neasden district centre main foodstores	0.00	0.00	0.00	0.00	6.15	2.26	0.00	0.94	0.00	9.34
Cricklewood district centre											
6	Iceland, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.73	5.10	0.20	0.67	0.00	6.71
6	Co-Op, Cricklewood Lane, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.09	0.00	0.00	0.00	3.09
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.00	2.86	0.00	0.00	0.00	2.86
	Sub-total, Cricklewood district centre main foodstores	0.00	0.00	0.00	0.00	0.73	11.05	0.20	0.67	0.00	12.66
Harlesden district centre											
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.33	0.07	13.41
8	Iceland, High Street, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.65	0.00	6.65
	Sub-total, Harlesden district centre main foodstores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.98	0.07	20.05
Wilkesden Green district centre											
8	Sainsbury's, High Road, Wilkesden	0.00	0.00	0.00	0.00	2.64	5.84	7.93	16.15	0.00	32.55
8	Sainsbury's Local, High Road, Wilkesden	0.17	0.00	0.00	0.00	2.31	0.42	1.32	6.40	0.00	10.62
	Sub-total, Wilkesden Green district centre main foodstores	0.17	0.00	0.00	0.00	4.95	6.25	9.25	22.55	0.00	43.17
Local centres											
Sudbury local centre											
1	Tesco Express, Harrow Road, Sudbury	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17	1.34
	Sub-total, Sudbury local centre main foodstores	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17	1.34
Queen's Park local centre											
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00	0.00	0.00	1.14	0.00	0.00	7.26	0.68	0.00	9.07
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00	0.00	0.00	0.00	0.00	0.00	4.90	0.12	0.00	5.01
	Sub-total, Queen's Park local centre main foodstores	0.00	0.00	0.00	1.14	0.00	0.00	12.15	0.80	0.00	14.08
Kensal Rise local centre											
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00	0.00	0.00	0.00	0.00	0.00	3.54	0.55	0.00	4.09
8	Tesco Express, Station Terrace, Kensal Rise	0.00	0.00	0.00	0.00	1.47	0.00	0.25	2.16	0.00	3.89
	Sub-total, Kensal Rise local centre main foodstores	0.00	0.00	0.00	0.00	1.47	0.00	3.79	2.72	0.00	7.98
Other main foodstores in survey area (within LB Brent)											
1	Lidl, Stadium Retail Park, Wembley	12.88	0.00	0.00	0.09	0.60	0.00	0.00	0.00	0.05	13.62
1	Tesco Express, North Wembley Station, East Lane	1.90	0.00	0.00	0.00	0.00	0.00	1.07	0.60	0.50	4.06
4	Asda, Capitol Way, Edgware Road, Colindale	0.00	20.61	24.33	24.31	4.22	0.29	0.00	1.15	0.00	74.92
4	Morrisons, Honeypot Lane, Queensbury	3.96	18.52	18.25	1.42	1.09	0.00	0.00	0.00	0.00	43.23
4	Morrisons, Edgware Road, Colindale	0.00	3.74	2.28	10.48	2.59	0.59	0.00	0.00	0.00	19.68
5	Asda, Forty Lane, Wembley	34.22	3.32	0.38	5.72	26.04	7.64	5.08	5.61	1.02	89.01
5	Tesco Extra, Brent Park	5.62	0.00	0.00	1.55	7.52	1.16	0.33	7.86	0.34	24.39
5	Lidl, Blackbird Hill, Wembley	3.40	0.65	0.06	1.10	1.82	0.18	0.00	3.79	0.44	11.43
6	Lidl, Edgware Road, Cricklewood	0.00	0.00	0.00	0.13	1.46	12.43	1.07	2.44	0.00	17.51
8	Tesco Express, Hillside, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.60	0.00	13.60
9	Sainsbury's, Ealing Road, Alperton	16.49	0.00	0.00	0.00	0.16	0.00	0.00	0.00	21.37	38.02
	Sub-total, other main foodstores in survey area (within LB Brent)	78.48	46.84	45.30	44.79	45.50	22.28	7.53	35.05	23.70	349.48
Total for LB Brent											
	115.35	80.76	54.05	54.15	67.00	52.58	99.35	98.46	26.90	# 648.61	

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5a - Convenience goods market shares, 2018 (continued)

Zone	Zone 1 Wembley £m	Zone 2 Kenton £m	Zone 3 Burnt Oak £m	Zone 4 Colindale £m	Zone 5 Neasden £m	Zone 6 Crick'wd £m	Zone 7 Kilburn £m	Zone 8 Harlesden £m	Zone 9 Greenf'd £m	Total £m
Other main foodstores in survey area (outside LB Brent)										
2	Tesco, Station Road, Harrow*	3.92	4.07	3.30	0.00	0.00	0.00	0.00	1.26	12.55
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.51	0.21	0.78	6.39	0.80	7.43	5.60	3.61	25.63
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00	1.13	0.10	27.49	6.02	0.47	0.00	0.00	35.21
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00	0.00	0.00	5.06	0.58	0.25	0.66	0.00	6.55
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00	0.00	0.24	3.86	0.00	0.00	0.00	0.29	4.39
6	Tesco, Hendon Way, Brent Cross	4.62	0.55	0.00	4.79	3.11	26.63	2.72	4.35	46.86
7	Iceland, Harrow Road, Kensal Green	0.00	0.00	0.00	0.00	0.00	13.20	0.00	0.07	13.27
8	Asda, Western Road, Park Royal	2.18	0.00	0.00	0.00	0.15	3.27	23.37	3.99	33.32
8	Sainsbury's, Ladbroke Grove	0.00	0.50	0.00	0.00	1.53	0.00	31.74	25.30	59.06
9	Tesco, Old Hoover Building, Greenford	0.39	0.00	0.00	0.00	0.00	0.00	0.00	31.00	31.39
	Sub-total, other main foodstores in survey (outside LB Brent)	11.62	6.46	4.42	47.60	12.19	35.13	57.18	36.71	268.25
Total for survey area										
		126.98	87.22	58.47	101.75	79.19	87.71	156.53	155.38	63.62
Other main foodstores outside survey area										
-	Waitrose, Finchley Road	0.72	0.00	0.00	0.00	0.00	2.51	9.63	0.47	13.33
-	Sainsbury's, Finchley Road	0.00	0.09	0.00	0.00	0.06	1.59	9.64	0.00	11.39
-	Sainsbury's, Broadwalk Centre, Edgware	0.00	1.91	6.39	1.00	0.00	0.00	0.00	0.00	9.30
-	Sainsbury's, The Broadwalk, Stanmore	0.00	0.23	8.48	0.00	0.00	0.00	0.00	0.00	8.70
	Sub-total, other main foodstores outside survey area	0.72	2.23	14.87	1.00	0.06	4.11	19.28	0.47	42.72
Local shops										
1	Wembley town centre	4.15	0.00	0.00	0.00	0.92	0.00	0.00	0.00	5.08
1	Ealing Road district centre	2.66	0.00	0.00	0.00	0.00	0.00	0.00	0.27	2.93
2	Kingsbury district centre	0.34	2.99	0.00	0.90	0.67	0.00	0.00	0.17	5.08
2	Preston Road district centre	2.05	0.17	0.00	0.00	0.10	0.00	0.00	0.00	2.32
3	Burnt Oak district centre	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	1.07
5	Neasden district centre	0.00	0.00	0.00	0.00	3.38	0.00	0.00	0.00	3.38
6	Cricklewood district centre	0.00	0.00	0.00	0.00	1.91	0.97	0.00	0.00	2.88
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.00	0.00	3.50	0.00	3.50
8	Harlesden town centre	0.00	0.00	0.00	0.00	0.34	0.00	6.13	0.00	6.47
8	Willesden town centre	0.00	0.00	0.00	0.00	1.46	0.00	0.00	1.61	3.07
	Sub-total, local shops	9.20	3.17	1.07	0.90	8.78	0.97	3.50	7.92	35.78
	Other	23.76	14.15	28.05	21.74	13.89	18.79	44.18	28.56	236.09
	Total	160.65	106.76	102.46	125.38	101.92	111.58	223.49	192.33	1,231.45

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5b - Convenience goods spending patterns, 2023

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
Zone	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd		
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available convenience spend, 2023											
	158.52	105.35	101.10	123.72	100.57	110.10	220.53	189.78	105.45	1,215.12	
Major centres											
Wembley town centre											
1	Tesco Metro, Central Square, Wembley	8.52	0.00	0.00	0.00	0.23	0.11	0.48	3.08	0.34	12.77
1	Iceland, Central Square, Wembley	3.30	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	3.45
1	Tesco Express, High Road, Wembley	2.03	0.00	0.00	0.00	3.27	0.00	0.00	1.28	0.24	6.81
	Sub-total, Wembley town centre main foodstores	13.85	0.00	0.00	0.00	3.65	0.11	0.48	4.36	0.57	23.03
Kilburn town centre											
7	Sainsbury's, Kilburn High Road	0.17	0.00	0.00	0.00	0.00	1.27	32.46	5.81	0.00	39.71
7	Aldi, Kilburn High Road	0.00	0.00	0.00	0.69	0.00	0.87	13.09	3.18	0.00	17.84
7	Sainsbury's Local, Kilburn High Road	0.38	0.00	0.00	0.00	0.00	3.52	7.81	0.00	0.00	11.71
7	M&S Foodhall, Kilburn High Road	0.38	0.00	0.00	0.00	0.00	0.73	5.39	0.00	0.00	6.50
7	Tesco Express, Willesden Lane, Kilburn	0.00	0.00	0.00	0.00	0.21	1.74	5.83	0.12	0.34	8.23
7	Tesco Express, 405 Kilburn High Road	0.00	0.00	0.00	0.00	0.00	2.30	0.11	0.00	0.00	2.41
	Sub-total, Kilburn town centre main foodstores	0.94	0.00	0.00	0.69	0.21	10.43	64.69	9.11	0.34	86.41
District centres											
Preston Road district centre											
1	Tesco Express, Preston Road	3.53	0.21	0.00	0.00	0.23	0.00	0.00	1.79	0.00	5.76
1	Co-Op, Preston Road	1.98	0.26	0.00	0.00	0.24	0.00	0.00	0.00	0.05	2.53
	Sub-total, Preston Road district centre main foodstores	5.52	0.47	0.00	0.00	0.47	0.00	0.00	1.79	0.05	8.29
Kenton district centre											
2	Sainsbury's, Nash Lane, Kenton	14.55	15.96	1.52	0.00	1.14	0.00	0.00	0.29	0.00	33.47
	Sub-total, Kenton district centre main foodstores	14.55	15.96	1.52	0.00	1.14	0.00	0.00	0.29	0.00	33.47
Kingsbury district centre											
2	Aldi, Kingsbury Road, Kingsbury	1.20	11.29	0.76	5.63	2.12	0.00	0.00	0.00	0.97	21.98
2	Tesco Express, Prince of Wales House, Kingsbury	0.00	4.20	0.00	1.79	0.07	0.06	0.36	0.00	0.00	6.47
2	Iceland, Kingsbury Circle, Kingsbury	0.00	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56
	Sub-total, Kingsbury district centre main foodstores	1.20	17.05	0.76	7.42	2.19	0.06	0.36	0.00	0.97	30.01
Burnt Oak district centre											
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00	0.00	4.42	0.00	0.43	0.00	0.00	0.00	0.00	4.85
3	Iceland, Burnt Oak Broadway, Edgware	0.00	0.00	1.92	0.00	0.00	0.00	0.00	0.00	0.00	1.92
	Sub-total, Burnt Oak district centre main foodstores	0.00	0.00	6.35	0.00	0.43	0.00	0.00	0.00	0.00	6.77
Neasden district centre											
5	Tesco Express, Neasden Lane, Neasden	0.00	0.00	0.00	0.00	3.51	2.23	0.00	0.46	0.00	6.20
5	Iceland, North Circular Road, Neasden	0.00	0.00	0.00	0.00	2.56	0.00	0.00	0.46	0.00	3.02
	Sub-total, Neasden district centre main foodstores	0.00	0.00	0.00	0.00	6.07	2.23	0.00	0.93	0.00	9.22
Cricklewood district centre											
6	Iceland, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.72	5.03	0.20	0.66	0.00	6.62
6	Co-Op, Cricklewood Lane, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.05	0.00	0.00	0.00	3.05
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.00	2.82	0.00	0.00	0.00	2.82
	Sub-total, Cricklewood district centre main foodstores	0.00	0.00	0.00	0.00	0.72	10.91	0.20	0.66	0.00	12.49
Harlesden district centre											
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.16	0.07	13.23
8	Iceland, High Street, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.56	0.00	6.56
	Sub-total, Harlesden district centre main foodstores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.71	0.07	19.79
Willesden Green district centre											
8	Sainsbury's, High Road, Willesden	0.00	0.00	0.00	0.00	2.61	5.76	7.83	15.93	0.00	32.12
8	Sainsbury's Local, High Road, Willesden	0.17	0.00	0.00	0.00	2.28	0.41	1.30	6.32	0.00	10.48
	Sub-total, Willesden Green district centre main foodstores	0.17	0.00	0.00	0.00	4.89	6.17	9.13	22.25	0.00	42.60
Local centres											
Sudbury local centre											
1	Tesco Express, Harrow Road, Sudbury	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	1.32
	Sub-total, Sudbury local centre main foodstores	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	1.32
Queen's Park local centre											
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00	0.00	0.00	1.12	0.00	0.00	7.16	0.67	0.00	8.95
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00	0.00	0.00	0.00	0.00	0.00	4.83	0.12	0.00	4.95
	Sub-total, Queen's Park local centre main foodstores	0.00	0.00	0.00	1.12	0.00	0.00	11.99	0.79	0.00	13.90
Kensal Rise local centre											
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00	0.00	0.00	0.00	0.00	0.00	3.49	0.55	0.00	4.04
8	Tesco Express, Station Terrace, Kensal Rise	0.00	0.00	0.00	0.00	1.45	0.00	0.25	2.14	0.00	3.83
	Sub-total, Kensal Rise local centre main foodstores	0.00	0.00	0.00	0.00	1.45	0.00	3.74	2.68	0.00	7.87
Other main foodstores in survey area (within LB Brent)											
1	Lidl, Stadium Retail Park, Wembley	12.71	0.00	0.00	0.09	0.59	0.00	0.00	0.00	0.05	13.44
1	Tesco Express, North Wembley Station, East Lane	1.87	0.00	0.00	0.00	0.00	0.00	1.05	0.59	0.49	4.01
4	Asda, Capitol Way, Edgware Road, Colindale	0.00	20.34	24.01	23.99	4.17	0.29	0.00	1.13	0.00	73.93
4	Morrisons, Honeypot Lane, Queensbury	3.91	18.27	18.01	1.40	1.08	0.00	0.00	0.00	0.00	42.66
4	Morrisons, Edgware Road, Colindale	0.00	3.69	2.25	10.34	2.56	0.58	0.00	0.00	0.00	19.42
5	Asda, Forty Lane, Wembley	33.76	3.27	0.37	5.64	25.69	7.54	5.01	5.54	1.00	87.83
5	Tesco Extra, Brent Park	5.55	0.00	0.00	1.53	7.42	1.15	0.32	7.76	0.34	24.06
5	Lidl, Blackbird Hill, Wembley	3.36	0.64	0.06	1.08	1.80	0.17	0.00	3.74	0.43	11.28
6	Lidl, Edgware Road, Cricklewood	0.00	0.00	0.00	0.12	1.44	12.26	1.05	2.41	0.00	17.28
8	Tesco Express, Hillside, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.42	0.00	13.42
9	Sainsbury's, Ealing Road, Alperton	16.27	0.00	0.00	0.00	0.16	0.00	0.00	0.00	21.08	37.51
	Sub-total, other main foodstores in survey area (within LB Brent)	77.44	46.21	44.70	44.20	44.90	21.98	7.44	34.58	23.39	344.85
Total for LB Brent											
	113.83	79.69	53.33	53.43	66.11	51.88	98.03	97.15	26.54	# 640.01	

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5b - Convenience goods spending patterns, 2023 (continued)

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley £m	Kenton £m	Burnt Oak £m	Colindale £m	Neasden £m	Crick'wd £m	Kilburn £m	Harlesden £m	Greenf'd £m	
Other main foodstores in survey area (outside LB Brent)										
2	Tesco, Station Road, Harrow*	3.86	4.02	3.26	0.00	0.00	0.00	0.00	1.25	12.39
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.50	0.21	0.77	6.30	0.79	7.33	5.52	3.56	25.29
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00	1.11	0.10	27.13	5.94	0.46	0.00	0.00	34.74
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00	0.00	0.00	5.00	0.58	0.24	0.65	0.00	6.46
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00	0.00	0.24	3.81	0.00	0.00	0.00	0.29	4.33
6	Tesco, Hendon Way, Brent Cross	4.56	0.54	0.00	4.73	3.07	26.28	2.69	4.30	46.24
7	Iceland, Harrow Road, Kensal Green	0.00	0.00	0.00	0.00	0.00	13.02	0.00	0.07	13.09
8	Asda, Western Road, Park Royal	2.15	0.00	0.00	0.00	0.15	0.36	3.23	23.06	32.88
8	Sainsbury's, Ladbroke Grove	0.00	0.49	0.00	0.00	1.51	0.00	31.32	24.96	58.28
9	Tesco, Old Hoover Building, Greenford	0.38	0.00	0.00	0.00	0.00	0.00	0.00	30.59	30.98
	Sub-total, other main foodstores in survey (outside LB Brent)	11.47	6.38	4.36	46.97	12.03	34.67	56.42	56.17	264.69
Total for survey area										
		125.29	86.07	57.70	100.40	78.14	86.55	154.46	153.32	904.70
Other main foodstores outside survey area										
-	Waitrose, Finchley Road	0.71	0.00	0.00	0.00	0.00	2.48	9.51	0.46	13.16
-	Sainsbury's, Finchley Road	0.00	0.09	0.00	0.00	0.06	1.57	9.52	0.00	11.24
-	Sainsbury's, Broadwalk Centre, Edgware	0.00	1.88	6.31	0.99	0.00	0.00	0.00	0.00	9.17
-	Sainsbury's, The Broadwalk, Stanmore	0.00	0.23	8.36	0.00	0.00	0.00	0.00	0.00	8.59
	Sub-total, other main foodstores outside survey area	0.71	2.20	14.67	0.99	0.06	4.05	19.02	0.46	42.16
Local shops										
1	Wembley town centre	4.10	0.00	0.00	0.00	0.91	0.00	0.00	0.00	5.01
1	Ealing Road district centre	2.63	0.00	0.00	0.00	0.00	0.00	0.00	0.27	2.89
2	Kingsbury district centre	0.34	2.95	0.00	0.89	0.66	0.00	0.00	0.17	5.01
2	Preston Road district centre	2.02	0.17	0.00	0.00	0.10	0.00	0.00	0.00	2.29
3	Burnt Oak district centre	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	1.05
5	Neasden district centre	0.00	0.00	0.00	0.00	3.33	0.00	0.00	0.00	3.33
6	Cricklewood district centre	0.00	0.00	0.00	0.00	1.89	0.96	0.00	0.00	2.85
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.00	0.00	3.46	0.00	3.46
8	Harlesden town centre	0.00	0.00	0.00	0.00	0.33	0.00	0.00	6.05	6.39
8	Willesden town centre	0.00	0.00	0.00	0.00	1.44	0.00	0.00	1.59	3.03
	Sub-total, local shops	9.08	3.13	1.05	0.89	8.67	0.96	3.46	7.81	35.30
	Other	23.44	13.96	27.68	21.45	13.71	18.54	43.59	28.19	232.96
	Total	158.52	105.35	101.10	123.72	100.57	110.10	220.53	189.78	1,215.12

