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# Town Centre Capacity Assessment for Stafford Borough 2019

**Main Report**

On behalf of **Stafford Borough Council**



Project Ref: 46336/001 | Rev: - | Date: December 2019

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## Document Control Sheet

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# 1 INTRODUCTION

## 1.1 Purpose of the Study

1.1.1 In May 2019, Stafford Borough Council ('SBC') commissioned Peter Brett Associates ('PBA'), now part of Stantec, to undertake a Town Centre Capacity Assessment [TCCA] for Stafford Borough on its behalf. The Council requires the study to provide a robust update to its evidence base to support the preparation of the new Local Plan 2020-2040. Accordingly, this report provides a full assessment of retail needs within Stafford Borough, informed by a new telephone survey of households to establish current retail and leisure expenditure patterns.

1.1.2 In accordance with SBC's brief, this study provides:

- a summary of national and local retail planning policy and its interpretation, together with an overview of national trends in the retail and leisure markets, and their implications for the Borough;
- health checks to assess the performance of the defined centres of Stafford, Stone and Eccleshall;
- an overview of current shopping and leisure expenditure patterns based on up-to-date survey data and the identification of existing market shares for defined centres and other destinations;
- a quantitative and qualitative assessment of retail and leisure floorspace requirements in both the convenience and comparison goods sectors up to 2040, taking into account the latest population and expenditure data, and the effects of multi-channel retailing (e.g. online shopping);
- recommendations in terms of how to meet any identified floorspace requirements, having regard to the performance of centres, any identified deficiencies, the capacity of centres to accommodate new development, and the need to increase consumer choice, as well as suggesting potential re-development sites;
- policy recommendations in respect of future strategies for Stafford Borough's main defined centres, including a review of boundaries; and
- advice on a minimum floorspace threshold for the assessment of the impact of proposed retail schemes.

## 1.2 Structure of the Report

1.2.1 The remainder of our report is structured as follows:

- Section 2 sets out the study context, with regard to national and local planning policies;
- Section 3 describes current trends within the retail and leisure sectors;
- Section 4 provides our health check assessments of Stafford, Stone and Eccleshall which includes an assessment of each centre's vitality and viability;
- Section 5 summarises current patterns of retail and leisure spending within the study area based on the household telephone survey;
- Section 6 contains our assessment of quantitative and qualitative requirements for additional retail floorspace;

- Section 7 provide our assessment of needs for leisure and other main town centre uses;  
and
- Section 8 provides a summary of our findings and our recommendations.

## 2 POLICY CONTEXT

### 2.1 National Planning Policy Framework

- 2.1.1 The National Planning Policy Framework [Framework] sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced.
- 2.1.2 Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. The Framework must be taken into account in preparing the development plan and is a material consideration in planning decisions. Planning policies and decisions must also reflect relevant international obligations and statutory requirements.
- 2.1.3 The original Framework was published by the (then-named) Department for Communities and Local Government on 27 March 2012. The Framework has been revised on multiple occasions and the latest updated Framework was published in February 2019.

#### *Plan Making*

- 2.1.4 Paragraphs 15-16 of the Framework state that the planning system should be genuinely planned. Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings. Plans should:
- a. be prepared with the objective of contributing to the achievement of sustainable development;
  - b. be prepared positively, in a way that is aspirational but deliverable;
  - c. be shaped by early, proportionate and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees;
  - d. contain policies that are clearly written and unambiguous, so it is evident how a decision maker should react to development proposals;
  - e. be accessible through the use of digital tools to assist public involvement and policy presentation; and
  - f. serve a clear purpose, avoiding unnecessary duplication of policies that apply to a particular area (including policies in the Framework, where relevant).
- 2.1.5 Paragraph 31 of the Framework states that the preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned and take into account relevant market signals.
- 2.1.6 Paragraph 33 of the Framework states that policies in local plans and spatial development strategies should be reviewed to assess whether they need updating at least once every five years and should then be updated as necessary. Reviews should be completed no later than five years from the adoption date of a plan and should take into account changing circumstances affecting the area, or any relevant changes in national policy.

#### *Building a Strong, Competitive Economy*

- 2.1.7 Paragraphs 80-81 of the Framework state that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight

should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation and in areas with high levels of productivity, which should be able to capitalise on their performance and potential.

2.1.8 Planning policies should:

- a. set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to local policies for economic development and regeneration;
- b. set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
- c. seek to address potential barriers to investment; and
- d. be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices and to enable a rapid response to changes in economic circumstances.

*Ensuring the Vitality of Town Centres*

2.1.9 Paragraph 85 of the Framework sets out that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should:

- a. define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- b. define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- c. retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- d. allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
- e. where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- f. recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

2.1.10 Paragraph 86 of the Framework states that local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not

available (or expected to become available within a reasonable period) should out of centre sites be considered.

- 2.1.11 Paragraph 87 of the Framework states that when considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored.
- 2.1.12 Paragraph 89 of the Framework states that when assessing applications for retail and leisure development outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sq. m of gross floorspace). This should include assessment of:
- a. the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
  - b. the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).
- 2.1.13 Paragraph 90 of the Framework states that where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the considerations in paragraph 89, it should be refused.

## Planning Practice Guidance

- 2.1.14 The Planning Practice Guidance [PPG] on 'Town Centres and Retail' provides guidance on planning for retail and other town centre uses.
- 2.1.15 The original PPG was published by the Department for Communities and Local Government on 3 March 2014. The PPG on 'Town Centres and Retail', which was last updated in July 2019, provides guidance on:
- a. planning for town centre vitality and viability;
  - b. permitted development and change of use in town centres; and
  - c. assessing proposals for out-of-centre development.

## 2.2 Local Planning Policy

- 2.2.1 The Council is preparing a New Local Plan 2020-2040 and as part of this, the Council's retail evidence base will need to be updated. Retail capacity forecasts will need to be updated, accounting for the latest trends in home / online shopping and recent changes in the composition of uses within town centres.
- 2.2.2 The current statutory development plan comprises The Plan for Stafford Borough 2011-2031 (adopted June 2014) and The Plan for Stafford Borough: Part 2 2011-2031 (adopted January 2017).

### The Plan for Stafford Borough 2011-2031

- 2.2.3 **Policy Stafford 1** (Stafford Town) states that the Council will encourage the development and expansion of Stafford Town Centre to provide an increase of 14,000 sq. m (net) of non-food (comparison) retailing and 3,400 sq. m (net) of food (convenience) retailing and improve the level and quality of the offer as well as establish new development opportunities.

- 2.2.4 **Policy Stone 1** (Stone Town) states that the Council will encourage the development and expansion of the town centre to provide a vibrant place where people can meet, shop, eat and spend leisure time and provide for 1,700 sq. m (net) of new convenience (food) retailing and 400 sq. m (net) of new comparison (non-food) retailing within Stone Town Centre.
- 2.2.5 **Policy E8** (Town, Local and Other Centres) sets out the retail hierarchy in Stafford Borough, which is outlined in Table 2.1 below.

Table 2.1 Stafford Borough Retail Hierarchy

| Hierarchy                     | Settlement   |
|-------------------------------|--|
| Town Centres                  | Stafford, Stone  |
| Local Centre                  | Eccleshall   |
| Village & Neighbourhood Shops | Barlaston, Gnosall, Great and Little Haywood, Hixon, Tittensor, Weston, Woodseaves, Yarnfield, Baswich, Holmcroft, Parkside, Rising Brook, Wildwood, Weston Road and Walton. |

Source: The Plan for Stafford Borough 2011-2031

- 2.2.6 **Policy E8** also states that development proposals at Stafford (>1,000 sq. m gross) and at Stone (>500 sq. m gross) for town centre uses in an edge or out-of-centre location should be the subject of an impact assessment. For local centres, the threshold should be 300 sq. m gross.
- 2.2.7 **Spatial Principle 3** (Stafford Borough Sustainable Settlement Hierarchy) repeats the sustainable settlement hierarchy.

### The Plan for Stafford Borough: Part 2 2011-2031

- 2.2.8 Paragraph 3.3 states that no additional policy is required for retail frontages, with decision-making on planning applications based on Policy E8 in the adopted Plan for Stafford Borough.
- 2.2.9 Paragraph 3.4 states that Eccleshall has a more substantial retail offer than any of the other Key Service Villages and consequently is regarded as a Local Centre.
- 2.2.10 Paragraph 3.7 states that outside the hierarchy of town and local centres there are a range of smaller village and neighbourhood shops. These areas have a very local catchment and tend to service the local area only, with the exception of some of the village shops which also serve smaller outlying villages and hamlets.

## 2.3 Policy Response

- 2.3.1 In recent years, a considerable number of studies have been published assessing the future role and function of town centres in order to respond to the market trends discussed above. These include:
- The Portas Review, Mary Portas (2011)
  - The Grimsey Review, Bill Grimsey (2013)
  - Beyond Retail: Redefining the Shape and Purpose of Town Centres, British Council of Shopping Centres (2013)
  - 21st Century High Streets, British Retail Consortium (2013)

- The Future High Street, Future Spaces Foundation (2013)
- Accommodating Growth in Town Centres (2014), Greater London Authority
- Digital High Street 2020 Report, Digital High Street Advisory Board (2015)
- Grimsey Review 2: “It’s time to reshape our town centres” (2018)
- The Future High Street Fund (2018)

## The Portas Review

- 2.3.2 In May 2011, retail expert Mary Portas was appointed by the former Coalition Government to lead an independent review into the future of the high street in response to the decline of town centres nationally, seen as a consequence of reduced spending on the high street. The report supported the call to strengthen planning policy in favour of ‘town centre first’ and included 27 separate recommendations to tackle the further decline of the high street.
- 2.3.3 The core recommendations included measures to strengthen the management of high streets, improvements to the business rates system, reducing car parking charges, placing greater onus on landlords to proactively manage their assets or face the use of compulsory purchase powers by local authorities, and to increase community involvement in town centres.
- 2.3.4 As well as 24 ‘Portas Pilot’ towns to trial the recommendations, the Coalition Government established the future High Street Forum to implement Portas’ recommendations and provided funding to establish business improvement districts (BIDs) and a ‘Future High Street X Fund’ (renamed the High Street Renewal Fund) to reward towns delivering innovative plans to promote their town centres.

## The Grimsey Review and The Grimsey Review 2

- 2.3.5 Bill Grimsey, the former managing director of DIY chain Wickes and food retailer Iceland, published his report as an ‘alternative response’ to the recommendations of the Portas Review. The report made a total of 31 wide-ranging recommendations, including encouraging more people to live in town centres, appointing a High Streets Minister, and freezing car parking charges for a year.
- 2.3.6 Grimsey followed up his original report with a review that was published in July 2018, which is particularly influenced by the recent high-profile collapse of retailers and some food and drink operators. Grimsey asserts that town centres are facing their greatest challenge in history. Towns must stop trying to compete with out-of-town shopping parks that are convenient and benefit from free parking. Instead, Grimsey argues that town centres must create their own unique reason for communities to gather there – being interesting and engaging and altogether a compelling and great experience.
- 2.3.7 Whilst it is not appropriate to have a one-size-fits-all approach, Grimsey sets out 25 recommendations to tackle the problems identified. Key recommendations include:
- Replacement of business rates with a fairer and less complex system;
  - Creation of a digital commission to develop a 20-year strategy for local high streets;
  - Accelerating the digital transformation of smaller towns;
  - Appointment of high-quality designers to celebrate the local identity of town centres;
  - Free short-term parking; and
  - Improved public realm and free wifi.

## Beyond Retail

- 2.3.8 Following the Portas Review, the Government supported the establishment of an industry task force to analyse retail property issues relating to town centres. The findings of the task force's report were presented in the 'Beyond Retail' report of 2013.
- 2.3.9 One of the report's key observations was that the trend towards market polarisation (discussed further below) has resulted in three broad types of town centre offer: strong centres with a wide retail and leisure offer; convenience food and service-based centres with an element of fashion and comparison goods; and localised convenience and everyday needs-focused centres. The report made a number of recommendations, including:
- Strong and dynamic leadership, led at the local authority level also including business and community involvement, to bring about long-term change in town centre function.
  - Undertake bold, strategic land assembly, to assemble redevelopment opportunities of scale and worth.
  - Provide greater flexibility in the planning system to enable vacant retail premises to be converted to 'more economically productive uses'.
  - Consider the mechanisms to address funding gaps to encourage local authorities to commit to long-term planning for town centres.
  - Town centres must take advantage of technology to assist in marketing, driving footfall, and assisting independents and SMEs.
  - A review of the business rate system and publishing of new retail valuation guidance.

## 21st Century High Streets

- 2.3.10 In 2013, the British Retail Consortium published the second '21st Century High Streets' report as an update to the original report published in 2009. The 2013 report set out various policy recommendations to help secure 'flourishing 21st Century high streets' under six key topics:
- A unique sense of place: local partnerships, authorities and retailers must create a brand for the town centre to engender consumer loyalty through differentiation.
  - An attractive public realm: local partnerships and authorities must actively manage the public realm creating attractive public space.
  - Planning for success: local authorities should develop a clear strategic vision focused on the role of the town centre and cooperate with neighbouring authorities to maintain viable and complimentary retail destinations.
  - Accessibility: local authorities should manage accessibility holistically and responsively and should provide adequate parking to assist in driving footfall.
  - Safety and security: local police should work with retailers to better understand the impacts of retail crime to promote town centres as safe, secure and effectively managed.
  - Supportive regulatory and fiscal regimes: central government should reform the Business Rate Multiplier to reduce the cost of operating and investing in town centres.

## The Future High Street

- 2.3.11 The Future Spaces Foundation was established in 2013, made up of a diverse independent panel of experts to generate new ideas about how to create social and economic opportunity through the transformation of the built environment.

2.3.12 The Future High Street report (2013) sought to examine the high street debate from a holistic stance; it assesses the full range of socio-economic, demographic and technological factors which affect how we interact with high streets and seeks to challenge the traditional role of retail in town centre regeneration. The report made 14 specific recommendations under four key policy areas relating to public services and community cohesion, commercial drivers, transport and accessibility and health and well-being. The recommendations included:

- re-concentrating public services in and around the high street to harness agglomeration benefits;
- diversifying community spaces beyond their traditional functions;
- supporting a mobile-enabled high street;
- flexible use of space to mix retail, leisure and work dynamically to suit modern lifestyles;
- de-stigmatising bus travel, so that it provides a superior alternative to the car;
- transport infrastructure design with multiple uses to give it a fluid role in the town centre;
- providing housing, particularly assisted living, within easy access of high streets; and
- providing health services in close proximity to the high street and plan high streets to promote good.

### Digital High Street

2.3.13 The Digital High Street Advisory Board was established following the work of the Future High Streets Forum to consider the revolutionary impact of digital technologies on future success of high streets. The Advisory Board's report of 2015 made four principal inter-related recommendations, which sought to revitalise high streets in a digitally dominated world. These include raising connectivity standards and increasing the deployment of digital technology, improving digital skills, and adopting a digital health index to assess the competitiveness of high streets, to measure the economic value of digital developments and set goals for digital integration.

### The Future High Street Fund

2.3.14 In July 2019, the Secretary of State for Housing, Communities and Local Government asked Sir John Timpson to consider structural changes on high streets and make recommendations how to support local areas to respond to these changes. In the run-up to the Budget, he made two main recommendations to the Chancellor and the Secretary of State: to set up a High Streets Taskforce to support local leadership and to establish a new fund to support the renewal and reshaping of high streets and town centres.

2.3.15 The Chancellor and the Secretary of State agreed with Sir John's diagnosis and recommendations. Therefore, to respond, a new £675 million Future High Streets Fund was set up to help local areas to respond to and adapt to these changes. It serves two purposes: it will support local areas to prepare long-term strategies for their high streets and town centres, including funding a new High Streets Taskforce to provide expertise and hands-on support to local areas.

2.3.16 The government has asked local areas to provide proposals setting out the overall vision that they wish to achieve for their high street and town or city centre and specific improvements that would contribute to that overall vision.

2.3.17 Stafford town centre has received revenue funding to support the development of the full Future High Streets Fund business case by April 2020.

## 2.4 Implications for Stafford Borough

2.4.1 The research summarised above contains a number of recurring themes which will be important to consider in the context of future development for main town centre uses within Stafford Borough. These include:

- The need for flexibility – town centre accommodation needs to be adaptable to a number of uses to address future needs. This presents both opportunities and challenges for Stafford Borough’s defined centres. The previous orthodoxy to protect A1 retail uses within Primary Shopping Centres (within Stafford and Stone) may unwittingly be restricting the ability of town centres to diversify and develop distinctive identities and associated offer to consumers.
- Vital and viable centres need a varied mix of uses – town centres are increasingly diverse with the emergence of a greater proportion of leisure, food and drink uses. There is also an identified need to concentrate multi-functional public services in town centre locations to realise agglomeration benefits (as per ‘The Future High Street’ report). However, town centres face increasing competition from retail parks and higher order centres as well as online shopping.
- The integration of commercial and residential uses within town centres is important to their overall vibrancy, to encourage footfall within centres throughout the day. This includes access to high quality public transport, with the ‘Future High Street’ report specifically referring to improved bus and rail services.
- As set out above, Stafford town centre has received revenue funding to support the development of the full Future High Streets Fund business case by April 2020. The ‘Future High Street Fund’ provides an opportunity for the Council to get funding to improve the high streets within Stafford and for the high streets to respond to, and adapt to, restructuring in the town centre and retail sector in the long term.
- The role of each town centre needs to be clearly articulated to provide it with a distinct and recognisable identity appropriate to its role, as emphasised by the ‘21<sup>st</sup> Century High Streets’ report and the Portas Review. This will need to be reflected as part of the production of a new Local Plan.

## 3 CURRENT PROVISION AND TRENDS

### 3.1 Market Trends

- 3.1.1 A number of key retail and leisure market trends have had significant impacts on the composition and performance of town centres in recent years. These trends, which we detail below, include the 'polarisation' trend in the comparison retail sector, restructuring in the convenience goods market, the growth of commercial leisure, and the effects of digital technology.

#### Market overview

- 3.1.2 The overall profile of retail and leisure markets in the UK has changed significantly over the past 10 to 15 years. These changes have resulted from a combination of factors including the growth of online retailing, evolving consumer expectations and behaviours, and the ongoing impacts of the economic recession in the late 2000s on expenditure, investment and demand for retail property.
- 3.1.3 In terms of overall expenditure, the recession had significant impacts on household spending with three consecutive years of declining retail expenditure between 2009 and 2011. Levels of spending only began to recover strongly in 2013/14 although growth rates have since moderated. Whilst household spending has been supported by low interest rates and strong employment growth, it has been simultaneously suppressed by poor growth in real wages. The relative weakness of Sterling following the EU referendum in June 2016 also raises the prospect of inflationary pressures.
- 3.1.4 These fluctuations in spending have served to accelerate trends that were evident before the recession, such as the consolidation of mid-market comparison goods retailers and the growth of discount retailers in both the comparison and convenience retail sectors. In addition, there has been continued growth in spending on online shopping and changing consumer expectations in terms of the retail experience. The latter is allied to the growth and diversification of the leisure sector and its increasing overlap with the retail sector.
- 3.1.5 All of the market shifts referred to above pose significant challenges to town centres (and increasingly also out-of-centre destinations). Those challenges include weakening demand for retail property (particularly in secondary locations), the requirement to provide a diverse range of uses, the need to adapt to new technology, and consequent challenges in maintaining investment both in commercial property and the physical environment of town centres and other key retail and leisure destinations.
- 3.1.6 We expand further on these key trends below before detailing the possible policy response and the broad implications of these developments for town centres within Stafford Borough.

#### Restructuring in the comparison retail sector

- 3.1.7 Whilst comparison retail spending has proven more resilient than other types of retail and leisure spending over the past decade, there have been significant changes within the sector. These include the failure of a number of more vulnerable national comparison goods retailers that have struggled to adapt to changing markets, the consolidation of mid-market retailers, growth in the 'value' end of the market and the changing nature of out-of-centre retail facilities.
- 3.1.8 The 'polarisation trend' refers to the preference for mid-market comparison goods retailers to concentrate trading activities within larger stores in higher order centres and out-of-centre destinations. Retailers have increasingly recognised that greater efficiency can be achieved by having a strategic network of large stores offering a full range of their products, where investment to improve the quality of the in-store experience can be focused.

- 3.1.9 The recession and the growth in online shopping have further reinforced the need for retailers to reduce their store portfolios. The growth of online retail has posed fundamental challenges to specific sub-sectors where consumers will more happily make purchases over the internet, including music, video, books and electrical goods. This has contributed to traditional retailers such as Comet and Woolworths going into administration and the growth of digital-only retailers such as Amazon and ao.com.
- 3.1.10 However, the polarisation trend is also driven by consumers, who have become more discerning and are increasingly prepared to travel further afield to larger centres with a wider or better-quality offer. There is therefore an increasing concentration of comparison goods expenditure in a smaller number of larger centres and out-of-centre destinations. This trend has been exacerbated by difficulties in raising funding for more complex in-centre development schemes as a result of the recession and more restrictive funding regimes.
- 3.1.11 The implication of the trends described above for town centres is that many retailers have sought to withdraw from smaller centres by way of measures such as non-renewal of expiring leases. Mid-market comparison goods retailers have become increasingly concentrated within regional centres and larger retail parks and other out-of-centre destinations. This trend has matured over the last decade and is reflected in higher vacancy rates in many smaller centres, decreasing rental values and, in many cases, lower footfall.
- 3.1.12 The rise of discount retail operators, which was further encouraged by the recession and constrained consumer spending, has mitigated the impacts of the polarisation trend with many of these operators, such as Wilko or B&M, taking space in smaller town centres that was formerly occupied by mid-market comparison retailers. Whilst this has served to moderate the vacancy rate it has significantly re-orientated the comparison goods offer of many centres, further concentrating it at the lower end of the market and away from the important clothing and footwear sub-sector.
- 3.1.13 In addition, the failure of a number of bulky goods retailers has provided surplus space in retail park locations at a time that coincided with the growth of value comparison retailers with relatively large space requirements. In many cases this has resulted in an incremental change in the nature of out-of-centre retail provision and increasing overlap with town centre provision.
- 3.1.14 The market shifts described above are evident in many small-town centres. However, some smaller centres have been able to respond to the polarisation trend by diversifying their town centre offer, particularly through accommodating higher quality independent retailers and developing a strong food and drink offer. Markets and similar alternative forms of retail are also increasingly popular, with low entry costs to growing numbers of new types of market traders, and a consumer appetite for 'events'-based shopping with a strong leisure angle. The centres that have most benefited from these trends tend to serve more affluent catchments, are located in larger urban areas or already benefit from an inflow of expenditure as established tourist destinations.

### **Restructuring in the convenience retail sector**

- 3.1.15 Prior to, and during, the recession the convenience goods sector became a key driver of growth with the 'Big Four' supermarket operators (Asda, Morrisons, Tesco and Sainsbury's), which have traditionally dominated the market, building and operating increasing larger stores and expanding the range of services that they provide (particularly in terms of comparison goods). Whilst many of these larger stores were built outside of town centres, new large foodstores also often served to anchor redevelopment schemes within smaller town centres.
- 3.1.16 However, over recent years the market dominance of the 'Big Four' has been increasingly challenged, both by higher-quality operators (such as Waitrose and Marks & Spencer) and value/discount retailers (primarily Aldi and Lidl). In particular, the value retailers have posted significant year-on-year growth over recent years and they have emerged as important forces in the convenience goods market. Overall, expenditure on convenience goods has been falling in recent years due to increasing competition between operators (leading to a reduction in prices) and low inflation.

