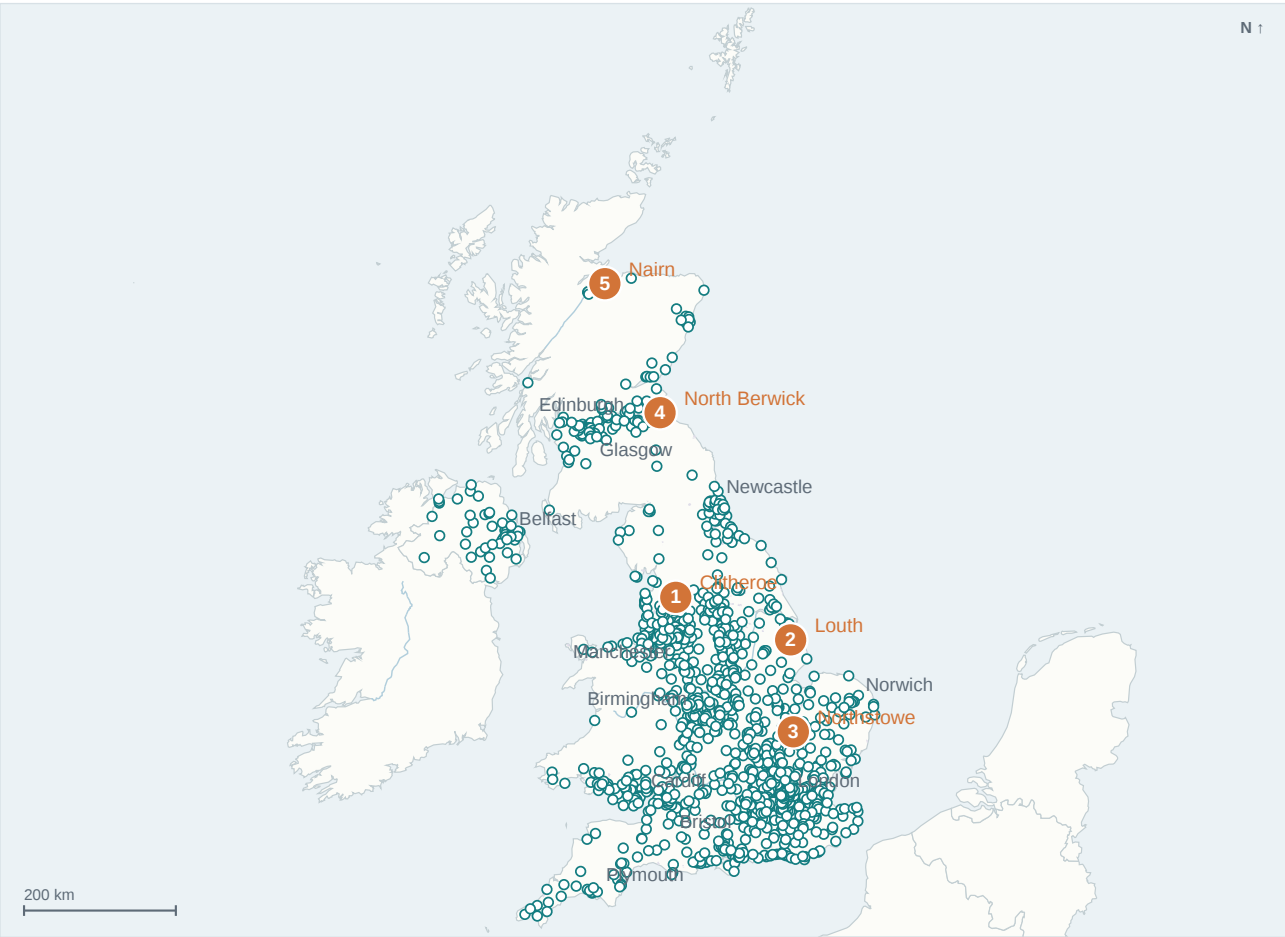


Domino's

Delivery and collection / Selective expansion

Start with verified gaps, then occupied growth catchments



● Official listing ○ FSA record; trading unverified ● Priority area

1,294 of 1,294 mapped regulatory points (not a trading census) in this view. Markers show presence, not service boundaries.

Map context: Natural Earth; ONS built-up areas 2024 (England/Wales). Sources and map definitions on page 3.

