

46. The total percentage of trade diversion from Faversham Town Centre is 20%, which equates to an impact of **-11%**.
47. In our experience double-digit percentage impacts on stores and centres are generally a cause for concern; and our forecast impacts on the convenience turnover of the town centre Tesco, Iceland and Co-op stores of **-12%, -21% and -17%**, respectively are high by any measure. This is before taking account of any loss of additional expenditure/trade generated by Tesco and Iceland (in particular, due to their position in the town centre) to other shops, services and businesses in Faversham through linked trips.