Figure 3.1 All Food Retailers Year-on-Year Growth



Source: ONS/Mintel

- 3.1.17 There has also been an increasing move by the major convenience goods operators away from opening larger-format stores towards smaller supermarkets and establishing a network of 'top up' convenience goods shopping facilities (sometimes referred to as 'c-stores'). These are often located in town centres, or district / neighbourhood shopping parades. This shift has been driven by a shift in consumer behaviour; shoppers are undertaking an increasing number of smaller 'top-up shopping' or 'basket shopping' trips instead of a weekly food shop to a large out of centre foodstore. Verdict predicted that the proportion of convenience goods floorspace which will be accounted for by 'smaller stores' will have increased from 37.6 per cent in 2007 to 41.6 per cent by 2017.
- 3.1.18 Between 2013 and 2018, data from Planet Retail shows that the compound annual growth rate of discount retailers (such as Aldi and Lidl) and convenience (C-format stores) was expected to reach 11 per cent and almost 7 per cent respectively whereas the growth rate among supermarkets is forecast at just 2 per cent. The 'discount' retailers have also successfully diversified their offers to include more premium products and greater appeal to new types of customers.
- 3.1.19 Both Sainsbury's and Tesco now have more 'C-stores' than large supermarkets and, along with Morrisons, these operators have withdrawn proposals for the development of new superstores and from town centre redevelopment projects. In the last 12-18 months both Tesco and Morrisons have closed dozens of 'unprofitable' foodstores (with Morrisons also disposing of its portfolio of C-stores to concentrate on its core business, demonstrating the complexity of changes within the market).
- 3.1.20 By way of comparison, both Aldi and Lidl have investment plans to open more than 110 stores on an annual basis. Store formats are also evolving with new Aldi stores now providing more floorspace and Lidl seeking to introduce new facilities such as in-store bakeries. In contrast, the likes of Tesco and Sainsbury's are incorporating concessions into their portfolio of very large format foodstores. Tesco has a deal with the Arcadia group to introduce names such as Burton and Dorothy Perkins into some of its stores, whilst Sainsbury's takeover of Argos has introduced Argos concessions into many of its larger stores.

### Growth of the commercial leisure sector

- 3.1.21 Most commentators predict that commercial leisure, such as cafés, bars, restaurants and cinemas, will constitute a growing share of town centre floorspace. This partly comprises replacement activity generated as a consequence of the reduced demand for traditional retail space and is partly driven by the increase in leisure expenditure as discretionary household expenditure rises. The key market trends in the sector include:

- Cinema: expected to expand via acquisition and diversification of the market despite falling attendance figures. The big three cinema operators are focusing on larger markets where there is limited competition. The second tier and boutique operators are focusing on the qualitative difference in their offer to enable them to create specialist markets. Cinema development is increasingly concentrated in town centre locations (where there are complementary leisure and cultural uses, especially food and drink facilities) as the popularity of out-of-centre leisure parks has waned. Indeed, such development is serving to anchor in-centre development schemes.
- Food and drink: contributed significantly to the continued growth of the leisure sector since the recession. Demand for A3 space is being driven by the regional expansion of successful A3 operators established in London and other main centres. Coffee shops have also experienced prolific growth reflecting changing consumer trends and the desire of customers to 'graze' during shopping and other trips to town centres.
- Health and fitness: the market is expected to experience continued growth in value, predominantly in the budget sector. The operator PureGym has grown to a chain of over 220 branches in the past decade. These operators take space in both in-centre and out-of-centre locations and will operate multiple facilities, particularly in larger urban areas.
- 'Big box' leisure: a resurgence in the large floorspace Class D2 market since the recession. Operators are offering increasingly diverse activities with operators from abroad seeking space in the UK (e.g. trampolining or urban golf) as a result of consumers spending more disposable income being spent on leisure-based activities and an increasing desire for more unusual leisure experiences. Often these 'meanwhile' (or temporary) uses are transitioning to boutique uses.

3.1.22 When considering leisure expenditure available to households, spending on food and drink typically accounts for more than 50 per cent of total leisure spending, compared to around 15 per cent on 'cultural services' (e.g. going to the cinema, theatre, art galleries or live music) and under 10 per cent on hotels, games of chance and recreation / sporting services.

Figure 3.2 New forms of Leisure Development



Above: Town centre cinema development (Corby) and boutique bowling (Manchester)

3.1.23 There is scope for town centres to capitalise on the trends described above, redefining their function as leisure 'destinations' in their own right. The development of a strong commercial leisure offer can help to increase footfall, particularly outside of retail hours, and visitors undertaking 'linked trips' between retail, leisure and other uses also increases dwell-time in centres.

### Effects of digital technology

3.1.24 It has been widely documented that online shopping has increased at a rapid pace in recent years, particularly in the comparison goods sector. Online shopping is perceived to offer a number of significant advantages over 'traditional' town centre shopping, including: lower

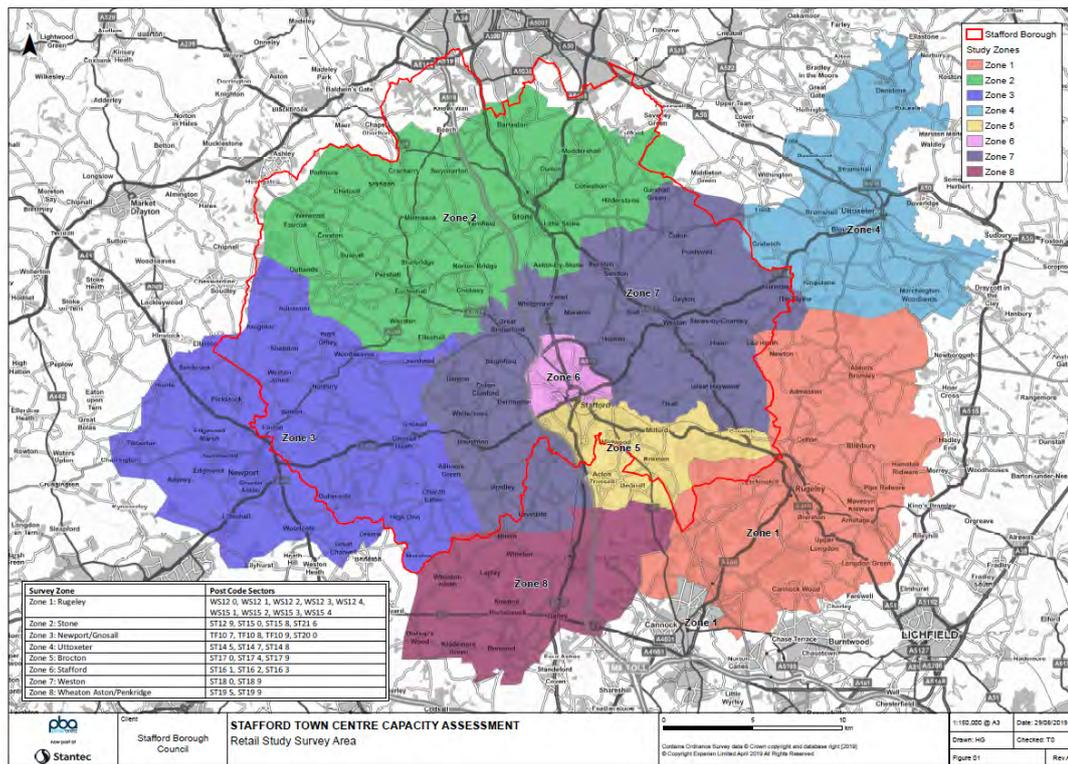
prices as there are lower operating overheads for online retailers; a wider variety of choice; and the ability for customers to easily search out bargains, including secondhand goods.

- 3.1.25 Overall, internet sales have been rising more rapidly than general retail sales in recent years and this is reflected in increasing market shares for special forms of trading (SFT) provided by Experian. While many retailers have sought to scale back on physical retail space, their online operations continue to allow them to reach a wide customer base. Nevertheless, competition is not as straightforward as 'online shopping versus town centres' with new technologies increasingly promoting integration between alternative shopping channels. Consumers increasingly research purchases online before visiting stores, and vice versa.
- 3.1.26 The growth in the 'click and collect' method of online shopping serving to drive footfall and trade at physical outlets. The click and collect concept is such that a customer orders and pays for the desired product online, and then collects the product from the nearest branch of the retailer in question. This approach is being rolled out by an increasing number of retailers. Recent research by the British Retail Consortium indicates that 60 per cent of click and collect transactions result in an additional purchase in the store.
- 3.1.27 Recent trends indicate that major retailers are becoming more willing to embrace the challenge posed by online and mobile technology by putting into place technology such as click and collect, better mobile websites, free in-store Wi-Fi, or in-store technology points where a customer can order a product online from the same retailer, which may not be available within the store. This may be particularly applicable for smaller town centres where many retailers' stores are relatively small and may not be able to carry the full range of products available.
- 3.1.28 There is clearly still a significant role for 'bricks and mortar' stores, but the evidence suggests that traditional town centres will need to become more multi-functional in order to remain vital and viable.

## **3.2 Centres in Stafford Borough and the Surrounding Area**

- 3.2.1 Stafford Borough is bordered by Newcastle-under-Lyme, Stoke-on-Trent and Staffordshire Moorlands to the north, East Staffordshire and Lichfield to the east, Cannock Chase and South Staffordshire to the south and Telford & Wrekin and Shropshire to the west.
- 3.2.2 The quantitative analysis in this report is based on a defined study (see Figure 3.3 below and **Appendix B**), which covers the primary catchment area of shopping destinations within Stafford Borough. The study area is sub-divided into 8 zones for more detailed analysis. The zones broadly reflect the catchment areas of the main centres within the Borough, aside from Stafford, which has a borough-wide catchment area.

Figure 3.3 Study Area Zones



## Venuescore

- 3.2.3 The Javelin Group's Venuescore ranks over 3,500 retail destinations across the UK including town centres, malls, retail warehouse parks and factory outlet centres (individual 'out-of-centre' stores are not included). Each destination is given a weighted score based on the number of multiple retailers present, including anchor stores, fashion operators and non-fashion multiples. The score attached to each retailer is weighted depending on their overall impact on shopping patterns, e.g. a department store will achieve a high score. The scores relate to each shopping destination.
- 3.2.4 This Javelin information is widely used in the retail industry to assess the relative strength of shopping destinations. The results for Stafford Borough and other relevant centres outside of the Borough are shown in Table 3.1.

Table 3.1 Venuescore UK Shopping Index and UK Rank

| Shopping Destination | Location Grade | Venuescore | UK Ranking | Market Position |
|----------------------|----------------|------------|------------|-----------------|
| Birmingham           | Major City     | 686        | 3          | Upper Middle    |
| Derby                | Major Regional | 319        | 28         | Middle          |
| Hanley               | Regional       | 222        | 67         | Middle          |
| Wolverhampton        | Regional       | 204        | 87         | Middle          |
| Burton-on-Trent      | Regional       | 180        | 115        | Middle          |
| Shrewsbury           | Regional       | 179        | 118        | Middle          |
| Telford              | Regional       | 165        | 141        | Middle          |

| Shopping Destination                           | Location Grade  | Venuescore | UK Ranking   | Market Position     |
|--|-----------------|------------|--------------|---------------------|
| <b>Stafford</b>                                | <b>Regional</b> | <b>136</b> | <b>186</b>   | <b>Middle</b>       |
| Lichfield                                      | Sub-Regional    | 101        | 259          | Middle              |
| Tamworth                                       | Sub-Regional    | 95         | 278          | Lower Middle        |
| Cannock  | Major District  | 59         | 503          | Lower Middle        |
| Rugeley  | Major District  | 51         | 600          | Lower Middle        |
| Festival Retail & Leisure Park, Stoke-on-Trent | District        | 46         | 675          | Middle              |
| Telford Forge Retail Park, Telford             | District        | 41         | 757          | Upper Middle        |
| Meole Brace Retail Park, Shrewsbury            | District        | 39         | 803          | Middle              |
| Uttoxeter                                      | District        | 39         | 803          | Lower Middle        |
| Wrekin Retail Park, Telford                    | District        | 34         | 943          | Middle              |
| Orbital Retail Park, Cannock                   | District        | 33         | 974          | Middle              |
| <b>Queens Retail Park, Stafford</b>            | <b>District</b> | <b>32</b>  | <b>1,003</b> | <b>Lower Middle</b> |
| <b>Stone</b>                                   | <b>District</b> | <b>31</b>  | <b>1,047</b> | <b>Middle</b>       |
| <b>Hough Retail Park, Stafford</b>             | <b>Local</b>    | <b>12</b>  | <b>2,577</b> | <b>Lower Middle</b> |
| Newport  | Local           | 14         | 2,193        | Middle              |
| <b>Madford Retail Park, Stafford</b>           | <b>Local</b>    | <b>10</b>  | <b>3,152</b> | <b>Lower Middle</b> |

Source: Venuescore, Javelin Group 2015/16

- 3.2.5 The location of centres included in Venuescore's database indicates that residents in Stafford Borough have good access to several large centres, as well as having a choice of smaller centres to meet their day-to-day shopping needs.
- 3.2.6 Birmingham city centre is at the top of the hierarchy in the sub-region with a Venuescore of 686 and is ranked 3<sup>rd</sup> in the UK. Stafford is classed as a 'Regional' centre with a Venuescore of 136 and is ranked 186<sup>th</sup> in the UK. However, Stafford is ranked below other 'Regional' centres in the area, such as Hanley (ranked 67<sup>th</sup>), Wolverhampton (ranked 87<sup>th</sup>), Burton-on-Trent (ranked 115<sup>th</sup>), Shrewsbury (ranked 118<sup>th</sup>) and Telford (ranked 141<sup>st</sup>).
- 3.2.7 Stone is classed as a 'District' centre with a Venuescore of 31 and is ranked 1,047<sup>th</sup> in the UK. As with Stafford, Stone is ranked below other centres in the area with the same classification, such as Uttoxeter (ranked 803<sup>rd</sup>) and a number of retail and leisure parks.
- 3.2.8 Eccleshall has few national multiple retailers and is not included within the Venuescore analysis. It should also be noted that the Venuescore data is weighted towards clothing and fashion retailing. Within the sub-region, clothing / fashion shopping facilities are primarily focused in the city and larger town centres. Therefore, the relevance to Eccleshall is limited.
- 3.2.9 Each venue has an estimated average market position score based on the retailers present, with the 'market position index' for each centre then calculated by comparing the venue's market position score against the average for all venues. The average market position index is 100 and Birmingham city centre has a market position index of 114. As 114 is well above 100, Birmingham city centre has an 'upper middle' market position. A further example

is Shrewsbury town centre which has a market position of 100, meaning Shrewsbury town centre has a 'middle' market position.

- 3.2.10 The market position relates specifically to the fashion offer together with other easily classified operators, because the range and choice of clothing and fashion shopping is the key driver in the relative attraction of large comparison shopping destinations. Javelin also provides other measures of the strength of centres as outlined below.
- 3.2.11 Stafford and Stone are both classed as having a 'Middle' market position. This suggests they do not offer the same level of luxury / high quality retailing as larger centres or centres within areas with higher levels of affluence. That being said, Stafford and Stone are very different town centres, with Stafford known for selling more discount orientated products and Stone having a stronger independent / food and beverage sector. However, out of all the shopping destinations in Table 3.1, only Birmingham and Telford Forge Retail Park have an 'upper middle' market position.
- 3.2.12 In addition to its market position and Venuescore, each destination is also assessed in terms of a range of other attributes, as follows:
- age focus (is the offer targeting younger or older consumers?); and
  - fashionability of its offer (is the clothing offer traditional or progressive?).
- 3.2.13 The Javelin Group classifies retailers in terms of their 'fashionability' ranging from 'traditional' at one end, then 'updated classic', 'fashion moderate', 'fashion forward' through to 'progressive' at the other, i.e. least fashionable to the most fashionable. This classification is only reliable for larger centres because it focuses on national multiples rather than independent outlets.
- 3.2.14 The age position of the fashion offer is also classified ranging from 'young', 'middle' to 'old', for example shops such as Hollister, H&M, Miss Selfridge and Superdry appealing more to the young and shops such as Wallis and Edinburgh Woollen Mill appealing more to the old.
- 3.2.15 Stafford tends to cater predominantly for older customers, being described as 'updated classic'. This reflects the older age profile of residents within the Borough. Stone has not been given a 'fashion position classification'.
- 3.2.16 The Javelin information outlined above indicates that Stafford is the most significant shopping destination in the Borough and has the best prospects for attracting future growth and major investment.

## 4 CENTRE HEALTH CHECK ASSESSMENTS

### 4.1 Introduction

- 4.1.1 This section provides a health check analysis of the defined centres of Stafford, Stone and Eccleshall, based on the key measures of vitality and viability.
- 4.1.2 For Stafford and Stone town centres, the audit of facilities is based on an Experian Goad plan for each centre, updated by PBA in July 2019. The Goad definition of these town centres broadly reflects the defined town centre boundaries. It is preferable to utilise the Experian Goad plans as they contain a lot of background data useful for the analysis of town centre health. An Experian Goad plan is not available for Eccleshall. The audit of facilities of Eccleshall is based on PBA's proposed definition of the town centre boundary for Eccleshall.
- 4.1.3 There is no longer any data available on commercial yields on non-domestic property, so our health check assessments do not include any information on yields.
- 4.1.4 PBA visited Stafford, Stone and Eccleshall on 3 July 2019 and 8 August 2019.

### Stafford Town Centre

- 4.1.5 Stafford is classified as a town centre in The Plan for Stafford Borough 2011-2031 (Policy E8). It is the largest centre within Stafford Borough, supporting a range of retail, service and community facilities. The centre services shoppers from across the study area, particularly for comparison retail shopping (except residents of Zone 1 (Rugeley) and Zone 4 (Uttoxeter) which are both outside of the Borough). Its key roles include:
- *Convenience retail shopping* – there are three large superstores within the town centre, these being the Tesco Extra on Newport Road (8,160 sq. m gross), Asda on Queensway (6,720 sq. m gross) and Sainsbury's on Chell Road (6,110 sq. m gross). Medium sized supermarkets include Aldi at Kingsmead Retail Park (2,300 sq. m gross) and Iceland at Gaolgate Place (1,030 sq. m gross). These facilities are supported by small convenience retail outlets and serve both main food and grocery shopping trips and basket / top-up food shopping trips. Stafford Indoor market is located at the Guildhall Shopping Centre, which sells both convenience retail and comparison retail goods. A Farmers Market is held within the town centre on the 2<sup>nd</sup> Saturday of every month in Market Square, apart from January when there is no market.
  - *Comparison retail shopping* – the town centre contains a large selection of national multiples including Blacks, Primark, H&M, JD, New Look, TK Maxx, Marks & Spencer, River Island, Laura Ashley, Accessorize, WH Smith, Clarks, Boots, Clintons, Waterstones, The Body Shop, Argos, Millets, Wilko and B&M Bargains. There is also a good range of independent shops selling a range of lower order comparison retail goods.
  - *Services* – including 7 high street national banks, 33 restaurants / cafés (including Costa, Zizzi, Starbucks, Caffé Nero and Pizza Express) and 53 hairdressers / beauty parlours.
  - *Entertainment* – a cinema, 4 bars, 19 pubs, 2 amusement centres and a night club.
  - *Community facilities* – 10 doctors' surgeries, a dentist, seven religious institutions, an art gallery at The Ancient High House and a library.
- 4.1.6 Stafford Town Centre is a large centre. The traditional town centre was focussed around Market Square, Gaolgate Street and Greengate Street. The Guildhall Shopping Centre is located opposite Market Square. In more recent years, the town centre has grown outwards to the north east with the development of Kingsmead Retail Park and to the east with the development of Riverside Waterfront, which includes a small indoor shopping centre containing national multiples, a cinema and a few national multiple restaurants.

## Previous Findings

- 4.1.7 The 2013 Stafford & Stone Town Centre Retail Capacity Study Update [2013 Study] found that the proportion of convenience retail units was slightly below the national average, but the proportion of convenience retail floorspace was well above the national average, which was a reflection of a small number of large convenience retail units. The proportion of comparison retail units was comparable with the national average, however, the proportion of comparison retail floorspace was below the national average. The proportion of retail service and financial & business services (both units and floorspace) was broadly comparable with the national average; however, the proportion of leisure services (both units and floorspace) was under-represented when compared with the national average. The proportion of vacant units and the proportion of vacant floorspace were both above the national average. It was concluded that the health of the centre was declining, but that this was a reflection of the national situation rather than the specific viability of Stafford.

## Diversity of Uses

- 4.1.8 Stafford Town Centre has a total of 372 retail / service units, with a floorspace of 101,740 sq.m gross. The diversity of uses present in Stafford Town Centre in terms of the number and proportion of units and floorspace is set out in Table 4.1, compared with the Goad national average.

Table 4.1 Diversity of Uses Table for Stafford Town Centre

| <b>Stafford Town Centre - Diversity of uses</b> |                     |                   |             |                         |                     |             |
|---|---------------------|-------------------|-------------|-------------------------|---------------------|-------------|
| <b>Category</b>                                 | <b>No. of units</b> | <b>% of units</b> | <b>UK %</b> | <b>Floorspace sq. m</b> | <b>Floorspace %</b> | <b>UK %</b> |
| Comparison (A1)                                 | 137                 | 36.8              | 37.2        | 37,210                  | 36.6                | 42.8        |
| Convenience (A1)                                | 21                  | 5.7               | 10.0        | 28,400                  | 27.9                | 18.6        |
| Retail Services (A1)                            | 64                  | 17.2              | 13.4        | 5,600                   | 5.5                 | 6.6         |
| Professional (A2)                               | 28                  | 7.5               | 7.7         | 4,750                   | 4.7                 | 6.2         |
| Food and Drink (A3-A5)                          | 53                  | 14.3              | 17.9        | 8,360                   | 8.2                 | 13.2        |
| Miscellaneous                                   | 4                   | 1.1               | 1.2         | 150                     | 0.2                 | 0.9         |
| Vacant  | 65                  | 17.5              | 12.7        | 17,270                  | 17.0                | 11.7        |
| <b>Total</b>                                    | <b>372</b>          | <b>100</b>        | <b>100</b>  | <b>101,740</b>          | <b>100</b>          | <b>100</b>  |

Source: PBA Survey and GOAD Experian (for current UK averages)

- 4.1.9 Currently, the proportion of comparison retail units is close to the national average; however, the proportion of comparison retail floorspace is below the national average. This was also found to be the case in the 2013 Study. This indicates that there are a large number of small units occupied by comparison retailers. As set out above, there are a high number of comparison retail national multiple operators in the town centre and these tend to be located along Market Square / Gaolgate Street / Greengate Street as well as the Riverside Waterfront. Smaller comparison retail units are located in peripheral areas of the town centre. In reality, a proportion of comparison retail goods are located at the Tesco Extra, Asda and Sainsbury's foodstores, which are recorded as convenience retail goods stores by Goad and which is their predominant use.
- 4.1.10 Stafford Town Centre is very well represented in the convenience retail goods sector. The proportion of convenience retail units is less than the national average; however, the proportion of convenience retail floorspace is 9.3 percentage points greater than the national average, which indicates a small number of large convenience retail units. This proportion of convenience retail provision was also found to be similar in the 2013 Study. As mentioned above, there are three large superstores in the town centre along with two medium sized supermarkets and an indoor market. The centre contains five bakers, three green grocers & fishmongers, two off licences and four confectionery / tobacco and news stores. There are no specialist butchers within the town centre.

- 4.1.11 The proportion of retail service units in Stafford Town Centre is above the national average in terms of proportion of units and broadly comparable with the national average in terms of floorspace. This sector is dominated by hairdressers, beauty parlours and health centres within the town centre.
- 4.1.12 The proportion of professional services units is similar to the national average, but below average in terms of the proportion of floorspace. This sector is dominated by banks and estate agents within the town centre.
- 4.1.13 In terms of food and drink retailers, Stafford Town Centre is below average, in terms of both the proportion of units and the proportion of floorspace. The 2013 Study contained a similar finding. Whilst we have identified some national multiple coffee shops and restaurants, it is clear that more food and drink retailers would improve the health of the town centre. Attracting more food and drink retailers to Stafford is likely to be challenging in the current market, with many UK restaurants going bust due to rising costs and competition amid a consumer spending squeeze.