1,410	+4.9%	£162k
UK and Ireland stores	Like-for-like sales	Average UK store EBITDA

28 June 2026; reported [1] | H1 2026; split territories excluded [1] | FY2025; existing estate [2]

A substantial network with slower openings

H1 2026 added 11 stores. FY2025 gross openings were 31, compared with 54 in 2024. UK stores totalled 1,328 at December 2025; the headline 1,410 includes the Republic of Ireland. H1 system sales were £825.3m and underlying EBITDA £66.2m. These are different measures from franchisor revenue. [1], [2]

The original shortlist has changed

Cranleigh, Peterlee, Forfar and Cinderford now have listed stores; Denby Dale/Scissett changes Clayton West coverage. Bishop Auckland was already operating in 2013, an original omission. North Walsham trading remains unconfirmed; Coleford is registered/consented. [4], [5]

Use company targets, then challenge them

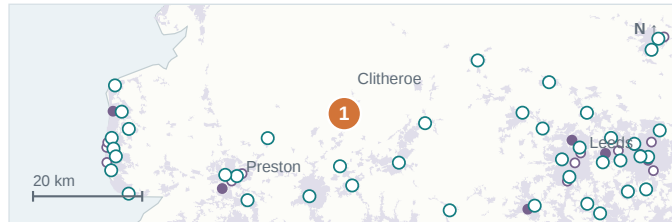
The live property page contains 142 named UK target entries, some grouping towns. It is a useful search universe, not a confirmed opening pipeline. Coleford illustrates potential lag. [3], [6]

Where to look next

Clitheroe and Louth are the strongest evidenced new-town leads: both appear on Domino's property list and returned delivery unavailable at tested central postcodes. Northstowe offers an occupation-led infill case. The investment test is incremental system profit after neighbouring-store diversion, compared with improving service and capacity in the existing estate. [1], [3], [4]

01 Clitheroe

Investigate / New town

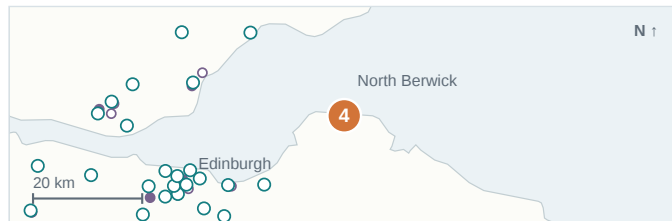


Official target; no named directory match. Delivery unavailable at BB7 2DD in the live test. Census 2021 parish households: 7,680. This is a bounded postcode finding, not a complete delivery audit. [3], [4], [7]

Gate: Confirm the wider occupied-household catchment, franchise rights, independent pizza competition and peak road times.

04 North Berwick / Gullane

Conditional / New local hub



Both are official targets and have no named directory listing. Coastal ward population was 14,935 in 2022; resident and visitor demand are geographically dispersed. [3], [4], [10]

Gate: Test separate town catchments, winter repeat orders, parking and actual postcode delivery.

02 Louth

Investigate / New town

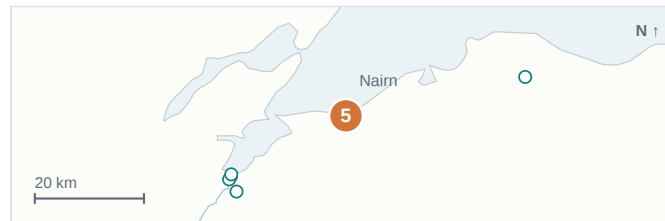


Official target; no directory match. Delivery unavailable at LN11 9AB in the live test. The town council cites roughly 17,400 residents; housing schemes support future growth. [3], [4], [8]

Gate: Keep initial delivery territory compact. Test rural mileage costs, price competition and year-round orders.

05 Nairn

Conditional / Compact first store

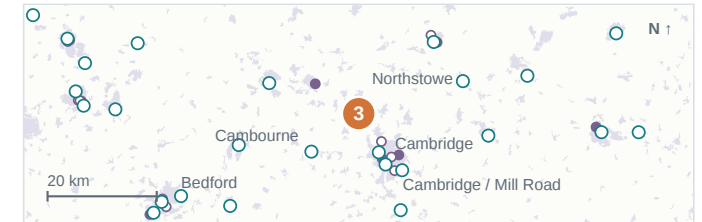


Official target with no named directory listing. The 2022 settlement had 9,582 residents. A compact collection-led format may suit the market better than a wide rural delivery territory. [3], [4], [11]

Gate: Prove small-town break-even, driver availability, supply-route efficiency and off-season sales.