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5c - Convenience goods spending patterns, 2028

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
Zone	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd		
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available convenience spend, 2028	174.80	115.20	104.37	137.62	104.72	116.13	224.03	210.60	112.52	1,299.99	
Major centres											
Wembley town centre											
1	Tesco Metro, Central Square, Wembley	9.40	0.00	0.00	0.00	0.24	0.12	0.49	3.42	0.36	14.03
1	Iceland, Central Square, Wembley	3.64	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	3.79
1	Tesco Express, High Road, Wembley	2.23	0.00	0.00	0.00	3.41	0.00	0.00	1.42	0.25	7.31
	Sub-total, Wembley town centre main foodstores	15.27	0.00	0.00	0.00	3.80	0.12	0.49	4.84	0.61	25.13
Kilburn town centre											
7	Sainsbury's, Kilburn High Road	0.18	0.00	0.00	0.00	0.00	1.34	32.97	6.45	0.00	40.95
7	Aldi, Kilburn High Road	0.00	0.00	0.00	0.77	0.00	0.92	13.30	3.53	0.00	18.52
7	Sainsbury's Local, Kilburn High Road	0.42	0.00	0.00	0.00	0.00	3.71	7.94	0.00	0.00	12.07
7	M&S Foodhall, Kilburn High Road	0.42	0.00	0.00	0.00	0.00	0.77	5.47	0.00	0.00	6.67
7	Tesco Express, Willesden Lane, Kilburn	0.00	0.00	0.00	0.00	0.22	1.83	5.93	0.13	0.36	8.46
7	Tesco Express, 405 Kilburn High Road	0.00	0.00	0.00	0.00	0.00	2.43	0.11	0.00	0.00	2.54
	Sub-total, Kilburn town centre main foodstores	1.03	0.00	0.00	0.77	0.22	11.00	65.72	10.11	0.36	89.21
District centres											
Preston Road district centre											
1	Tesco Express, Preston Road	3.90	0.23	0.00	0.00	0.24	0.00	0.00	1.99	0.00	6.35
1	Co-Op, Preston Road	2.19	0.28	0.00	0.00	0.25	0.00	0.00	0.00	0.05	2.77
	Sub-total, Preston Road district centre main foodstores	6.08	0.51	0.00	0.00	0.49	0.00	0.00	1.99	0.05	9.11
Kenton district centre											
2	Sainsbury's, Nash Lane, Kenton	16.05	17.46	1.57	0.00	1.19	0.00	0.00	0.32	0.00	36.58
	Sub-total, Kenton district centre main foodstores	16.05	17.46	1.57	0.00	1.19	0.00	0.00	0.32	0.00	36.58
Kingsbury district centre											
2	Aldi, Kingsbury Road, Kingsbury	1.32	12.34	0.79	6.27	2.21	0.00	0.00	0.00	1.04	23.97
2	Tesco Express, Prince of Wales House, Kingsbury	0.00	4.59	0.00	1.99	0.07	0.06	0.37	0.00	0.00	7.08
2	Iceland, Kingsbury Circle, Kingsbury	0.00	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70
	Sub-total, Kingsbury district centre main foodstores	1.32	18.64	0.79	8.25	2.28	0.06	0.37	0.00	1.04	32.75
Burnt Oak district centre											
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00	0.00	4.56	0.00	0.44	0.00	0.00	0.00	0.00	5.01
3	Iceland, Burnt Oak Broadway, Edgware	0.00	0.00	1.99	0.00	0.00	0.00	0.00	0.00	0.00	1.99
	Sub-total, Burnt Oak district centre main foodstores	0.00	0.00	6.55	0.00	0.44	0.00	0.00	0.00	0.00	7.00
Neasden district centre											
5	Tesco Express, Neasden Lane, Neasden	0.00	0.00	0.00	0.00	3.65	2.35	0.00	0.51	0.00	6.52
5	Iceland, North Circular Road, Neasden	0.00	0.00	0.00	0.00	2.66	0.00	0.00	0.51	0.00	3.18
	Sub-total, Neasden district centre main foodstores	0.00	0.00	0.00	0.00	6.32	2.35	0.00	1.03	0.00	9.69
Cricklewood district centre											
6	Iceland, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.75	5.31	0.21	0.73	0.00	7.00
6	Co-Op, Cricklewood Lane, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.22	0.00	0.00	0.00	3.22
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.00	2.98	0.00	0.00	0.00	2.98
	Sub-total, Cricklewood district centre main foodstores	0.00	0.00	0.00	0.00	0.75	11.50	0.21	0.73	0.00	13.20
Harlesden district centre											
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.60	0.08	14.68
8	Iceland, High Street, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.28	0.00	7.28
	Sub-total, Harlesden district centre main foodstores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.88	0.08	21.95
Wilkesden Green district centre											
8	Sainsbury's, High Road, Wilkesden	0.00	0.00	0.00	0.00	2.71	6.07	7.95	17.68	0.00	34.42
8	Sainsbury's Local, High Road, Wilkesden	0.18	0.00	0.00	0.00	2.37	0.43	1.32	7.01	0.00	11.32
	Sub-total, Wilkesden Green district centre main foodstores	0.18	0.00	0.00	0.00	5.09	6.51	9.27	24.69	0.00	45.74
Local centres											
Sudbury local centre											
1	Tesco Express, Harrow Road, Sudbury	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.42
	Sub-total, Sudbury local centre main foodstores	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.42
Queen's Park local centre											
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00	0.00	0.00	1.25	0.00	0.00	7.27	0.74	0.00	9.26
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00	0.00	0.00	0.00	0.00	0.00	4.91	0.13	0.00	5.04
	Sub-total, Queen's Park local centre main foodstores	0.00	0.00	0.00	1.25	0.00	0.00	12.18	0.87	0.00	14.30
Kensal Rise local centre											
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00	0.00	0.00	0.00	0.00	0.00	3.55	0.61	0.00	4.15
8	Tesco Express, Station Terrace, Kensal Rise	0.00	0.00	0.00	0.00	1.51	0.00	0.25	2.37	0.00	4.13
	Sub-total, Kensal Rise local centre main foodstores	0.00	0.00	0.00	0.00	1.51	0.00	3.80	2.98	0.00	8.28
Other main foodstores in survey area (within LB Brent)											
1	Lidl, Stadium Retail Park, Wembley	14.02	0.00	0.00	0.10	0.62	0.00	0.00	0.00	0.05	14.78
1	Tesco Express, North Wembley Station, East Lane	2.07	0.00	0.00	0.00	0.00	0.00	1.07	0.66	0.52	4.31
4	Asda, Capitol Way, Edgware Road, Colindale	0.00	22.24	24.79	26.69	4.34	0.30	0.00	1.26	0.00	79.61
4	Morrisons, Honeypot Lane, Queensbury	4.31	19.98	18.59	1.56	1.12	0.00	0.00	0.00	0.00	45.55
4	Morrisons, Edgware Road, Colindale	0.00	4.04	2.33	11.50	2.66	0.61	0.00	0.00	0.00	21.14
5	Asda, Forty Lane, Wembley	37.23	3.58	0.38	6.28	26.75	7.95	5.09	6.14	1.07	94.48
5	Tesco Extra, Brent Park	6.12	0.00	0.00	1.70	7.72	1.21	0.33	8.61	0.36	26.05
5	Lidl, Blackbird Hill, Wembley	3.70	0.70	0.06	1.20	1.87	0.18	0.00	4.15	0.46	12.33
6	Lidl, Edgware Road, Cricklewood	0.00	0.00	0.00	0.14	1.50	12.93	1.07	2.67	0.00	18.31
8	Tesco Express, Hillside, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.89	0.00	14.89
9	Sainsbury's, Ealing Road, Alperton	17.94	0.00	0.00	0.00	0.17	0.00	0.00	0.00	22.50	40.61
	Sub-total, other main foodstores in survey area (within LB Brent)	85.39	50.54	46.15	49.17	46.75	23.19	7.55	38.38	24.96	372.07
Total for LB Brent											
		125.51	87.14	55.06	59.44	68.84	54.72	99.59	107.81	28.32	# 686.44

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 2, Table 5c - Convenience goods spending patterns, 2028 (continued)

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Other main foodstores in survey area (outside LB Brent)										
2	Tesco, Station Road, Harrow*	4.26	4.39	3.37	0.00	0.00	0.00	0.00	1.33	13.35
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.56	0.23	0.79	7.01	0.82	7.73	5.61	3.95	27.03
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00	1.22	0.10	30.18	6.18	0.48	0.00	0.00	38.17
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00	0.00	0.00	5.56	0.60	0.26	0.66	0.00	7.07
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00	0.00	0.24	4.24	0.00	0.00	0.32	0.00	4.80
6	Tesco, Hendon Way, Brent Cross	5.03	0.59	0.00	5.26	3.19	27.72	2.73	4.77	49.37
7	Iceland, Harrow Road, Kensal Green	0.00	0.00	0.00	0.00	0.00	13.23	0.00	0.08	13.31
8	Asda, Western Road, Park Royal	2.37	0.00	0.00	0.00	0.15	0.38	3.28	25.59	35.97
8	Sainsbury's, Ladbroke Grove	0.00	0.54	0.00	0.00	1.57	0.00	31.82	27.70	61.62
9	Tesco, Old Hoover Building, Greenford	0.42	0.00	0.00	0.00	0.00	0.00	0.00	32.64	33.07
	Sub-total, other main foodstores in survey (outside LB Brent)	12.65	6.97	4.50	52.24	12.53	36.57	57.32	62.33	283.76
Total for survey area										
		138.16	94.12	59.56	111.68	81.36	91.29	156.91	170.14	970.20
Other main foodstores outside survey area										
-	Waitrose, Finchley Road	0.78	0.00	0.00	0.00	0.00	2.62	9.66	0.52	13.57
-	Sainsbury's, Finchley Road	0.00	0.10	0.00	0.00	0.06	1.66	9.67	0.00	11.48
-	Sainsbury's, Broadwalk Centre, Edgware	0.00	2.06	6.51	1.10	0.00	0.00	0.00	0.00	9.66
-	Sainsbury's, The Broadwalk, Stanmore	0.00	0.25	8.63	0.00	0.00	0.00	0.00	0.00	8.88
	Sub-total, other main foodstores outside survey area	0.78	2.40	15.14	1.10	0.06	4.27	19.32	0.52	43.60
Local shops										
1	Wembley town centre	4.52	0.00	0.00	0.00	0.95	0.00	0.00	0.00	5.47
1	Ealing Road district centre	2.89	0.00	0.00	0.00	0.00	0.00	0.00	0.28	3.18
2	Kingsbury district centre	0.37	3.23	0.00	0.99	0.69	0.00	0.00	0.19	5.47
2	Preston Road district centre	2.23	0.19	0.00	0.00	0.10	0.00	0.00	0.00	2.52
3	Burnt Oak district centre	0.00	0.00	1.09	0.00	0.00	0.00	0.00	0.00	1.09
5	Neasden district centre	0.00	0.00	0.00	0.00	3.47	0.00	0.00	0.00	3.47
6	Cricklewood district centre	0.00	0.00	0.00	0.00	1.96	1.01	0.00	0.00	2.98
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.00	0.00	3.51	0.00	3.51
8	Harlesden town centre	0.00	0.00	0.00	0.00	0.35	0.00	0.00	6.72	7.06
8	Willesden town centre	0.00	0.00	0.00	0.00	1.50	0.00	0.00	1.76	3.26
	Sub-total, local shops	10.01	3.42	1.09	0.99	9.02	1.01	3.51	8.67	38.00
	Other	25.85	15.26	28.58	23.86	14.27	19.55	44.28	31.28	248.19
	Total	174.80	115.20	104.37	137.62	104.72	116.13	224.03	210.60	1,299.99

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5d - Convenience goods spending patterns, 2033

Zone	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenfd	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available convenience spend, 2033											
	197.32	121.11	105.87	143.11	109.54	128.69	224.03	234.80	116.43	1,380.92	
Major centres											
Wembley town centre											
1	Tesco Metro, Central Square, Wembley	10.61	0.00	0.00	0.00	0.26	0.13	0.49	3.81	0.37	15.67
1	Iceland, Central Square, Wembley	4.11	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	4.27
1	Tesco Express, High Road, Wembley	2.52	0.00	0.00	0.00	3.56	0.00	0.00	1.58	0.26	7.93
	Sub-total, Wembley town centre main foodstores	17.24	0.00	0.00	0.00	3.98	0.13	0.49	5.40	0.63	27.86
Kilburn town centre											
7	Sainsbury's, Kilburn High Road	0.21	0.00	0.00	0.00	0.00	1.49	32.97	7.19	0.00	41.86
7	Aldi, Kilburn High Road	0.00	0.00	0.00	0.80	0.00	1.02	13.30	3.93	0.00	19.06
7	Sainsbury's Local, Kilburn High Road	0.48	0.00	0.00	0.00	0.00	4.11	7.94	0.00	0.00	12.52
7	M&S Foodhall, Kilburn High Road	0.48	0.00	0.00	0.00	0.00	0.85	5.47	0.00	0.00	6.80
7	Tesco Express, Willesden Lane, Kilburn	0.00	0.00	0.00	0.00	0.23	2.03	5.93	0.14	0.37	8.70
7	Tesco Express, 405 Kilburn High Road	0.00	0.00	0.00	0.00	0.20	2.69	0.11	0.00	0.00	2.80
	Sub-total, Kilburn town centre main foodstores	1.17	0.00	0.00	0.80	0.23	12.19	65.72	11.27	0.37	91.75
District centres											
Preston Road district centre											
1	Tesco Express, Preston Road	4.40	0.24	0.00	0.00	0.25	0.00	0.00	2.21	0.00	7.10
1	Co-Op, Preston Road	2.47	0.30	0.00	0.00	0.26	0.00	0.00	0.00	0.05	3.08
	Sub-total, Preston Road district centre main foodstores	6.87	0.54	0.00	0.00	0.51	0.00	0.00	2.21	0.05	10.18
Kenton district centre											
2	Sainsbury's, Nash Lane, Kenton	18.12	18.35	1.59	0.00	1.24	0.00	0.00	0.36	0.00	39.66
	Sub-total, Kenton district centre main foodstores	18.12	18.35	1.59	0.00	1.24	0.00	0.00	0.36	0.00	39.66
Kingsbury district centre											
2	Aldi, Kingsbury Road, Kingsbury	1.49	12.98	0.80	6.52	2.31	0.00	0.00	0.00	1.07	25.17
2	Tesco Express, Prince of Wales House, Kingsbury	0.00	4.83	0.00	2.07	0.07	0.07	0.37	0.00	0.00	7.40
2	Iceland, Kingsbury Circle, Kingsbury	0.00	1.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.79
	Sub-total, Kingsbury district centre main foodstores	1.49	19.60	0.80	8.58	2.39	0.07	0.37	0.00	1.07	34.36
Burnt Oak district centre											
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00	0.00	4.63	0.00	0.47	0.00	0.00	0.00	0.00	5.09
3	Iceland, Burnt Oak Broadway, Edgware	0.00	0.00	2.02	0.00	0.00	0.00	0.00	0.00	0.00	2.02
	Sub-total, Burnt Oak district centre main foodstores	0.00	0.00	6.64	0.00	0.47	0.00	0.00	0.00	0.00	7.11
Neasden district centre											
5	Tesco Express, Neasden Lane, Neasden	0.00	0.00	0.00	0.00	3.82	2.60	0.00	0.57	0.00	7.00
5	Iceland, North Circular Road, Neasden	0.00	0.00	0.00	0.00	2.78	0.00	0.00	0.57	0.00	3.36
	Sub-total, Neasden district centre main foodstores	0.00	0.00	0.00	0.00	6.61	2.60	0.00	1.15	0.00	10.36
Cricklewood district centre											
6	Iceland, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.79	5.88	0.21	0.82	0.00	7.69
6	Co-Op, Cricklewood Lane, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.57	0.00	0.00	0.00	3.57
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.30	0.00	0.00	0.00	3.30
	Sub-total, Cricklewood district centre main foodstores	0.00	0.00	0.00	0.00	0.79	12.75	0.21	0.82	0.00	14.56
Harlesden district centre											
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.28	0.08	16.36
8	Iceland, High Street, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.11	0.00	8.11
	Sub-total, Harlesden district centre main foodstores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.39	0.08	24.47
Wilkesden Green district centre											
8	Sainsbury's, High Road, Wilkesden	0.00	0.00	0.00	0.00	2.84	6.73	7.95	19.71	0.00	37.23
8	Sainsbury's Local, High Road, Wilkesden	0.21	0.00	0.00	0.00	2.48	0.48	1.32	7.82	0.00	12.31
	Sub-total, Wilkesden Green district centre main foodstores	0.21	0.00	0.00	0.00	5.32	7.21	9.27	27.53	0.00	49.54
Local centres											
Sudbury local centre											
1	Tesco Express, Harrow Road, Sudbury	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.28	1.49
	Sub-total, Sudbury local centre main foodstores	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.28	1.49
Queen's Park local centre											
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00	0.00	0.00	1.30	0.00	0.00	7.27	0.83	0.00	9.40
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00	0.00	0.00	0.00	0.00	0.00	4.91	0.14	0.00	5.05
	Sub-total, Queen's Park local centre main foodstores	0.00	0.00	0.00	1.30	0.00	0.00	12.18	0.97	0.00	14.45
Kensal Rise local centre											
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00	0.00	0.00	0.00	0.00	0.00	3.55	0.68	0.00	4.22
8	Tesco Express, Station Terrace, Kensal Rise	0.00	0.00	0.00	0.00	1.58	0.00	0.25	2.64	0.00	4.47
	Sub-total, Kensal Rise local centre main foodstores	0.00	0.00	0.00	0.00	1.58	0.00	3.80	3.32	0.00	8.70
Other main foodstores in survey area (within LB Brent)											
1	Lidl, Stadium Retail Park, Wembley	15.82	0.00	0.00	0.10	0.65	0.00	0.00	0.00	0.05	16.62
1	Tesco Express, North Wembley Station, East Lane	2.33	0.00	0.00	0.00	0.00	0.00	1.07	0.73	0.54	4.67
4	Asda, Capitol Way, Edgware Road, Colindale	0.00	23.38	25.14	27.75	4.54	0.34	0.00	1.40	0.00	82.55
4	Morrisons, Honeypot Lane, Queensbury	4.86	21.00	18.86	1.62	1.17	0.00	0.00	0.00	0.00	47.52
4	Morrisons, Edgware Road, Colindale	0.00	4.24	2.36	11.96	2.79	0.68	0.00	0.00	0.00	22.03
5	Asda, Forty Lane, Wembley	42.03	3.76	0.39	6.53	27.99	8.81	5.09	6.85	1.11	102.55
5	Tesco Extra, Brent Park	6.91	0.00	0.00	1.77	8.08	1.34	0.33	9.60	0.37	28.40
5	Lidl, Blackbird Hill, Wembley	4.18	0.74	0.06	1.25	1.96	0.20	0.00	4.62	0.48	13.49
6	Lidl, Edgware Road, Cricklewood	0.00	0.00	0.00	0.14	1.57	14.33	1.07	2.98	0.00	20.09
8	Tesco Express, Hillside, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.61	0.00	16.61
9	Sainsbury's, Ealing Road, Alperton	20.26	0.00	0.00	0.00	0.17	0.00	0.00	0.00	23.28	43.71
	Sub-total, other main foodstores in survey area (within LB Brent)	96.40	53.13	46.81	51.13	48.90	25.70	7.55	42.79	25.82	398.23
Total for LB Brent											
	141.69	91.62	55.85	61.81	72.01	60.64	99.59	120.20	29.31	# 732.71	