### Proportion of Vacant Property

- 4.1.14 According to our survey based on the definition of the town centre by Goad, the proportion of vacant units and vacant floorspace are both above the national average (by 4.8 and 5.3 percentage points respectively). The 2013 Study also found the proportion of vacant units and floorspace to be above the national average, albeit to a lesser extent.
- 4.1.15 Of the 65 vacant units, 11 are located at the Guildhall Shopping Centre, 8 are located on Princes Street, 7 are located on Gaolgate Street and 6 are located on Gaolgate Place. In comparison, the 2013 Study found there to be 56 vacant units with a floorspace of 14,605 sq.m gross. This means that the number of vacant units has increased by 9 units and the amount of vacant floorspace has increased by 2,655 sq. m gross between 2013 and 2019.
- 4.1.16 Goad plan data indicates vacant floorspace totals 17,270 sq. m gross. The largest vacant units are located at 8-9 Gaolgate Street (2,330 sq. m gross), 31-32A Gaolgate Street (2,120 sq. m gross), 4 Kingsmead Retail Park (1,530 sq. m gross), a further unit at Kingsmead Retail Park (980 sq. m gross) a unit at Gaolgate Place (790 sq. m gross) and 30 Greengate Street (620 sq. m gross). These six large vacant units take up 8,370 sq. m gross floorspace in total. If these units were re-occupied, the proportion of vacant floorspace in the town centre would fall to just 8,900 sq. m gross or 8.7 per cent of all town centre units and would be below the national average. All other vacant units have a floorspace of less than 500 sq. m gross. The remaining vacant units are small, with an average floorspace of 150 sq. m gross.
- 4.1.17 There are a significant number of units which are currently vacant and not being marketed as there are development proposals to convert these units into other uses. They include proposals to convert retail units to a hotel and residential properties amongst other uses. These proposals are progressing to different timescales with some benefitting from planning permission whilst others have only considered initial viability of the proposed development. If these units are converted and removed as vacant units, the unit vacancy rate would fall to 14.8 per cent and the proportion of vacant floorspace falls to 13.9 per cent, which is lower than the current situation.

### Retailer Representation

- 4.1.18 As set out above, Stafford Town Centre contains a high proportion of national multiple retailers including stationers (Ryman, WH Smith); fashion and footwear operators (Clarks, Millets, Trespass, JD Sports, H&M, River Island, New Look, Outfit, Primark, Blacks); mobile phone shops (O2, Vodafone, Three, EE, Carphone Warehouse); jewellers (F Hinds, Claire's Accessories, Ernest Jones, H Samuel); opticians (Specsavers, Vision Express, Boots Opticians); and discount operators (Home Bargains, Poundland and B&M Bargains). This is more than one would expect for Stafford Town Centre and is an indicator of good health.

- 4.1.19 Since the previous survey there has been multiple notable closures of comparison retail goods stores such as HMV and Store Twenty One. Millets has relocated to a smaller unit. Topshop, Miss Selfridge and Dorothy Perkins were previously in separate units and have now all moved into one unit. This highlights the vulnerability of Stafford to market change, including in the key clothing and fashion retail sector. Marks & Spencer has moved from its previous location along Gaolgate Street to a newer, improved store at Riverside Stafford.
- 4.1.20 There is a high concentration of independent retailers located along Mill Street and Church Lane, to the east of the town centre, off Greengate Street.
- 4.1.21 The large superstores and medium sized supermarkets are all located on the periphery of the centre, outside of the main pedestrianised area, to the north, east and south. These foodstores help anchor the town centre and include large surface car parks; however, the challenge is to ensure there are linked trips and that visitors to the supermarkets also shop for comparison retail goods and services as well as undertake their food shopping.
- 4.1.22 Stafford Market is also located within Guildhall Shopping Centre, operating on Tuesday, Thursday, Friday and Saturday between the hours of 09:00 and 17:00. The market hosts a number of traders including butchers, greengrocers, fabric shops and vaping stores. Whilst the exact vacancy of the market fluctuates, it is currently approximately 50 per cent vacant, which is clearly very high and a concern; however, tenancies are typically short term and the proportion of vacant units in Stafford Market does move up and down.
- 4.1.23 The town centre's food and drink offer mainly comprises public houses (JD Wetherspoons, The Butlers Bell, Swan Hotel, The Vine Hotel), bars (Hogarth's, Slaters, The Bear, Yates), restaurants (Pizza Express, Royal Bangkok), cafés (Caffé Nero, Costa Coffee) and hot food takeaways (Greggs, McDonalds, Pizza GoGo). As set out above, food and drink provision is under-represented within Stafford Town Centre, when compared with the national average.

## Commercial Rents

- 4.1.24 Commercial rents within the primary shopping area of Stafford range from £390 per sq. m, to £500 per sq. m. In some locations, landlords' rents have dropped significantly with some landlords offering 3-6 months rent-free to attract potential occupiers.
- 4.1.25 In comparison with commercial rents in similar sized centres in the sub-region, commercial retail rents are higher than average. For example, commercial rents within the primary shopping area of Newcastle-under-Lyme is approximately £319 per sq. m, with Uttoxeter's being approximately £301 per sq. m within its primary shopping area and those in Tamworth's primary shopping area are approximately £404 per sq. m.

## Accessibility and Pedestrian Flows

- 4.1.26 Stafford Town Centre is highly accessible by a range of transport modes. Stafford Train Station is located approximately 250m west of Stafford Town Centre and provides services to a number of locations including Crewe, Liverpool, London and Manchester. Gaol Square Bus Interchange is located within Stafford Town Centre and provides services to locations such as Eccleshall, Stone, Cannock, Hanley, Lichfield, Newcastle-under-Lyme, Newport, Rugeley, Stoke, Telford, Uttoxeter, Wolverhampton amongst other locations.
- 4.1.27 Vehicle access to Stafford Town Centre is very good, with the town centre being located off the A34 and A518. There are 13 car parks within the town centre which are reasonably priced. Kingsmead Retail Park, Sainsbury, Asda and Tesco Extra all provide free parking for a varying amount of time, allowing for linked trips to the town centre.
- 4.1.28 The majority of the primary shopping area within Stafford Town Centre is pedestrianised, including Greengate Street, Market Square, Gaolgate Street, Riverside and the Waterfront area. These areas are largely paved or bricked and are relatively flat which means that these areas are highly accessible for pedestrians.

- 4.1.29 Pedestrian activity was found to be largely concentrated around Greengate Street, Market Square and Gaolgate Street, whilst the Riverside Waterfront was also found to be relatively busy at the time of our survey. However, peripheral areas, including Eastgate Street, Mill Bank and Mill Street all had significantly lower footfall at the time of our survey. According to the Council's data, footfall in Market Square declined from 6.26m in 2017 to 6.14m in 2018, a fall of 0.12m (or 1.9 per cent). In 2019 to date (up to 25 November 2019), footfall in Market Square is 5.24m.
- 4.1.30 The traditional town centre retail area (Greengate Street, Market Square and Gaolgate Street) feels somewhat disconnected from the Riverside Waterfront. Improving linkages between these areas would help improve the health of the town centre.

### Perception of Safety and Occurrence of Crime

- 4.1.31 According to Staffordshire Police data, there were 186 reported crimes in the Stafford town centre neighbourhood area in June 2019. This is slightly less than the 199 reported crimes in the area in June 2018 and significantly less than the 240 reported crimes in June 2017. It is positive that reported crimes in the town centre are decreasing.
- 4.1.32 During our site visit, most areas of the town centre felt safe and secure, thanks to active frontages and wide and open walkways. It was also noted that there was a good provision of streetlights.
- 4.1.33 There are a number of uses, for example restaurants and bars, present in Stafford which extend the period of pedestrian activity into the evening. This means there is a regular flow of people throughout the day and into the evening which help increase the perception of safety.

### Town Centre Environment

- 4.1.34 The town centre environment in Stafford Town Centre is mixed. There are examples of high-quality public realm in the traditional primary shopping areas of Market Square, Greengate Street and Gaolgate Street. There is a conservation area within the town centre, which covers much of the town centre boundary. There are over 80 listed buildings or structures in the Conservation Area; 10 of which are listed grade II\* and the rest are listed grade II. This is balanced by significant investment at the modern Riverside Waterfront area.
- 4.1.35 However, there are some areas of Stafford Town Centre, notably Guildhall Shopping Centre, Stafford Street, Princes Street and the northern end of Gaolgate Street, that are experiencing a significant number of vacancies, which reduce the quality of the environment in the town centre. The façades of units in these areas are also the most dated in the town centre and would benefit from renovation.

### Summary

- 4.1.36 In many ways, Stafford Town Centre is reasonably healthy and has a lot to be positive about. The town centre is very well represented in terms of comparison retail national multiples and large-scale supermarkets. Stafford Town Centre also has reasonable entertainment facilities, with the cinema being a key focal point. Commercial rents in Stafford are higher than other traditional competing town centres in the sub-region and the centre is highly accessible. Environmental quality within the town centre is a mix of traditional and modern.
- 4.1.37 However, the proportion of leisure services within Stafford Town Centre is lower than the national average and the centre would benefit from more cafés and restaurants, which would improve the evening economy within the town centre. The proportion of vacant units and floorspace in the town centre are high; however, there are some re-developments of vacant units planned, which will help to reduce the vacancy rates. Improving the linkages between the traditional town centre and the Riverside Waterfront would also improve the town centre's health.

## 4.2 Performance of Stone Town Centre

- 4.2.1 Stone is classified as a town centre in The Plan for Stafford Borough 2011-2031 (Policy E8). It is the second largest centre within Stafford Borough, but is significantly smaller than Stafford Town Centre. Stone contains some retail, service and community facilities, which are predominantly used by local residents. The centre only really services shoppers from Stone for comparison retail shopping (Zone 2). In all other zones, the comparison retail goods market share for Stone Town Centre is less than 1 per cent. Its role includes:
- *Convenience retail shopping* – there is just one large supermarket in the town centre, this being Morrisons on Mill Street (3,600 sq. m gross). B&M on High Street (1,670 sq. m gross) also provides some convenience retail provision. These facilities are supported by a small number of convenience retail outlets. A Farmers Market is held within the town centre on the 1<sup>st</sup> Saturday of every month.
  - *Comparison retail shopping* – a reasonable selection of national multiples (relative to its size) including Boots, WH Smith, Card Factory, Clintons, Hallmark and Superdrug. There is a good range of independent shops selling comparison retail goods.
  - *Services* – 4 high street national banks, 14 restaurants / cafés (with Costa being the only national multiple) and 26 hairdressers / beauty parlours.
  - *Entertainment* – six pubs and few other entertainment facilities.
  - *Community facilities* – one doctors' surgery, two dentists, a library and a church.
- 4.2.2 Stone Town Centre is predominantly focused along High Street (which is pedestrianised), although there are other streets surrounding the town centre, including Newcastle Street, Radford Street, Christchurch Way, Stafford Street and Crown Street.

### Previous Findings

- 4.2.3 The 2013 Study found that the proportion of convenience retail units was equal to the national average, but the proportion of convenience retail floorspace was well above the national average, due to the dominance of a major supermarket. The proportion of comparison retail units was broadly equal to the national average, but less than the national average in terms of the proportion of comparison retail floorspace. The proportion of retail service and financial & business services (both units and floorspace) were greater than the national average. The proportion of leisure services units was just less than the national average, but the proportion of leisure services floorspace was slightly above the national average. Vacancies were low at about half the national average for both proportion of units and floorspace. It was concluded that Stone was a vital and viable town centre.

### Diversity of Uses

- 4.2.4 Stone Town Centre has a total of 136 retail / service units, with a floorspace of 19,370 sq. m gross. The diversity of uses present in Stone Town Centre in terms of the number and proportion of units and floorspace is set out in Table 4.2, compared with the Goad national average.

Table 4.2 Diversity of Uses Table for Stone Town Centre

| <b>Stone Town Centre - Diversity of uses</b> |                     |                   |             |                         |                       |             |
|--|---------------------|-------------------|-------------|-------------------------|-----------------------|-------------|
| <b>Category</b>                              | <b>No. of units</b> | <b>% of units</b> | <b>UK %</b> | <b>Floorspace sq. m</b> | <b>Floorspace (%)</b> | <b>UK %</b> |
| Comparison (A1)                              | 47                  | 34.6              | 37.2        | 6,110                   | 31.5                  | 42.8        |
| Convenience (A1)                             | 12                  | 8.8               | 10.0        | 6320                    | 32.6                  | 18.6        |
| Retail Services (A1)                         | 29                  | 21.3              | 13.4        | 1,870                   | 9.7                   | 6.6         |
| Professional (A2)                            | 11                  | 8.1               | 7.7         | 1,140                   | 5.9                   | 6.2         |
| Food and Drink (A3-A5)                       | 26                  | 19.1              | 17.9        | 2,790                   | 14.4                  | 13.2        |
| Miscellaneous                                | 2                   | 1.5               | 1.2         | 290                     | 1.5                   | 0.9         |
| Vacant                                       | 9                   | 6.6               | 12.7        | 850                     | 4.4                   | 11.7        |
| <b>Total</b>                                 | <b>136</b>          | <b>100</b>        | <b>100</b>  | <b>19,370</b>           | <b>100</b>            | <b>100</b>  |

Source: PBA Survey and GOAD Experian (for UK averages)

- 4.2.5 Currently, the proportion of comparison retail units is under-represented when compared to the national average, as is the proportion of comparison retail floorspace. The 2013 Study contained similar findings in relation to the proportion of comparison retail units and floorspace. The lack of comparison retailers within Stone Town Centre when compared with the national average is to be expected, for a centre the size of Stone. It tends to be larger town centres, such as Stafford, which have a high proportion of comparison retailers. As set out above, there are some comparison retail national multiple operators in the town centre, which are mostly located along High Street. Smaller comparison retail units are located to the north and south of the town centre. The Morrisons foodstore also contains a proportion of comparison retail goods sales floorspace.
- 4.2.6 Stone Town Centre is slightly under-represented in terms of the proportion of convenience retail units, when compared with the national average, but significantly over-represented in terms of proportion of convenience retail floorspace. The 2013 Study also contained similar findings. As mentioned above, the Morrisons foodstore dominates this sector within Stone. Other national multiples present selling convenience retail goods includes B&M, Heron Food and Thorntons. Within Stone, all convenience retail sub-sectors, such as bakers, butchers and so on, are represented.
- 4.2.7 The proportion of retail service units in Stone Town Centre is well above the national average in terms of proportion of units and above the national average in terms of floorspace. This sector is dominated by hairdressers and beauty parlours within the town centre.
- 4.2.8 The proportion of professional services units and floorspace are similar to the national average. This sector is dominated by banks and estate agents within the town centre.
- 4.2.9 In terms of food and drink retailers, Stone Town Centre is above average, in terms of both the proportion of units and the proportion of floorspace. Costa is the only national multiple present in this sector; however, there are many independent cafés and restaurants.

### Proportion of Vacant Property

- 4.2.10 The proportion of vacant units with Stone Town Centre is 6.1 percentage points below the national average. Likewise, the proportion of vacant floorspace within the town centre is 7.3 percentage points below the national average. This is a positive indicator of the town centre's health. The 2013 Study also found vacancies to be low.
- 4.2.11 Of the 9 vacant units, 3 are located on High Street, 3 are located on Radford Street, 2 are located on Lichfield Street and 1 is located on Crown Street. The 2013 Study found there to be 11 vacant units, with a floorspace of 1,280 sq. m gross. This means that the number of vacant units has decreased by two units and the amount of vacant floorspace has decreased by 430 sq. m gross between 2013 and 2019.

- 4.2.12 According to our survey, vacant floorspace in the town centre is 850 sq. m gross. All vacant units are small, with the largest being 48 High Street (200 sq. m gross). All other vacant units have a floorspace of 120 sq. m gross or below. On average, vacant units within the town centre have a floorspace of just 94 sq. m gross.

### **Retailer Representation**

- 4.2.13 As set out above, there are few national multiple comparison retailers in Stone Town Centre, which is limited to a stationer (WH Smith); health & beauty operators (Boots and Superdrug) and a discount operator (B&M Bargains). This is to be expected for a town centre the size of Stone.
- 4.2.14 Stone Town Centre has a good provision of food and drink operators which comprises public houses (JD Wetherspoons, The Royal Exchange, The Crown Hotel, The Red Lion, The Swann Inn, The Star); bars (Mojo's, The Ten Green Bottles Company, The Lounge, Bear Kitchen House, Granvilles, Roo's); restaurants (La Cocina, Thai Lanna, Pasta di Piazza, Chico's Mexican, Crown and Anchor, Little Seeds, Ovilash); cafés (Costa, Stone Oakcakes and Milkshakes) and hot food takeaways (Domino's, Flames, Valleys of Stone, Streat Takeaway). The large number of food and drink outlets in Stone Town Centre ensure the night-time economy is healthy for a small town centre.

### **Commercial Rents**

- 4.2.15 Commercial rents within Stone's primary shopping area is approximately £225 per sq. m on average. This is significantly less than Stafford's town centre's commercial rent average of £390 per sq. m; however, this is reflective of the position of Stone Town Centre with the retail hierarchy within Stafford Borough.
- 4.2.16 When compared to other nearby small town centres, Stone's commercial rents are lower than Rugeley Town Centre (average of £247 per sq. m) but higher than Newport Town Centre (average of £215 per sq. m).

### **Accessibility and Pedestrian Flows**

- 4.2.17 Stone Town Centre is accessible by a range of transport modes. Stone Train Station is approximately 550 metres north west of the town centre and provides services to a number of locations including Crewe, Stoke, Birmingham and London, but services typically run just once an hour.
- 4.2.18 There are four bus stops located within Stone Town Centre on Radford Street, Mill Street, Abbey Street and Stafford Road, they provide services to Hanley and Stafford amongst other destinations.
- 4.2.19 Access to Stone Town Centre by motorised vehicle is very good, being located off the A520. There are just two car parks within Stone, these being Crown Street (89 spaces) and Christchurch Way (82 spaces). As such, the town centre lacks car parking.
- 4.2.20 As set out above, High Street is pedestrianised and slopes gently downhill from north to south. High Street is relatively wide and paved throughout which encourages pedestrian flow.
- 4.2.21 Unsurprisingly, the area with the highest pedestrian activity is along High Street, specifically around Market Place and the southern end of High Street. This is where there is a high concentration of comparison goods retailers and food and drink outlets.

### **Perception of Safety and Occurrence of Crime**

- 4.2.22 According to Staffordshire Police data, there were 15 reported crimes in Stone Town Centre neighbourhood area, in June 2019. This is a decrease from the 27 reported crimes in June

2018 and 17 in June 2017. It is clear that reported crime is relatively low in Stone Town Centre, but this is expected for a small town centre.

- 4.2.23 During the survey we perceived Stone Town Centre to be safe and secure in the main. However, there were a couple of areas, notably Somerfield Arcade, where improvements to the townscape could improve the perceived safety and security.

### **Town Centre Environment**

- 4.2.24 The town centre environment in Stone Town Centre is generally attractive. High Street is tree lined and includes high quality street furniture including seating and raised garden beds. Stone Town Centre was found to be clean and well maintained and where units are vacant, the properties are still well managed.

### **Summary**

- 4.2.25 Stone Town Centre is currently healthy. In the convenience retail goods sector, the town centre is dominated by Morrisons, an M&S foodstore and B&M. The centre has a reasonable proportion of comparison retail goods national multiples, particularly for a centre the size of Stone. Compared to the national average, comparison retail goods units and floorspace are under-represented within Stone, however, again, this is typically the case for smaller town centres. The proportion of vacant units and floorspace is low when compared with the national average, which is a positive indicator of health. Commercial rents are comparable with other centres of a similar size in the sub-region and the town centre is reasonably accessible. Crime rates are low and the town centre is reasonably attractive; however, some improvements could be made to Somerfield Arcade (in terms of perception of safety and security).

## **4.3 Performance of Eccleshall Local Centre**

- 4.3.1 Eccleshall is classified as a local centre in The Plan for Stafford Borough 2011-2031 (Policy E8). It is the third largest centre within Stafford Borough and contains less than a third of the number of units located within Stone Town Centre. Eccleshall Local Centre very much serves local needs. The local centre is located along the crossroads of High Street / Stone Road and Castle Street (A519).

### **Previous Findings**

- 4.3.2 A health check assessment of Eccleshall Local Centre was not undertaken as part of the 2013 Study. As such, we are unable to compare the current health of Eccleshall with previous findings.

### **Diversity of Uses**

- 4.3.3 Eccleshall Local Centre has a total of 44 retail / service units. We do not have any floorspace data for Eccleshall, as no Goad plan is available for the local centre. The diversity of uses present in Eccleshall Local Centre in terms of the number and proportion of units is set out in Table 4.3, compared with the Goad national average.

Table 4.3 Diversity of Uses Table for Eccleshall Service Centre

| <b>Eccleshall Local Centre - Diversity of uses</b> |                     |                   |             |
|--|---------------------|-------------------|-------------|
| <b>Category</b>                                    | <b>No. of units</b> | <b>% of units</b> | <b>UK %</b> |
| Comparison (A1)                                    | 18                  | 40.9              | 37.2        |
| Convenience (A1)                                   | 4                   | 9.1               | 10.0        |
| Retail Services (A1)                               | 10                  | 22.7              | 13.4        |
| Professional (A2)                                  | 0                   | 0.0               | 7.7         |
| Food and Drink (A3-A5)                             | 8                   | 18.2              | 17.9        |
| Miscellaneous                                      | 1                   | 2.3               | 1.2         |
| Vacant   | 3                   | 6.8               | 12.7        |
| <b>Total</b>                                       | <b>44</b>           | <b>100</b>        | <b>100</b>  |

Source: PBA Survey and Experian (for UK averages)

- 4.3.4 At the time of the survey, there were 18 comparison retail units present in Eccleshall. The proportion of comparison retail units is above the national average (by three percentage points). All comparison retail units within the local centre are independent retailers.
- 4.3.5 There were just four convenience retailers present within Eccleshall at the time of the survey. The Co-op convenience store dominates in this sector, with the three other convenience retail units being independent retailers. The proportion of convenience retail units (9.1 per cent) is close to the national average (10.0 per cent).
- 4.3.6 There are 10 retail service units present within Eccleshall Local Centre. The proportion of retail service units (22.7 per cent) is significantly higher than the national average (13.4 per cent). This sector is dominated by hairdressers / barbers / beauty parlours.
- 4.3.7 There are 8 food and drink operators within the local centre. The proportion of food and drink units (18.2 per cent) is almost equal to the national average (17.9 per cent).
- 4.3.8 There are no professional services within Eccleshall (such as banks / building societies and travel agents). Due to the size of the centre, it is unlikely that Eccleshall will be able to attract such uses, particularly as the number of banks / building societies and travel agents is reducing in the current town centre and retail market (especially in lower order centres).

### Proportion of Vacant Property

- 4.3.9 There are just three vacant units within Eccleshall Local Centre, all of which are located along High Street. The proportion of vacant units (6.8 per cent) is below the national average (12.7 per cent).

### Retailer Representation

- 4.3.10 The Co-op convenience store is the only national multiple present within Eccleshall Local Centre. All other retailers and operators are independents.
- 4.3.11 There are a few independent comparison retailers including clothing fashion and footwear operators (Dressy, Kru, Earth Selection, Monsters of Eccleshall), furniture and interior retailers (Butterfly Interiors, Homelia Interiors, R Matthews) and art shops / galleries (The Carver Patch Art, Gallery at 12).

### Commercial Rents

- 4.3.12 Commercial rents in Eccleshall Local Centre are approximately £189 per sq. m along High Street. This is understandably less than the average commercial rents in Stafford Town Centre (£390 per sq. m) and Stone Town Centre (£225 per sq. m).

- 4.3.13 The average commercial rents in Eccleshall Local Centre are higher than some other local centres of a similar size. The average commercial rents in Alsager are approximately £165 per sq. m and the average commercial rents in Cheadle, Stoke-on-Trent are approximately £141 per sq. m, for example.