03 Northstowe

Investigate / Infill / growth



Official target; the wider Cambridge market already has delivery coverage. Council evidence identifies 1,680 occupied new-build homes in January 2026, far below the ultimate masterplan. [3], [9]

Gate: Map transferred orders and occupied homes before leasing. Future phases should trigger capacity, not justify it today.

Before a lease

01 Confirm the market

Check current operators, territory rights, local competition and the specific access routes.

02 Prove incrementality

Measure repeat demand and diversion from existing stores; keep future housing separate.

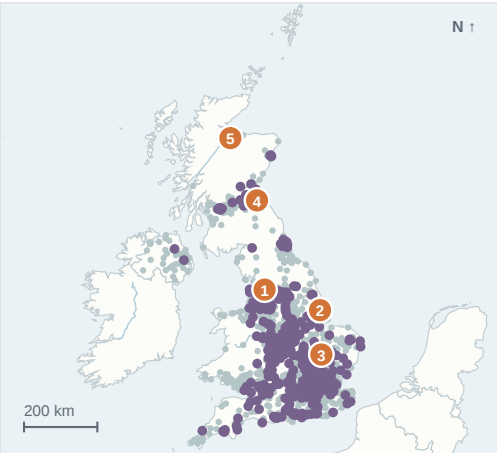
03 Underwrite the unit

Use actual rent, capex, staffing and contribution, with a downside case before commitment.

Competitor analysis

Same geographic window in every panel. Grey shows Domino's; purple shows the competitor. Orange numbers match the priority areas.

Papa Johns



381 mapped in view / official
451 UK restaurants, Dec 2025; mainly franchised. [12]
Closest franchise/delivery rival. Investigate why its former sites closed before treating them as opportunity.

Pizza Hut



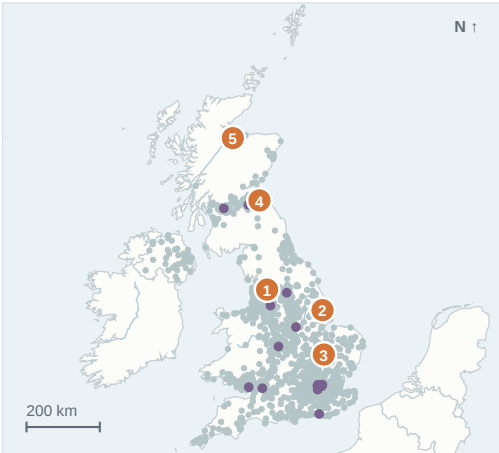
382 mapped in view / FSA, unverified trading
370+ UK Huts including 58 dine-in, Jul 2026; multiple formats. [13]
Separate delivery competition from dine-in. Site disruption can create opportunities but also signals difficult economics.

Fireaway



143 mapped in view / FSA, unverified trading
Around 160 UK stores reported Aug 2026; compact franchised format. [14]
Compact value-led units compete for neighbourhood orders and franchisees; test a matched delivered basket.

Pizza Pilgrims



30 mapped in view / official
30 UK customer-locator listings, Oct 2026; 20 London, 10 regional. [15]
Premium restaurant occasions influence product expectations, but restaurant counts do not measure delivery coverage.

Advantage

Domino's scale, established delivery operations and collection network support convenience. Its FY2025 company-reported 52.6% share concerns UK pizza takeaway, not all pizza. Expansion should deepen service where that platform creates incremental demand. [2]

Risk

Dense existing coverage increases diversion risk. Smaller operators can compete on price and local identity; aggregators broaden customer choice. The best-looking population gap may already be served by another store.

Action

For each lead, compare Friday/Saturday delivery availability, full delivered family-basket prices and collection access against Papa Johns, Pizza Hut and two local independents. Link the decision to net system contribution.

SOURCES / CLICK TO OPEN

- [1] Domino's H1 2026, 4 Aug
- [5] Current Cranleigh store
- [9] Northstowe occupied housing
- [13] Pizza Hut estate / source

- [2] Domino's annual report FY2025
- [6] Property requirements
- [10] North Berwick demand
- [14] Fireaway estate / source

- [3] Live property target areas
- [7] Clitheroe Census households
- [11] Nairn settlement data
- [15] Pizza Pilgrims estate / source

- FSA ONS urban land Natural Earth Postcodes.io
- [4] Official directory / postcode lookup
 - [8] Louth annual report 2024/25
 - [12] Papa Johns estate / source

Maps: ONS urban land, not population density. Official listings use store/postcode coordinates; FSA points may be stale or incomplete. No map proves a delivery gap. Full coordinate/source ledger accompanies the pack.