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 2, Table 5d - Convenience goods spending patterns, 2033 (continued)

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	Wembley £m	Kenton £m	Burnt Oak £m	Colindale £m	Neasden £m	Crick'wd £m	Kilburn £m	Harlesden £m	Greenfd £m		
Other main foodstores in survey area (outside LB Brent)											
2	Tesco, Station Road, Harrow*	4.81	4.62	3.41	0.00	0.00	0.00	0.00	1.38	14.22	
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.63	0.24	0.80	7.29	0.86	8.56	5.61	4.41	28.74	
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00	1.28	0.10	31.38	6.47	0.54	0.00	0.00	39.77	
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00	0.00	0.00	5.78	0.63	0.29	0.66	0.00	7.35	
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00	0.00	0.25	4.40	0.00	0.00	0.00	0.36	5.01	
6	Tesco, Hendon Way, Brent Cross	5.68	0.62	0.00	5.47	3.34	30.72	2.73	5.31	53.96	
7	Iceland, Harrow Road, Kensal Green	0.00	0.00	0.00	0.00	0.00	13.23	0.00	0.08	13.31	
8	Asda, Western Road, Park Royal	2.68	0.00	0.00	0.00	0.16	0.42	3.28	28.53	39.41	
8	Sainsbury's, Ladbroke Grove	0.00	0.57	0.00	0.00	1.64	0.00	31.82	30.88	64.91	
9	Tesco, Old Hoover Building, Greenford	0.48	0.00	0.00	0.00	0.00	0.00	0.00	33.78	34.26	
	Sub-total, other main foodstores in survey (outside LB Brent)	14.28	7.33	4.57	54.33	13.10	40.52	57.32	69.49	300.94	
Total for survey area											
		155.96	98.95	60.42	116.14	85.11	101.16	156.91	189.69	69.31	1,033.65
Other main foodstores outside survey area											
-	Waitrose, Finchley Road	0.88	0.00	0.00	0.00	0.00	2.90	9.66	0.57	14.01	
-	Sainsbury's, Finchley Road	0.00	0.10	0.00	0.00	0.07	1.84	9.67	0.00	11.67	
-	Sainsbury's, Broadwalk Centre, Edgware	0.00	2.16	6.60	1.14	0.00	0.00	0.00	0.00	9.91	
-	Sainsbury's, The Broadwalk, Stanmore	0.00	0.26	8.76	0.00	0.00	0.00	0.00	0.00	9.02	
	Sub-total, other main foodstores outside survey area	0.88	2.52	15.36	1.14	0.07	4.74	19.32	0.57	44.61	
Local shops											
1	Wembley town centre	5.10	0.00	0.00	0.00	0.99	0.00	0.00	0.00	6.09	
1	Ealing Road district centre	3.27	0.00	0.00	0.00	0.00	0.00	0.00	0.29	3.56	
2	Kingsbury district centre	0.42	3.40	0.00	1.03	0.72	0.00	0.00	0.21	5.77	
2	Preston Road district centre	2.51	0.20	0.00	0.00	0.11	0.00	0.00	0.00	2.82	
3	Burnt Oak district centre	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	1.10	
5	Neasden district centre	0.00	0.00	0.00	0.00	3.63	0.00	0.00	0.00	3.63	
6	Cricklewood district centre	0.00	0.00	0.00	0.00	2.05	1.12	0.00	0.00	3.18	
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.00	3.51	0.00	0.00	3.51	
8	Harlesden town centre	0.00	0.00	0.00	0.00	0.36	0.00	7.49	0.00	7.85	
8	Willesden town centre	0.00	0.00	0.00	0.00	1.57	0.00	1.96	0.00	3.54	
	Sub-total, local shops	11.30	3.59	1.10	1.03	9.44	1.12	3.51	9.66	41.05	
	Other	29.18	16.05	28.99	24.81	14.93	21.67	44.28	34.87	261.60	
	Total	197.32	121.11	105.87	143.11	109.54	128.69	224.03	234.80	1,380.92	

Source: Table 3, Table 4

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 2, Table 5e - Convenience goods spending patterns, 2041

Zone	Zone 1 Wembley	Zone 2 Kenton	Zone 3 Burnt Oak	Zone 4 Colindale	Zone 5 Neasden	Zone 6 Crick'wd	Zone 7 Kilburn	Zone 8 Harlesden	Zone 9 Greenfd	Total	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Total available convenience spend, 2041											
	225.36	134.05	114.62	154.63	112.78	146.71	232.06	274.01	122.80	1,517.04	
Major centres											
Wembley town centre											
1	Tesco Metro, Central Square, Wembley	12.11	0.00	0.00	0.00	0.26	0.15	0.50	4.45	0.39	17.88
1	Iceland, Central Square, Wembley	4.69	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	4.85
1	Tesco Express, High Road, Wembley	2.88	0.00	0.00	0.00	3.67	0.00	0.00	1.85	0.28	8.67
	Sub-total, Wembley town centre main foodstores	19.69	0.00	0.00	0.00	4.10	0.15	0.50	6.30	0.67	31.40
Kilburn town centre											
7	Sainsbury's, Kilburn High Road	0.24	0.00	0.00	0.00	0.00	1.69	34.16	8.39	0.00	44.48
7	Aldi, Kilburn High Road	0.00	0.00	0.00	0.87	0.00	1.16	13.78	4.59	0.00	20.40
7	Sainsbury's Local, Kilburn High Road	0.55	0.00	0.00	0.00	0.00	4.69	8.22	0.00	0.00	13.45
7	M&S Foodhall, Kilburn High Road	0.55	0.00	0.00	0.00	0.00	0.97	5.67	0.00	0.00	7.19
7	Tesco Express, Willesden Lane, Kilburn	0.00	0.00	0.00	0.00	0.23	2.31	6.14	0.17	0.39	9.25
7	Tesco Express, 405 Kilburn High Road	0.00	0.00	0.00	0.00	0.00	3.07	0.12	0.00	0.00	3.18
	Sub-total, Kilburn town centre main foodstores	1.33	0.00	0.00	0.87	0.23	13.90	68.08	13.15	0.39	97.95
District centres											
Preston Road district centre											
1	Tesco Express, Preston Road	5.02	0.27	0.00	0.00	0.25	0.00	0.00	2.58	0.00	8.13
1	Co-Op, Preston Road	2.82	0.33	0.00	0.00	0.27	0.00	0.00	0.00	0.05	3.47
	Sub-total, Preston Road district centre main foodstores	7.84	0.60	0.00	0.00	0.52	0.00	0.00	2.58	0.05	11.60
Kenton district centre											
2	Sainsbury's, Nash Lane, Kenton	20.69	20.31	1.72	0.00	1.28	0.00	0.00	0.42	0.00	44.43
	Sub-total, Kenton district centre main foodstores	20.69	20.31	1.72	0.00	1.28	0.00	0.00	0.42	0.00	44.43
Kingsbury district centre											
2	Aldi, Kingsbury Road, Kingsbury	1.70	14.36	0.87	7.04	2.38	0.00	0.00	0.00	1.13	27.49
2	Tesco Express, Prince of Wales House, Kingsbury	0.00	5.34	0.00	2.23	0.08	0.08	0.38	0.00	0.00	8.11
2	Iceland, Kingsbury Circle, Kingsbury	0.00	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.98
	Sub-total, Kingsbury district centre main foodstores	1.70	21.69	0.87	9.27	2.46	0.08	0.38	0.00	1.13	37.58
Burnt Oak district centre											
3	Tesco Metro, Burnt Oak Broadway, Edgware	0.00	0.00	5.01	0.00	0.48	0.00	0.00	0.00	0.00	5.49
3	Iceland, Burnt Oak Broadway, Edgware	0.00	0.00	2.18	0.00	0.00	0.00	0.00	0.00	0.00	2.18
	Sub-total, Burnt Oak district centre main foodstores	0.00	0.00	7.19	0.00	0.48	0.00	0.00	0.00	0.00	7.67
Neasden district centre											
5	Tesco Express, Neasden Lane, Neasden	0.00	0.00	0.00	0.00	3.94	2.97	0.00	0.67	0.00	7.57
5	Iceland, North Circular Road, Neasden	0.00	0.00	0.00	0.00	2.87	0.00	0.00	0.67	0.00	3.54
	Sub-total, Neasden district centre main foodstores	0.00	0.00	0.00	0.00	6.80	2.97	0.00	1.34	0.00	11.11
Cricklewood district centre											
6	Iceland, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.81	6.70	0.21	0.96	0.00	8.68
6	Co-Op, Cricklewood Lane, Cricklewood	0.00	0.00	0.00	0.00	0.00	4.07	0.00	0.00	0.00	4.07
6	Co-Op, Cricklewood Broadway, Cricklewood	0.00	0.00	0.00	0.00	0.00	3.76	0.00	0.00	0.00	3.76
	Sub-total, Cricklewood district centre main foodstores	0.00	0.00	0.00	0.00	0.81	14.53	0.21	0.96	0.00	16.51
Harlesden district centre											
8	Tesco Metro, Harlesden Plaza, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.00	0.08	19.08
8	Iceland, High Street, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.47	0.00	9.47
	Sub-total, Harlesden district centre main foodstores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.46	0.08	28.55
Wilkesden Green district centre											
8	Sainsbury's, High Road, Wilkesden	0.00	0.00	0.00	0.00	2.92	7.67	8.24	23.00	0.00	41.83
8	Sainsbury's Local, High Road, Wilkesden	0.24	0.00	0.00	0.00	2.56	0.55	1.37	9.12	0.00	13.83
	Sub-total, Wilkesden Green district centre main foodstores	0.24	0.00	0.00	0.00	5.48	8.22	9.61	32.12	0.00	55.67
Local centres											
Sudbury local centre											
1	Tesco Express, Harrow Road, Sudbury	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35	1.58
	Sub-total, Sudbury local centre main foodstores	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35	1.58
Queen's Park local centre											
7	Sainsbury's Local, Salusbury Road, Queen's Park	0.00	0.00	0.00	1.40	0.00	0.00	7.53	0.97	0.00	9.90
7	M&S Foodhall, Salusbury Road, Queen's Park	0.00	0.00	0.00	0.00	0.00	0.00	5.09	0.17	0.00	5.25
	Sub-total, Queen's Park local centre main foodstores	0.00	0.00	0.00	1.40	0.00	0.00	12.62	1.13	0.00	15.15
Kensal Rise local centre											
8	Tesco Express, Chamberlayne Road, Kensal Rise	0.00	0.00	0.00	0.00	0.00	0.00	3.67	0.79	0.00	4.46
8	Tesco Express, Station Terrace, Kensal Rise	0.00	0.00	0.00	0.00	1.62	0.00	0.26	3.08	0.00	4.97
	Sub-total, Kensal Rise local centre main foodstores	0.00	0.00	0.00	0.00	1.62	0.00	3.94	3.87	0.00	9.43
Other main foodstores in survey area (within LB Brent)											
1	Lidl, Stadium Retail Park, Wembley	18.07	0.00	0.00	0.11	0.67	0.00	0.00	0.00	0.05	18.90
1	Tesco Express, North Wembley Station, East Lane	2.66	0.00	0.00	0.00	0.00	0.00	1.11	0.86	0.57	5.19
4	Asda, Capitol Way, Edgware Road, Colindale	0.00	25.88	27.22	29.98	4.67	0.38	0.00	1.64	0.00	89.78
4	Morrisons, Honeypot Lane, Queensbury	5.56	23.25	20.42	1.75	1.21	0.00	0.00	0.00	0.00	52.18
4	Morrisons, Edgware Road, Colindale	0.00	4.70	2.56	12.92	2.87	0.77	0.00	0.00	0.00	23.81
5	Asda, Forty Lane, Wembley	48.00	4.16	0.42	7.05	28.81	10.04	5.27	8.00	1.17	112.93
5	Tesco Extra, Brent Park	7.89	0.00	0.00	1.91	8.32	1.53	0.34	11.20	0.39	31.58
5	Lidl, Blackbird Hill, Wembley	4.77	0.82	0.07	1.35	2.02	0.23	0.00	5.39	0.50	15.16
6	Lidl, Edgware Road, Cricklewood	0.00	0.00	0.00	0.15	1.61	16.34	1.11	3.47	0.00	22.69
8	Tesco Express, Hillside, Harlesden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.38	0.00	19.38
9	Sainsbury's, Ealing Road, Alperton	23.13	0.00	0.00	0.00	0.18	0.00	0.00	0.00	24.55	47.86
	Sub-total, other main foodstores in survey area (within LB Brent)	110.09	58.81	50.68	55.24	50.35	29.29	7.82	49.93	27.24	439.46
Total for LB Brent											
	161.82	101.41	60.47	66.78	74.13	69.14	103.16	140.27	30.91	# 808.09	

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Appendix 2, Table 5e - Convenience goods spending patterns, 2041 (continued)

Zone	Zone 1 Wembley £m	Zone 2 Kenton £m	Zone 3 Burnt Oak £m	Zone 4 Colindale £m	Zone 5 Neasden £m	Zone 6 Crick'wd £m	Zone 7 Kilburn £m	Zone 8 Harlesden £m	Zone 9 Greenf'd £m	Total £m
Other main foodstores in survey area (outside LB Brent)										
2	Tesco, Station Road, Harrow*	5.49	5.11	3.70	0.00	0.00	0.00	0.00	1.45	15.75
4	Brent Cross Shopping Centre foodstores (Waitrose/M&S)*	0.72	0.26	0.87	7.88	0.89	9.76	5.81	5.14	31.69
4	Sainsbury's, Hyde Estate Road, Hendon*	0.00	1.42	0.11	33.91	6.66	0.61	0.00	0.00	42.71
4	Sainsbury's Local, Vivian Avenue, Hendon	0.00	0.00	0.00	6.25	0.65	0.33	0.68	0.00	7.90
4	Sainsbury's Local, Colindale Station, Charcot Road, Colindale	0.00	0.00	0.27	4.76	0.00	0.00	0.42	0.00	5.44
6	Tesco, Hendon Way, Brent Cross	6.49	0.69	0.00	5.91	3.44	35.02	2.83	6.20	60.66
7	Iceland, Harrow Road, Kensal Green	0.00	0.00	0.00	0.00	0.00	13.70	0.00	0.08	13.79
8	Asda, Western Road, Park Royal	3.06	0.00	0.00	0.00	0.16	0.48	33.29	4.59	44.98
8	Sainsbury's, Ladbroke Grove	0.00	0.63	0.00	0.00	1.69	0.00	32.96	36.04	71.32
9	Tesco, Old Hoover Building, Greenford	0.55	0.00	0.00	0.00	0.00	0.00	0.00	35.63	36.17
	Sub-total, other main foodstores in survey (outside LB Brent)	16.30	8.11	4.94	58.70	13.49	46.20	59.38	81.10	330.41
Total for survey area										
		178.12	109.52	65.41	125.48	87.62	115.33	162.54	221.37	1,138.50
Other main foodstores outside survey area										
-	Waitrose, Finchley Road	1.01	0.00	0.00	0.00	0.00	3.30	10.00	0.67	14.98
-	Sainsbury's, Finchley Road	0.00	0.11	0.00	0.00	0.07	2.09	10.01	0.00	12.29
-	Sainsbury's, Broadwalk Centre, Edgware	0.00	2.40	7.15	1.23	0.00	0.00	0.00	0.00	10.78
-	Sainsbury's, The Broadwalk, Stanmore	0.00	0.29	9.48	0.00	0.00	0.00	0.00	0.00	9.77
	Sub-total, other main foodstores outside survey area	1.01	2.79	16.63	1.23	0.07	5.40	20.02	0.67	47.82
Local shops										
1	Wembley town centre	5.83	0.00	0.00	0.00	1.02	0.00	0.00	0.00	6.85
1	Ealing Road district centre	3.73	0.00	0.00	0.00	0.00	0.00	0.00	0.31	4.04
2	Kingsbury district centre	0.48	3.76	0.00	1.11	0.74	0.00	0.00	0.25	6.34
2	Preston Road district centre	2.87	0.22	0.00	0.00	0.11	0.00	0.00	0.00	3.20
3	Burnt Oak district centre	0.00	0.00	1.19	0.00	0.00	0.00	0.00	0.00	1.19
5	Neasden district centre	0.00	0.00	0.00	0.00	3.74	0.00	0.00	0.00	3.74
6	Cricklewood district centre	0.00	0.00	0.00	0.00	2.11	1.28	0.00	0.00	3.40
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.00	0.00	3.64	0.00	3.64
8	Harlesden town centre	0.00	0.00	0.00	0.00	0.37	0.00	0.00	8.74	9.11
8	Willesden town centre	0.00	0.00	0.00	0.00	1.62	0.00	0.00	2.29	3.91
	Sub-total, local shops	12.91	3.98	1.19	1.11	9.72	1.28	3.64	11.28	45.41
	Other	33.32	17.76	31.38	26.81	15.37	24.70	45.87	40.69	285.31
	Total	225.36	134.05	114.62	154.63	112.78	146.71	232.06	274.01	1,517.04

Source: Table 3, Table 4

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Appendix 2, Table 6 - Foodstore trading analysis