### **Accessibility & Pedestrian Flows**

- 4.3.14 Public transport in Eccleshall Local Centre is limited to the number 14 bus service. The nearest bus stop is on Newcastle Road approximately 150 metres north of the Town Centre. The number 14 bus service runs to Hanley and Stafford.
- 4.3.15 Vehicle access to Eccleshall Local Centre is good due largely to a relatively low amount of traffic in comparison to Stafford and Stone. As previously mentioned, the centre is located on a crossroads and pay and display parking is provided along the roadside throughout the local centre.
- 4.3.16 When surveyed, pedestrian activity was relatively high for a local centre. High Street was the busiest area for pedestrian activity, specifically around the Bell Inn public house and the Artisan café. It was noted during the survey that most of the food and drink outlets were busy and some people were seen making linked trips to the retail units within the centre.

### **Perception of Safety & occurrence of Crime**

- 4.3.17 According to Staffordshire Police data, there were seven reported crimes in Eccleshall Local Centre neighbourhood area, in June 2019. The amount of reported crime is historically very low, in June 2018 there were only eight reported crimes and only four in June 2017. So, the number of reported crimes in Eccleshall has stayed fairly constant during the last few years.

### **Town Centre Environment**

- 4.3.18 Eccleshall is a very attractive local centre and High Street is particularly attractive. The street furniture, including benches, bollards and street lighting are generally in good condition. The centre benefits some from good examples of Georgian architecture which provides added character.
- 4.3.19 Those buildings which are vacant appear to be well managed and do not detract from the environmental quality within the local centre. The windows of vacant buildings are boarded with reflective material which provides the appearance of an active frontage.

### **Summary**

- 4.3.20 As the third largest centre within Stafford Borough, Eccleshall Local Centre is performing well. For a centre the size of Eccleshall, there is decent comparison retail goods provision. The convenience retail sector is dominated by Co-op, which is a key anchor in the local centre. Hairdressers / barbers / beauty parlours are prevalent within Eccleshall. There are just three vacant units within the local centre. Unsurprisingly, retailers present are almost all independents, whilst commercial rents appear to be in line with other nearby local centres. Eccleshall is accessible by bus and crime rates are low. The local centre is very attractive.
- 4.3.21 However, there are no retail banks / building societies within the local centre, which detracts from the health of the centre. Overall, Eccleshall is performing well, relatively to its size and its classification as a local centre.

## **4.4 Stakeholder Engagement**

- 4.4.1 In order to inform the qualitative retail and leisure needs assessment, we engaged with key stakeholders as agreed with Stafford Borough Council. The key stakeholders identified by the Council comprised the following:

## Stafford

- Manager of the Guildhall Shopping Centre;
- Manager of the Riverside Shopping Centre;
- Manager of the University of Wolverhampton (Stafford Branch);
- Chair of Town Centre Partnership;
- Manager of Stafford Chamber of Commerce;
- Director of Engagement at Stafford College;
- Vice Chair of the Town Centre Partnership;
- Manager of Odeon Luxe; and
- Freedom Leisure.

## Stone

- Business owner within Stone and member of Stone Traders Group; and
- Chair of Stone Traders Group.

## Eccleshall

- Business owner within Eccleshall and the Chair of Destination Eccleshall.

## Communication with Stakeholders

4.4.2 Contact details for the above stakeholders were provided by the Council. Each stakeholder was then contacted via email, informing them of the TCCA and asking for their feedback about the main centre they represent. The email invited comments concerning Stafford, Stone and Eccleshall, specifically on the following:

- any views on how the centres are performing;
- specific strengths / weaknesses of the centres; and
- suggestions for improvements to the centres.

## Feedback Received

### Stafford Town Centre

4.4.3 Feedback received indicated that Stafford Town Centre has a mixed performance. Reasons given for the town centre performing well were that efforts have been made to rejuvenate the town centre including the markets, evening markets and use of the Shire Hall as an exhibition space, whilst footfall is rising and improvements are being made to the north of the town centre. However, other respondents felt footfall was reducing, as was the average spend per customer and the fragmentation of the retail offer has confused shoppers and potential investors in the town centre. Other respondents cited difficulties in accessing the town centre by car as a reason for the town centre performing poorly.

4.4.4 The overall consensus was that there were not enough non-retail uses within the town centre.

- 4.4.5 The main barriers to trading performance within the town centre were cited as anti-social behaviour, high rents / overheads, lack of day visitors / tourists to the town centre and poor security / policing.
- 4.4.6 The biggest competitors to Stafford Town Centre were considered to be Birmingham, Telford and Lichfield.
- 4.4.7 In terms of aspirations to change things in the town centre, the following responses were provided:
- Opening up the Shire Hall as some sort of hub / attraction / visitor's centre;
  - Increasing the amount of independent retailers and businesses;
  - Developing the north western part of the town centre past Crabberly Street;
  - Increase dwell time by improving the evening economy; and
  - Recycle vacant units.
- 4.4.8 Other comments on the town centre included:
- Stafford Town Centre has a lot of positives and potential to attract more visitors;
  - Parking should be cheaper;
  - The town centre could feel safer at night; and
  - There needs to be clear communication as to the future plans for the north western part of the town centre to reignite customer confidence that there is a future for this part of the town centre.

### Stone Town Centre

- 4.4.9 Feedback received indicated that Stone Town Centre is performing poorly. Reasons given were due to a decline in footfall as the local bus service has been dropped. Also, the Council car parks are regularly at full capacity and there is not enough long stay car parking.
- 4.4.10 It was felt that there were too many non-retail uses in the town centre, with the exception of banks.
- 4.4.11 The main barriers to trading performance within the town centre were high rents / overheads, inadequate customer car parking and lack of day visitors / tourists to the town centre.
- 4.4.12 The biggest competitors to Stone Town Centre were considered to be Hanley, Stafford, Uttoxeter and Trentham Gardens.
- 4.4.13 In terms of aspirations to change things in the town centre, it was felt that the return of the local bus service and more car parking, especially long stay parking, would help improve the town centre.
- 4.4.14 It was considered that the Council and particularly the Economic Growth team were very helpful to the town centre. The town centre desperately needs a decent market several days a week. Stone Traders Group are working hard to liaise with a number of parties to improve the town centre footfall and economy.

### Eccleshall Local Centre

- 4.4.15 No consultation feedback was received from stakeholders within Eccleshall Local Centre.

# 5 CURRENT RETAIL AND LEISURE EXPENDITURE PATTERNS

## 5.1 Introduction

5.1.1 In this section we utilise the results from the household telephone survey to identify the current patterns of comparison and convenience retail and leisure spending by study area residents. The findings can also be compared to the results from the previous household survey to indicate how shopping patterns have changed over time.

## 5.2 Household Survey Methodology

5.2.1 The telephone survey of households which informed the Council's previous retail capacity study was undertaken some nine years' ago, in April 2010. Our assessment of current shopping patterns is therefore based on a new telephone survey of 800 households undertaken in June 2019 by NEMS Market Research.

### Study Area

5.2.2 The study area – as shown on the plan in Appendix B – is based on postcode sector boundaries and is the same as the study area used for the Stafford and Stone Town Centre Retail Capacity Update (May 2013). The constituent postcode sectors are detailed in Table 5.1 below.

Table 5.1 Postcode Sectors by Survey Zone

| Zone                        | Postcode sectors  |
|-----------------------------|---|
| 1 – Rugeley                 | WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3 and WS15 4 |
| 2 – Stone                   | ST12 9, ST15 0, ST15 8 and ST21 6   |
| 3 – Newport/Gnosall         | TF10 7, TF10 8, TF10 9 and ST20 0   |
| 4 – Uttoxeter               | ST14 5, ST14 7 and ST14 8   |
| 5 – Brocton                 | ST17 0, ST17 4 and ST17 9   |
| 6 – Stafford                | ST16 1, ST16 2 and ST16 3   |
| 7 – Weston                  | ST18 0 and ST18 9   |
| 8 – Wheaton Aston/Penkridge | ST19 5 and ST19 9   |

### Survey Questionnaire

5.2.3 The survey questionnaire sought to establish:

- patterns of convenience goods spending, based on the location of:
  - the store where the household last undertook a main food and grocery shop, the store visited the time before that, the form of transport used, linked trips, the amount spent per week and the frequency of visits to convenience stores (questions 1 to 6);
  - the shop where the household last undertook a 'top-up' food and grocery shop, the shop visited the time before that, linked trips money spent in small shops / market stalls including location and the amount spent per week (questions 7 to 12); and
  - visiting markets, the use of car parks and money spent on food and grocery goods via the internet (questions 13 to 18).

- patterns of comparison goods spending, based on the locations of the last purchase of:
  - clothes and shoes (questions 19 and 22);
  - furniture, carpets or soft household furnishings (questions 23 and 25);
  - DIY and decorating goods (questions 26 and 27);
  - electrical items, such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers (questions 28 and 29);
  - domestic appliances, washing machines, fridges or cookers (questions 30 and 31);
  - health, beauty and chemist items (questions 32 and 33);
  - recreational goods, such as sports equipment, bicycles, musical instruments and toys (questions 34 and 35); and
  - other non-food items, such as books, CDs, jewellery, glass and china products (questions 36 and 37).
- internet shopping patterns, nearest town centre and town centre improvements (questions 38 to 40).

5.2.4 In addition to spending on retail goods, the household survey also sought to identify patterns of spending on leisure services and cultural activities (questions 40 to 46), based on the locations where households spend the most money on:

- restaurants/cafés;
- pubs/bars/nightclubs/music venues;
- cinema/theatre;
- health and fitness;
- bingo/casinos; and
- family entertainment (bowling, children’s play centres).

5.3 Appendix C reproduces the household survey results and also shows the questions that were asked during the survey.

## 5.4 Composite Patterns of Spend on Comparison Goods

5.4.1 The population of the study area in 2019 (which covers a wider area than Stafford Borough), disaggregated by zone, is shown in the first row of figures in Spreadsheet 1. The overall population in the 2019 base year amounts to 263,141 persons, which is ONS based. Future population projections to 2040 are based on ONS Sub-National Population Projections.

5.4.2 The per capita spend on comparison goods in 2019 (Spreadsheet 2) varies from a low of £3,154 in Zone 6 to a high of £4,447 in Zone 7. The total amount of comparison goods spending for residents of the whole study area in 2019 is approximately £734.0m (Spreadsheet 3), excluding special forms of trading (internet, catalogue and TV shopping, which we subsequently abbreviate as SFT).

5.4.3 Spreadsheet 4 shows the market shares that each zone of the study area achieves in terms of the total spend on comparison retail goods by residents of each zone within the study area,

and Spreadsheet 5 sets out the pattern of expenditure flows for the comparison goods sector as a whole, as revealed by the household survey.

- 5.4.4 Table 5.2 below, which is derived from the final two columns of Spreadsheet 5, summarises the main destinations for comparison retail goods expenditure within and outside of the study area. Stafford Town Centre is, by some considerable margin, the main destination for comparison shopping within the study area, attracting £223.3m (30.4 per cent) of comparison retail expenditure available to study area residents. Of the defined centres within Stafford Borough, Stone Town Centre achieves the second-highest market share within the study area (2.3 per cent, equivalent to £17.2m), followed by Eccleshall Local Centre (0.4 per cent, equivalent to £2.8m).
- 5.4.5 Overall, some 58.9 per cent of expenditure on comparison goods available to the study area's residents is spent in town and local centres, or in retail parks and freestanding stores, which are located within the study area. This is known as the aggregate retention rate.

Table 5.2 Broad Destinations for Comparison Goods Expenditure

| Destination                                    | Expenditure (£m) | Expenditure (%) |
|--|------------------|-----------------|
| Stafford Town Centre                           | 223.25           | 30.4            |
| Stone Town Centre                              | 17.19            | 2.3             |
| Eccleshall Local Centre                        | 2.80             | 0.4             |
| Other destinations within the Study Area       | 189.10           | 25.8            |
| <b>Total retained expenditure</b>              | <b>432.37</b>    | <b>58.9</b>     |
| <b>Total leakage outside of the Study Area</b> | <b>301.59</b>    | <b>41.4</b>     |
| <b>TOTAL</b>                                   | <b>733.96</b>    | <b>100.0%</b>   |

- 5.4.6 Table 5.2 confirms that £301.6m of the comparison retail expenditure available within the study area in 2019, leaks to destinations beyond the study area. The market shares and estimated comparison goods turnovers of the main centres and retail parks / freestanding stores within the study area (that is, all destinations with a market share of 1 per cent or more) are set out in the last two columns of Spreadsheet 5 and are summarised in Table 5.3 below for ease of reference.

Table 5.3 Comparison Goods Expenditure Retained Within the Study Area

| Defined centres within the Study Area                             | Expenditure (£m) | Expenditure (%) |
|---|------------------|-----------------|
| Stafford Town Centre  | 223.23           | 30.4            |
| Rugeley Town Centre   | 34.60            | 4.7             |
| Uttoxeter Town Centre   | 27.79            | 3.8             |
| Stone Town Centre   | 17.19            | 2.3             |
| Newport Town Centre   | 12.25            | 1.7             |
| Other defined centres   | 8.32             | 1.1             |
| <b>Retail parks and freestanding stores within the Study Area</b> |                  |                 |
| Queens Retail Park, Stafford                                      | 43.48            | 5.9             |
| Madford Retail Park, Stafford                                     | 20.50            | 2.8             |
| Other destinations  | 45.00            | 6.1             |

- 5.4.7 Table 5.3 confirms that Stafford Town Centre is the main comparison shopping destination within the study area, achieving a market share of 30.4 per cent. Stafford is followed by Queens Retail Park and Rugeley Town Centre, with market shares of 5.9 per cent and 4.7 per cent respectively. The only other centres within the study area that achieve a market share of 1 per cent or greater are Uttoxeter Town Centre (3.8 per cent), Madford Retail Park (2.8 per cent), Stone Town Centre (2.3 per cent) and Newport Town Centre (1.7 per cent).
- 5.4.8 As noted above, less than half (41.1 per cent) of comparison retail expenditure generated by residents of the study area 'leaks' to destinations outside of the study area. The main destinations for comparison goods expenditure leakage, again as shown in the last two columns of Spreadsheet 5, are summarised below in Table 5.4. Birmingham City Centre attracts £32.2m of the study area's comparison goods expenditure, equating to a market share of 4.4 per cent.
- 5.4.9 Telford Town Centre achieves the second highest market share of any defined centre outside of the study area, accounting for £31.1m or 4.2 per cent of all comparison retail expenditure. Other individual destinations outside of the study area that achieve a market share of over 1 per cent include Cannock Town Centre (3.9 per cent), Hanley Town Centre (2.3 per cent), Lichfield City Centre (2.1 per cent), Burton-on-Trent Town Centre (1.7 per cent), Tamworth Town Centre (1.6 per cent) and Wolverhampton City Centre (1.2 per cent).

Table 5.4 Main Destinations for Comparison Goods Expenditure Leakage

| Defined centres outside of the Study Area | Expenditure (£m) | Expenditure (%) |
|---|------------------|-----------------|
| Birmingham City Centre                    | 32.21            | 4.4             |
| Telford Town Centre                       | 31.09            | 4.2             |
| Cannock Town Centre                       | 28.65            | 3.9             |
| Hanley Town Centre                        | 16.75            | 2.3             |
| Lichfield City Centre                     | 15.20            | 2.1             |
| Burton-on-Trent Town Centre               | 12.70            | 1.7             |
| Tamworth Town Centre                      | 11.72            | 1.6             |
| Wolverhampton City Centre                 | 9.11             | 1.2             |
| Other defined centres                     | 20.65            | 2.8             |
| Other destinations                        | 123.51           | 16.8            |

- 5.4.10 The study area's retention level by zone (see Spreadsheet 4, 'Total Inside Study Area' row) varies from a low of 41.4 per cent in Zone 1, which is the closest zone to Cannock Town Centre, to a high of 85.9 per cent in Zone 6, which contains Stafford Town Centre.
- 5.4.11 The localised retention rate is the proportion of expenditure on comparison goods available to residents in a specific zone that is spent in town centres and stores located within that zone. The highest localised retention rate is achieved by Zone 6 (74.3 per cent), which contains Stafford Town Centre (see Spreadsheet 4, 'Zone 6' column and 'Total Zone 6' row), followed by Zone 4 (52.2 per cent), which contains Uttoxeter Town Centre and Zone 5 (23.0 per cent), which contains Queens Retail Park. The next highest localised retention rate for comparison goods is achieved by Zone 1 (22.7 per cent), which contains Rugeley Town Centre, followed by Zone 2 (18.4 per cent), which contains Stone Town Centre and Zone 3 (14.6 per cent), which contains Newport Town Centre. The localised retention rates for Zones 7 and 8 are below 10 per cent, indicating that there is a relatively broad dispersal of comparison shopping patterns around the study area.

## Comparison Goods Market Shares by Centre

5.4.12 Below we provide a more detailed analysis of the comparison goods market shares achieved by each of the defined centres within the study area, as well as Queens Retail Park and Madford Retail Park, which, as shown above, are important destinations for comparison goods spending in Stafford Borough.

### ***Stafford Town Centre***

5.4.13 Stafford Town Centre achieves a comparison goods market share of 67.6 per cent in its own zone (Zone 6) and market shares of 51.4 per cent and 50.4 per cent in neighbouring Zones 5 and 7, respectively. Stafford Town Centre also achieves a high market share in Zone 2 (33.2 per cent), Zone 3 (23.8 per cent) and Zone 8 (22.7 per cent). In Zones 1 and 4, Stafford Town Centre achieves a market share below 10 cent (8.5 per cent and 4.1 per cent, respectively).

### ***Stone Town Centre***

5.4.14 As would be expected, Stone Town Centre achieves its highest comparison goods market share in its own zone (Zone 2), of 16.1 per cent. Stone Town Centre achieves a market share of less than 1 per cent in Zones 3, 6, 7, and 8 and no market share in Zones 1 and 5.

### ***Eccleshall Local Centre***

5.4.15 Eccleshall Local Centre achieves a maximum comparison goods market share in its own zone (Zone 2), of just 1.8 per cent, a market share of 0.9 per cent in Zone 7 and a market share of 0.6 per cent in Zone 3. Eccleshall Local Centre does not achieve any market share in Zones 1, 4, 5, 6 and 8.

### ***Queens Retail Park***

5.4.16 The maximum comparison goods market share achieved by Queens Retail Park, of 16.4 per cent, is in its own zone (Zone 5). Queens Retail Park also achieves a market share of 7.2 per cent in Zone 1 and a market share of 6.5 per cent in Zone 6. Queens Retail Park achieves a market share of less than 5 per cent in Zones 2, 3, 4, 7 and 8.

### ***Madford Retail Park***

5.4.17 Madford Retail Park achieves a maximum comparison goods market share of 6.4 per cent in Zone 7, which is higher than its market share in its own zone (Zone 6) of 5.9 per cent. Madford Retail Park also achieves a market share of 4.0 per cent in Zone 5. Madford Retail Park achieves a market share of less than 3 per cent in Zones 1, 2, 3, 4 and 8.

## Centres / Retail Parks – Analysis of Dominance by Zone

5.4.18 We set out below an analysis of dominant centres and out-of-centre retail parks – defined as instances where the comparison goods market share exceeds 20 per cent – and centres of subsidiary influence, which are defined as having comparison goods market shares of between 10 and 20 per cent. Our findings are set out in Table 5.5 below, which reveal that:

- i. There is no destination within the study area which performs a dominant or subsidiary comparison shopping function in all eight zones. Stafford Town Centre is the dominant comparison shopping destination in six survey zones.
- ii. Stafford Town Centre is the dominant centre in Zone 2 (Stone's own zone), although Stone Town Centre does have a significant influence within this zone.
- iii. Eccleshall Local Centre is neither a dominant centre, nor has a significant influence, in any of the eight zones.

- iv. Zone 1 does not contain a dominant centre, but Rugeley Town Centre has a significant influence on this zone.
- v. In Zone 3, both Stafford Town Centre and Telford Town Centre are dominant centres on this zone, with Newport Town Centre having a significant influence only.
- vi. In Zone 4, Uttoxeter Town Centre is a dominant centre, with both Burton-on-Trent and Derby City Centre having a significant influence.
- vii. Zones 5, 6 and 7 are located closest to Stafford Town Centre, which dominates each of these zones. In Zone 5, Queens Retail Park has a significant influence; however, there are no centres which have a significant influence on Zones 6 and 7.
- viii. Zone 8 is located to the south of Stafford Borough. It is located in a mid-point between Stafford Town Centre, Telford Town Centre and Cannock Town Centre. Unsurprisingly, all three centres are either dominant or have a significant influence on this zone.

Table 5.5 Comparison Goods Centres / Retail Parks of Dominant and Subsidiary Influence

| Zone | Dominant Centres / Retail Parks<br>(Market Share 20%+) | Other Centres / Retail Parks of<br>Significant Influence<br>(Market Share 10% to 20%) |
|------|--|---|
| 1    | N/A  | Rugeley Town Centre   |
| 2    | Stafford Town Centre                                   | Stone Town Centre   |
| 3    | Stafford Town Centre, Telford Town Centre              | Newport Town Centre   |
| 4    | Uttoxeter Town Centre                                  | Burton-on-Trent Town Centre and Derby City Centre                                     |
| 5    | Stafford Town Centre                                   | Queens Retail Park  |
| 6    | Stafford Town Centre                                   | N/A   |
| 7    | Stafford Town Centre                                   | N/A   |
| 8    | Stafford Town Centre                                   | Telford Town Centre and Cannock Town Centre   |

## 5.5 Current Patterns of Spending on Convenience Goods

- 5.5.1 The per capita spending on convenience retail goods in 2019 (Spreadsheet 2 in Appendix D) varies from a low of £1,965 in Zone 6 to a high of £2,567 in Zone 7. The total amount of convenience goods spending for residents of the whole study area in 2019 is £572.02m (Spreadsheet 3), of which £24.03m, or 4.2 per cent, is spent on SFT. The pattern of expenditure flows for the convenience goods sector as a whole, as revealed by the survey of households, is set out in Spreadsheets 4 (percentages) and 5 (monetary values).
- 5.5.2 Table 5.6 – which is derived from the final column of Spreadsheet 6 – reveals that, overall, some £470.7m (or 85.9 per cent) of the expenditure on convenience goods available to residents of the study area is spent at retail facilities that are located within the study area; this is known as the aggregate retention rate (see Spreadsheet 5, final column, 'Total Inside Study Area' row).
- 5.5.3 A further 5.0 per cent of convenience retail expenditure (equating to £27.3m) currently flows to stores in and around Cannock Chase; facilities in and around Telford & Wrekin account for 1.3 per cent (£7.0m) of available expenditure; facilities in and around South Staffordshire account

for 1.1 per cent (£6.1m) of available expenditure; with retail facilities in Stoke-on-Trent accounting for 0.9 per cent (£5.1m) of available retail expenditure. A further 5.8 per cent (£31.8m) flows to more distant locations.

