

COMBINED CUMULATIVE IMPACT - SCENARIO C														May-17
	Comparison				Convenience				Combined					
	2015 turnover	2020 turnover	Diversion	Post-diversion turnover	2015 turnover	2020 turnover	Diversion	Post-diversion turnover	2015 turnover	2020 turnover	Diversion	Post-diversion turnover	Cumulative impact	Growth from 2015
Aviva														
Jarman Fields			-£38.81	£38.81			-£9.21	£9.21			-£48.02	£48.02		
			-£27.58	£27.58			-£18.69	£18.69			-£46.26	£46.26		
Hemel Hempstead	£198.69	£242.91	£24.29	£218.62	£44.42	£46.84	£3.12	£43.71	£243.11	£289.75	£27.42	£262.34	9.46%	£19.23
Local centres Hemel Hempstead	£22.98	£28.09	£0.27	£27.82	£29.38	£31.11	£1.73	£29.37	£52.36	£59.20	£2.01	£57.19	3.39%	£4.83
Out-of-centre stores Hemel Hempstead	£61.06	£74.65	£11.01	£63.64	£141.34	£149.02	£20.65	£128.38	£202.40	£223.67	£31.66	£192.02	14.15%	-£10.38
Berkhamstead	£26.37	£32.24	£0.74	£31.49	£35.37	£36.99	£0.63	£36.36	£61.74	£69.23	£1.37	£67.86	1.99%	£6.12
St Albans	£17.30	£21.15	£2.21	£18.94					£17.30	£21.15	£2.21	£18.94	10.45%	£1.64
Watford town centre	£81.62	£99.79	£7.89	£91.90					£81.62	£99.79	£7.89	£91.90	7.91%	£10.27
Watford retail parks	£18.43	£22.53	£1.99	£20.54					£18.43	£22.53	£1.99	£20.54	8.83%	£2.11
Luton	£6.07	£7.42	£0.92	£6.50					£6.07	£7.42	£0.92	£6.50	12.39%	£0.43
Tring	£0.52	£0.63	£0.02	£0.61					£0.52	£0.63	£0.02	£0.61	3.22%	£0.09
Central London	£8.63	£10.56	£0.08	£10.47					£8.63	£10.56	£0.08	£10.47	0.80%	£1.84
Other	£62.35	£76.23	£3.65	£72.59	£64.78	£67.73	£1.66	£66.07	£127.13	£143.96	£5.30	£138.66	3.68%	£11.53

#### Notes

1. Diversion (i.e. new trade) to new stores/development appears as negative. Forecast turnover only appears as 'post-diversion turnover'.
2. Post-diversion turnovers for 'Out-of-centre stores Hemel Hempstead' does not include new developments.