Zone	(See notes.) A Sub-area	Total net floorspace (sq.m)	B Estimated net convenience ratio (%)	C Net convenience floorspace (sq.m)	D Company average sales per sq.m (£)	E Benchmark' turnover per sq.m (£m)	F Survey-derived turnover, 2018 (£m)	G Survey-derived sales per sq.m (£)	H Difference to benchmark (£m)	
Major centres										
Wembley town centre										
1	Tesco Metro, Central Square, Wembley	South West	672	90%	605	12,809	7.75	12.94	21,395	5.19
1	Iceland, Central Square, Wembley	South West	459	97%	445	7,093	3.16	3.49	7,842	0.33
1	Tesco Express, High Road, Wembley	South West	240	95%	228	12,809	2.92	6.90	30,283	3.98
	Sub-total, Wembley town centre main foodstores		1,371	-	1,278	-	13.83	23.34		9.51
Kilburn town centre										
7	Sainsbury's, Kilburn High Road	South East	1,337	90%	1,203	12,094	14.55	40.24	33,448	25.69
7	Aldi, Kilburn High Road	South East	720	90%	648	9,851	6.38	18.08	27,896	11.69
7	Sainsbury's Local, Kilburn High Road	South East	238	95%	226	12,094	2.73	11.87	52,534	9.14
7	M&S Foodhall, Kilburn High Road	South East	808	75%	606	10,878	6.59	6.59	10,872	0.00
7	Tesco Express, Willesden Lane, Kilburn	South East	219	95%	208	12,809	2.67	8.34	40,022	5.67
7	Tesco Express, 405 Kilburn High Road	South East	320	95%	304	12,809	3.89	2.44	8,042	-1.45
	Sub-total, Kilburn town centre main foodstores		3,642	-	3,196	-	36.82	87.57		50.74
District centres										
Preston Road district centre										
1	Tesco Express, Preston Road	North West	240	95%	228	12,809	2.92	5.84	25,601	2.92
1	Co-Op, Preston Road	North West	419	87%	365	8,203	3.00	2.56	7,005	-0.44
	Sub-total, Preston Road district centre main foodstores		659	-	593	-	5.92	8.40		2.48
Kenton district centre										
2	Sainsbury's, Nash Lane, Kenton	North West	3,763	72%	2,717	12,094	32.85	33.92	12,486	1.06
	Sub-total, Kenton district centre main foodstores		3,763	-	2,717	-	32.85	33.92		1.06
Kingsbury district centre										
2	Aldi, Kingsbury Road, Kingsbury	North	1,104	80%	883	9,851	8.70	22.27	25,219	13.57
2	Tesco Express, Prince of Wales House, Kingsbury	North	240	95%	228	12,809	2.92	6.56	28,767	3.64
2	Iceland, Kingsbury Circle, Kingsbury	North	465	97%	451	7,093	3.20	1.58	3,503	-1.62
	Sub-total, Kingsbury district centre main foodstores		1,809	-	1,562	-	14.82	30.41		15.59
Burnt Oak district centre										
3	Tesco Metro, Burnt Oak Broadway, Edgware	North	902	90%	812	12,809	10.40	4.91	6,050	-5.49
3	Iceland, Burnt Oak Broadway, Edgware	North	491	97%	476	7,093	3.38	1.95	4,097	-1.43
	Sub-total, Burnt Oak district centre main foodstores		1,393	-	1,288	-	13.78	6.86		-6.91
Neasden district centre										
5	Tesco Express, Neasden Lane, Neasden	East	360	95%	342	12,809	4.38	6.28	18,369	1.90
5	Iceland, North Circular Road, Neasden	East	251	97%	243	7,093	1.73	3.06	12,577	1.33
	Sub-total, Neasden district centre main foodstores		611	-	585	-	6.11	9.34		3.24
Cricklewood district centre										
6	Iceland, Cricklewood Broadway, Cricklewood	South East	600	97%	582	7,093	4.13	6.71	11,532	2.58
6	Co-Op, Cricklewood Lane, Cricklewood	South East	753	87%	657	8,203	5.39	3.09	4,706	-2.30
6	Co-Op, Cricklewood Broadway, Cricklewood	South East	328	87%	286	8,203	2.35	2.86	9,997	0.51
	Sub-total, Cricklewood district centre main foodstores		1,680	-	1,525	-	11.86	12.66		0.80
Harlesden district centre										
8	Tesco Metro, Harlesden Plaza, Harlesden	South	552	90%	497	12,809	6.36	13.41	26,984	7.04
8	Iceland, High Street, Harlesden	South	539	97%	523	7,093	3.71	6.65	12,715	2.94
	Sub-total, Harlesden district centre main foodstores		1,091	-	1,019	-	10.07	20.05		9.98
Willesden Green district centre										
8	Sainsbury's, High Road, Willesden	South East	3,452	72%	2,492	12,094	30.14	32.55	13,062	2.41
8	Sainsbury's Local, High Road, Willesden	South East	296	95%	281	12,094	3.40	10.62	37,756	7.22
	Sub-total, Willesden Green district centre main foodstores		3,748	-	2,774	-	33.54	43.17		9.63
Local centres										
Sudbury local centre										
1	Tesco Express, Harrow Road, Sudbury	South West	240	95%	228	12,809	2.92	1.34	5,884	-1.58
	Sub-total, Sudbury local centre main foodstores		240	-	228	-	2.92	1.34		-1.58
Queen's Park local centre										
7	Sainsbury's Local, Salusbury Road, Queen's Park	South East	240	95%	228	12,094	2.76	9.07	39,776	6.31
7	M&S Foodhall, Salusbury Road, Queen's Park	South East	400	95%	382	10,878	4.15	5.01	13,141	0.86
	Sub-total, Queen's Park local centre main foodstores		640	-	610	-	6.91	14.08		7.17
Kensal Rise local centre										
8	Tesco Express, Chamberlayne Road, Kensal Rise	South East	240	95%	228	12,809	2.92	4.09	17,947	1.17
8	Tesco Express, Station Terrace, Kensal Rise	South East	240	95%	228	12,809	2.92	3.89	17,041	0.96
	Sub-total, Kensal Rise local centre main foodstores		480	-	456	-	5.84	7.98		2.14
Other main foodstores in survey area (within LB Brent)										
1	Lidl, Stadium Retail Park, Wembley	Central	929	80%	743	7,042	5.23	13.62	18,326	8.39
1	Tesco Express, North Wembley Station, East Lane	Central	240	95%	228	12,809	2.92	4.06	17,803	1.14
4	Asda, Capitol Way, Edgware Road, Colindale	North	4,839	67%	3,242	17,118	55.50	74.92	23,106	19.41
4	Morrisons, Honeyput Lane, Queensbury	North	2,926	80%	2,341	11,210	26.24	43.23	18,467	16.99
4	Morrisons, Edgware Road, Colindale	North	3,754	85%	3,190	11,210	35.76	19.68	6,170	-16.08
5	Asda, Forty Lane, Wembley	Central	6,004	67%	4,022	17,118	68.86	89.01	22,129	20.16
5	Tesco Extra, Brent Park	South	4,903	70%	3,432	12,809	43.96	24.39	7,105	-19.58
5	Lidl, Blackbird Hill, Wembley	Central	929	80%	743	7,042	5.23	11.43	15,382	6.20
6	Lidl, Edgware Road, Cricklewood	South East	929	80%	743	7,042	5.23	17.51	23,567	12.28
8	Tesco Express, Hillside, Harlesden	South	149	95%	142	12,809	1.81	13.60	96,088	11.79
9	Sainsbury's, Ealing Road, Alperton	South West	4,080	72%	2,946	12,094	35.63	38.02	12,905	2.39
	Sub-total, other main foodstores in survey area (within LB Brent)		29,683	-	21,774	-	286.39	349.48		63.09
	Total for LB Brent		50,809	-	39,604	-	481.67	648.61	16,377	166.94

Source:

- A Sales areas sourced from IGD, 2008 Study or planning application documents
- B Sourced from company averages provided by Verdict, amended in some instances following store visits
- C Column A multiplied by Column B
- D Company average sales per sq.m data provided by Verdict
- E Column C multiplied by Column D
- F 2018 turnover figures sourced from Table 5a
- G Column F divided by Column C
- H Column F minus Column E

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Appendix 1, Table 7 - Commitments for new convenience goods floorspace

Proposed development	Use classes	Gross Floorspace (sq.m)	Net Floorspace (sq.m)	Net Convenience Floorspace (%)	Net Convenience Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2023 (£m)	Average turnover 2028 (£m)	Average turnover 2033 (£m)	Average turnover 2041 (£m)
Central Brent sub-area										
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	A1-A5	30,000	24,000	25%	6,000	5,000	30.05	30.12	30.20	30.32
B) Land adjacent to Wembley Central station, South Way, Wembley	A1-A4, B1, D1, D2	3,000	2,400	25%	600	5,000	3.00	3.01	3.02	3.03
C) Mahatma Gandhi House, Wembley Hill Road, Wembley	A1-A3	1,549	1,239	25%	310	5,000	1.55	1.56	1.56	1.57
D) Former Yellow Car Park, Fulton Road, Wembley	A1-A5, B1, D2	3,578	2,862	25%	716	5,000	3.58	3.59	3.60	3.62
E) Green Car Park, Olympic Way, Wembley	A1-A4	21,000	16,800	25%	4,200	5,000	21.03	21.08	21.14	21.22
F) Land adjacent Wembley Arena Square, Wembley	A1	1,879	1,503	50%	752	5,000	3.76	3.77	3.78	3.80
Sub-total		61,006	48,805	-	12,577	-	62.98	63.14	63.29	63.55
North West Brent sub-area										
G) Burnt Oak Broadway	A1, A2	925	740	25%	370	5,000	1.85	1.86	1.86	1.87
Sub-total		925	740	-	370	-	1.85	1.86	1.86	1.87
North Brent sub-area										
H) Capitol Way, Colindale	A1, A3	8,665	6,932	30%	2,080	10,364	21.59	21.64	21.69	21.78
Sub-total		8,665	6,932	-	2,080	-	21.59	21.64	21.69	21.78
East Brent sub-area										
No commitments										
South East Brent sub-area										
H) Kilburn High Road (odd no's, 103-123 part)	A1	1,871	1,497	25%	1,123	5,000	5.62	5.64	5.65	5.67
Sub-total		1,871	1,497	-	1,123	-	5.62	5.64	5.65	5.67
South Brent sub-area										
No commitments										
South West Brent sub-area										
I) Montrose Crescent Car Park Wembley	A1, A2, A3, A5, B1, D1	1,312	1,050	25%	262	5,000	1.31	1.32	1.32	1.33
J) 85-89 Ealing Road, Ealing Road district centre	A1-A3	1,430	1,144	25%	572	5,000	2.86	2.87	2.88	2.89
K) Coronation Road, Park Royal	A1-A4	1,700	1,360	25%	340	5,000	1.70	1.71	1.71	1.72
Sub-total		4,442	3,554	-	1,174	-	5.88	5.90	5.91	5.93
Overall total for all sub-areas		76,909	61,527	-	17,324	-	97.92	98.17	98.41	98.81

Floorspace split assumptions:

	A1 comparison	A1 convenience	Other uses
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	25%	25%	50%
B) Land adjacent to Wembley Central station, South Way, Wembley	25%	25%	50%
C) Montrose Crescent Car Park Wembley	50%	25%	25%
D) Mahatma Gandhi House, Wembley Hill Road, Wembley	50%	25%	25%
E) Former Yellow Car Park, Fulton Road, Wembley	25%	25%	50%
F) Green Car Park, Olympic Way, Wembley	25%	25%	50%
G) Land adjacent Wembley Arena Square, Wembley	50%	50%	0%
H) 85-89 Ealing Road, Ealing Road district centre	50%	25%	25%
I) Kilburn High Road (odd no's, 103-123 part)	75%	25%	0%
J) Coronation Road, Park Royal	25%	25%	50%
K) Capitol Way, Edgware (bulky goods)	100%	0%	0%
L) Capitol Way, Edgware (non-bulky)	50%	0%	50%
M) Burnt Oak Broadway	50%	25%	25%

Source: Planning commitments data provided by LB Brent, sourced from London Development Database

Floorspace split assumptions are estimates by Urban Shape based on range of use classes granted permission at each site.

8a. Central Brent sub-area (Wembley Park inc. London Designer Outlet)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (Central Brent sub-area)	£m	118.13	116.56	125.91	137.34	152.18
Existing main stores floorspace in sub-area	sq.m net	5,737	5,737	5,737	5,737	5,737
Sales per sq.m net	£	20,590	14,336	14,372	14,408	14,466
Sales from existing floorspace	£m	118.13	82.25	82.45	82.66	82.99
Sales from committed floorspace	£m	0.00	62.98	63.14	63.29	63.55
Residual spending to support new convenience goods floorspace	£m	0.00	-28.67	-19.68	-8.61	5.64
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	-2,611	-1,788	-781	509
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	-2,600	-1,800	-800	500

8b. North West Brent sub-area (Kenton & Preston Road)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (NW Brent sub-area)	£m	42.32	41.75	45.70	49.84	56.02
Existing main stores floorspace in sub-area	sq.m net	3,310	3,310	3,310	3,310	3,310
Sales per sq.m net	£	12,784	11,714	11,743	11,773	11,820
Sales from existing floorspace	£m	42.32	38.77	38.87	38.97	39.12
Sales from committed floorspace	£m	0.00	1.85	1.86	1.86	1.87
Residual spending to support new convenience goods floorspace	£m	0.00	1.13	4.97	9.01	15.03
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	103	452	817	1,357
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	100	500	800	1,400

8c. North Brent sub-area (Burnt Oak, Colindale & Kingsbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (North Brent sub-area)	£m	168.25	172.79	186.05	193.57	211.02
Existing main stores floorspace in sub-area	sq.m net	11,623	11,623	11,623	11,623	11,623
Sales per sq.m net	£	14,475	12,570	12,601	12,633	12,683
Sales from existing floorspace	£m	168.25	146.10	146.47	146.84	147.42
Sales from committed floorspace	£m	0.00	21.59	21.64	21.69	21.78
Residual spending to support new convenience goods floorspace	£m	0.00	5.10	17.94	25.04	41.81
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	464	1,630	2,269	3,775
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	500	1,600	2,300	3,800

8d. East Brent sub-area (Neasden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (Eastern Brent sub-area)	£m	9.34	9.22	9.69	10.36	11.11
Existing main stores floorspace in sub-area	sq.m net	585	585	585	585	585
Sales per sq.m net	£	15,961	12,462	12,494	12,525	12,575
Sales from existing floorspace	£m	9.34	7.29	7.31	7.33	7.36
Sales from committed floorspace	£m	0.00	0.00	0.00	0.00	0.00
Residual spending to support new convenience goods floorspace	£m	0.00	1.92	2.38	3.02	3.75
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	175	216	274	338
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	200	200	300	300

8e. South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (Central Brent sub-area)	£m	182.98	180.55	189.04	199.08	217.40
Existing main stores floorspace in sub-area	sq.m net	9,303	9,303	9,303	9,303	9,303
Sales per sq.m net	£	19,669	10,772	10,799	10,826	10,870
Sales from existing floorspace	£m	182.98	100.21	100.47	100.72	101.12
Sales from committed floorspace	£m	0.00	5.62	5.64	5.65	5.67
Residual spending to support new convenience goods floorspace	£m	0.00	74.71	82.94	92.71	110.61
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	6,805	7,536	8,403	9,985
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	6,800	7,500	8,400	10,000

8f. South Brent sub-area (Church End & Harlesden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (Central Brent sub-area)	£m	58.04	57.27	62.90	69.47	79.51
Existing main stores floorspace in sub-area	sq.m net	4,593	4,593	4,593	4,593	4,593
Sales per sq.m net	£	12,636	10,236	10,261	10,287	10,328
Sales from existing floorspace	£m	58.04	47.02	47.13	47.25	47.44
Sales from committed floorspace	£m	0.00	0.00	0.00	0.00	0.00
Residual spending to support new convenience goods floorspace	£m	0.00	4.37	9.87	16.31	26.13
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	398	897	1,478	2,359
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	400	900	1,500	2,400

8g. South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Residents' spending in LB Brent main stores (Central Brent sub-area)	£m	118.13	116.56	125.91	137.34	152.18
Existing main stores floorspace in sub-area	sq.m net	4,452	4,452	4,452	4,452	4,452
Sales per sq.m net	£	26,532	11,764	11,794	11,823	11,871
Sales from existing floorspace	£m	118.13	52.38	52.51	52.64	52.85
Sales from committed floorspace	£m	0.00	5.88	5.90	5.91	5.93
Residual spending to support new convenience goods floorspace	£m	0.00	58.30	67.50	78.79	93.40
Sales per sq.m net in new shops	£	0	10,979	11,006	11,034	11,078
<i>Based on large store format</i>						
Capacity for new floorspace - foodstores only	sq.m net	0	5,310	6,133	7,141	8,431
Capacity for new floorspace (sq.m net, rounded) - foodstores only	sq.m net	0	5,300	6,100	7,100	8,400

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Appendix 1, Table 9 - Summary of Borough-wide convenience goods need

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Central Brent sub-area	sq.m net	0	-2,611	-1,788	-781	509
Central Brent sub-area (rounded)	sq.m net	0	-2,600	-1,800	-800	500
North West Brent sub-area	sq.m net	0	103	452	817	1,357
North West Brent sub-area (rounded)	sq.m net	0	100	500	800	1,400
North Brent sub-area	sq.m net	0	464	1,630	2,269	3,775
North Brent sub-area (rounded)	sq.m net	0	500	1,600	2,300	3,800
East Brent sub-area	sq.m net	0	175	216	274	338
East Brent sub-area (rounded)	sq.m net	0	200	200	300	300
South East Brent sub-area	sq.m net	0	6,805	7,536	8,403	9,985
South East Brent sub-area (rounded)	sq.m net	0	6,800	7,500	8,400	10,000
South Brent sub-area	sq.m net	0	398	897	1,478	2,359
South Brent sub-area (rounded)	sq.m net	0	400	900	1,500	2,400
South West Brent sub-area	sq.m net	0	5,310	6,133	7,141	8,431
South West Brent sub-area (rounded)	sq.m net	0	5,300	6,100	7,100	8,400
Overall total for Borough	sq.m net	0	10,646	15,075	19,602	26,754
Overall total for Borough (rounded)	sq.m net	0	10,600	15,100	19,600	26,800

Source: Table 8

Appendix 3 | Class A3 & A4 leisure need tables

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Appendix 3, Table 1 - Population projections

Year	Zone 1 <i>Wembley</i> persons	Zone 2 <i>Kenton</i> persons	Zone 3 <i>Burnt Oak</i> persons	Zone 4 <i>Colindale</i> persons	Zone 5 <i>Neasden</i> persons	Zone 6 <i>Crick'wd</i> persons	Zone 7 <i>Kilburn</i> persons	Zone 8 <i>Harlesden</i> persons	Zone 9 <i>Greenf'd</i> persons	Total persons
Population projection 2018	89,725	59,628	57,223	70,027	56,924	62,319	124,821	107,419	59,687	687,773
Population projection 2023	99,067	65,287	59,149	77,996	59,352	65,815	126,967	119,354	63,772	736,759
Population projection 2028	111,745	68,586	59,955	81,045	62,035	72,875	126,867	132,970	65,935	782,013
Population projection 2033	123,191	71,333	61,900	82,843	62,851	77,638	126,991	144,973	67,586	819,306
Population projection 2041	126,738	75,390	64,463	86,960	63,426	82,509	130,509	154,101	69,061	853,157
Population growth, 2018-28	22,020	8,958	2,732	11,018	5,111	10,556	2,046	25,551	6,248	94,240
Population growth, 2018-33	33,466	11,705	4,677	12,816	5,927	15,319	2,170	37,554	7,899	131,533
Population growth, 2018-41	37,013	15,762	7,240	16,933	6,502	20,190	5,688	46,682	9,374	165,384

Source: 2018 population sourced from Experian Micromarketer.