Table 5.6 Broad Destinations for Convenience Goods Expenditure

| Destination                              | Expenditure (£m) | Expenditure (%) |
|--|------------------|-----------------|
| Destinations within the Study Area       | 470.7            | 85.9            |
| <b>Total Retained Expenditure</b>        | <b>470.7</b>     | <b>85.9</b>     |
| Retail Facilities in Cannock Chase       | 27.3             | 5.0             |
| Retail Facilities in Telford & Wrekin    | 7.0              | 1.3             |
| Retail Facilities in South Staffordshire | 6.1              | 1.1             |
| Retail Facilities in Stoke-on-Trent      | 5.1              | 0.9             |
| Other more distant locations             | 31.8             | 5.8             |
| <b>Total Leakage</b>                     | <b>77.3</b>      | <b>14.1</b>     |
| <b>TOTAL</b>                             | <b>548.0</b>     | <b>100.0</b>    |

- 5.5.4 Table 5.7 identifies the foodstores within the study area which achieve a convenience retail market share of 1.5 per cent or greater. The most popular destination for food and groceries shopping within Stafford Borough is the Tesco Extra store at Newport Road, Stafford Town Centre, which has a convenience goods turnover of around £46.6m and a market share of 8.5 per cent. The Tesco Superstore at Power Station Road, outside of Rugeley Town Centre is the second most popular destination for convenience shopping within the study area, with a convenience retail turnover of £46.2m and a market share of 8.4 per cent.
- 5.5.5 The third most popular foodstore within the study area is the Asda store at Queensway in Stafford Town Centre. Asda has a convenience retail turnover of around £37.2m and a market share of 6.8 per cent, ahead of the Sainsbury's Superstore at Chell Road in Stafford Town Centre, which achieves a convenience goods turnover of approximately £25.4m and a market share of 4.6 per cent. The other foodstores within the study area which achieve a convenience retail turnover in excess of £15m include: Aldi, Market Street, Rugeley; Morrisons, Mill Street, Stone; Aldi, Stafford Road, Stone; Aldi, Kingsmead Retail Park, Stafford; Aldi, Audley Avenue, Newport; Morrisons, Market Street, Rugeley; Tesco Superstore, Brookside Road, Uttoxeter; and Aldi, Queensville, Stafford.
- 5.5.6 We also note that there are a further two foodstores in the study area which each achieve a convenience retail turnover in excess of £10m. These are Waitrose, Audley Road, Newport (turnover of £10.5m / market share of 1.9 per cent) and the Tesco Superstore, Victoria Street, Hednesford (turnover of £10.1m / market share of 1.8 per cent). The Lidl foodstore at Madford Retail Park in Stafford has a convenience retail turnover of £8.0m / market share of 1.5 per cent.
- 5.5.7 The findings outlined above and shown in Table 5.7 indicate that there is a wide dispersal of convenience retail expenditure in Stafford Borough. Unsurprisingly, the Tesco, Asda and Sainsbury's superstores have the highest turnover of foodstores within the study area. We note in passing that Aldi and Lidl – which are commonly referred to as 'discount' foodstores or 'limited assortment discounters' – sell an increasingly broad range of product lines, including well-known branded goods, and so the distinction between those retailers and the 'big four' (Tesco, Asda, Sainsbury's and Morrisons) is becoming more blurred. There are seven discount foodstores in the study area and just one of these is a Lidl and it can be expected that Lidl is likely to want an increased presence within Stafford Borough.

Table 5.7 Main Destinations for Convenience Goods Expenditure Retained within the Study Area

| Foodstores within the Study Area                 | Expenditure retained (£m) | Market share (%) |
|--|---------------------------|------------------|
| Tesco Extra, Newport Road, Stafford              | 46.60                     | 8.5              |
| Tesco Superstore, Power Station Road, Rugeley    | 46.18                     | 8.4              |
| Asda, Queensway, Stafford                        | 37.21                     | 6.8              |
| Sainsbury's Superstore, Chell Road, Stafford     | 25.35                     | 4.6              |
| Aldi, Market Street, Rugeley                     | 22.66                     | 4.1              |
| Morrisons, Mill Street, Stone                    | 20.76                     | 3.8              |
| Aldi, Stafford Road, Stone                       | 19.36                     | 3.5              |
| Aldi, Kingsmead Retail Park, Stafford            | 19.27                     | 3.5              |
| Aldi, Audley Avenue, Newport                     | 19.12                     | 3.5              |
| Morrisons, Market Street, Rugeley                | 16.69                     | 3.0              |
| Tesco Superstore, Brookside Road, Uttoxeter      | 15.67                     | 2.9              |
| Aldi, Queensville, Stafford                      | 15.56                     | 2.8              |
| Waitrose, Audley Road, Newport                   | 10.53                     | 1.9              |
| Tesco Superstore, Victoria Street, Hednesford    | 10.11                     | 1.8              |
| Aldi, Chase Gateway, Victoria Street, Hednesford | 9.99                      | 1.8              |
| Asda, Carter Street, Uttoxeter                   | 8.43                      | 1.5              |
| Lidl, Madford Retail Park, Stafford              | 8.00                      | 1.5              |

5.5.8 The main leakage destinations for convenience goods expenditure are set out in Table 5.8. The most popular leakage destination is Asda, Avon Road Cannock (turnover of £12.0m / market share of 2.2 per cent), followed by the Sainsbury's Superstore, Voyager Drive, Cannock (turnover of £8.4m / market share of 1.5 per cent) and Morrisons, High Street, Burntwood (turnover of £6.1m / market share of 1.1 per cent).

Table 5.8 Main Destinations for Convenience Goods Expenditure Leakage

| Foodstores outside of the OCA                  | Expenditure retained (£m) | Market share (%) |
|--|---------------------------|------------------|
| Asda, Avon Road, Cannock                       | 12.02                     | 2.2              |
| Sainsbury's Superstore, Voyager Drive, Cannock | 8.41                      | 1.5              |
| Morrisons, High Street, Burntwood              | 6.14                      | 1.1              |

5.5.9 In Table 5.9, we provide an analysis of the study area's retention level by zone, which is the proportion of expenditure on convenience goods available to residents in a specific zone which is spent in town centres and stores located within the study area, using the 'Total Inside Study Area' row of Spreadsheet 4.

5.5.10 The retention level is very high in Zone 4 (89.0 per cent), which contains Uttoxeter Town Centre; Tesco Superstore, Brookside Road, Uttoxeter; and Asda, Carter Street Uttoxeter. Zone 6 also has a very high retention rate (86.8 per cent) and contains Stafford Town Centre; Madford Retail Park; Tesco Extra, Newport Road, Stafford; and Asda, Queensway, Stafford.

- 5.5.11 Zones 1, 2 and 3 all have a retention level greater than 60 per cent. Zone 1 has a retention level of 74.9 per cent and contains Rugeley Town Centre; Hednesford Town Centre; Tesco Superstore, Power Station Road, Rugeley; and Aldi, Market Street, Rugeley. Zone 2 contains Stone Town Centre; Eccleshall Local Centre; Morrisons, Mill Street, Stone; and Aldi, Stafford Road, Stone and has a retention rate of 70.0 per cent. Zone 3 has a slightly lower retention rate of 64.7 per cent and contains Newport Town Centre; Aldi Audley Avenue, Newport; and Waitrose, Audley Road, Newport.
- 5.5.12 Zones 8 and 5 have similar retention rates of 22.6 per cent and 22.4 per cent respectively. Zone 8 contains Penkridge Town Centre, but no major foodstores. There is no defined centre within Zone 5, although Zone 5 does contain Aldi, Queensville, Stafford.
- 5.5.13 Zone 7 has an extremely low retention rate of just 2.1 per cent. Zone 7 contains Great Haywood Village and Hixon Village. Two small convenience stores are present in Zone 7 including Spar in Great Haywood and McColl's in Hixon.

Table 5.9 Localised Convenience Goods Retention Rates

| Zone | Zonal retention rate (%) |
|------|--------------------------|
| 1    | 74.9                     |
| 2    | 70.0                     |
| 3    | 64.7                     |
| 4    | 89.0                     |
| 5    | 22.4                     |
| 6    | 86.8                     |
| 7    | 2.1                      |
| 8    | 22.6                     |

- 5.5.14 Table 5.10 shows, for each zone, 'dominant' stores with a zonal market share of over 25 per cent, and stores with shares between 8 and 25 per cent, which have a 'subsidiary' influence.

Table 5.10 Dominant Convenience Goods Stores, and Stores with Subsidiary Influence

| Zone | Dominant Stores (greater than 25% market share) | Subsidiary Stores (market share between 8% and 25%)   |
|------|---|---|
| 1    | Tesco Superstore, Power Station Road, Rugeley   | Aldi, Market Street, Rugeley<br>Morrisons, Market Street, Rugeley   |
| 2    | Morrisons, Mill Street, Stone                   | Aldi, Stafford Road, Stone  |
| 3    | Aldi, Audley Avenue, Newport                    | Waitrose, Audley Avenue, Newport<br>Lidl, Audley Avenue, Newport  |
| 4    | Tesco Superstore, Brookside Road, Uttoxeter     | Asda, Carter Street, Uttoxeter<br>Lidl, Dovefield Retail Park, Uttoxeter<br>Waitrose, Trinity Road, Uttoxeter   |
| 5    | N/A   | Aldi, Queensville, Stafford   |
| 6    | N/A   | Tesco Extra, Newport Road, Stafford<br>Asda, Queensway, Stafford<br>Sainsbury's Superstore, Chell Road, Stafford<br>Aldi, Kingsmead Retail Park, Stafford |
| 7    | N/A   | N/A   |
| 8    | N/A   | N/A   |

5.5.15 Table 5.10 shows that:

- There is no one foodstore which dominates more than one zone.
- The Tesco Superstore in Rugeley dominates Zone 1 and the Aldi and Morrisons stores in Rugeley are subsidiary stores.
- In Zone 2, the Morrisons store in Stone dominates and the Aldi store in Stone is a subsidiary store.
- The Aldi store in Newport dominates Zone 3 and the Waitrose and Lidl stores in Newport are subsidiary stores.
- In Zone 4, the Tesco Superstore in Uttoxeter dominates. There are three subsidiary stores in Uttoxeter including the Asda, Lidl and Waitrose stores in Uttoxeter.
- There is no dominant store in Zones 5, 6, 7 and 8.
- In Zone 5, the Aldi store in Stafford is a subsidiary store.
- The Tesco Extra, Asda, Sainsbury's Superstore and Aldi stores in Stafford are all subsidiary stores in Zone 6.
- In Zones 7 and 8, there is neither a dominant store or a subsidiary store.

5.5.16 The survey findings indicate that a high proportion of convenience retail expenditure is retained within the study area and that most residents have access to a good choice of convenience retail destinations. We therefore consider that the current convenience retail offer provides sufficient choice and competition across the Borough.

## **5.6 Current Patterns of Spending on Leisure Services and Cultural Activities**

5.6.1 As noted at the beginning of this section, the household survey questionnaire also sought to identify patterns of spending on various types of leisure and cultural services. The most popular destinations for these various activities enjoyed by residents of each survey zone, are set out in Table 5.11. We also provide our thoughts as to whether any centres within the study area have potentially greater roles to play in the provision of leisure and cultural services.

Table 5.11 Most Popular Destinations for Expenditure on Leisure Services and Culture

| Zone | Restaurants/<br>Cafés    | Pubs/Bars/<br>Clubs      | Cinema                                  | Theatre/<br>Concerts                    | Health &<br>fitness      | Bingo                                   | Family<br>Entertainment  |
|------|--------------------------|--------------------------|---|---|--------------------------|---|--------------------------|
| 1    | Rugeley<br>Town Centre   | Rugeley<br>Town Centre   | Stafford Town<br>Centre                 | Stafford Town<br>Centre                 | Rugeley<br>Town Centre   | Queensville<br>Retail Park,<br>Stafford | Tamworth<br>Town Centre  |
| 2    | Stone Town<br>Centre     | Stone Town<br>Centre     | Newcastle-<br>under-Lyme<br>Town Centre | Hanley Town<br>Centre                   | Stone Town<br>Centre     | N/A – too few<br>results                | Stafford Town<br>Centre  |
| 3    | Newport<br>Town Centre   | Newport<br>Town Centre   | Telford Town<br>Centre                  | Stafford Town<br>Centre                 | Newport<br>Town Centre   | Telford Town<br>Centre                  | Telford Town<br>Centre   |
| 4    | Uttoxeter<br>Town Centre | Uttoxeter<br>Town Centre | Uttoxeter<br>Town Centre                | Newcastle-<br>under-Lyme<br>Town Centre | Uttoxeter<br>Town Centre | N/A – too few<br>results                | Uttoxeter Town<br>Centre |
| 5    | Stafford<br>Town Centre  | Stafford<br>Town Centre  | Stafford Town<br>Centre                 | Stafford Town<br>Centre                 | Stafford Town<br>Centre  | Queensville<br>Retail Park,<br>Stafford | Stafford Town<br>Centre  |
| 6    | Stafford<br>Town Centre  | Stafford<br>Town Centre  | Stafford Town<br>Centre                 | Stafford Town<br>Centre                 | Stafford Town<br>Centre  | Queensville<br>Retail Park,<br>Stafford | Stafford Town<br>Centre  |
| 7    | Stafford<br>Town Centre  | Stafford<br>Town Centre  | Stafford Town<br>Centre                 | Stafford Town<br>Centre                 | Stafford Town<br>Centre  | Queensville<br>Retail Park,<br>Stafford | Stafford Town<br>Centre  |
| 8    | Stafford<br>Town Centre  | Penkridge<br>Town Centre | Stafford Town<br>Centre                 | N/A – too few<br>results                | Stafford Town<br>Centre  | Queensville<br>Retail Park,<br>Stafford | N/A – too few<br>results |

## Leisure Services and Cultural Activities Sub-Sectors

### ***Restaurants and cafés***

- 5.6.2 The most popular destination for visits to restaurants and cafés is Stafford Town Centre (30 per cent), followed by Stone Town Centre (8 per cent). Rugeley Town Centre (6 per cent) and Lichfield City Centre (5 per cent) were the only other destinations to account for more than 5 per cent of responses. Some 24 per cent either did not know / location varies or do not visit restaurants / cafés.
- 5.6.3 Stafford Town Centre was the most popular destinations for visits to restaurants and cafés in four of the eight survey zones (Zones 5, 6, 7 and 8). The most popular destination for visits to restaurants and cafés in Zone 1 was Rugeley Town Centre; Zone 2 was Stone Town Centre; Zone 3 was Newport Town Centre; and Zone 4 was Uttoxeter Town Centre.

### ***Pubs, bars and nightclubs***

- 5.6.4 As is the case with restaurants, the three most popular destinations for pubs, bars and nightclubs are Stafford Town Centre (23 per cent), Rugeley Town Centre (8 per cent) and Stone Town Centre (7 per cent). Other destinations identified were Newport Town Centre (4 per cent), Uttoxeter Town Centre (3 per cent) and Birmingham City Centre (also 3 per cent). Some 38 per cent either did not know / location varies or do not visit pubs, bars and nightclubs.
- 5.6.5 Stafford Town Centre was the most popular destination for residents of three zones, these being Zones 5, 6 and 7. The most popular destinations within the other five zones were as follows: Zone 1 (Rugeley Town Centre), Zone 2 (Stone Town Centre), Zone 3 (Newport Town Centre), Zone 4 (Uttoxeter Town Centre) and Zone 8 (Penkridge Town Centre).

### ***Cinemas / Theatres***

- 5.6.6 Respondents were asked where their household spends most of its money on the cinema / theatre (combined).
- 5.6.7 The most popular cinema destination identified by the household survey was Odeon Luxe, Bridge Street, Stafford (26 per cent). This was the most popular destination in five of the eight survey zones (Zones 1, 5, 6, 7 and 8). Other popular cinema destinations included VUE, High Street, Newcastle-under-Lyme (5 per cent), Cinebowl, Town Meadows Way, Uttoxeter (4 per cent) and Cineworld, Bentley Bridge Park, Wolverhampton (also 4 per cent).
- 5.6.8 Few respondents visited the theatre. Of those who did, the most popular destinations were Stafford Gatehouse Theatre, Eastgate Street, Stafford; Regent Theatre, Piccadilly, Stoke-on-Trent; and Lichfield Garrick Theatre, Castle Dyke, Lichfield. Stafford Town Centre was the most popular destination in five of the eight zones (Zones 1, 3, 5, 6 and 7). The most popular destination in Zone 2 was Hanley Town Centre, Newcastle-under-Lyme Town Centre was the most popular destination in Zone 4 and results were not high enough in Zone 8 to make a meaningful analysis.
- 5.6.9 A total of 37 per cent of respondents either did not know / location varies or do not visit the cinema / theatre.

### ***Health & Fitness Centres***

- 5.6.10 Almost three-quarters (74 per cent) of respondents did not spend money on health & fitness activities or did not know / location varies. Of those who did, the most popular destination for health and fitness activities were Rugeley Leisure Centre, Burnthill Lane, Rugeley; Chase Leisure Centre & Golf Course, Stafford Road, Cannock; and PureGym, Eccleshall Road, Stafford.
- 5.6.11 In Zones 5, 6, 7 and 8, Stafford Town Centre was the most popular destination for health & fitness activities. In Zone 1, Rugeley Town Centre was most popular. In the other remaining zones, the most popular destination was Zone 2 – Stone Town Centre, Zone 3 – Newport Town Centre and Zone 4 – Uttoxeter Town Centre.

### ***Bingo***

- 5.6.12 Bingo was extremely unpopular, with 95 per cent of respondents answering that they did not spend money on bingo facilities. Of those who did, the most popular destination for bingo was Buzz Bingo, Queensville Retail Park, Silkmore Lane, Stafford.

### ***Family Entertainment***

- 5.6.13 Some 74 per cent of respondents did not spend money on family entertainment or recreation, such as ten pin bowling, ice skating, children's play centres, museums, visitor attractions and so on. Of those who did, the most popular destinations were Stafford Town Centre (10 per cent), Uttoxeter Town Centre (2 per cent) and Telford Town Centre (also 2 per cent).

## **Stafford Town Centre**

- 5.6.14 Stafford Town Centre is within / surrounded by Zones 5, 6 and 7 and as expected, Stafford Town Centre is the most popular destination in all leisure categories in these zones, where the most localised patterns of trips might be expected. Zones 2 and 3 (in part) are also within Stafford Borough, but contain Stone Town Centre and Newport Town Centre respectively. However, as the largest and most dominant town centre in the Borough, Stafford Town Centre is also the most popular destination for family entertainment for residents of Zone 2 and for the theatre / concerts for residents of Zone 3.
- 5.6.15 Zone 1 contains Rugeley Town Centre and Zone 8 is close to Cannock Town Centre. It would be expected that leisure trade in these zones would be localised. However, in Zone 1,

Stafford Town Centre is the most popular destination for the cinema, theatre / concerts and bingo. In Zone 8, Stafford Town Centre is the most popular destination for restaurants & cafés, the cinema, health & fitness and bingo. Stafford Town Centre is not the most popular destination in any leisure category for residents of Zone 4.

### **Stone Town Centre**

- 5.6.16 As set out above, Stone Town Centre is within Zone 2. Stone is a much smaller town centre than Stafford and performs a localised function for some leisure activities. For residents of Zone 2, Stone Town Centre is the most popular destination for restaurants / cafés, pubs / bars / clubs and health & fitness. However, residents of Zone 2 primarily use Newcastle-under-Lyme for the cinema, Hanley Town Centre for the theatre / concerts and Stafford Town Centre for family entertainment. Whilst we would not necessarily expect Stone Town Centre to attract a cinema or theatre, there is scope to invest in certain small-scale family entertainment facilities so that residents of Zone 2 will reduce the need for travel.
- 5.6.17 As expected, as Stone Town Centre is a small town centre, which primarily performs a localised function, Stone Town Centre is not the most popular destination in any of the leisure categories in any zones outside of Zone 2.

### **Eccleshall Local Centre**

- 5.6.18 Eccleshall Local Centre barely features in the results of the household survey for leisure pursuits, which is reflective of the centre's size and lack of leisure offer.

## 6 ASSESSMENT OF RETAIL NEEDS

### 6.1 Introduction

6.1.1 Based on the retail spending patterns identified in the previous section, and forecasts of future population and retail expenditure growth, this section of the report sets out the quantitative need for additional retail floorspace in the Borough over the study period. It goes on to provide our assessment of qualitative needs based on the town centre performance analysis set out in Section 8 of this report and having regard to our review of market trends contained within Section 3.

### 6.2 Quantitative Assessment

#### Methodology

- 6.2.1 The key inputs and assumptions that have been applied as part of our quantitative assessment of retail needs are explained below. Our assessment is based on sub-national population projections provided by the Office for National Statistics (ONS).
- 6.2.2 At the outset, we emphasise that retail capacity forecasts should be subject to regular review throughout the plan period, in order to ensure an up-to-date evidence base which is informed by recent economic and market trends. Furthermore, we advise that longer-term quantitative forecasts should generally be treated as indicative given the inherent uncertainties in respect of longer-term economic and demographic trends.

#### Population and Expenditure Growth

- 6.2.3 Spreadsheets 1, 2 and 3 of Appendices D and E contain detailed figures for population and retail expenditure growth in the study area (which covers a wider area than Stafford Borough) over the period to 2040 in the convenience and comparison goods sectors. The population figures are derived from Experian MMG3 and are projected forward using ONS Sub-National Population Projections. The total population figures for the study area are presented below in Table 6.1.
- 6.2.4 The figures in Table 6.1 show that the study area is predicted to experience only limited population growth over the study period under the trend-based scenario.

Table 6.1 Summary of ONS-Based Population Growth

| Year | Population | Population Growth relative to 2019 |
|------|------------|------------------------------------|
| 2019 | 263,141    | -                                  |
| 2023 | 266,569    | 3,428                              |
| 2028 | 269,158    | 6,017                              |
| 2033 | 270,867    | 7,726                              |
| 2038 | 272,412    | 9,271                              |
| 2040 | 273,101    | 9,960                              |

Source: Spreadsheet 1 of Appendices D and E

- 6.2.5 Table 6.2 below provides a summary of overall levels of convenience retail spending growth across the study period. This includes an allowance made for special forms of trading ('SFT'), taken from Experian's Retail Planner Briefing Note 16 ('RPBN') of December 2018. Expenditure on SFT is excluded from our assessment as it is not considered to be available to support the future development of retail floorspace.

- 6.2.6 Experian provides adjusted forecasts of SFT market shares to account for online transactions that are serviced through stores (that is, items ‘picked’ for home delivery from stores and purchases made via ‘click and collect’). Localised rates of SFT were captured by the household survey, although they do not take account of how individual transactions are serviced. The localised rates vary for convenience and comparison retail goods.
- 6.2.7 For convenience retail goods, the SFT market share identified by the household survey was 4.2 per cent. This is slightly higher than Experian’s adjusted market share for SFT of 4.0 per cent in 2019, but we have chosen to use the SFT market share identified by the household survey as it is a locally derived figure rather than a national average. Similarly, for the forecast years (2023, 2028, 2033, 2038 and 2040), we have grown the 2019 household survey-based SFT figure and the rates we have used are slightly higher than Experian’s forecast national rates.
- 6.2.8 Based on Experian population data and expenditure forecasts, the total level of available convenience retail expenditure (excluding SFT) is expected to increase by £23.1 million in the period to 2040, as shown in Table 6.2 below.

Table 6.2 Convenience Expenditure Growth Summary

| Year | Convenience expenditure inc. SFT (£m) | SFT (£m) | Convenience expenditure exc. SFT (£m) |
|------|---------------------------------------|----------|---------------------------------------|
| 2019 | £572.0                                | £24.0    | £548.0                                |
| 2023 | £584.2                                | £29.4    | £554.7                                |
| 2028 | £592.8                                | £33.0    | £559.8                                |
| 2033 | £599.6                                | £35.9    | £563.7                                |
| 2038 | £606.1                                | £37.6    | £568.5                                |
| 2040 | £608.8                                | £37.7    | £571.1                                |

Source: Spreadsheet 3 of Appendix D

- 6.2.9 Table 6.3 provides an equivalent summary for comparison goods expenditure. As with the convenience retail forecasts, we have used the SFT figure from the household survey for the 2019 base year, of 21.8 per cent, in preference to Experian’s adjusted market share for SFT of 17.9 per cent in 2019. We have also grown the 2019 household survey-based SFT figure and again, the SFT rates we have applied for the forecast years (2023, 2028, 2033, 2038 and 2040) are higher than Experian’s forecast national rates.
- 6.2.10 After allowing for SFT growth, we forecast an increase in available comparison retail expenditure within the study area of £643.7 million between 2019 and 2040.

Table 6.3 Comparison Expenditure Growth Summary

| Year | Comparison expenditure inc. SFT (£m) | SFT (£m) | Comparison expenditure exc. SFT (£m) |
|------|--------------------------------------|----------|--------------------------------------|
| 2019 | £938.6                               | £204.6   | £734.0                               |
| 2023 | £1,070.3                             | £262.0   | £808.3                               |
| 2028 | £1,266.4                             | £328.5   | £937.9                               |
| 2033 | £1,492.0                             | £392.5   | £1,099.5                             |
| 2038 | £1,756.6                             | £466.4   | £1,290.2                             |
| 2040 | £1,875.6                             | £498.0   | £1,377.6                             |

Source: Spreadsheet 3 of Appendix E

## Retained Expenditure

- 6.2.11 The quantitative forecasts of retail need take account of the total amount of convenience and comparison goods expenditure which is retained within Stafford Borough. Table 6.4 sets out the total amount of expenditure retained within the study area in 2019.