Forecast year populations are calculated by applying ward-based population growth rates (source: GLA) for all wards which fall wholly/partially within each zone to 2018 Experian data. Wards where under 5% of population falls within zone excluded.

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Appendix 3, Table 2 - Per capita spend on commercial leisure activities (survey area averages)

Year	Zone 1 <i>Wembley</i>	Zone 2 <i>Kenton</i>	Zone 3 <i>Burnt Oak</i>	Zone 4 <i>Colindale</i>	Zone 5 <i>Neasden</i>	Zone 6 <i>Crick'wd</i>	Zone 7 <i>Kilburn</i>	Zone 8 <i>Harlesden</i>	Zone 9 <i>Greenfd</i>
	persons	persons	persons	persons	persons	persons	persons	persons	persons
Accommodation services									
2016	318	318	318	318	318	318	318	318	318
2018	321	321	321	321	321	321	321	321	321
2023	334	334	334	334	334	334	334	334	334
2028	354	354	354	354	354	354	354	354	354
2033	376	376	376	376	376	376	376	376	376
2041	414	414	414	414	414	414	414	414	414
Cultural services									
2016	247	247	247	247	247	247	247	247	247
2018	250	250	250	250	250	250	250	250	250
2023	260	260	260	260	260	260	260	260	260
2028	276	276	276	276	276	276	276	276	276
2033	293	293	293	293	293	293	293	293	293
2041	322	322	322	322	322	322	322	322	322
Education									
2016	620	620	620	620	620	620	620	620	620
2018	626	626	626	626	626	626	626	626	626
2023	651	651	651	651	651	651	651	651	651
2028	690	690	690	690	690	690	690	690	690
2033	733	733	733	733	733	733	733	733	733
2041	806	806	806	806	806	806	806	806	806
Games of chance									
2016	92	92	92	92	92	92	92	92	92
2018	93	93	93	93	93	93	93	93	93
2023	96	96	96	96	96	96	96	96	96
2028	102	102	102	102	102	102	102	102	102
2033	108	108	108	108	108	108	108	108	108
2041	119	119	119	119	119	119	119	119	119
Hairdressing & beauty									
2016	87	87	87	87	87	87	87	87	87
2018	88	88	88	88	88	88	88	88	88
2023	91	91	91	91	91	91	91	91	91
2028	97	97	97	97	97	97	97	97	97
2033	103	103	103	103	103	103	103	103	103
2041	113	113	113	113	113	113	113	113	113
Insurance									
2016	211	211	211	211	211	211	211	211	211
2018	213	213	213	213	213	213	213	213	213
2023	222	222	222	222	222	222	222	222	222
2028	235	235	235	235	235	235	235	235	235
2033	250	250	250	250	250	250	250	250	250
2041	275	275	275	275	275	275	275	275	275
Recreation & sport									
2016	221	221	221	221	221	221	221	221	221
2018	223	223	223	223	223	223	223	223	223
2023	232	232	232	232	232	232	232	232	232
2028	246	246	246	246	246	246	246	246	246
2033	261	261	261	261	261	261	261	261	261
2041	287	287	287	287	287	287	287	287	287
Restaurants and cafes									
2016	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191	1,191
2018	1,203	1,203	1,203	1,203	1,203	1,203	1,203	1,203	1,203
2023	1,252	1,252	1,252	1,252	1,252	1,252	1,252	1,252	1,252
2028	1,327	1,327	1,327	1,327	1,327	1,327	1,327	1,327	1,327
2033	1,409	1,409	1,409	1,409	1,409	1,409	1,409	1,409	1,409
2041	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550
Social protection									
2016	339	339	339	339	339	339	339	339	339
2018	343	343	343	343	343	343	343	343	343
2023	357	357	357	357	357	357	357	357	357
2028	378	378	378	378	378	378	378	378	378
2033	401	401	401	401	401	401	401	401	401
2041	442	442	442	442	442	442	442	442	442
Other services									
2016	111	111	111	111	111	111	111	111	111
2018	112	112	112	112	112	112	112	112	112
2023	117	117	117	117	117	117	117	117	117
2028	124	124	124	124	124	124	124	124	124
2033	131	131	131	131	131	131	131	131	131
2041	145	145	145	145	145	145	145	145	145

Leisure expenditure categories as defined by Experian:

Accommodation services - holidays, room hire

Cultural services - visits to cinema, theatre, museums, live music; TV subscriptions

Education - education fees

Games of chance - lottery, betting, bingo

Insurance - home, personal insurance etc

Recreation & sports - visits to sports matches as spectators; sports & social club membership

Restaurants & cafes - restaurants, cafes, alcoholic drinks away from the home, take-away meals

Social protection - residential homes, home help, nursery, child care

Other services - moving house, bank charges

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 3 - Total spend on commercial leisure activities

Year	Zone 1 Wembley £m	Zone 2 Kenton £m	Zone 3 Burnt Oak £m	Zone 4 Colindale £m	Zone 5 Neasden £m	Zone 6 Crick'wd £m	Zone 7 Kilburn £m	Zone 8 Harlesden £m	Zone 9 Greenfd £m	Total £m
Accommodation services										
2018	28.82	19.16	18.38	22.50	18.29	20.02	40.10	34.51	19.17	220.95
2023	29.99	19.93	19.13	23.41	19.03	20.83	41.73	35.91	19.95	229.91
2028	31.81	21.14	20.28	24.82	20.18	22.09	44.25	38.08	21.16	243.80
2033	33.76	22.44	21.53	26.35	21.42	23.45	46.97	40.42	22.46	258.79
2041	37.14	24.68	23.69	28.99	23.56	25.80	51.67	44.47	24.71	284.70
Expenditure growth, 2018-28 (£n2.98)	1.98	1.90	2.33	1.89	2.07	4.15	3.57	1.98		22.86
Expenditure growth, 2018-33 (£n4.94)	3.28	3.15	3.85	3.13	3.43	6.87	5.91	3.28		37.84
Expenditure growth, 2018-41 (£n8.32)	5.53	5.30	6.49	5.28	5.78	11.57	9.96	5.53		63.75
Cultural services										
2018	22.41	14.89	14.29	17.49	14.22	15.56	31.17	26.83	14.91	171.76
2023	23.32	15.50	14.87	18.20	14.79	16.20	32.44	27.92	15.51	178.73
2028	24.73	16.43	15.77	19.30	15.69	17.17	34.40	29.60	16.45	189.53
2033	26.25	17.44	16.74	20.48	16.65	18.23	36.51	31.42	17.46	201.18
2041	28.87	19.19	18.41	22.53	18.32	20.05	40.17	34.57	19.21	221.32
Expenditure growth, 2018-28 (£n2.32)	1.54	1.48	1.81	1.47	1.61	3.22	2.78	1.54		17.77
Expenditure growth, 2018-33 (£n3.84)	2.55	2.45	3.00	2.43	2.67	5.34	4.59	2.55		29.42
Expenditure growth, 2018-41 (£n6.47)	4.30	4.12	5.05	4.10	4.49	8.99	7.74	4.30		49.56
Education										
2018	56.15	37.31	35.81	43.82	35.62	39.00	78.11	67.22	37.35	430.38
2023	64.51	42.51	38.52	50.79	38.65	42.86	82.68	77.72	41.53	479.75
2028	77.16	47.36	41.40	55.96	42.83	50.32	87.60	91.81	45.53	539.98
2033	90.29	52.28	45.37	60.72	46.07	56.90	93.08	106.25	49.54	600.49
2041	102.19	60.79	51.98	70.12	51.14	66.53	105.23	124.25	55.69	687.92
Expenditure growth, 2018-28 (£n21.01)	10.05	5.59	12.14	7.21	11.32	9.49	24.60	8.18		109.60
Expenditure growth, 2018-33 (£n34.14)	14.97	9.56	16.90	10.44	17.91	14.97	39.04	12.19		170.11
Expenditure growth, 2018-41 (£n46.05)	23.48	16.17	26.30	15.52	27.53	27.12	57.04	18.34		257.54
Games of chance										
2018	8.30	5.52	5.30	6.48	5.27	5.77	11.55	9.94	5.52	63.65
2023	8.64	5.74	5.51	6.74	5.48	6.00	12.02	10.34	5.75	66.23
2028	9.16	6.09	5.84	7.15	5.81	6.36	12.75	10.97	6.09	70.23
2033	9.72	6.46	6.20	7.59	6.17	6.75	13.53	11.64	6.47	74.55
2041	10.70	7.11	6.82	8.35	6.79	7.43	14.88	12.81	7.12	82.01
Expenditure growth, 2018-28 (£n0.86)	0.57	0.55	0.67	0.54	0.60	1.19	1.03	0.57		6.58
Expenditure growth, 2018-33 (£n1.42)	0.95	0.91	1.11	0.90	0.99	1.98	1.70	0.95		10.90
Expenditure growth, 2018-41 (£n2.40)	1.59	1.53	1.87	1.52	1.66	3.33	2.87	1.59		18.36
Hairdressing & personal grooming										
2018	7.87	5.23	5.02	6.14	4.99	5.47	10.95	9.42	5.23	60.32
2023	8.19	5.44	5.22	6.39	5.19	5.69	11.39	9.80	5.45	62.77
2028	8.68	5.77	5.54	6.78	5.51	6.03	12.08	10.40	5.78	66.56
2033	9.22	6.12	5.88	7.19	5.85	6.40	12.82	11.03	6.13	70.65
2041	10.14	6.74	6.47	7.91	6.43	7.04	14.11	12.14	6.74	77.72
Expenditure growth, 2018-28 (£n0.81)	0.54	0.52	0.64	0.52	0.57	1.13	0.97	0.54		6.24
Expenditure growth, 2018-33 (£n1.35)	0.90	0.86	1.05	0.85	0.94	1.87	1.61	0.90		10.33
Expenditure growth, 2018-41 (£n2.27)	1.51	1.45	1.77	1.44	1.58	3.16	2.72	1.51		17.40
Insurance										
2018	19.12	12.71	12.20	14.93	12.13	13.28	26.60	22.90	12.72	146.60
2023	19.90	13.23	12.69	15.53	12.63	13.82	27.68	23.83	13.24	152.55
2028	21.10	14.02	13.46	16.47	13.39	14.66	29.36	25.26	14.04	161.76
2033	22.40	14.89	14.29	17.48	14.21	15.56	31.16	26.82	14.90	171.70
2041	24.64	16.38	15.72	19.23	15.63	17.12	34.28	29.50	16.39	188.89
Expenditure growth, 2018-28 (£n1.98)	1.31	1.26	1.54	1.26	1.37	2.75	2.37	1.32		15.17
Expenditure growth, 2018-33 (£n3.28)	2.18	2.09	2.56	2.08	2.27	4.56	3.92	2.18		25.11
Expenditure growth, 2018-41 (£n5.52)	3.67	3.52	4.31	3.50	3.83	7.68	6.61	3.67		42.30
Recreation & sports										
2018	19.99	13.28	12.75	15.60	12.68	13.88	27.81	23.93	13.30	153.23
2023	20.80	13.82	13.27	16.23	13.20	14.45	28.94	24.90	13.84	159.45
2028	22.06	14.66	14.07	17.22	13.99	15.32	30.69	26.41	14.67	169.08
2033	23.41	15.56	14.93	18.27	14.85	16.26	32.57	28.03	15.58	179.47
2041	25.76	17.12	16.43	20.10	16.34	17.89	35.83	30.84	17.13	197.44
Expenditure growth, 2018-28 (£n2.07)	1.37	1.32	1.61	1.31	1.44	2.88	2.48	1.38		15.85
Expenditure growth, 2018-33 (£n3.42)	2.28	2.18	2.67	2.17	2.38	4.76	4.10	2.28		26.24
Expenditure growth, 2018-41 (£n5.77)	3.83	3.68	4.50	3.66	4.01	8.02	6.91	3.84		44.21

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 3 - Total spend on commercial leisure activities (continued)

Year	Zone 1 Wembley £m	Zone 2 Kenton £m	Zone 3 Burnt Oak £m	Zone 4 Colindale £m	Zone 5 Neasden £m	Zone 6 Crick'wd £m	Zone 7 Kilburn £m	Zone 8 Harlesden £m	Zone 9 Greenf'd £m	Total £m
Restaurants & cafes										
2018	107.92	71.72	68.82	84.22	68.46	74.95	150.13	129.20	71.79	827.21
2023	112.30	74.63	71.62	87.64	71.24	78.00	156.22	134.44	74.70	860.79
2028	119.08	79.14	75.94	92.94	75.55	82.71	165.66	142.56	79.21	912.79
2033	126.40	84.00	80.61	98.65	80.19	87.79	175.84	151.32	84.08	968.89
2041	139.05	92.41	88.68	108.53	88.22	96.58	193.45	166.48	92.50	1065.90
Expenditure growth, 2018-28 (£m)	11.16	7.42	7.12	8.71	7.08	7.75	15.53	13.37	7.43	85.58
Expenditure growth, 2018-33 (£m)	18.48	12.28	11.79	14.42	11.73	12.84	25.71	22.13	12.29	141.67
Expenditure growth, 2018-41 (£m)	31.14	20.69	19.86	24.30	19.76	21.63	43.32	37.28	20.71	238.69
Social protection										
2018	30.74	20.43	19.61	23.99	19.50	21.35	42.77	36.81	20.45	235.66
2023	31.99	21.26	20.40	24.97	20.30	22.22	44.50	38.30	21.28	245.22
2028	33.92	22.54	21.64	26.48	21.52	23.56	47.19	40.61	22.57	260.04
2033	36.01	23.93	22.96	28.10	22.84	25.01	50.09	43.11	23.95	276.02
2041	39.61	26.33	25.26	30.92	25.13	27.51	55.11	47.43	26.35	303.66
Expenditure growth, 2018-28 (£m)	3.18	2.11	2.03	2.48	2.02	2.21	4.42	3.81	2.12	24.38
Expenditure growth, 2018-33 (£m)	5.27	3.50	3.36	4.11	3.34	3.66	7.32	6.30	3.50	40.36
Expenditure growth, 2018-41 (£m)	8.87	5.90	5.66	6.92	5.63	6.16	12.34	10.62	5.90	68.00
Other services										
2018	10.06	6.69	6.42	7.85	6.38	6.99	14.00	12.05	6.69	77.14
2023	10.47	6.96	6.68	8.17	6.64	7.27	14.57	12.54	6.97	80.27
2028	11.10	7.38	7.08	8.67	7.04	7.71	15.45	13.29	7.39	85.12
2033	11.79	7.83	7.52	9.20	7.48	8.19	16.40	14.11	7.84	90.35
2041	12.97	8.62	8.27	10.12	8.23	9.01	18.04	15.52	8.63	99.39
Expenditure growth, 2018-28 (£m)	1.04	0.69	0.66	0.81	0.66	0.72	1.45	1.25	0.69	7.98
Expenditure growth, 2018-33 (£m)	1.72	1.15	1.10	1.35	1.09	1.20	2.40	2.06	1.15	13.21
Expenditure growth, 2018-41 (£m)	2.90	1.93	1.85	2.27	1.84	2.02	4.04	3.48	1.93	22.26

Leisure expenditure categories as defined by Experian:

Accommodation services - holidays, room hire

Cultural services - visits to cinema, theatre, museums, live music; TV subscriptions

Education - education fees

Games of chance - lottery, betting, bingo

Insurance - home, personal insurance etc

Recreation & sports - visits to sports matches as spectators; sports & social club membership

Restaurants & cafes - restaurants, cafes, alcoholic drinks away from the home, take-away meals

Social protection - residential homes, home help, nursery, child care

Other services - moving house, bank charges

Source: Table 1, Table 2

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 4a - Evening restaurants market shares, 2018

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
		Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd
		%	%	%	%	%	%	%	%	%
Zone	Major Centres									
1	Wembley town centre	21.9%	0.0%	0.0%	7.0%	18.2%	0.0%	0.9%	7.7%	0.0%
7	Kilburn town centre	0.0%	0.0%	0.0%	0.0%	1.4%	9.0%	21.6%	2.8%	0.0%
	District centres									
1	Wembley Park	4.8%	0.0%	0.0%	0.0%	10.2%	0.9%	0.0%	0.0%	1.4%
1	Ealing Road district centre	0.0%	2.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%
2	Kenton district centre	7.8%	2.7%	4.9%	1.2%	2.7%	0.0%	0.0%	0.0%	0.0%
2	Kingsbury district centre	1.5%	17.5%	14.7%	13.5%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Preston Road district centre	1.5%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%
3	Burnt Oak district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%
4	Colindale / The Hyde district centre	0.0%	0.0%	1.8%	5.4%	8.8%	0.0%	0.0%	0.0%	0.0%
5	Neasden district centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	5.0%	0.0%	0.0%
8	Harlesden district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	3.9%	0.0%
8	Willesden Green district centre									
	Local centres									
1	Sudbury local centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
7	Queens Park local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	1.4%	5.6%	0.0%	8.6%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-total - LB Brent town, district and local centres	39.1%	22.4%	22.1%	27.1%	50.6%	21.6%	39.3%	27.5%	12.5%
	Other locations									
	Central London	3.0%	31.7%	22.8%	16.8%	8.0%	35.5%	22.5%	38.6%	21.6%
	City of London	0.0%	0.0%	0.0%	11.8%	13.5%	0.9%	1.5%	0.0%	0.0%
	Harrow	37.6%	24.8%	11.5%	0.0%	13.3%	0.5%	1.5%	0.0%	20.9%
	Greenford	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	4.2%
	Ealing	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	30.8%
	St John's Wood	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	8.1%	1.3%	0.0%
	West Hampstead	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%
	All other locations	10.5%	21.2%	43.5%	44.3%	14.6%	23.5%	27.2%	26.0%	10.1%
	Sub-total - other locations	60.9%	77.6%	77.9%	72.9%	49.4%	78.4%	60.7%	72.5%	87.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: household survey results

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 4b - Daytime restaurants market shares, 2018

	Zone 1 <i>Wembley</i>	Zone 2 <i>Kenton</i>	Zone 3 <i>Burnt Oak</i>	Zone 4 <i>Colindale</i>	Zone 5 <i>Neasden</i>	Zone 6 <i>Crick'wd</i>	Zone 7 <i>Kilburn</i>	Zone 8 <i>Harlesden</i>	Zone 9 <i>Greenf'd</i>	
	%	%	%	%	%	%	%	%	%	
Zone	Major Centres									
1	Wembley town centre	10.7%	0.0%	0.0%	6.0%	21.0%	0.0%	1.8%	12.2%	0.0%
7	Kilburn town centre	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%	13.1%	1.7%	0.0%
	District centres									
1	Wembley Park	0.0%	0.0%	0.0%	2.9%	14.5%	0.0%	0.0%	9.5%	2.9%
1	Ealing Road district centre	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	7.3%
2	Kenton district centre	0.0%	7.6%	2.7%	3.5%	1.5%	0.0%	0.0%	0.0%	0.0%
2	Kingsbury district centre	0.0%	6.9%	2.7%	1.1%	0.0%	1.6%	0.0%	0.0%	0.0%
2	Preston Road district centre	12.3%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%
3	Burnt Oak district centre	0.0%	2.8%	1.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
4	Colindale / The Hyde district centre	0.0%	0.0%	2.7%	15.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Neasden district centre	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	6.0%	0.9%	5.2%	11.3%	0.0%	0.0%
8	Harlesden district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%
8	Willesden Green district centre	0.0%	0.0%	0.0%	0.0%	0.0%	16.8%	0.0%	9.5%	0.0%
	Local centres									
1	Sudbury local centre	2.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7	Queens Park local centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	14.2%	0.0%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	3.7%	16.7%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-total - LB Brent town, district and local centres	27.4%	19.1%	9.2%	34.6%	49.2%	49.2%	45.1%	54.1%	10.2%
	Other locations									
	Central London	4.3%	16.9%	15.2%	24.5%	11.3%	39.4%	27.0%	13.9%	12.3%
	City of London	0.0%	9.5%	0.0%	6.0%	5.0%	1.6%	1.8%	0.0%	0.0%
	Harrow	34.4%	23.5%	33.3%	0.0%	18.9%	0.0%	1.8%	0.0%	5.1%
	Greenford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%
	Ealing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	34.5%
	St John's Wood	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	12.4%	0.0%	0.0%
	West Hampstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	All other locations	33.9%	31.0%	42.4%	34.8%	15.5%	8.8%	12.0%	20.8%	21.6%
	Sub-total - other locations	72.7%	80.9%	90.8%	65.4%	50.8%	50.8%	54.9%	45.9%	89.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: household survey results

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 4c - Cafes market shares, 2018

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
		Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd
		%	%	%	%	%	%	%	%	%
Zone	Major Centres									
1	Wembley town centre	12.6%	0.0%	0.0%	1.4%	8.8%	1.6%	0.0%	5.7%	1.4%
7	Kilburn town centre	0.0%	0.0%	0.0%	0.0%	0.0%	23.5%	15.9%	1.4%	0.0%
	District centres									
1	Wembley Park	29.5%	1.4%	0.0%	4.9%	7.6%	0.0%	0.0%	0.0%	0.0%
1	Ealing Road district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	5.1%
2	Kenton district centre	0.0%	9.4%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2	Kingsbury district centre	4.6%	30.3%	5.6%	11.3%	11.2%	1.1%	0.0%	0.0%	0.0%
2	Preston Road district centre	6.0%	3.5%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
3	Burnt Oak district centre	0.0%	0.0%	3.5%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%
4	Colindale / The Hyde district centre	0.0%	0.0%	0.0%	16.1%	4.0%	1.6%	0.0%	0.0%	0.0%
5	Neasden district centre	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	7.7%	0.7%	16.0%	0.0%	0.9%	0.0%
8	Harlesden district centre	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	13.1%	0.0%
8	Willesden Green district centre									
	Local centres									
1	Sudbury local centre	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
7	Queens Park local centre	0.0%	0.0%	1.0%	1.4%	0.0%	2.8%	13.4%	9.9%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	8.8%	6.9%	3.7%	22.2%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-total - LB Brent town, district and local centres	54.4%	44.6%	13.6%	43.7%	51.0%	53.4%	33.1%	62.2%	7.8%
	Other locations									
	Central London	6.0%	13.0%	9.1%	6.3%	20.6%	6.5%	21.9%	11.9%	10.1%
	City of London	4.2%	0.0%	2.4%	4.9%	4.0%	6.9%	1.3%	9.0%	0.0%
	Harrow	17.4%	26.8%	15.6%	0.9%	7.6%	0.0%	1.3%	0.0%	7.7%
	Greenford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%
	Ealing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	5.7%	39.3%
	St John's Wood	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	8.8%	0.0%	0.0%
	West Hampstead	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	4.3%	0.0%	0.0%
	All other locations	18.0%	15.6%	59.3%	44.2%	16.8%	16.2%	28.6%	11.1%	16.9%
	Sub-total - other locations	45.6%	55.4%	86.4%	56.3%	49.0%	46.6%	66.9%	37.8%	92.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: household survey results

Brent Retail Study | Urban Shape on behalf of Brent Council

Appendix 3, Table 4d - Combined market share for restaurants & cafes (4a, 4b and 4c)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
		Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd
		%	%	%	%	%	%	%	%	%
Zone	Major Centres									
1	Wembley town centre	15.1%	0.0%	0.0%	4.8%	16.0%	0.5%	0.9%	8.5%	0.5%
7	Kilburn town centre	0.0%	0.0%	0.0%	0.0%	0.5%	18.8%	16.9%	2.0%	0.0%
	District centres									
1	Wembley Park	11.5%	0.5%	0.0%	2.6%	10.8%	0.3%	0.0%	3.1%	1.4%
1	Ealing Road district centre	0.7%	0.7%	0.3%	0.0%	0.0%	0.0%	0.4%	3.0%	5.6%
2	Kenton district centre	2.6%	6.6%	3.7%	1.6%	1.4%	0.0%	0.0%	0.0%	0.0%
2	Kingsbury district centre	2.0%	18.3%	7.7%	8.6%	3.7%	0.9%	0.0%	0.0%	0.0%
2	Preston Road district centre	6.6%	1.2%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%
3	Burnt Oak district centre	0.0%	0.9%	1.5%	0.3%	1.1%	0.0%	0.0%	1.5%	0.0%
4	Colindale / The Hyde district centre	0.0%	0.0%	1.5%	12.1%	4.3%	0.5%	0.0%	0.0%	0.0%
5	Neasden district centre	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	4.6%	0.6%	9.0%	5.4%	0.3%	0.0%
8	Harlesden district centre	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%	0.0%	7.2%	0.0%
8	Willesden Green district centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	3.1%	0.0%
	Local centres									
1	Sudbury local centre	1.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
7	Queens Park local centre	0.0%	0.0%	0.3%	0.5%	0.0%	1.5%	13.1%	3.3%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	4.2%	4.2%	2.5%	15.8%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-total - LB Brent town, district and local centres	40.3%	28.7%	15.0%	35.2%	50.3%	41.4%	39.1%	47.9%	10.2%
	Other locations									
	Central London	4.4%	20.5%	15.7%	15.9%	13.3%	27.1%	23.8%	21.5%	14.7%
	City of London	1.4%	3.2%	0.8%	7.6%	7.5%	3.1%	1.5%	3.0%	0.0%
	Harrow	29.8%	25.0%	20.1%	0.3%	13.3%	0.2%	1.5%	0.0%	11.2%
	Greenford	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	12.9%
	Ealing	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	7.8%	34.9%
	St John's Wood	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	9.8%	0.4%	0.0%
	West Hampstead	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	1.4%	0.0%	0.0%
	All other locations	20.8%	22.6%	48.4%	41.1%	15.6%	16.2%	22.6%	19.3%	16.2%
	Sub-total - other locations	59.7%	71.3%	85.0%	64.8%	49.7%	58.6%	60.9%	52.1%	89.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: combined percentage figures from Table 4a (33.3% weighting), Table 4b (33.3% weighting), Table 4c (33.4% weighting)

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 5a - Restaurant & cafes spending patterns, 2018

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd		
Total available spend on food & drink, 2018 (£m)	107.92	71.72	68.82	84.22	68.46	74.95	150.13	129.20	71.79	827.21	
Spending on restaurants and cafes, 2018 (%)	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%		
Spending on restaurants and cafes, 2018 (£m)	53.74	35.72	34.27	41.94	34.10	37.33	74.76	64.34	35.75	411.95	
Zone											
Major Centres											
1	Wembley town centre	8.10	0.00	0.00	2.03	5.46	0.20	0.67	5.50	0.16	22.12
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.16	7.01	12.61	1.26	0.00	21.05
District centres											
1	Wembley Park	6.17	0.16	0.00	1.08	3.67	0.11	0.00	2.03	0.51	13.73
1	Ealing Road district centre	0.38	0.26	0.09	0.00	0.00	0.00	0.27	1.94	1.99	4.94
2	Kenton district centre	1.39	2.35	1.26	0.66	0.48	0.00	0.00	0.00	0.00	6.14
2	Kingsbury district centre	1.09	6.52	2.62	3.63	1.27	0.33	0.00	0.00	0.00	15.47
2	Preston Road district centre	3.55	0.42	0.00	0.00	1.39	0.00	0.00	0.00	0.00	5.35
3	Burnt Oak district centre	0.00	0.33	0.53	0.13	0.39	0.00	0.00	0.96	0.00	2.33
4	Colindale / The Hyde district centre	0.00	0.00	0.51	5.09	1.46	0.20	0.00	0.00	0.00	7.27
5	Neasden district centre	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.78
6	Cricklewood district centre	0.00	0.00	0.00	1.93	0.19	3.35	4.06	0.19	0.00	9.72
8	Harlesden district centre	0.00	0.00	0.00	0.00	0.46	0.07	0.00	4.62	0.00	5.15
8	Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	2.09	0.00	2.03	0.00	4.12
Local centres											
1	Sudbury local centre	0.97	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.97	2.15
7	Queens Park local centre	0.00	0.00	0.12	0.20	0.00	0.55	9.80	2.13	0.00	12.79
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	1.43	1.55	1.85	10.19	0.00	15.01
8	Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres											
		21.66	10.25	5.13	14.75	17.14	15.46	29.26	30.84	3.63	148.11
Other locations											
	Central London	2.38	7.33	5.38	6.66	4.54	10.12	17.78	13.82	5.24	73.25
	City of London	0.76	1.14	0.28	3.17	2.57	1.17	1.12	1.94	0.00	12.13
	Harrow	16.02	8.93	6.90	0.13	4.53	0.07	1.12	0.00	4.02	41.71
	Greenford	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	4.60	5.29
	Ealing	1.75	0.00	0.00	0.00	0.00	0.00	0.20	5.04	12.47	19.44
	St John's Wood	0.00	0.00	0.00	0.00	0.00	0.39	7.31	0.28	0.00	7.98
	West Hampstead	0.00	0.00	0.00	0.00	0.00	3.38	1.07	0.00	0.00	4.45
	All other locations	11.18	8.07	16.59	17.24	5.32	6.04	16.92	12.42	5.79	99.57
Sub-total - other locations											
		32.08	25.46	29.15	27.20	16.96	21.87	45.50	33.50	32.12	263.84
Total											
		53.74	35.72	34.27	41.94	34.10	37.33	74.76	64.34	35.75	411.95

Source: Table 3, Table 4d

Appendix 3, Table 5b - Restaurant & cafes spending patterns, 2023

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd		
Total available spend on food & drink, 2023 (£m)	112.30	74.63	71.62	87.64	71.24	78.00	156.22	134.44	74.70	860.79	
Spending on restaurants and cafes, 2023 (%)	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%		
Spending on restaurants and cafes, 2023 (£m)	55.92	37.16	35.67	43.65	35.48	38.84	77.80	66.95	37.20	428.67	
Zone											
Major Centres											
1	Wembley town centre	8.43	0.00	0.00	2.11	5.68	0.21	0.69	5.72	0.17	23.01
7	Kilburn town centre	0.00	0.00	0.00	0.00	0.16	7.30	13.12	1.32	0.00	21.90
District centres											
1	Wembley Park	6.42	0.17	0.00	1.13	3.82	0.11	0.00	2.11	0.53	14.29
1	Ealing Road district centre	0.40	0.27	0.09	0.00	0.00	0.00	0.28	2.02	2.07	5.14
2	Kenton district centre	1.45	2.45	1.31	0.69	0.50	0.00	0.00	0.00	0.00	6.39
2	Kingsbury district centre	1.14	6.79	2.73	3.77	1.32	0.35	0.00	0.00	0.00	16.10
2	Preston Road district centre	3.69	0.44	0.00	0.00	1.44	0.00	0.00	0.00	0.00	5.57
3	Burnt Oak district centre	0.00	0.35	0.55	0.13	0.40	0.00	0.00	1.00	0.00	2.42
4	Colindale / The Hyde district centre	0.00	0.00	0.53	5.30	1.52	0.21	0.00	0.00	0.00	7.56
5	Neasden district centre	0.00	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.81
6	Cricklewood district centre	0.00	0.00	0.00	2.01	0.20	3.48	4.23	0.20	0.00	10.11
8	Harlesden district centre	0.00	0.00	0.00	0.00	0.48	0.07	0.00	4.81	0.00	5.36
8	Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	2.18	0.00	2.11	0.00	4.28
Local centres											
1	Sudbury local centre	1.01	0.22	0.00	0.00	0.00	0.00	0.00	0.00	1.01	2.24
7	Queens Park local centre	0.00	0.00	0.12	0.21	0.00	0.57	10.20	2.21	0.00	13.31
8	Kensal Rise local centre	0.00	0.00	0.00	0.00	1.49	1.61	1.92	10.60	0.00	15.62
8	Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres											
		22.54	10.67	5.33	15.35	17.83	16.08	30.45	32.09	3.78	154.12
Other locations											
	Central London	2.48	7.62	5.60	6.94	4.72	10.54	18.50	14.38	5.46	76.23
	City of London	0.79	1.18	0.29	3.30	2.67	1.21	1.16	2.02	0.00	12.63
	Harrow	16.67	9.29	7.18	0.13	4.71	0.07	1.16	0.00	4.18	43.40
	Greenford	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	4.79	5.51
	Ealing	1.82	0.00	0.00	0.00	0.00	0.00	0.20	5.24	12.97	20.23
	St John's Wood	0.00	0.00	0.00	0.00	0.00	0.41	7.61	0.29	0.00	8.31
	West Hampstead	0.00	0.00	0.00	0.00	0.00	3.52	1.11	0.00	0.00	4.63
	All other locations	11.63	8.40	17.26	17.94	5.54	6.29	17.61	12.93	6.02	103.61
Sub-total - other locations											
		33.39	26.50	30.33	28.30	17.65	22.76	47.35	34.86	33.42	274.55
Total											
		55.92	37.16	35.67	43.65	35.48	38.84	77.80	66.95	37.20	428.67

Source: Table 3, Table 4d

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 5c - Restaurant & cafes spending patterns, 2028

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2028 (£m)	119.08	79.14	75.94	92.94	75.55	82.71	165.66	142.56	79.21	912.79
Spending on restaurants and cafes, 2028 (%)	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	
Spending on restaurants and cafes, 2028 (£m)	59.30	39.41	37.82	46.28	37.62	41.19	82.50	71.00	39.45	454.57
Zone 1 Major Centres										
1 Wembley town centre	8.94	0.00	0.00	2.24	6.02	0.22	0.73	6.07	0.18	24.40
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.17	7.74	13.92	1.40	0.00	23.22
District centres										
1 Wembley Park	6.80	0.18	0.00	1.20	4.05	0.12	0.00	2.23	0.56	15.15
1 Ealing Road district centre	0.42	0.29	0.10	0.00	0.00	0.00	0.30	2.15	2.20	5.45
2 Kenton district centre	1.53	2.60	1.39	0.73	0.53	0.00	0.00	0.00	0.00	6.78
2 Kingsbury district centre	1.20	7.20	2.90	4.00	1.40	0.37	0.00	0.00	0.00	17.07
2 Preston Road district centre	3.92	0.46	0.00	0.00	1.53	0.00	0.00	0.00	0.00	5.91
3 Burnt Oak district centre	0.00	0.37	0.58	0.14	0.43	0.00	0.00	1.06	0.00	2.57
4 Colindale / The Hyde district centre	0.00	0.00	0.57	5.62	1.62	0.22	0.00	0.00	0.00	8.02
5 Neasden district centre	0.00	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.00	0.86
6 Cricklewood district centre	0.00	0.00	0.00	2.13	0.21	3.70	4.48	0.21	0.00	10.72
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.51	0.07	0.00	5.10	0.00	5.68
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	2.31	0.00	2.23	0.00	4.54
Local centres										
1 Sudbury local centre	1.08	0.23	0.00	0.00	0.00	0.00	0.00	0.00	1.07	2.37
7 Queens Park local centre	0.00	0.00	0.13	0.22	0.00	0.61	10.81	2.35	0.00	14.11
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	1.57	1.71	2.04	11.24	0.00	16.57
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	23.90	11.31	5.66	16.27	18.91	17.06	32.29	34.03	4.01	163.43
Other locations										
Central London	2.63	8.08	5.94	7.35	5.01	11.17	19.62	15.25	5.78	80.83
City of London	0.83	1.25	0.31	3.50	2.84	1.29	1.23	2.15	0.00	13.39
Harrow	17.68	9.85	7.61	0.14	5.00	0.07	1.23	0.00	4.44	46.02
Greenford	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	5.08	5.84
Ealing	1.93	0.00	0.00	0.00	0.00	0.00	0.22	5.56	13.76	21.46
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.43	8.07	0.31	0.00	8.81
West Hampstead	0.00	0.00	0.00	0.00	0.00	3.73	1.18	0.00	0.00	4.91
All other locations	12.33	8.91	18.31	19.02	5.87	6.67	18.67	13.71	6.39	109.87
Sub-total - other locations	35.40	28.10	32.16	30.01	18.71	24.13	50.21	36.97	35.44	291.14
Total	59.30	39.41	37.82	46.28	37.62	41.19	82.50	71.00	39.45	454.57

Source: Table 3, Table 4d

Appendix 3, Table 5d - Restaurant & cafes spending patterns, 2033

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2033 (£m)	126.40	84.00	80.61	98.65	80.19	87.79	175.84	151.32	84.08	968.89
Spending on restaurants and cafes, 2033 (%)	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	
Spending on restaurants and cafes, 2033 (£m)	62.95	41.83	40.14	49.13	39.93	43.72	87.57	75.36	41.87	482.51
Zone 1 Major Centres										
1 Wembley town centre	9.49	0.00	0.00	2.38	6.39	0.23	0.78	6.44	0.19	25.90
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.18	8.21	14.77	1.48	0.00	24.65
District centres										
1 Wembley Park	7.22	0.19	0.00	1.27	4.30	0.13	0.00	2.37	0.60	16.08
1 Ealing Road district centre	0.45	0.30	0.10	0.00	0.00	0.00	0.32	2.28	2.33	5.79
2 Kenton district centre	1.63	2.76	1.47	0.77	0.56	0.00	0.00	0.00	0.00	7.19
2 Kingsbury district centre	1.28	7.64	3.07	4.25	1.49	0.39	0.00	0.00	0.00	18.12
2 Preston Road district centre	4.16	0.49	0.00	0.00	1.62	0.00	0.00	0.00	0.00	6.27
3 Burnt Oak district centre	0.00	0.39	0.62	0.15	0.45	0.00	0.00	1.12	0.00	2.73
4 Colindale / The Hyde district centre	0.00	0.00	0.60	5.97	1.71	0.23	0.00	0.00	0.00	8.51
5 Neasden district centre	0.00	0.00	0.00	0.00	0.92	0.00	0.00	0.00	0.00	0.92
6 Cricklewood district centre	0.00	0.00	0.00	2.26	0.22	3.92	4.76	0.22	0.00	11.38
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.54	0.08	0.00	5.41	0.00	6.03
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	2.45	0.00	2.37	0.00	4.82
Local centres										
1 Sudbury local centre	1.14	0.24	0.00	0.00	0.00	0.00	0.00	0.00	1.14	2.52
7 Queens Park local centre	0.00	0.00	0.14	0.23	0.00	0.64	11.48	2.49	0.00	14.98
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	1.67	1.82	2.16	11.93	0.00	17.59
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	25.37	12.01	6.00	17.27	20.07	18.10	34.27	36.12	4.25	173.48
Other locations										
Central London	2.79	8.58	6.30	7.81	5.31	11.86	20.82	16.18	6.14	85.80
City of London	0.88	1.33	0.33	3.71	3.01	1.36	1.31	2.28	0.00	14.21
Harrow	18.76	10.46	8.08	0.15	5.30	0.08	1.31	0.00	4.71	48.85
Greenford	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00	5.39	6.20
Ealing	2.05	0.00	0.00	0.00	0.00	0.00	0.23	5.90	14.60	22.78
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.46	8.56	0.33	0.00	9.35
West Hampstead	0.00	0.00	0.00	0.00	0.00	3.96	1.25	0.00	0.00	5.22
All other locations	13.09	9.45	19.43	20.19	6.23	7.08	19.82	14.55	6.78	116.62
Sub-total - other locations	37.58	29.82	34.14	31.85	19.86	25.62	53.30	39.24	37.62	309.03
Total	62.95	41.83	40.14	49.13	39.93	43.72	87.57	75.36	41.87	482.51