Table 6.4 Summary of Expenditure Retention in Stafford Borough at 2019

|                   | Available expenditure within Stafford Borough (£m) | Expenditure retained within Stafford Borough (£m) | Expenditure retained within Stafford Borough (%) |
|-------------------|--|---|--|
| Convenience goods | £548.0   | £470.7  | 85.9 per cent                                    |
| Comparison goods  | £734.0   | £432.4  | 58.9 per cent                                    |

Source: Tables 6a and 6b of Appendix D

- 6.2.12 In total, and as set out in greater detail in Section 4 of this report, 85.9 per cent of residents' expenditure on convenience retail goods is retained within the study area and 58.9 per cent of study area residents' expenditure on comparison retail goods is currently retained within the study area.
- 6.2.13 As we explained in Section 5, we do not consider there to be much scope for further improvement to the convenience retail retention rate, which is already high at above 85 per cent and given the availability of retail facilities close to, but outside of, the study area, in neighbouring Cannock, Telford & Wrekin, South Staffordshire and nearby Stoke-on-Trent. We therefore assume that the aggregate convenience goods market share will remain constant over the study period.
- 6.2.14 For comparison retail goods, we also do not consider it realistic to expect that the retention rate can be improved beyond the 58.9 per cent currently achieved. In our judgment, maintaining the retention rate at the current level (58.9 per cent) is a more realistic target, given the relatively strong competition from retail facilities in Birmingham, Cannock, Telford and elsewhere.

### **Claims on Expenditure**

- 6.2.15 As we explained in the previous section, the claim from spending on SFT (such as online shopping) has already been removed from the retail expenditure forecasts.
- 6.2.16 In addition to SFT, it is necessary to take account of sales density growth (which is the expected growth in turnover of existing retailers within the study area), and commitments for new retail floorspace (schemes implemented but not yet trading at the time of the household survey, or extant planning permissions which would result in additional retail floorspace). We cover each of these claims in turn, below.

### **Sales Density Growth**

- 6.2.17 Sales density growth relates to the improved productivity or efficiency of retail floorspace over time. In assessing the amount of expenditure that is available to support the development of new retail floorspace, we make an allowance for sales density growth associated with existing retail floorspace within the study area. Allowances for sales density growth are linked to expenditure growth and given the very low rates of expenditure growth forecast for the convenience retail sector, we do not allow for any real terms growth in sales densities for convenience goods floorspace within the study area. For comparison retail floorspace, we assume an average annual increase in sales densities of 1.5 per cent.
- 6.2.18 The ability of existing floorspace to absorb expenditure growth will depend on its type. More modern floorspace (such as that within purpose-built shopping centres and large, freestanding

foodstores) is better able to accommodate growth than older, less flexible floorspace. Given that there is a variety of retail floorspace throughout the study area, it is considered robust to apply the average sales density growth figure of 1.5 per cent. We also make an allowance for sales density growth of committed comparison retail floorspace to account for the improved sales productivity of this additional floorspace.

### **Floorspace Commitments**

- 6.2.19 The floorspace commitments that have been identified by the Council and are taken account of in the quantitative need assessment are identified in Table 6.5 below.

Table 6.5 Retail Commitments

|  | <b>Net Sales Area</b> | <b>Convenience Net Sales Area</b> | <b>Comparison Net Sales Area</b> |
|--|-----------------------|-----------------------------------|----------------------------------|
| Two retail units at Queensville, Stafford  | 504                   | 252                               | 252                              |
| Mixed-use development including a supermarket and two other retail units at land south of Creswell Grove, Stafford | 501                   | 334                               | 167                              |
| Extension of mezzanine at Units 5 and 6, Queensville Retail Park, Stafford   | 891                   | 0                                 | 891                              |
| Insertion of mezzanine, Unit 2, Queensville Retail Park, Stafford  | 646                   | 0                                 | 646                              |
| <b>Total</b>   | <b>2,542</b>          | <b>586</b>                        | <b>1,956</b>                     |

Source: Table 2 of Appendix D

- 6.2.20 We estimate that the committed retail floorspace referred to in Table 6.5 will generate a convenience retail turnover of £6.7 million in 2023 and a comparison goods turnover of £11.7 million in the same year, by which time we expect these committed developments to be fully trading. Further details of the assumptions applied in estimating the turnover of committed retail floorspace are contained in Spreadsheet 6 of Appendices D and E.

### **Need for Convenience Retail Floorspace**

- 6.2.21 Spreadsheet 7 of Appendix D provides our forecasts of convenience retail floorspace requirements in Stafford Borough. Floorspace requirements have been calculated to the end of the study period and for the interval years of 2023, 2028, 2033 and 2038. The spreadsheet is structured as set out below in Table 6.6, where we explain some of the other assumptions that we have applied in calculating these quantitative requirements.

Table 6.6 Methodology for Convenience Retail Assessment

| Row   | Explanation/Description   |
|-------|---|
| A&B   | Total population and convenience retail expenditure within the Stafford Borough study area. This is taken from Spreadsheets 1-3.  |
| C&D   | Proportion of convenience retail expenditure which is retained within the study area (£m & per cent) based on the findings of the household telephone survey (as detailed in Spreadsheets 4 and 5). Market share is held constant at 85.9 per cent throughout the study period.   |
| E&F   | Inflow of convenience retail expenditure to destinations within the study area from residents outside Stafford Borough. This is derived by applying the level of inflow specified in Row E to the convenience goods expenditure retained (Row D). The rate of inflow is held constant across the study period.  |
| G & H | Baseline turnover of retailers of convenience goods in the study area, and growth in retained convenience goods expenditure within Stafford Borough taking into account rows A-G.   |
| I&J   | Claims on residual growth in convenience retail expenditure including sales density growth in existing stores within Stafford Borough and turnover from committed convenience retail floorspace. Commitments are expected to be implemented and trading by 2023. Given the low levels of expenditure growth we have not allowed for any sales density growth for either existing stores or commitments over the study period.   |
| K     | Total claims on expenditure (£m) from sales density growth in existing stores and committed convenience retail floorspace.  |
| L     | Final residual convenience retail expenditure capacity (£m), calculated by deducting total claims on expenditure (Row K) from growth in available expenditure (Row H) within Stafford Borough.  |
| M-O   | Final residual convenience retail expenditure converted into floorspace requirements by applying a generic convenience retail sales density of £11,500 per sq. m (kept constant over the study period in line with our approach to sales density growth).<br>This produces a net floorspace requirement (i.e. total required convenience retail sales floorspace), which is converted to a gross convenience retail floorspace figure on the basis of an assumed net:gross floorspace ratio of 70:30. |

6.2.22 Assuming a constant rate of expenditure retention, the result of Spreadsheet 7 in Appendix D indicates there will be no capacity for convenience retail goods at the end of the study period (as shown by Rows N and O of Spreadsheet 7 in Appendix D). This is primarily due to the relatively low level of population and expenditure growth. The floorspace requirements arising within each study period are summarised in Table 6.7 below.

Table 6.7 Summary Convenience Retail Floorspace Requirements

| 2019-2023              | 2023-2028             | 2028-2033             | 2033-2038             | 2038-2040             | 2019-2040           |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------|
| --9,360 sq. m<br>gross | -8,906 sq. m<br>gross | -8,582 sq. m<br>gross | -8,129 sq. m<br>gross | -7,923 sq. m<br>gross | -7,923              |
| -6,552 sq. m<br>net    | -6,234 sq. m<br>net   | -6,007 sq. m<br>net   | -5,690 sq. m<br>net   | -5,546 sq. m<br>net   | -5,546 sq. m<br>net |

Source: Spreadsheet 7 of Appendix D

6.2.23 Table 6.7 shows that there is no need for convenience retail floorspace over the period 2019-2040. On this basis, the Council does not need to plan for new convenience retail floorspace in the short, medium or long term, although it is acknowledged that there will be increases in population and expenditure within the catchment area over the Plan period 2020-2040.

**Need for Comparison Retail Floorspace**

6.2.24 Spreadsheet 7 of Appendix E calculates requirements for comparison retail floorspace over the study period, on the basis of the expenditure retention rate remaining constant at 58.9 per cent. Table 6.8 below explains the structure of this assessment, which is similar to the approach used for convenience retail floorspace, albeit the assumptions differ in terms of sales densities and net:gross floorspace ratios.

Table 6.8 Methodology for Comparison Retail Assessment

| Row   | Explanation/Description   |
|-------|---|
| A&B   | Total population and comparison retail expenditure within the Stafford Borough study area. This is taken from Spreadsheets 1-3.   |
| C&D   | Proportion of comparison retail expenditure which is retained within the study area (£m & per cent) based on the findings of the household telephone survey (as detailed in Spreadsheets 4 and 5). Market share is held constant at 58.9 per cent throughout the study period.  |
| E&F   | Inflow of comparison retail expenditure to destinations within the study area from residents outside Stafford Borough. This is derived by applying the level of inflow specified in Row E to the comparison goods expenditure retained (Row D). The rate of inflow is held constant across the study period.  |
| G & H | Baseline turnover of retailers of comparison goods in the study area, and growth in retained comparison goods expenditure within Stafford Borough taking into account rows A-G.   |
| I&J   | Claims on residual growth in comparison retail expenditure including sales density growth in existing stores within Stafford Borough and turnover from committed comparison retail floorspace. Commitments are expected to be implemented and trading by 2023. We have allowed for annual sales density growth of 1.5 per cent for existing stores and commitments over the study period.   |
| K     | Total claims on expenditure (£m) from sales density growth in existing stores and committed comparison retail floorspace.   |
| L     | Final residual comparison retail expenditure capacity (£m), calculated by deducting total claims on expenditure (Row K) from growth in available expenditure (Row H) within Stafford Borough.   |
| M-O   | Final residual comparison retail expenditure converted into floorspace requirements by applying a generic comparison retail sales density of £6,000 per sq. m, grown at a rate of 1.5 per cent, per annum over the study period in line with our approach to sales density growth. This produces a net floorspace requirement (i.e. total required comparison retail sales floorspace), which is converted to a gross comparison retail floorspace figure on the basis of an assumed net:gross floorspace ratio of 80:20. |

6.2.25 Assuming a constant rate of expenditure retention, there will be capacity for a sizeable quantum of additional comparison retail goods at the end of the study period (as shown by N and O of Spreadsheet 7 in Appendix E). This is primarily due to high forecast expenditure growth.

Table 6.9 Summary Comparison Retail Floorspace Requirements

| 2019-2023              | 2023-2028             | 2028-2033            | 2033-2038             | 2038-2040             | 2019-2040             |
|------------------------|-----------------------|----------------------|-----------------------|-----------------------|-----------------------|
| -12,692 sq. m<br>gross | -4,901 sq. m<br>gross | 4,730 sq. m<br>gross | 15,193 sq. m<br>gross | 17,408 sq. m<br>gross | 17,408 sq. m<br>gross |
| -10,154 sq. m<br>net   | -3,921 sq. m<br>net   | 3,784 sq. m<br>net   | 12,155 sq. m<br>net   | 13,926 sq. m<br>net   | 13,926 sq. m<br>net   |

Source: Spreadsheet 7 of Appendix E

6.2.26 Table 6.9 shows that there is a need for 17,408 sq. m gross / 13,926 sq. m net of additional comparison retail floorspace over the period 2019-2040 across Stafford Borough, albeit the floorspace requirements only arise in the post 2028 period and there is no capacity in the early years of the plan period. On this basis, the Council needs to plan for new comparison retail floorspace in the medium and long term.

### 6.3 Qualitative Assessment

6.3.1 Deficiencies and gaps in existing retail provision can be considered on the basis of the study area as a whole and in terms of Stafford Borough's individual centres. As set out within Section 4 of this report, we consider that the study area has a good retention rate for convenience goods expenditure at 85.9 per cent and a very good retention rate for comparison goods expenditure at 58.9 per cent.

6.3.2 The updated health check assessments set out in Section 4 of this report have highlighted a number of qualitative retail needs, in terms of deficiencies and gaps in existing provision within some study centres, as follows:

- Stafford – the town centre is generally well represented in the convenience and comparison goods sectors, with a high number of national multiple operators and some independent stores. However, the proportion of leisure services within Stafford Town Centre is lower than the national average and the centre would benefit from more cafés and restaurants, which would improve the evening economy within the town centre. There is also some deficiency in booksellers and hardware stores.
- Stone – whilst the town centre has a healthy proportion of both convenience good and comparison good retailers (for a town the size of Stone), when surveyed, there was just one men clothes retailer and no florists present in the centre. The provision of these retailers would help attract more shoppers to Stone Town Centre. Stone Town Centre caters primarily for the discount market and some mid-market or high-end retailers would help broaden the appeal of the town centre.
- Eccleshall – whilst Eccleshall is performing well for a centre of its size it was noted that a number of sub-categories of retailers were not present in the centre, this includes bakers, butchers, greengrocers, mixed clothing store, travel agents, banks or building societies. The provision of one or many of these retailers would increase the attraction to the local centre. However, space is limited and a centre the size of Eccleshall will have limited attraction and is unlikely to be able to fit in all categories of retailers.

6.3.3 We have set out the qualitative deficiencies within the various centres and made recommendations for how the retail offer of different towns can be strengthened.

# 7 ASSESSMENT OF NEEDS FOR LEISURE AND OTHER MAIN TOWN CENTRE USES

## 7.1 Introduction

7.1.1 In this section we consider quantitative and qualitative needs for leisure facilities and other main town centre uses, such as retail services, offices and cultural facilities, within Stafford Borough.

## 7.2 Leisure Uses

7.2.1 Appendix F sets out our assessment of expenditure growth in respect of various sub-categories of leisure spending, with a specific emphasis on food and beverage uses (including spending in cafés, restaurants, pubs and bars) given that this accounts for over 50 per cent of leisure spending in 2019 and is by some margin the most significant expenditure category.

7.2.2 The leisure capacity tables are structured as follows:

- Spreadsheet 1 presents the population projections for the individual study area zones (these reflect the figures shown in Spreadsheets 1 of the convenience and comparison capacity assessments).
- Spreadsheet 2 presents per capita expenditure on different leisure categories in 2019, 2023, 2028, 2033, 2038 and 2040.
- Spreadsheet 3 multiplies data from Spreadsheets 1 and 2 together to show the total spending for each main leisure category, by zone and for each interval year of the study period.
- Spreadsheet 4 sets out the growth in leisure goods spending over the study period.
- Spreadsheet 5 sets out market shares for food and beverage spending derived from the household survey.
- Spreadsheet 6 forecasts expenditure capacity for food and beverage uses based on a constant retention rate for the study area.

### Leisure Spending

7.2.3 Spreadsheet 4 of Appendix F sets out estimates of existing and future leisure expenditure for six sub-categories. These comprise 'accommodation services' (mainly spending on hotels), 'cultural services' (such as cinemas, museums, galleries and theatres), 'games of chance' (including spending on bingo and bookmakers), 'hairdressing and personal grooming', 'recreational and sporting services' (including gyms, spectator and participant sports) and 'restaurants, cafés, pubs etc'. Table 7.1 below summarises expenditure growth on these sub-categories.

Table 7.1 Leisure Spending Growth (£m)

| Category                         | 2019           | 2023           | 2028           | 2033           | 2038           | 2040           | Growth 2019-2040 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Accommodation Services           | £64.44         | £68.43         | £73.36         | £78.39         | £83.69         | £85.93         | £21.49           |
| Cultural Services                | £79.39         | £84.28         | £90.33         | £96.50         | £103.01        | £105.77        | £26.37           |
| Games of Chance                  | £40.44         | £42.91         | £45.98         | £49.11         | £52.42         | £53.81         | £13.38           |
| Hairdressing & personal grooming | £24.28         | £25.78         | £27.63         | £29.52         | £31.52         | £32.36         | £8.08            |
| Recreational services            | £27.99         | £29.72         | £31.87         | £34.05         | £36.35         | £37.33         | £9.33            |
| Restaurants/cafés/pubs etc.      | £277.68        | £294.79        | £315.97        | £337.55        | £360.35        | £369.99        | £92.31           |
| <b>Total</b>                     | <b>£514.22</b> | <b>£545.90</b> | <b>£585.14</b> | <b>£625.10</b> | <b>£667.33</b> | <b>£685.19</b> | <b>£170.96</b>   |

7.2.4 Table 7.1 shows that total leisure services expenditure will grow by approximately £171 million in the period to 2040. In monetary terms, the majority of this growth will occur in the restaurants etc. sub-category, with some growth in cultural services and accommodation services.

7.2.5 Given the dominance of the food and beverage sub-sector, and its increasing importance to the vitality and viability of town centres, we discuss expenditure capacity in this sub-sector in greater detail below. In terms of other sub-categories of leisure expenditure, we comment as follows:

- Accommodation services – given its size and dominance within Stafford Borough we consider that there could be some demand for hotel development in Stafford Town Centre (we are already aware of some interest) and that such demand would be likely to come from budget / mainstream operators (e.g. Premier Inn). Such development could be incorporated into mixed use town centre developments.
- Cultural services – our assessment of expenditure capacity has indicated significant growth in spending on cultural services, including cinemas. The majority of this expenditure will be directed to Stafford Town Centre, which has a more diverse and established range of cultural services. However, there is scope to improve local provision in Stone. Existing provision in Stone is poor, where public sector intervention may be required to stimulate the development of a broader evening economy, which, currently is dominated by pubs. Cultural services can play an important role in supporting the food and beverage offer of town centres, and we discuss this further below.
- We note that there is just one mainstream cinema facility within this Borough, this being the Odeon Luxe, Bridge Street, Stafford. A smaller, independent cinema facility in Stone, for example, could help develop the evening economy within Stone, increasing dwell times and spend within the town centre.
- Whilst the total number of cinema facilities in the UK is broadly unchanged over the past decade, there have been some changes in the market with the growth of smaller or ‘boutique’ cinemas, led by operators such as Everyman and The Light. In 2017, there were approximately 6.4 cinema screens per 100,000 persons in in the UK (Source: British Film Institute Statistical Yearbook, 2017). This would indicate current capacity for 17 additional cinema screens in the study area, rising to up to 17.5 screens by 2040 (assuming an unlikely 100 per cent expenditure retention rate). The Odeon Luxe in

Stafford has six screens. As such, we consider that there is capacity for an additional 11.5 screens in the study area over the study period. Any new cinema will, however, have to compete with the Odeon Luxe in Stafford and cinemas outside of the Borough, in Newcastle-under-Lyme, Telford and Uttoxeter.

- Games of chance – spending in this sector will also experience significant growth over the study period. However, an increasing proportion of expenditure is expected to be spent online. We do not consider there to be any specific opportunities for new development in this sub-sector.
- Hairdressing and personal grooming – whilst available expenditure growth in this sub-sector will be relatively small, we note that spending on these services occurs on a more localised basis. Our performance analysis identified that Stafford, Stone and Eccleshall are well served by hairdressing and personal grooming services.
- Recreational and sporting services – the diversification of the health and fitness sector has resulted in significant growth over recent years. Given the growing population in Stafford Borough and popularity of the health and fitness sector, we consider there to be scope for the development of additional commercial gyms and related facilities. ‘Big box’ Class D2 leisure uses such as trampolining centres and children’s soft play is also a growing market area in the UK, although they are often difficult uses to accommodate within traditional town centres due to their space requirements. However, given the large size of Stafford Town Centre, we consider there to be opportunities to accommodate such uses here and that these uses should be encouraged in order to provide additional facilities for indoor sports, leisure and family entertainment.

## Food and Beverage Spending

- 7.2.6 Spreadsheet 5 of Appendix F summarises existing spending patterns on food and beverage facilities by residents of the study area (this considers spending on restaurants, cafés, pubs and bars). In terms of destinations within Stafford Borough, Stafford Town Centre has the highest market share of 26 per cent. By comparison Stone Town Centre’s market share is 8 per cent, with Eccleshall Local Centre’s market share being just 2 per cent.
- 7.2.7 In total, 36 per cent of food and beverage expenditure is retained within Stafford, Stone and Eccleshall. In terms of destinations outside of Stafford Borough, Rugeley Town Centre, Newport Town Centre and Uttoxeter Town Centre are the most popular destinations. Other expenditure is directed to a diverse range of destinations.
- 7.2.8 Given that food and beverage expenditure currently accounts for 54 per cent of all available leisure services expenditure within the study area, and that such uses are increasingly important to the vitality and attractiveness of town centres (as discussed in Section 3 of this report), we have undertaken a more detailed assessment of expenditure capacity for this sub-sector. This considers expenditure growth applying a constant retention rate.
- 7.2.9 Our detailed findings are set out in Spreadsheet 6 of Appendix F. Spreadsheet 6 sets out expenditure capacity. A retention rate of 50.4 per cent is applied throughout the study period.
- 7.2.10 Spreadsheet 6 calculates food and beverage expenditure capacity by applying the assumed retention rate to total available food and beverage expenditure capacity in the assessment year and deducting the total turnover of existing facilities within the study area. These findings are summarised below in Table 7.2.

Table 7.2 Food and Beverage Expenditure Capacity

| Retention Rate | 2023 (£m) | 2028 (£m) | 2033 (£m) | 2038 (£m) | 2040 (£m) |
|----------------|-----------|-----------|-----------|-----------|-----------|
| Constant       | £5.09     | £9.32     | £13.60    | £18.35    | £20.46    |

- 7.2.11 Our assessment shows that in the period to 2040, expenditure of approximately £20.46 million could be available to support additional food and beverage facilities within the study area.
- 7.2.12 Given the wide range of operators and formats in this sub-sector, and the fast-moving nature of the market, it is difficult to accurately identify floorspace requirements on the basis of available expenditure. Given that Stafford is the only town centre within the study area that has a sizeable and established food and beverage offer, we have calculated an existing sales density based on Experian GOAD floorspace figures and existing food and beverage turnover figures for that town centre. Experian GOAD data shows that Stafford Town Centre has 8,360 sq. m of gross floorspace in the 'restaurants, cafés etc.' sub-category and 8,020 sq. m gross floorspace in pubs or bars, giving a total of 16,380 sq. m gross. Spreadsheet 5 of Appendix F shows that Stafford Town Centre attracted £72.3 million of food and beverage expenditure in 2019, which would equate to a sales density of approximately £4,400 per sq. m.
- 7.2.13 Assuming that sales densities will grow at rate of around 0.6 per cent per annum over the study (i.e. at approximately half of the estimated leisure expenditure growth rate provided by Experian Retail Planning Briefing Note 16) then the identified sales density could be expected to grow to £5,000 per sq. m in 2040.
- 7.2.14 Table 7.3 below sets out our estimates of potential food and beverage floorspace requirements over the study period, on the assumption that these typical sales densities would apply to new development across the study area. The figures in Table 7.3 are based on a stable retention rate scenario, which we consider to be the most appropriate given the existing lack of provision within some parts of the Borough.

Table 7.3 Food and Beverage Floorspace Capacity

| 2040                 |                         |
|----------------------|-------------------------|
| Expenditure Capacity | Floorspace Requirements |
| £20.46m              | 4,092 sq. m             |

- 7.2.15 A proportion of this capacity will be taken up by and future proposals for A3 and A4 development.
- 7.2.16 There is likely to be scope to deliver additional facilities given existing market shares and the issues noted in our town centre performance analysis, particularly in respect of Stafford Town Centre, which could improve its evening economy. In Stone Town Centre, we also consider that there is a need to improve the food and beverage offer of the town centre but that it is unlikely that this can be done in isolation without a step-change in retail provision or the development of a small anchor leisure facility such as an independent cinema or theatre (we note that planning permission has been granted for new theatre at Crown Wharf in Stone).
- 7.2.17 Elsewhere within the Borough, Eccleshall Local Centre has a food and beverage market share of just two percent (turnover of £4.2 million); however, this is not surprising considering its size and position within the retail hierarchy within Stafford Borough.

**7.3 Other Main Town Centre Uses**

**Offices and Related Employment Uses**

- 7.3.1 The Borough Council's existing evidence base includes the Economic and Housing Development Needs Assessment (2019) [EHDNA]. The EHDNA states that office space has increased significantly in Stafford Borough since 2000 (albeit from a low base). The majority of employment sites are clustered in and around Stafford itself, particularly offices, with a number of business parks and industrial estates located to the north and east of the town.

Commercial property market stakeholders identified that the Borough's central location and excellent connectivity to the strategic road network are key strengths. Sites on the fringes of Stafford were considered particularly popular but the market in the east of the Borough is considered less strong.

- 7.3.2 According to the EHDNA, there is less of a focus on office space in the Borough, with limited choice of high quality Grade A stock; however, stakeholders considered that the aforementioned strategic developments, as well as the Town Centre Projects and HS2 connectivity improvements, could assist in boosting the productivity of the wider area and help ensure that the Borough is well placed to benefit from the rapidly growing digital economy. Economic Development Officers considered that the improved connectivity arising from HS2 and the new high specification office floorspace that could come forward as part of the regeneration programmes could stimulate demand for higher quality Grade A town centre office space to attract new digital age businesses.
- 7.3.3 The modelling undertaken in the EHDNA and subsequent analysis, identifies a future employment land requirement of between 68 ha to 181 ha over the plan period. The EHDNA recommends that 25% of this requirement should be for new office space (17 ha to 45 ha over the plan period), across the Borough.
- 7.3.4 Office development can play a key role in supporting trade within town centres. As well as driving footfall, offices often increase the overall affluence of a centre's customer base and support the viability of better-quality retail and food and drink facilities. However, the viability of office development is dependent on the size and status of individual centres, with more limited demand for such development within smaller centres. Nevertheless, the Borough Council should seek to prioritise town centre sites where this would be viable, in order to support the economy of the Borough's town centres and achieve the wider benefits that can be derived from the co-location of main town centre uses.
- 7.3.5 There are plans to create a mixed-use development comprising of a hotel, office space, 650 apartments and 150 houses near to Stafford railway station as part of Stafford Station Gateway. This project has been planned on the back of the HS2 high-speed rail project. If delivered, this project will deliver new office floorspace for Stafford, which would provide a boost to Stafford Town Centre.
- 7.3.6 We anticipate that demand for offices will be highest in Stafford, being the principal town centre within the Borough. In reality, Stafford Town Centre is the only town centre that will be able to accommodate any significant new office and related employment development. Notwithstanding market constraints, the Borough Council should seek to encourage such development where feasible given its potential to support the wider regeneration of other town centres.

## Residential Uses

- 7.3.7 As with employment uses, residential development in town centres serves to support footfall and trade. We consider that new residential development in Stafford Town Centre is likely to be viable. According to Goad, there is 17,270 sq. m gross vacant floorspace within Stafford Town Centre, much of which is in peripheral areas, meaning that there are opportunities to facilitate residential development, given the vacant or underutilised sites outside of the primary shopping area, but within the town centre boundary. Where development sites within the town centre do come forward then the Borough Council should encourage mixed use development wherever this is appropriate, including residential development at upper floors.
- 7.3.8 In contrast, Stone Town Centre and Eccleshall Local Centre are much smaller and contain much less vacant floorspace. As such, opportunities for residential development within these centres is less and is likely to be limited to floorspace above existing retail units. In any event, demand for living within these lower order centres is likely to be less than in Stafford Town Centre. That being said, any new residential development within, and on the edges of, these defined centres could play a significant role in supporting their overall performance, better integrating the centre with surrounding residential areas, overcoming the barrier effects of

existing infrastructure and encouraging more trips via non-car modes of transport. Given existing market realities, the Borough Council may need to consider innovative delivery models and specialist residential sectors, such as retirement and supported living which can help to create a loyal customer base for the town centre.

## **7.4 Conclusions**

- 7.4.1 We have considered the growth in expenditure available to residents of the study area in all main sub-sectors of the leisure market. We have found that significant additional expenditure is likely to be available to support leisure development within the Borough's main centres in the period to 2040. In monetary terms, growth in expenditure would be greatest in the food and beverage sub-sector and the cultural services sub-sector.
- 7.4.2 Given the dominance of the former in terms of overall spending on leisure services, we have undertaken a more detailed assessment of expenditure capacity taking account of existing market shares. Our assessment has shown that additional expenditure of up to approximately £20.5 million would be available to support new food and beverage facilities in the period to 2040, on the basis of a constant retention rate. We therefore consider there to be potential (in quantitative need terms) to further strengthen the existing food and beverage provision in Stafford Town Centre and to both diversify and develop further an evening economy in Stone Town Centre, however, there is a clear qualitative need to improve or broaden the evening economy within these centres.
- 7.4.3 In terms of other leisure services, and other main town centre uses, we note that there is significant potential for new development in Stafford Town Centre. The new Odeon Luxe cinema for example, has been a resounding success and filled a clear need for a major cinema within Stafford Borough. We consider that public and / or private sector investment in new cultural and entertainment facilities could encourage the development of new food and beverage facilities and diversify the offer of the town centre. New residential or employment development within or adjacent to the town centre would also help to expand its customer base and reintegrate the existing centre and bring it all together.

## 8 CONCLUSIONS AND RECOMMENDATIONS

### 8.1 Introduction

- 8.1.1 In this concluding section we summarise the findings of this study and set out our recommendations for the formulation of future planning policy within Stafford Borough. We provide recommendations in terms of retail and leisure requirements over the plan period and meeting these needs in a manner that will support the vitality and viability of the Borough's town and local centres.

### 8.2 The Performance of Stafford Borough's Town and Local Centres

- 8.2.1 In Section 4 of this report we considered the performance of the Borough's three main town centres in terms of the indicators of vitality and viability set out within national Planning Policy Guidance. We summarise our findings in respect of the individual centre below.

#### Stafford Town Centre

- 8.2.2 In many ways, Stafford Town Centre is reasonably healthy and has a lot to be positive about. The town centre is very well represented in terms of comparison national multiples and large-scale foodstores. Stafford Town Centre also has reasonable entertainment facilities, with the cinema being a key focal point. Commercial rents in Stafford are higher than other traditional competing town centres in the sub-region and the centre is highly accessible. Crime rates in the town centre are reducing and environmental quality within the town centre is a mix of traditional and modern.
- 8.2.3 However, the proportion of leisure services within Stafford Town Centre is lower than the national average and the centre would benefit from more cafés and restaurants, which would improve the evening economy within the town centre. The proportion of vacant units and floorspace in the town centre are high, however, there are some re-developments of vacant units planned, which will help to reduce the vacancy rates. Improving the linkages between the traditional town centre and the Riverside Waterfront would also improve the town centre's health.

#### Stone Town Centre

- 8.2.4 Stone Town Centre is currently healthy. In the convenience goods sector, the town centre is dominated by Morrisons and B&M. The centre has a reasonable proportion of comparison goods national multiples, particularly for a centre the size of Stone. Compared to the national average, comparison goods units and floorspace are under-represented within Stone, however, again, this is typically the case for smaller town centres. The proportion of vacant units and floorspace is low when compared with the national average, which is a positive indicator of health. Commercial rents are comparable with other centres of a similar size in the sub-region and the town centre is reasonably accessible. Crime rates are low and the town centre is reasonably attractive. However, some improvements could be made to Somerfield Arcade (in terms of perception of safety and security).

#### Eccleshall Local Centre

- 8.2.5 As the third largest centre within Stafford Borough, Eccleshall Local Centre is performing well. For a centre the size of Eccleshall, there is decent comparison goods provision. The convenience sector is dominated by Co-op, which is a key anchor in the local centre. Hairdressers / barbers / beauty parlours are prevalent within Eccleshall. There are just three vacant units within the local centre. Unsurprisingly, retailers present are almost all independents, whilst commercial rents appear to be in line with other nearby local centres. Eccleshall is accessible by bus and crime rates are low. The local centre is very attractive.

8.2.6 However, there are no retail banks / building societies within the local centre, which detracts from the health of the centre. Overall, Eccleshall is performing well, relatively to its size and its classification as a local centre.

**8.3 Retail Needs over the Study Period**

8.3.1 Based on the findings of our quantitative assessment of retail needs, set out in Section 6, we forecast that requirements for additional retail floorspace within the study area will be as set out below within Table 8.1.

Table 8.1 Summary of Retail Sales Floorspace Requirements (2019-2040)

|             | <b>Convenience Retail Floorspace<br/>(sq. m net)</b> | <b>Comparison Retail Floorspace<br/>(sq. m. net)</b> |
|-------------|--|--|
| 2019 – 2040 | -5,546   | 13,926   |

8.3.2 Table 8.1 indicates a negative figure for convenience retail floorspace over the study period. Therefore, there isn't a quantitative need for additional convenience retail provision, taking into account existing commitments and increases in floorspace efficiency over the study period.

8.3.3 In qualitative terms, we note that the centres within Stafford Borough are already well served by a number of different foodstores providing a ranging of choice to local residents (Stafford contains five medium or large foodstores, Stone contains Morrisons and Eccleshall contains Co-op). Therefore, there isn't a qualitative need for additional convenience retail provision over the study period above those already operating or programmed to be delivered. That being said, if the existing foodstores in Stone and Eccleshall vacate their premises, these centres will lose a key anchor and will be vulnerable.

8.3.4 Table 8.1 shows a maximum requirement for an additional 13,926 sq. m of comparison retail sales area floorspace over the study period. We consider that it should be focussed on Stafford Town Centre, to retain its current market share and to diversify its comparison retail offer. Should any comparison retail commitments also fail to come forward over the period, any additional floorspace requirement arising should also be concentrated in Stafford Town Centre.

8.3.5 In terms of qualitative needs, Stafford Town Centre would benefit from more cafés and restaurants, which would improve the evening economy within the town centre. There is also some deficiency in booksellers and hardware stores. The health of Stone Town Centre would improve with the addition of clothes retailers or florists. Also, some mid-market or high-end retailers would help broaden the appeal of the town centre. Eccleshall lacks a bakers, butchers, greengrocers, mixed clothing store, travel agents and banks or building societies. Having said that, it cannot be expected that Eccleshall Local Centre can contain the full spectrum of retail categories. We consider that Stafford Town Centre could be vulnerable to the polarisation of clothing and footwear retailers to the largest cities and towns, albeit the town centre has retained some key national multiple retailers post the global financial crisis. It is crucial that the Council seeks to retain the current market share of Stafford Town Centre through scheduled regeneration initiatives, like Riverside Waterfront, as well as improving the town centre's evening economy and allowing some residential uses in peripheral, poorly performing areas of the town centre. Stone and Eccleshall are both healthy centres relative to their size and position in the retail hierarchy and cater for local needs. It is important that the anchor foodstores within these centres remain, which help draw residents to these centres and create linked trips with other main town centre uses.

## 8.4 Need for Leisure and Other Main Town Centre Uses over the Study Period

- 8.4.1 We have considered the growth in expenditure available to residents of the study area in all main sub-sectors of the leisure market. We have found that significant additional expenditure is likely to be available to support leisure development within the Borough's main centres in the period to 2040. In monetary terms, growth in expenditure would be greatest in the food and beverage sub-sector and the cultural services sub-sector.
- 8.4.2 Given the dominance of the former in terms of overall spending on leisure services, we have undertaken a more detailed assessment of expenditure capacity taking account of existing market shares. Our assessment has shown that additional expenditure of up to approximately £20.5 million would be available to support new food and beverage facilities in the period to 2040, on the basis of a constant retention rate. We therefore consider there to be potential (on a quantitative need basis) to further strengthen the existing food and beverage provision in Stafford Town Centre and to both diversify and develop further an evening economy in Stone Town Centre.
- 8.4.3 In terms of other leisure services, and other main town centre uses, we note that there is significant potential for new development in Stafford Town Centre. We consider that public and / or private sector investment in new cultural and entertainment facilities could encourage the development of new food and beverage facilities and diversify the offer of the town centre, following the success of the Odeon Luxe cinema development. New residential or employment development within or adjacent to the town centre would also help to expand its customer base and reintegrate the existing centre and bring it all together.

## 8.5 Meeting Needs and Other Recommendations

- 8.5.1 In view of our findings in respect of the current performance of the Borough's main town centres, current expenditure patterns and the capacity for additional retail and leisure development over the study period, we set out below our recommendations in terms of potential strategies for meeting these future needs and supporting town centre regeneration. We consider that the retail hierarchy within Stafford Borough, currently set out by Policy E8 of The Plan for Stafford Borough 2011-2031, continues to be appropriate (insofar as it relates to the Borough's main three centres of Stafford, Stone and Eccleshall). Whilst the three defined centres vary in terms of their size and the issues that they face, they all individually perform a range of functions that distinguish them from other, smaller centres within the Borough.

### Stafford Town Centre

- 8.5.2 As set out above, Stafford is currently performing reasonably well and has proved fairly resilient to the global financial crisis and restructuring in the retail industry. The centre would benefit from more cafés and restaurants, which would improve the evening economy within the town centre. The proportion of vacant units and floorspace in the town centre is high. In some ways, the Riverside Waterfront development has been a success, but more can be done to help it integrate with the traditional town centre. We therefore make the following recommendations in terms of Stafford Town Centre:
- The town centre should be expected to accommodate the majority of the comparison retail floorspace requirements that we have identified over the study period. We consider that this should represent around three-quarters of the floorspace requirements which, will equate to comparison retail floorspace of approximately 10,500 sq. m in the period to 2040. Some of this need can be taken up by recycling or redeveloping vacant units whilst development sites may need to be considered.
  - The foodstore market within the town centre is saturated, albeit the major foodstore operators are all located around the periphery of the town centre. The town centre could benefit from more convenience stores, potentially as part of residential-led mixed-use development.

- If the opportunity becomes available, the reconfiguration and refurbishment of the Guildhall Shopping Centre should be a priority. Other town centres of a similar size to Stafford have made a success of purchasing poorly performing town centre shopping centres and regenerating them, whilst taking a long term view of their success.
- Opportunities should be sought to substantially improve the leisure offer of the town centre, particularly in terms of food and beverage uses. On a quantitative and qualitative need basis, Stafford Town Centre would benefit from more food and beverage uses, which would help improve its evening economy, which is on an upward trajectory, following the development of a cinema at Riverside Waterfront.
- Investment in cultural and entertainment facilities should be encouraged to diversify the town centre offer and support the development of a viable evening economy. The success of the new cinema is a testament to this.
- The Riverside Stafford Shopping Centre has competed with and taken away the traditional focus of the town centre to the north, along Gaolgate Street and Market Square. Further development opportunities should be identified in this area and on the edges of the town centre to accommodate higher density mixed use development, including residential and employment uses. This could be considered as part of the wider regeneration of adjoining housing areas.
- It is important that the Council focuses on integrating the Riverside Waterfront development with the traditional town centre. This could be achieved by providing active frontages along linking streets.
- To be successful, areas of the Stafford Town Centre that are struggling should be considered for uses other than large retail units occupied by national multiples, which, in the current market at least, are unlikely to return to the town centre. Successful high streets need to have a mix of independent shops, markets, well-known retail chains, leisure & entertainment, community facilities and key service provisions.
- We have recommended that a tightly drawn primary shopping area should be defined for the town centre. This should help focus new development within the town centre boundary and assist with re-developing vacant units, the proportion of which, is too high currently.

## Stone Town Centre

8.5.3 Stone is generally a healthy town centre with a reasonable retail offer orientated towards the discount sector, including a monthly farmers' market, local pubs and some independent retailers. The town centre is compact and accessible with a reasonable environment. We make the following recommendations in terms of the future development of Stone Town Centre:

- Whilst development opportunities within the town centre are limited, opportunities that become available to amalgamate vacant units should be taken to help meet the needs of modern retailers and attract more national multiples to the centre. We consider that this should represent around a quarter of the floorspace requirements which, will equate to a comparison retail floorspace of approximately 3,500 sq. m in the period to 2040.
- Opportunities for more new comprehensive development are more limited given the character and layout of the town centre. The only larger site that could be re-developed appear to be existing car parks to the north and south of High Street. However, car parks within the town centre appear to be well used and perform an important role in driving footfall and supporting trade throughout the town centre. We recommend that development of these sites should only be considered if sufficient car parking can be provided elsewhere within the town centre.

- The Borough Council should encourage more cafés and restaurants within the town centre and ensure that this complements the retail functions of the town centre.
- Any opportunities to provide complementary cultural and arts facilities, such as an independent cinema or theatre, should be supported (we note that planning permission has recently been granted for a theatre at Crown Wharf in Stone).

## **Eccleshall Local Centre**

8.5.4 We consider Eccleshall Local Centre to be performing well. It is attractive, provides a good range of uses for a centre of its size, is well maintained and has a low vacancy rate. The Borough Council should seek to ensure that the local centre continues to provide day-to-day retail and service facilities to its residents, whilst seizing opportunities to support independent operators through a difficult period in the town centre and retail sector.

## **8.6 Town and Local Centre Boundaries**

8.6.1 We have reviewed the existing town centre boundaries and primary shopping areas (where applicable) for Stafford, Stone and Eccleshall and our recommendations are included at Appendix G. The proposed boundaries are based on the definitions of primary shopping areas / town centre boundaries within Annex 2: Glossary of the Framework and proposed amendments are based on our own judgement which is based on our extensive town centre and retail experience.

## **8.7 Local Impact Floorspace Threshold**

8.7.1 The PPG states that the impact test only applies to proposals exceeding 2,500 sq. m gross of floorspace unless a different locally appropriate threshold is set by the local planning authority. In setting a locally appropriate threshold it will be important to consider the:

- scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;
- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- impact on any other planned investment.

8.7.2 As a guiding principle, impact should be assessed on a like-for-like basis in respect of that particular sector (e.g. it may not be appropriate to compare the impact of an out of centre DIY store with small scale town-centre stores as they would normally not compete directly). Retail uses tend to compete with their most comparable competitive facilities. Conditions may be attached to appropriately control the impact of a particular use.

8.7.3 Policy E8 of The Plan for Stafford Borough 2011-2031 states that development proposals at Stafford (>1,000 sq. m gross) and at Stone (>500 sq. m gross) for town centre uses in an edge or out-of-centre location should be the subject of an impact assessment. For local centres, the threshold should be 300 sq. m gross.

8.7.4 We consider that the NPPF minimum threshold of 2,500 sq. m gross continues to be inappropriate as a blanket threshold across Stafford Borough. Retail development smaller than 2,500 sq. m gross could have a significant adverse impact, on centres within the Borough. The continued adoption of a reduced threshold is recommended.

- 8.7.5 We have considered the scale of Stafford Town Centre and its relatively high turnover, but also its current health, high vacancy rate and potentially vulnerability to market changes. On this basis, we recommend that the impact threshold for Stafford should remain at 1,000 sq. m gross at this time.
- 8.7.6 Stone is a much smaller town centre, with a much lower turnover compared to Stafford, the occupancy rate is high, but overall the existing health of the centre is good. On this basis, we consider that the threshold for Stone should remain at 500 sq. m gross.
- 8.7.7 Eccleshall has a very high occupancy rate and is performing very well. However, Eccleshall is much smaller than Stafford and Stone and is much more vulnerable to impacts from edge and out-of-centre retail proposals. Accordingly, a threshold of 300 sq. m gross is considered appropriate.

## **8.8 Monitoring & Review**

- 8.8.1 There are a number of indicators that should be monitored by the Council to determine likely changes to retail floorspace requirements over the development plan period, which include:
- the Council should have regard to the rate of housing development in the Borough and pay close attention to any revised population projections issued the Office for National Statistics or revised forecasts that emerge as a result of other evidence base work;
  - the implementation of existing retail commitments. Non-implementation of commitments or the expiry of existing planning permissions will release additional capacity;
  - expenditure growth rates. These reflect general economic conditions and therefore an acceleration in economic growth is likely to result in higher floorspace requirements as a result of increased expenditure growth rates. Conversely, any future economic downturn is likely to reduce floorspace requirements as a result of lower or negative expenditure growth rates; and
  - the market share of non-store retail sales (special forms of trading). Such market shares have increased considerably in recent years, but it remains to be seen whether this growth will be maintained.
- 8.8.2 In addition to monitoring, we recommend that the Council should maintain an up-to-date picture of the performance of the defined centres of Stafford, Stone and Eccleshall and any qualitative retail needs by continuing to review the composition of the centres, vacancy rates and environmental quality.
- 8.8.3 Any sustained and significant changes in any of the key indicators should prompt a review and update of this assessment to ensure that the Council is meeting objectively assessed retail needs, encouraging sustainable shopping patterns and implementing the most appropriate strategy to support the vitality and viability of Stafford, Stone and Eccleshall.