Source: Table 3, Table 4d

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 5e - Restaurant & cafes spending patterns, 2041

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	<i>Wembley</i>	<i>Kenton</i>	<i>Burnt Oak</i>	<i>Colindale</i>	<i>Neasden</i>	<i>Crick'wd</i>	<i>Kilburn</i>	<i>Harlesden</i>	<i>Greenfd</i>		
Total available spend on food & drink, 2041 (£m)	139.05	92.41	88.68	108.53	88.22	96.58	193.45	166.48	92.50	1,065.90	
Spending on restaurants and cafes, 2041 (%)	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%	49.80%		
Spending on restaurants and cafes, 2041 (£m)	69.25	46.02	44.16	54.05	43.93	48.10	96.34	82.91	46.07	530.82	
Major Centres											
Zone 1	Wembley town centre	10.44	0.00	0.00	2.61	7.03	0.25	0.86	7.08	0.21	28.50
Zone 7	Kilburn town centre	0.00	0.00	0.00	0.00	0.20	9.04	16.25	1.63	0.00	27.12
District centres											
Zone 1	Wembley Park	7.94	0.21	0.00	1.40	4.73	0.14	0.00	2.61	0.66	17.69
Zone 1	Ealing Road district centre	0.50	0.33	0.11	0.00	0.00	0.00	0.35	2.51	2.56	6.36
Zone 2	Kenton district centre	1.79	3.03	1.62	0.85	0.62	0.00	0.00	0.00	0.00	7.91
Zone 2	Kingsbury district centre	1.41	8.40	3.38	4.67	1.64	0.43	0.00	0.00	0.00	19.93
Zone 2	Preston Road district centre	4.57	0.54	0.00	0.00	1.79	0.00	0.00	0.00	0.00	6.90
Zone 3	Burnt Oak district centre	0.00	0.43	0.68	0.16	0.50	0.00	0.00	1.24	0.00	3.00
Zone 4	Colindale / The Hyde district centre	0.00	0.00	0.66	6.56	1.89	0.25	0.00	0.00	0.00	9.37
Zone 5	Neasden district centre	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	1.01
Zone 6	Cricklewood district centre	0.00	0.00	0.00	2.48	0.24	4.31	5.23	0.24	0.00	12.52
Zone 8	Harlesden district centre	0.00	0.00	0.00	0.00	0.59	0.09	0.00	5.95	0.00	6.64
Zone 8	Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	2.69	0.00	2.61	0.00	5.30
Local centres											
Zone 1	Sudbury local centre	1.26	0.27	0.00	0.00	0.00	0.00	0.00	0.00	1.25	2.77
Zone 7	Queens Park local centre	0.00	0.00	0.15	0.26	0.00	0.71	12.63	2.74	0.00	16.48
Zone 8	Kensal Rise local centre	0.00	0.00	0.00	0.00	1.84	2.00	2.38	13.13	0.00	19.35
Zone 8	Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres											
		27.91	13.21	6.61	19.00	22.08	19.92	37.70	39.74	4.68	190.85
Other locations											
	Central London	3.07	9.44	6.93	8.59	5.85	13.05	22.91	17.80	6.76	94.39
	City of London	0.97	1.46	0.36	4.09	3.31	1.50	1.44	2.51	0.00	15.64
	Harrow	20.64	11.51	8.89	0.16	5.84	0.09	1.44	0.00	5.18	53.74
	Greenford	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00	5.93	6.82
	Ealing	2.25	0.00	0.00	0.00	0.00	0.00	0.25	6.49	16.06	25.06
	St John's Wood	0.00	0.00	0.00	0.00	0.00	0.51	9.42	0.36	0.00	10.29
	West Hampstead	0.00	0.00	0.00	0.00	0.00	4.36	1.38	0.00	0.00	5.74
	All other locations	14.40	10.40	21.38	22.21	6.86	7.78	21.80	16.01	7.46	128.30
Sub-total - other locations											
		41.34	32.81	37.56	35.04	21.85	28.18	58.63	43.17	41.39	339.97
Total											
		69.25	46.02	44.16	54.05	43.93	48.10	96.34	82.91	46.07	530.82

Source: Table 3, Table 4d

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 6 - Pubs & bars market shares, 2018

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
		Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenf'd
		%	%	%	%	%	%	%	%	%
Zone	Major Centres									
1	Wembley town centre	13.8%	0.0%	6.1%	0.0%	2.5%	0.0%	0.0%	0.0%	1.7%
7	Kilburn town centre	0.0%	0.0%	0.0%	0.0%	0.0%	28.9%	25.8%	0.0%	0.0%
	District centres									
1	Wembley Park	2.8%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Ealing Road district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%
2	Kenton district centre	7.1%	7.1%	6.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
2	Kingsbury district centre	0.0%	20.2%	2.6%	3.2%	13.4%	0.0%	0.0%	0.0%	0.0%
2	Preston Road district centre	19.2%	3.1%	0.0%	6.8%	1.0%	0.0%	0.0%	0.0%	0.0%
3	Burnt Oak district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4	Colindale / The Hyde district centre	0.0%	15.9%	6.1%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Neasden district centre	0.0%	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	0.0%
6	Cricklewood district centre	0.0%	0.0%	0.0%	0.0%	5.8%	8.6%	1.1%	1.1%	0.0%
8	Harlesden district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%
8	Willesden Green district centre									
	Local centres									
1	Sudbury local centre	28.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7	Queens Park local centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	12.1%	8.6%	0.0%
8	Kensal Rise local centre	0.0%	0.0%	0.0%	0.0%	5.7%	1.2%	4.5%	27.8%	0.0%
8	Church End local centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub-total - LB Brent town, district and local centres	71.5%	46.3%	21.0%	27.1%	44.9%	40.6%	43.6%	43.5%	10.4%
	Other locations									
	Central London	9.3%	26.8%	12.9%	26.6%	28.2%	18.9%	25.8%	16.0%	6.7%
	City of London	0.0%	0.0%	0.0%	6.8%	0.0%	14.0%	0.0%	22.1%	1.0%
	Harrow	2.8%	5.6%	43.6%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%
	Greenford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.9%
	Ealing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	51.8%
	St John's Wood	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	6.3%	0.0%	0.0%
	West Hampstead	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	6.3%	0.0%	0.0%
	All other locations	16.5%	21.4%	22.6%	39.5%	22.5%	15.0%	18.0%	12.6%	6.2%
	Sub-total - other locations	28.5%	53.7%	79.0%	72.9%	55.1%	59.4%	56.4%	56.5%	89.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: household survey results

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 7a - Pubs & bars spending patterns, 2018

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2018 (£m)	107.92	71.72	68.82	84.22	68.46	74.95	150.13	129.20	71.79	827.21
Spending on pubs & bars, 2018 (%)	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	
Spending on pubs & bars, 2018 (£m)	21.69	14.42	13.83	16.93	13.76	15.07	30.18	25.97	14.43	166.27
Zone 1 Major Centres										
1 Wembley town centre	3.27	0.00	0.00	0.82	2.20	0.08	0.27	2.22	0.07	8.93
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.06	2.83	5.09	0.51	0.00	8.49
Zone 1 District centres										
1 Wembley Park	2.49	0.06	0.00	0.44	1.48	0.04	0.00	0.82	0.21	5.54
1 Ealing Road district centre	0.16	0.10	0.04	0.00	0.00	0.00	0.11	0.78	0.80	1.99
2 Kenton district centre	0.56	0.95	0.51	0.27	0.19	0.00	0.00	0.00	0.00	2.48
2 Kingsbury district centre	0.44	2.63	1.06	1.46	0.51	0.13	0.00	0.00	0.00	6.24
2 Preston Road district centre	1.43	0.17	0.00	0.00	0.56	0.00	0.00	0.00	0.00	2.16
3 Burnt Oak district centre	0.00	0.13	0.21	0.05	0.16	0.00	0.00	0.39	0.00	0.94
4 Colindale / The Hyde district centre	0.00	0.00	0.21	2.06	0.59	0.08	0.00	0.00	0.00	2.93
5 Neasden district centre	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.32
6 Cricklewood district centre	0.00	0.00	0.00	0.78	0.08	1.35	1.64	0.08	0.00	3.92
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.19	0.03	0.00	1.86	0.00	2.08
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.82	0.00	1.66
Zone 1 Local centres										
1 Sudbury local centre	0.39	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.87
7 Queens Park local centre	0.00	0.00	0.05	0.08	0.00	0.22	3.95	0.86	0.00	5.16
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	0.58	0.63	0.75	4.11	0.00	6.06
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	8.74	4.14	2.07	5.95	6.92	6.24	11.81	12.45	1.47	59.78
Other locations										
Central London	0.96	2.96	2.17	2.69	1.83	4.09	7.18	5.58	2.12	29.57
City of London	0.30	0.46	0.11	1.28	1.04	0.47	0.45	0.78	0.00	4.90
Harrow	6.47	3.60	2.78	0.05	1.83	0.03	0.45	0.00	1.62	16.83
Greenford	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	1.86	2.14
Ealing	0.71	0.00	0.00	0.00	0.00	0.00	0.08	2.03	5.03	7.85
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.16	2.95	0.11	0.00	3.22
West Hampstead	0.00	0.00	0.00	0.00	0.00	1.37	0.43	0.00	0.00	1.80
All other locations	4.51	3.26	6.70	6.96	2.15	2.44	6.83	5.01	2.34	40.19
Sub-total - other locations	12.95	10.28	11.76	10.98	6.84	8.83	18.37	13.52	12.96	106.49
Total	21.69	14.42	13.83	16.93	13.76	15.07	30.18	25.97	14.43	166.27

Source: Table 3, Table 6

Appendix 3, Table 7b - Pubs & bars spending patterns, 2023

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2023 (£m)	112.30	74.63	71.62	87.64	71.24	78.00	156.22	134.44	74.70	860.79
Spending on pubs & bars, 2023 (%)	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	
Spending on pubs & bars 2023 (£m)	22.57	15.00	14.40	17.62	14.32	15.68	31.40	27.02	15.02	173.02
Zone 1 Major Centres										
1 Wembley town centre	3.40	0.00	0.00	0.85	2.29	0.08	0.28	2.31	0.07	9.29
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.07	2.95	5.30	0.53	0.00	8.84
Zone 1 District centres										
1 Wembley Park	2.59	0.07	0.00	0.46	1.54	0.05	0.00	0.85	0.21	5.77
1 Ealing Road district centre	0.16	0.11	0.04	0.00	0.00	0.00	0.12	0.82	0.84	2.07
2 Kenton district centre	0.58	0.99	0.53	0.28	0.20	0.00	0.00	0.00	0.00	2.58
2 Kingsbury district centre	0.46	2.74	1.10	1.52	0.53	0.14	0.00	0.00	0.00	6.50
2 Preston Road district centre	1.49	0.18	0.00	0.00	0.58	0.00	0.00	0.00	0.00	2.25
3 Burnt Oak district centre	0.00	0.14	0.22	0.05	0.16	0.00	0.00	0.40	0.00	0.98
4 Colindale / The Hyde district centre	0.00	0.00	0.22	2.14	0.61	0.08	0.00	0.00	0.00	3.05
5 Neasden district centre	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.33
6 Cricklewood district centre	0.00	0.00	0.00	0.81	0.08	1.41	1.71	0.08	0.00	4.08
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.19	0.03	0.00	1.94	0.00	2.16
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.85	0.00	1.73
Zone 1 Local centres										
1 Sudbury local centre	0.41	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.90
7 Queens Park local centre	0.00	0.00	0.05	0.08	0.00	0.23	4.12	0.89	0.00	5.37
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	0.60	0.65	0.78	4.28	0.00	6.31
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	9.10	4.31	2.15	6.19	7.20	6.49	12.29	12.95	1.53	62.21
Other locations										
Central London	1.00	3.08	2.26	2.80	1.91	4.25	7.47	5.80	2.20	30.77
City of London	0.32	0.48	0.12	1.33	1.08	0.49	0.47	0.82	0.00	5.10
Harrow	6.73	3.75	2.90	0.05	1.90	0.03	0.47	0.00	1.69	17.52
Greenford	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	1.93	2.22
Ealing	0.73	0.00	0.00	0.00	0.00	0.00	0.08	2.11	5.24	8.17
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.17	3.07	0.12	0.00	3.35
West Hampstead	0.00	0.00	0.00	0.00	0.00	1.42	0.45	0.00	0.00	1.87
All other locations	4.69	3.39	6.97	7.24	2.23	2.54	7.11	5.22	2.43	41.82
Sub-total - other locations	13.48	10.69	12.24	11.42	7.12	9.19	19.11	14.07	13.49	110.81
Total	22.57	15.00	14.40	17.62	14.32	15.68	31.40	27.02	15.02	173.02

Source: Table 3, Table 6

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 7c - Pubs & bars spending patterns, 2028

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2028 (£m)	119.08	79.14	75.94	92.94	75.55	82.71	165.66	142.56	79.21	912.79
Spending on pubs & bars, 2028 (%)	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	
Spending on pubs & bars, 2028 (£m)	23.94	15.91	15.26	18.68	15.19	16.62	33.30	28.66	15.92	183.47
Zone 1 Major Centres										
1 Wembley town centre	3.61	0.00	0.00	0.90	2.43	0.09	0.30	2.45	0.07	9.85
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.07	3.12	5.62	0.56	0.00	9.37
District centres										
1 Wembley Park	2.75	0.07	0.00	0.48	1.64	0.05	0.00	0.90	0.23	6.11
1 Ealing Road district centre	0.17	0.12	0.04	0.00	0.00	0.00	0.12	0.87	0.89	2.20
2 Kenton district centre	0.62	1.05	0.56	0.29	0.21	0.00	0.00	0.00	0.00	2.73
2 Kingsbury district centre	0.49	2.90	1.17	1.62	0.57	0.15	0.00	0.00	0.00	6.89
2 Preston Road district centre	1.58	0.19	0.00	0.00	0.62	0.00	0.00	0.00	0.00	2.38
3 Burnt Oak district centre	0.00	0.15	0.23	0.06	0.17	0.00	0.00	0.43	0.00	1.04
4 Colindale / The Hyde district centre	0.00	0.00	0.23	2.27	0.65	0.09	0.00	0.00	0.00	3.24
5 Neasden district centre	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.35
6 Cricklewood district centre	0.00	0.00	0.00	0.86	0.08	1.49	1.81	0.08	0.00	4.33
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.21	0.03	0.00	2.06	0.00	2.29
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.90	0.00	1.83
Local centres										
1 Sudbury local centre	0.43	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.96
7 Queens Park local centre	0.00	0.00	0.05	0.09	0.00	0.24	4.36	0.95	0.00	5.70
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	0.64	0.69	0.82	4.54	0.00	6.69
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	9.65	4.57	2.28	6.57	7.63	6.88	13.03	13.74	1.62	65.96
Other locations										
Central London	1.06	3.26	2.40	2.97	2.02	4.51	7.92	6.15	2.33	32.62
City of London	0.34	0.51	0.12	1.41	1.14	0.52	0.50	0.87	0.00	5.40
Harrow	7.13	3.98	3.07	0.06	2.02	0.03	0.50	0.00	1.79	18.58
Greenford	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	2.05	2.36
Ealing	0.78	0.00	0.00	0.00	0.00	0.00	0.09	2.24	5.55	8.66
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.18	3.26	0.13	0.00	3.56
West Hampstead	0.00	0.00	0.00	0.00	0.00	1.51	0.48	0.00	0.00	1.98
All other locations	4.98	3.59	7.39	7.68	2.37	2.69	7.54	5.53	2.58	44.35
Sub-total - other locations	14.29	11.34	12.98	12.11	7.55	9.74	20.27	14.92	14.30	117.51
Total	23.94	15.91	15.26	18.68	15.19	16.62	33.30	28.66	15.92	183.47

Source: Table 3, Table 6

Appendix 3, Table 7d - Pubs & bars spending patterns, 2033

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
	Wembley	Kenton	Burnt Oak	Colindale	Neasden	Crick'wd	Kilburn	Harlesden	Greenfd	
Total available spend on food & drink, 2033 (£m)	126.40	84.00	80.61	98.65	80.19	87.79	175.84	151.32	84.08	968.89
Spending on pubs & bars, 2033 (%)	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	
Spending on pubs & bars, 2033 (£m)	25.41	16.88	16.20	19.83	16.12	17.65	35.34	30.42	16.90	194.75
Zone 1 Major Centres										
1 Wembley town centre	3.83	0.00	0.00	0.96	2.58	0.09	0.31	2.60	0.08	10.46
7 Kilburn town centre	0.00	0.00	0.00	0.00	0.07	3.32	5.96	0.60	0.00	9.95
District centres										
1 Wembley Park	2.91	0.08	0.00	0.51	1.74	0.05	0.00	0.96	0.24	6.49
1 Ealing Road district centre	0.18	0.12	0.04	0.00	0.00	0.00	0.13	0.92	0.94	2.34
2 Kenton district centre	0.66	1.11	0.59	0.31	0.23	0.00	0.00	0.00	0.00	2.90
2 Kingsbury district centre	0.52	3.08	1.24	1.71	0.60	0.16	0.00	0.00	0.00	7.31
2 Preston Road district centre	1.68	0.20	0.00	0.00	0.65	0.00	0.00	0.00	0.00	2.53
3 Burnt Oak district centre	0.00	0.16	0.25	0.06	0.18	0.00	0.00	0.45	0.00	1.10
4 Colindale / The Hyde district centre	0.00	0.00	0.24	2.41	0.69	0.09	0.00	0.00	0.00	3.44
5 Neasden district centre	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.37
6 Cricklewood district centre	0.00	0.00	0.00	0.91	0.09	1.58	1.92	0.09	0.00	4.59
8 Harlesden district centre	0.00	0.00	0.00	0.00	0.22	0.03	0.00	2.18	0.00	2.43
8 Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	0.99	0.00	0.96	0.00	1.95
Local centres										
1 Sudbury local centre	0.46	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.46	1.02
7 Queens Park local centre	0.00	0.00	0.06	0.09	0.00	0.26	4.63	1.00	0.00	6.05
8 Kensal Rise local centre	0.00	0.00	0.00	0.00	0.67	0.73	0.87	4.82	0.00	7.10
8 Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres	10.24	4.85	2.42	6.97	8.10	7.31	13.83	14.58	1.72	70.02
Other locations										
Central London	1.13	3.46	2.54	3.15	2.15	4.79	8.40	6.53	2.48	34.63
City of London	0.36	0.54	0.13	1.50	1.21	0.55	0.53	0.92	0.00	5.74
Harrow	7.57	4.22	3.26	0.06	2.14	0.03	0.53	0.00	1.90	19.72
Greenford	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	2.17	2.50
Ealing	0.83	0.00	0.00	0.00	0.00	0.00	0.09	2.38	5.89	9.19
St John's Wood	0.00	0.00	0.00	0.00	0.00	0.19	3.46	0.13	0.00	3.77
West Hampstead	0.00	0.00	0.00	0.00	0.00	1.60	0.51	0.00	0.00	2.11
All other locations	5.28	3.82	7.84	8.15	2.52	2.86	8.00	5.87	2.74	47.07
Sub-total - other locations	15.17	12.04	13.78	12.86	8.02	10.34	21.51	15.84	15.18	124.73
Total	25.41	16.88	16.20	19.83	16.12	17.65	35.34	30.42	16.90	194.75

Source: Table 3, Table 6

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 7e - Pubs & bars spending patterns, 2041

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total	
	<i>Wembley</i>	<i>Kenton</i>	<i>Burnt Oak</i>	<i>Colindale</i>	<i>Neasden</i>	<i>Crick'wd</i>	<i>Kilburn</i>	<i>Harlesden</i>	<i>Greenfd</i>		
Total available spend on food & drink, 2041 (£m)	139.05	92.41	88.68	108.53	88.22	96.58	193.45	166.48	92.50	1,065.90	
Spending on pubs & bars, 2041 (%)	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%	20.10%		
Spending on pubs & bars, 2041 (£m)	27.95	18.57	17.83	21.81	17.73	19.41	38.88	33.46	18.59	214.25	
Major Centres											
Zone 1	Wembley town centre	4.21	0.00	0.00	1.05	2.84	0.10	0.35	2.86	0.08	11.50
Zone 7	Kilburn town centre	0.00	0.00	0.00	0.00	0.08	3.65	6.56	0.66	0.00	10.95
District centres											
Zone 1	Wembley Park	3.21	0.08	0.00	0.56	1.91	0.06	0.00	1.05	0.27	7.14
Zone 1	Ealing Road district centre	0.20	0.14	0.05	0.00	0.00	0.00	0.14	1.01	1.03	2.57
Zone 2	Kenton district centre	0.72	1.22	0.65	0.34	0.25	0.00	0.00	0.00	0.00	3.19
Zone 2	Kingsbury district centre	0.57	3.39	1.37	1.89	0.66	0.17	0.00	0.00	0.00	8.04
Zone 2	Preston Road district centre	1.85	0.22	0.00	0.00	0.72	0.00	0.00	0.00	0.00	2.78
Zone 3	Burnt Oak district centre	0.00	0.17	0.27	0.07	0.20	0.00	0.00	0.50	0.00	1.21
Zone 4	Colindale / The Hyde district centre	0.00	0.00	0.27	2.65	0.76	0.10	0.00	0.00	0.00	3.78
Zone 5	Neasden district centre	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.41
Zone 6	Cricklewood district centre	0.00	0.00	0.00	1.00	0.10	1.74	2.11	0.10	0.00	5.05
Zone 8	Harlesden district centre	0.00	0.00	0.00	0.00	0.24	0.04	0.00	2.40	0.00	2.68
Zone 8	Willesden Green district centre	0.00	0.00	0.00	0.00	0.00	1.09	0.00	1.05	0.00	2.14
Local centres											
Zone 1	Sudbury local centre	0.51	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.50	1.12
Zone 7	Queens Park local centre	0.00	0.00	0.06	0.10	0.00	0.29	5.10	1.11	0.00	6.65
Zone 8	Kensal Rise local centre	0.00	0.00	0.00	0.00	0.74	0.81	0.96	5.30	0.00	7.81
Zone 8	Church End local centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total - LB Brent town, district and local centres											
		11.26	5.33	2.67	7.67	8.91	8.04	15.22	16.04	1.89	77.03
Other locations											
	Central London	1.24	3.81	2.80	3.47	2.36	5.27	9.25	7.19	2.73	38.10
	City of London	0.39	0.59	0.14	1.65	1.34	0.61	0.58	1.01	0.00	6.31
	Harrow	8.33	4.64	3.59	0.07	2.36	0.04	0.58	0.00	2.09	21.69
	Greenford	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	2.39	2.75
	Ealing	0.91	0.00	0.00	0.00	0.00	0.00	0.10	2.62	6.48	10.11
	St John's Wood	0.00	0.00	0.00	0.00	0.00	0.20	3.80	0.15	0.00	4.15
	West Hampstead	0.00	0.00	0.00	0.00	0.00	1.76	0.56	0.00	0.00	2.32
	All other locations	5.81	4.20	8.63	8.96	2.77	3.14	8.80	6.46	3.01	51.78
Sub-total - other locations											
		16.69	13.24	15.16	14.14	8.82	11.37	23.67	17.42	16.70	137.22
Total											
		27.95	18.57	17.83	21.81	17.73	19.41	38.88	33.46	18.59	214.25

Source: Table 3, Table 6

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 8 - Class A3 & A4 floorspace trading performance

Centre	Class A3 floorspace (sq.m net)	Class A3 turnover (£m)	Class A3 sales density (£ per sqm)	Class A4 floorspace (sq.m net)	Class A4 turnover (£m)	Class A4 sales density (£ per sqm)
Central Brent sub-area (Wembley Park)						
Wembley Park	4,627	13.73	2,967	284	5.54	19,492
Total for sub-area	4,627	13.73	2,967	284	5.54	19,492
North West Brent sub-area (Kenton & Preston Road)						
Kenton	569	6.14	10,800	1,104	2.48	2,246
Preston Road	569	15.47	27,207	702	2.16	3,076
Total for sub-area	1,137	21.61	19,004	1,806	4.64	2,661
North Brent sub-area (Burnt Oak, Colindale & Kingsbury)						
Burnt Oak	1,823	2.33	1,278	393	0.94	2,393
Colindale	1,054	7.27	6,899	970	2.93	3,025
Kingsbury	1,421	15.47	10,883	694	6.24	8,996
Total for sub-area	4,298	25.07	6,353	2,057	10.12	4,805
Eastern Brent sub-area (Neasden)						
Neasden	268	0.78	2,925	485	0.32	651
Total for sub-area	268	0.78	2,925	485	0.32	651
South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)						
Kilburn	5,694	21.05	3,696	3,972	8.49	2,139
Willesden Green	2,450	4.12	1,680	978	1.66	1,698
Cricklewood	3,143	9.72	3,091	2,943	3.92	1,332
Kensal Rise	1,622	15.01	9,256	343	6.06	17,677
Queen's Park	543	12.79	23,536	493	5.16	10,466
Total for sub-area	13,452	62.68	8,252	8,729	25.30	6,662
South Brent sub-area (Church End & Harlesden)						
Church End	393	0.00	0	184	0.00	0
Harlesden	1,672	5.15	3,079	1,271	2.08	1,635
Total for sub-area	2,065	5.15	1,540	1,455	2.08	818
South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)						
Wembley Central	4,627	22.12	4,780	2,843	8.93	3,140
Ealing Road	500	1.99	3,987	350	1.99	5,696
Sudbury	510	0.87	1,703	309	0.87	2,807
Total for sub-area	5,637	24.98	3,490	3,502	11.79	3,881
Average sales densities for Brent centres			6,362			5,567

Source: Experian Goad & desktop research (gross: net ratio of 90% applied). Note: no Experian Goad data for Ealing Road, floorspace figures are estimates.

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 9 - Commitments for new class A3 & class A4 floorspace

Proposed development	Use classes	Gross Floorspace (sq.m)	Net Floorspace (sq.m)	Net A3/A4 Floorspace (%)	Net A3/A4 Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2018 (£m)	Average turnover 2023 (£m)	Average turnover 2028 (£m)	Average turnover 2033 (£m)	Average turnover 2041 (£m)
Central Brent sub-area											
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	A1-A5	30,000	24,000	40%	9,600	5,964	57.26	58.41	60.15	61.98	65.02
B) Land adjacent to Wembley Central station, South Way, Wembley	A1-A4, B1, D1, D2	3,000	2,400	25%	600	5,964	3.58	3.65	3.76	3.87	4.06
C) Mahatma Gandhi House, Wembley Hill Road, Wembley	A1-A3	1,549	1,239	25%	310	6,362	1.97	2.01	2.07	2.13	2.24
D) Former Yellow Car Park, Fulton Road, Wembley	A1-A5, B1, D2	3,578	2,862	25%	716	5,964	4.27	4.35	4.48	4.62	4.85
E) Green Car Park, Olympic Way, Wembley	A1-A4	21,000	16,800	50%	8,400	5,964	50.10	51.11	52.64	54.23	56.89
Sub-total		59,127	47,302	-	19,625	-	117.17	119.54	123.10	126.84	133.06
North West Brent sub-area											
No commitments											
North Brent sub-area											
No commitments											
East Brent sub-area											
No commitments											
South East Brent sub-area											
No commitments											
South Brent sub-area											
No commitments											
South West Brent sub-area											
F) Montrose Crescent Car Park Wembley	A1, A2, A3, A5, B1, D1	1,312	1,050	15%	157	6,362	1.00	1.02	1.05	1.08	1.14
G) 85-89 Ealing Road, Ealing Road district centre	A1-A3	1,430	1,144	25%	286	6,362	1.82	1.86	1.91	1.97	2.07
H) Coronation Road, Park Royal	A1-A4	1,700	1,360	25%	340	5,964	2.03	2.07	2.13	2.20	2.30
Sub-total		4,442	3,554	-	783	-	4.85	4.95	5.09	5.25	5.51
Total		63,569	50,855		20,409		122.02	124.48	128.20	132.09	138.57

Floorspace split assumptions:

	A1 comparison	A1 convenience	Other uses
A) Former Palace of Arts & Palace of Industry, Wembley Park North West Village, Wembley	25%	25%	50%
B) Land adjacent to Wembley Central station, South Way, Wembley	25%	25%	50%
C) Mahatma Gandhi House, Wembley Hill Road, Wembley	50%	25%	25%
D) Former Yellow Car Park, Fulton Road, Wembley	25%	25%	50%
E) Green Car Park, Olympic Way, Wembley	25%	25%	50%
F) Montrose Crescent Car Park Wembley	50%	25%	25%
G) 85-89 Ealing Road, Ealing Road district centre	50%	25%	25%
H) Coronation Road, Park Royal	25%	25%	50%

Source: Planning commitments data provided by LB Brent, sourced from London Development Database
 Floorspace split assumptions are estimates by Urban Shape based on range of use classes granted permission at each site.

10a. Central Brent sub-area (Wembley Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	3%	3%	3%	3%	3%
Total class A3 spend	£m	13.73	14.29	15.15	16.08	17.69
Inflow to LDO from outside survey area	£m	25.96	27.02	28.65	30.41	33.45
Total class A3 goods spend inc. inflow	£m	39.69	41.30	43.80	46.49	51.14
Turnover growth	£m	0	1.61	2.50	2.69	4.65
Less turnover of commitments	£m	0	59.77	61.55	63.42	66.53
Balance to support new class A3 floorspace	£m	0	-58.16	-59.06	-60.73	-61.87
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	-8,947	-8,870	-8,853	-8,598
Capacity for new floorspace (rounded)	sq.m net	0	-8,900	-8,900	-8,900	-8,600

10b. North West Brent sub-area (Kenton & Preston Road)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	3%	3%	3%	3%	3%
Total class A3 spend	£m	11.49	11.96	12.68	13.46	14.81
Turnover growth	£m	0	0.47	0.72	0.78	1.35
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A3 floorspace	£m	0	0.47	0.72	0.78	1.35
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	72	109	114	187
Capacity for new floorspace (rounded)	sq.m net	0	100	100	100	200

10c. North Brent sub-area (Burnt Oak, Colindale & Kingsbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	6%	6%	6%	6%	6%
Total class A3 spend	£m	25.07	26.08	27.66	29.36	32.30
Turnover growth	£m	0	1.02	1.58	1.70	2.94
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A3 floorspace	£m	0	1.02	1.58	1.70	2.94
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	157	237	248	409
Capacity for new floorspace (rounded)	sq.m net	0	200	200	200	400

10d. Eastern Brent sub-area (Neasden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	0%	0%	0%	0%	0%
Total class A3 spend	£m	0.78	0.81	0.86	0.92	1.01
Turnover growth	£m	0	0.03	0.05	0.05	0.09
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A3 floorspace	£m	0	0.03	0.05	0.05	0.09
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	5	7	8	13
Capacity for new floorspace (rounded)	sq.m net	0	0	0	0	0

10e. South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	15%	15%	15%	15%	15%
Total class A3 spend	£m	62.68	65.23	69.17	73.42	80.77
Turnover growth	£m	0	2.54	3.94	4.25	7.35
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A3 floorspace	£m	0	2.54	3.94	4.25	7.35
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	391	592	620	1,022
Capacity for new floorspace (rounded)	sq.m net	0	400	600	600	1,000

10f. South Brent sub-area (Church End & Harlesden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	1%	1%	1%	1%	1%
Total class A3 spend	£m	5.15	5.36	5.68	6.03	6.64
Turnover growth	£m	0	0.21	0.32	0.35	0.60
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A3 floorspace	£m	0	0.21	0.32	0.35	0.60
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	32	49	51	84
Capacity for new floorspace (rounded)	sq.m net	0	0	0	100	100

10g. South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	411.95	428.67	454.57	482.51	530.82
Market share from survey area	%	7%	7%	7%	7%	7%
Total class A3 spend	£m	29.21	30.39	32.23	34.21	37.63
Turnover growth	£m	0	1.19	1.84	1.98	3.43
Less turnover of commitments	£m	0	2.47	2.55	2.62	2.75
Balance to support new class A3 floorspace	£m	0	-1.29	-0.71	-0.64	0.67
Indicative sales density for new floorspace	£	6,362	6,500	6,658	6,860	7,196
Capacity for new floorspace	sq.m net	0	-198	-107	-94	93
Capacity for new floorspace (rounded)	sq.m net	0	-200	-100	-100	100

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 11 - Class A4 need by sub-area

11a. Central Brent sub-area (Wembley Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	1%	1%	1%	1%	1%
Total class A4 spend	£m	5.54	5.77	6.11	6.49	7.14
Inflow to LDO from outside survey area	£m	0.00	0.00	0.00	0.00	0.00
Total class A4 goods spend inc. inflow	£m	5.54	5.77	6.11	6.49	7.14
Turnover growth	£m	0	0.22	0.35	0.38	0.65
Less turnover of commitments	£m	0	59.77	61.55	63.42	66.53
Balance to support new class A4 floorspace	£m	0	-59.54	-61.20	-63.04	-65.88
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	-10,467	-10,504	-10,502	-10,461
Capacity for new floorspace (rounded)	sq.m net	0	-10,500	-10,500	-10,500	-10,500

11b. North West Brent sub-area (Kenton & Preston Road)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	1%	1%	1%	1%	1%
Total class A4 spend	£m	4.64	4.83	5.12	5.43	5.98
Turnover growth	£m	0	0.19	0.29	0.31	0.54
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A4 floorspace	£m	0	0.19	0.29	0.31	0.54
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	33	50	52	86
Capacity for new floorspace (rounded)	sq.m net	0	0	100	100	100

11c. North Brent sub-area (Burnt Oak, Colindale & Kingsbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	1%	1%	1%	1%	1%
Total class A4 spend	£m	10.12	10.53	11.16	11.85	13.04
Turnover growth	£m	0	0.41	0.64	0.69	1.19
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A4 floorspace	£m	0	0.41	0.64	0.69	1.19
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	72	109	114	188
Capacity for new floorspace (rounded)	sq.m net	0	100	100	100	200

11d. Eastern Brent sub-area (Neasden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	0%	0%	0%	0%	0%
Total class A4 spend	£m	0.32	0.33	0.35	0.37	0.41
Turnover growth	£m	0	0.01	0.02	0.02	0.04
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A4 floorspace	£m	0	0.01	0.02	0.02	0.04
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	2	3	4	6
Capacity for new floorspace (rounded)	sq.m net	0	0	0	0	0

Brent Retail Study | Urban Shape on behalf of Brent Council
Appendix 3, Table 11 - Class A4 need by sub-area (continued)

11e. South East Brent sub-area (Kilburn, Willesden Green, Cricklewood, Kensal Rise & Queen's Park)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	3%	3%	3%	3%	3%
Total class A4 spend	£m	25.30	26.33	27.92	29.63	32.60
Turnover growth	£m	0	1.03	1.59	1.72	2.97
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A4 floorspace	£m	0	1.03	1.59	1.72	2.97
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	181	273	286	471
Capacity for new floorspace (rounded)	sq.m net	0	200	300	300	500

11f. South Brent sub-area (Church End & Harlesden)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	0%	0%	0%	0%	0%
Total class A4 spend	£m	2.08	2.16	2.29	2.43	2.68
Turnover growth	£m	0	0.08	0.13	0.14	0.24
Less turnover of commitments	£m	0	0	0	0	0
Balance to support new class A4 floorspace	£m	0	0.08	0.13	0.14	0.24
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	15	22	23	39
Capacity for new floorspace (rounded)	sq.m net	0	0	0	0	0

11g. South West Brent sub-area (Wembley Central, Ealing Road & Sudbury)

		2018	2023	2028	Longer-term indicative only	
					2033	2041
Total available expenditure	£m	827.21	860.79	912.79	968.89	1,065.90
Market share from survey area	%	1%	1%	1%	1%	1%
Total class A4 spend	£m	11.79	12.27	13.01	13.81	15.19
Turnover growth	£m	0	0.48	0.74	0.80	1.38
Less turnover of commitments	£m	0	2.47	2.55	2.62	2.75
Balance to support new class A4 floorspace	£m	0	-1.99	-1.81	-1.82	-1.37
Indicative sales density for new floorspace	£	5,567	5,689	5,827	6,003	6,298
Capacity for new floorspace	sq.m net	0	-351	-310	-304	-218
Capacity for new floorspace (rounded)	sq.m net	0	-400	-300	-300	-200