## **Appendix A GOAD SURVEY DATA**

**TABLE 1 - Stafford Town Centre Diversity of Uses**

| Goad Code  | Operator Type   | No. of Units |               |               |                | Floorspace        |               |               |                |
|--|---|--------------|---------------|---------------|----------------|-------------------|---------------|---------------|----------------|
|  |   | No. of units | % of Total    | UK Average %  | Index (UK=100) | Floorspace (sq.m) | % of Total    | UK Average %  | Index (UK=100) |
| <i>Number (and %) of Convenience Goods Outlets</i> |   |              |               |               |                |                   |               |               |                |
| G1A  | Bakers  | 5            | 1.34%         | 2.07%         | 65             | 470               | 0.46%         | 1.09%         | 42             |
| G1B  | Butchers  | 0            | 0.00%         | 0.70%         | 0              | 0                 | 0.00%         | 0.38%         | 0              |
| G1C  | Greengrocers & fishmongers                              | 3            | 0.81%         | 0.58%         | 139            | 2,600             | 2.56%         | 1.31%         | 195            |
| G1D  | Grocery and frozen foods                                | 7            | 1.88%         | 2.90%         | 65             | 24,840            | 24.42%        | 12.88%        | 190            |
| G1E  | Off-licences and home brew                              | 2            | 0.54%         | 0.47%         | 114            | 170               | 0.17%         | 0.30%         | 56             |
| G1F  | CTN & convenience                                       | 4            | 1.08%         | 3.30%         | 33             | 320               | 0.31%         | 2.64%         | 12             |
|  | <b>TOTAL</b>  | <b>21</b>    | <b>5.65%</b>  | <b>10.02%</b> | <b>56</b>      | <b>28,400</b>     | <b>27.91%</b> | <b>18.60%</b> | <b>150</b>     |
| <i>Number (and %) of Comparison Goods Outlets</i>  |   |              |               |               |                |                   |               |               |                |
| G2A  | Footwear & repair                                       | 6            | 1.61%         | 1.53%         | 105            | 520               | 0.51%         | 1.13%         | 45             |
| G2B  | Men's & boys' wear                                      | 3            | 0.81%         | 0.77%         | 105            | 220               | 0.22%         | 0.69%         | 31             |
| G2C  | Women's, girls, children's clothing                     | 12           | 3.23%         | 2.55%         | 127            | 1,210             | 1.19%         | 2.16%         | 55             |
| G2D  | Mixed and general clothing                              | 14           | 3.76%         | 4.07%         | 92             | 8,140             | 8.00%         | 6.93%         | 115            |
| G2E  | Furniture, carpets & textiles                           | 10           | 2.69%         | 3.15%         | 85             | 1,770             | 1.74%         | 3.46%         | 50             |
| G2F  | Booksellers, arts/crafts, stationers/copy bureaux       | 8            | 2.15%         | 3.37%         | 64             | 1,810             | 1.78%         | 2.71%         | 66             |
| G2G  | Electrical, home entertainment, telephones and video    | 15           | 4.03%         | 3.42%         | 118            | 1,510             | 1.48%         | 2.25%         | 66             |
| G2H  | DIY, hardware & household goods                         | 5            | 1.34%         | 2.22%         | 61             | 3,960             | 3.89%         | 3.84%         | 101            |
| G2I  | Gifts, china, glass and leather goods                   | 5            | 1.34%         | 1.67%         | 80             | 350               | 0.34%         | 0.88%         | 39             |
| G2J  | Cars, motorcycles & motor accessories                   | 7            | 1.88%         | 1.05%         | 179            | 2,730             | 2.68%         | 1.66%         | 162            |
| G2K  | Chemists, toiletries & opticians                        | 12           | 3.23%         | 3.94%         | 82             | 2,840             | 2.79%         | 3.91%         | 71             |
| G2L  | Variety, department & catalogue showrooms               | 3            | 0.81%         | 0.67%         | 120            | 4,880             | 4.80%         | 6.55%         | 73             |
| G2M  | Florists and gardens                                    | 1            | 0.27%         | 0.76%         | 35             | 100               | 0.10%         | 0.35%         | 28             |
| G2N  | Sports, toys, cycles and hobbies                        | 11           | 2.96%         | 1.84%         | 161            | 3,100             | 3.05%         | 2.20%         | 138            |
| G2O  | Jewellers, clocks & repair                              | 7            | 1.88%         | 1.82%         | 103            | 840               | 0.83%         | 0.89%         | 93             |
| G2P  | Charity shops, pets and other comparison                | 18           | 4.84%         | 4.37%         | 111            | 3,230             | 3.17%         | 3.18%         | 100            |
|  | <b>TOTAL</b>  | <b>137</b>   | <b>36.83%</b> | <b>37.20%</b> | <b>99</b>      | <b>37,210</b>     | <b>36.57%</b> | <b>42.79%</b> | <b>85</b>      |
| <i>Number (and %) of Service Uses</i>              |   |              |               |               |                |                   |               |               |                |
| G3A  | Restaurants, cafes, coffee bars, fast food & take-aways | 53           | 14.25%        | 17.88%        | 80             | 8,360             | 8.22%         | 13.20%        | 62             |
| G3B  | Hairdressers, beauty parlours & health centres          | 59           | 15.86%        | 11.55%        | 137            | 5,000             | 4.91%         | 5.66%         | 87             |
| G3C  | Laundries & drycleaners                                 | 1            | 0.27%         | 0.83%         | 32             | 110               | 0.11%         | 0.37%         | 29             |
| G3D  | Travel agents   | 4            | 1.08%         | 1.00%         | 108            | 490               | 0.48%         | 0.61%         | 79             |
| G3E  | Banks & financial services (incl. accountants)          | 11           | 2.96%         | 3.36%         | 88             | 2,420             | 2.38%         | 3.65%         | 65             |
| G3F  | Building societies                                      | 2            | 0.54%         | 0.47%         | 114            | 390               | 0.38%         | 0.39%         | 98             |
| G3G  | Estate agents & auctioneers                             | 15           | 4.03%         | 3.86%         | 104            | 1,940             | 1.91%         | 2.16%         | 88             |
|  | <b>TOTAL</b>  | <b>145</b>   | <b>38.98%</b> | <b>38.95%</b> | <b>100</b>     | <b>18,710</b>     | <b>18.39%</b> | <b>26.04%</b> | <b>71</b>      |
| <i>Number (and %) of Miscellaneous Uses</i>        |   |              |               |               |                |                   |               |               |                |
| G4A  | Employment, careers, Post Offices and information       | 4            | 1.08%         | 1.17%         | 92             | 150               | 0.15%         | 0.85%         | 17             |
| G4B  | Vacant units (all categories)                           | 65           | 17.47%        | 12.66%        | 138            | 17,270            | 16.97%        | 11.70%        | 145            |
|  | <b>TOTAL</b>  | <b>69</b>    | <b>18.55%</b> | <b>13.83%</b> | <b>134</b>     | <b>17,420</b>     | <b>17.12%</b> | <b>12.55%</b> | <b>136</b>     |
|  | <b>GRAND TOTAL</b>                                      | <b>372</b>   | <b>100%</b>   | <b>100%</b>   |                | <b>101,740</b>    | <b>100%</b>   | <b>100%</b>   |                |

**Source: Experian GOAD (July 2019)**

**TABLE 2 - Stone Town Centre Diversity of Uses**

| Goad Code  | Operator Type   | No. of Units |               |               |                | Floorspace        |               |               |                |
|--|---|--------------|---------------|---------------|----------------|-------------------|---------------|---------------|----------------|
|  |   | No. of units | % of Total    | UK Average %  | Index (UK=100) | Floorspace (sq.m) | % of Total    | UK Average %  | Index (UK=100) |
| <i>Number (and %) of Convenience Goods Outlets</i> |   |              |               |               |                |                   |               |               |                |
| G1A  | Bakers  | 5            | 3.68%         | 2.07%         | 178            | 370               | 1.91%         | 1.09%         | 175            |
| G1B  | Butchers  | 1            | 0.74%         | 0.70%         | 105            | 50                | 0.26%         | 0.38%         | 68             |
| G1C  | Greengrocers & fishmongers                              | 1            | 0.74%         | 0.58%         | 127            | 70                | 0.36%         | 1.31%         | 28             |
| G1D  | Grocery and frozen foods                                | 2            | 1.47%         | 2.90%         | 51             | 3,980             | 20.55%        | 12.88%        | 160            |
| G1E  | Off-licences and home brew                              | 2            | 1.47%         | 0.47%         | 313            | 180               | 0.93%         | 0.30%         | 310            |
| G1F  | CTN & convenience                                       | 1            | 0.74%         | 3.30%         | 22             | 1,670             | 8.62%         | 2.64%         | 327            |
|  | <b>TOTAL</b>  | <b>12</b>    | <b>8.82%</b>  | <b>10.02%</b> | <b>88</b>      | <b>6,320</b>      | <b>32.63%</b> | <b>18.60%</b> | <b>175</b>     |
| <i>Number (and %) of Comparison Goods Outlets</i>  |   |              |               |               |                |                   |               |               |                |
| G2A  | Footwear & repair                                       | 2            | 1.47%         | 1.53%         | 96             | 210               | 1.08%         | 1.13%         | 96             |
| G2B  | Men's & boys' wear                                      | 0            | 0.00%         | 0.77%         | 0              | 0                 | 0.00%         | 0.69%         | 0              |
| G2C  | Women's, girls, children's clothing                     | 4            | 2.94%         | 2.55%         | 115            | 480               | 2.48%         | 2.16%         | 115            |
| G2D  | Mixed and general clothing                              | 5            | 3.68%         | 4.07%         | 90             | 530               | 2.74%         | 6.93%         | 39             |
| G2E  | Furniture, carpets & textiles                           | 3            | 2.21%         | 3.15%         | 70             | 350               | 1.81%         | 3.46%         | 52             |
| G2F  | Booksellers, arts/crafts, stationers/copy bureaux       | 5            | 3.68%         | 3.37%         | 109            | 760               | 3.92%         | 2.71%         | 145            |
| G2G  | Electrical, home entertainment, telephones and video    | 5            | 3.68%         | 3.42%         | 107            | 660               | 3.41%         | 2.25%         | 151            |
| G2H  | DIY, hardware & household goods                         | 2            | 1.47%         | 2.22%         | 66             | 370               | 1.91%         | 3.84%         | 50             |
| G2I  | Gifts, china, glass and leather goods                   | 1            | 0.74%         | 1.67%         | 44             | 130               | 0.67%         | 0.88%         | 76             |
| G2J  | Cars, motorcycles & motor accessories                   | 3            | 2.21%         | 1.05%         | 210            | 430               | 2.22%         | 1.66%         | 134            |
| G2K  | Chemists, toiletries & opticians                        | 5            | 3.68%         | 3.94%         | 93             | 910               | 4.70%         | 3.91%         | 120            |
| G2L  | Variety, department & catalogue showrooms               | 0            | 0.00%         | 0.67%         | 0              | 0                 | 0.00%         | 6.55%         | 0              |
| G2M  | Florists and gardens                                    | 0            | 0.00%         | 0.76%         | 0              | 0                 | 0.00%         | 0.35%         | 0              |
| G2N  | Sports, toys, cycles and hobbies                        | 1            | 0.74%         | 1.84%         | 40             | 70                | 0.36%         | 2.20%         | 16             |
| G2O  | Jewellers, clocks & repair                              | 1            | 0.74%         | 1.82%         | 40             | 90                | 0.46%         | 0.89%         | 52             |
| G2P  | Charity shops, pets and other comparison                | 10           | 7.35%         | 4.37%         | 168            | 1,120             | 5.78%         | 3.18%         | 182            |
|  | <b>TOTAL</b>  | <b>47</b>    | <b>34.56%</b> | <b>37.20%</b> | <b>93</b>      | <b>6,110</b>      | <b>31.54%</b> | <b>42.79%</b> | <b>74</b>      |
| <i>Number (and %) of Service Uses</i>              |   |              |               |               |                |                   |               |               |                |
| G3A  | Restaurants, cafes, coffee bars, fast food & take-aways | 26           | 19.12%        | 17.88%        | 107            | 2,790             | 14.40%        | 13.20%        | 109            |
| G3B  | Hairdressers, beauty parlours & health centres          | 26           | 19.12%        | 11.55%        | 166            | 1,520             | 7.85%         | 5.66%         | 139            |
| G3C  | Laundries & drycleaners                                 | 1            | 0.74%         | 0.83%         | 89             | 70                | 0.36%         | 0.37%         | 98             |
| G3D  | Travel agents   | 2            | 1.47%         | 1.00%         | 147            | 280               | 1.45%         | 0.61%         | 237            |
| G3E  | Banks & financial services (incl. accountants)          | 4            | 2.94%         | 3.36%         | 88             | 590               | 3.05%         | 3.65%         | 83             |
| G3F  | Building societies                                      | 2            | 1.47%         | 0.47%         | 313            | 170               | 0.88%         | 0.39%         | 225            |
| G3G  | Estate agents & auctioneers                             | 5            | 3.68%         | 3.86%         | 95             | 380               | 1.96%         | 2.16%         | 91             |
|  | <b>TOTAL</b>  | <b>66</b>    | <b>48.53%</b> | <b>38.95%</b> | <b>125</b>     | <b>5,800</b>      | <b>29.94%</b> | <b>26.04%</b> | <b>115</b>     |
| <i>Number (and %) of Miscellaneous Uses</i>        |   |              |               |               |                |                   |               |               |                |
| G4A  | Employment, careers, Post Offices and information       | 2            | 1.47%         | 1.17%         | 126            | 290               | 1.50%         | 0.85%         | 176            |
| G4B  | Vacant units (all categories)                           | 9            | 6.62%         | 12.66%        | 52             | 850               | 4.39%         | 11.70%        | 38             |
|  | <b>TOTAL</b>  | <b>11</b>    | <b>8.09%</b>  | <b>13.83%</b> | <b>58</b>      | <b>1,140</b>      | <b>5.89%</b>  | <b>12.55%</b> | <b>47</b>      |
|  | <b>GRAND TOTAL</b>                                      | <b>136</b>   | <b>100%</b>   | <b>100%</b>   |                | <b>19,370</b>     | <b>100%</b>   | <b>100%</b>   |                |

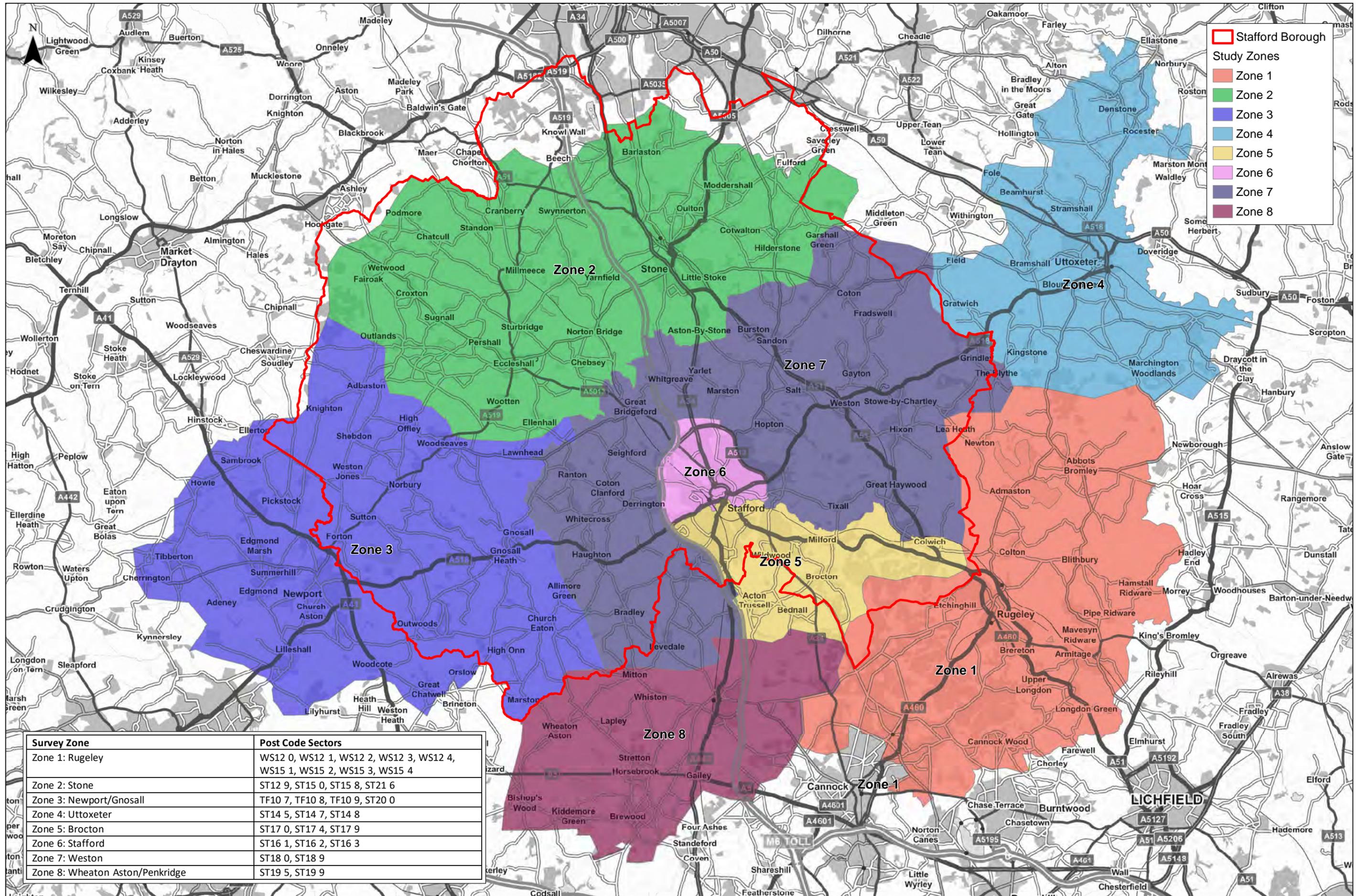
Source: Experian GOAD (July 2019)

**TABLE 3 - Eccleshall Centre Diversity of Uses**

| Goad Code  | Operator Type   | No. of Units |            |              |                |
|--|---|--------------|------------|--------------|----------------|
|  |   | No. of units | % of Total | UK Average % | Index (UK=100) |
| <i>Number (and %) of Convenience Goods Outlets</i> |   |              |            |              |                |
| G1A  | Bakers  | 0            | 0.00%      | 2.07%        | 0              |
| G1B  | Butchers  | 0            | 0.00%      | 0.70%        | 0              |
| G1C  | Greengrocers & fishmongers                              | 0            | 0.00%      | 0.58%        | 0              |
| G1D  | Grocery and frozen foods                                | 1            | 2.27%      | 2.90%        | 78             |
| G1E  | Off-licences and home brew                              | 1            | 2.27%      | 0.47%        | 484            |
| G1F  | CTN & convenience                                       | 2            | 4.55%      | 3.30%        | 138            |
|  | TOTAL   | 4            | 9.09%      | 10.02%       | 91             |
| <i>Number (and %) of Comparison Goods Outlets</i>  |   |              |            |              |                |
| G2A  | Footwear & repair                                       | 1            | 2.27%      | 1.53%        | 149            |
| G2B  | Men's & boys' wear                                      | 1            | 2.27%      | 0.77%        | 295            |
| G2C  | Women's, girls, children's clothing                     | 3            | 6.82%      | 2.55%        | 267            |
| G2D  | Mixed and general clothing                              | 0            | 0.00%      | 4.07%        | 0              |
| G2E  | Furniture, carpets & textiles                           | 2            | 4.55%      | 3.15%        | 144            |
| G2F  | Booksellers, arts/crafts, stationers/copy bureaux       | 2            | 4.55%      | 3.37%        | 135            |
| G2G  | Electrical, home entertainment, telephones and video    | 4            | 9.09%      | 3.42%        | 266            |
| G2H  | DIY, hardware & household goods                         | 1            | 2.27%      | 2.22%        | 102            |
| G2I  | Gifts, china, glass and leather goods                   | 0            | 0.00%      | 1.67%        | 0              |
| G2J  | Cars, motorcycles & motor accessories                   | 0            | 0.00%      | 1.05%        | 0              |
| G2K  | Chemists, toiletries & opticians                        | 0            | 0.00%      | 3.94%        | 0              |
| G2L  | Variety, department & catalogue showrooms               | 0            | 0.00%      | 0.67%        | 0              |
| G2M  | Florists and gardens                                    | 2            | 4.55%      | 0.76%        | 598            |
| G2N  | Sports, toys, cycles and hobbies                        | 0            | 0.00%      | 1.84%        | 0              |
| G2O  | Jewellers, clocks & repair                              | 1            | 2.27%      | 1.82%        | 125            |
| G2P  | Charity shops, pets and other comparison                | 1            | 2.27%      | 4.37%        | 52             |
|  | TOTAL   | 18           | 40.91%     | 37.20%       | 110            |
| <i>Number (and %) of Service Uses</i>              |   |              |            |              |                |
| G3A  | Restaurants, cafes, coffee bars, fast food & take-aways | 8            | 18.18%     | 17.88%       | 102            |
| G3B  | Hairdressers, beauty parlours & health centres          | 10           | 22.73%     | 11.55%       | 197            |
| G3C  | Laundries & drycleaners                                 | 0            | 0.00%      | 0.83%        | 0              |
| G3D  | Travel agents   | 0            | 0.00%      | 1.00%        | 0              |
| G3E  | Banks & financial services (incl. accountants)          | 0            | 0.00%      | 3.36%        | 0              |
| G3F  | Building societies                                      | 0            | 0.00%      | 0.47%        | 0              |
| G3G  | Estate agents & auctioneers                             | 0            | 0.00%      | 3.86%        | 0              |
|  | TOTAL   | 18           | 40.91%     | 38.95%       | 105            |
| <i>Number (and %) of Miscellaneous Uses</i>        |   |              |            |              |                |
| G4A  | Employment, careers, Post Offices and information       | 1            | 2.27%      | 1.17%        | 194            |
| G4B  | Vacant units (all categories)                           | 3            | 6.82%      | 12.66%       | 54             |
|  | TOTAL   | 4            | 9.09%      | 13.83%       | 66             |
|  | GRAND TOTAL   | 44           | 100%       | 100%         |                |

Source: Experian GOAD (July 2019)

## **Appendix B    STUDY AREA**



| Survey Zone                     | Post Code Sectors  |
|---------------------------------|--|
| Zone 1: Rugeley                 | WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4 |
| Zone 2: Stone                   | ST12 9, ST15 0, ST15 8, ST21 6   |
| Zone 3: Newport/Gnosall         | TF10 7, TF10 8, TF10 9, ST20 0   |
| Zone 4: Uttoxeter               | ST14 5, ST14 7, ST14 8   |
| Zone 5: Brocton                 | ST17 0, ST17 4, ST17 9   |
| Zone 6: Stafford                | ST16 1, ST16 2, ST16 3   |
| Zone 7: Weston                  | ST18 0, ST18 9   |
| Zone 8: Wheaton Aston/Penkridge | ST19 5, ST19 9   |

## **Appendix C SURVEY RESULTS**

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|---|-------|---|
| <b>Q01 Where did your household last undertake a main food and grocery purchase?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |   |       |   |
| Aldi, Bridge Cross Road, Burntwood   | 0.3%  | 3      | 1.2%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Broad Gauge Way, Wolverhampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.6%  | 1 |
| Aldi, Chase Gateway, Victoria Street, Hednesford                                     | 1.3%  | 11     | 4.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Howard Street, Wolverhampton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 0 |
| Aldi, Kingsmead Retail Park, Stafford  | 4.6%  | 37     | 0.0%   | 0      | 0.7%   | 1      | 4.4%   | 4      | 0.0%   | 0  | 9.7%  | 12 | 16.8% | 17 | 5.6%  | 3 | 1.3%  | 1 |
| Aldi, Market Street, Rugeley   | 5.1%  | 41     | 16.8%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Mercury Drive, Wolverhampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.5%  | 2 |
| Aldi, Queensville, Stafford  | 3.3%  | 26     | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 11.6% | 15 | 7.6%  | 8  | 2.3%  | 1 | 1.4%  | 1 |
| Aldi, Stafford Road, Stone   | 3.5%  | 28     | 0.0%   | 0      | 27.4%  | 27     | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 0 |
| Aldi, Stanley Matthews Way, Trentham   | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Walsall Road, Cannock  | 0.8%  | 7      | 2.1%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.0%  | 2 |
| Asda, Avon Road, Cannock   | 2.2%  | 18     | 4.9%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 14.1% | 7 |
| Asda, Carter Square, Carter Street, Uttoxeter  | 1.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 22.5%  | 15 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Malinsgate, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Molineux Way, Waterloo Road, Wolverhampton                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 0 |
| Asda, Queensway, Stafford  | 7.3%  | 58     | 0.0%   | 0      | 2.9%   | 3      | 0.8%   | 1      | 1.1%   | 1  | 20.1% | 26 | 17.8% | 18 | 11.5% | 6 | 10.0% | 5 |
| Asda, Rumer Hill, Lichfield Road, Cannock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.5%  | 1 |
| Asda, St. George's Road, Donnington Wood, Telford                                    | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.2%  | 2 |
| Co-op (Petrol Station), Wolverhampton Road, Penkridge, Stafford                      | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 5.8%  | 3 |
| Co-op, Burton Square, Rising Brook, Stafford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Farmdown Road, Baswich Lane, Stafford   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0 |
| Co-op, High Street, Gnosall, Stafford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Market Street, Penkridge, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 1 |
| Co-op, Silkmore Lane, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Stafford Street, Eccleshall   | 0.2%  | 2      | 0.0%   | 0      | 1.2%   | 1      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Wildwood Shopping Centre, Cannock Road, Stafford                              | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.0%  | 3  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Wood Lane, Codsall, Wolverhampton   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.5%  | 2 |
| Farmfoods, Greyfriars Way Retail Park, Grey Friars Place, Stafford                   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 2  | 1.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, Market Place, Rugeley   | 0.8%  | 6      | 2.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, The Maltings, Uttoxeter   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Lidl, Audley Avenue, Newport   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0 |
| Lidl, Dovefield Retail Park, Town Meadows Way, Uttoxeter                             | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.8%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0 |
| Lidl, Eastern Avenue, Lichfield  | 0.6%  | 5      | 2.0%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Lidl, Madford Retail Park, Foregate Street, Stafford                                 | 1.6%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 3      | 0.0%   | 0  | 0.6%  | 1  | 7.7%  | 8  | 2.4%  | 1 | 0.0%  | 0 |
| Lidl, Trentham Road Interchange, Stoke-on-Trent                                      | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| M&S Foodhall, Orbital  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 0 |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| Retail Park, Cannock  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| M&S Simply Food, Westbridge Park, Stafford Road, Stone                | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer (BP), High Street, Stone                              | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Marks & Spencer, Cope Street, Stafford Riverside, Stafford            | 0.8%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 4  | 1.7%  | 2  | 2.3%  | 1  | 0.0%  | 0 |
| Morrisons, Beacon Street, Lichfield                                   | 0.7%  | 6      | 2.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Morrisons, Black Country Route, Bilston                               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 |
| Morrisons, Blaydon Road, Pendeford, Wolverhampton                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1 |
| Morrisons, Festival Park, Stoke-on-Trent                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0 |
| Morrisons, High Street, Burntwood                                     | 1.1%  | 8      | 3.3%   | 8      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Morrisons, Holyhead Road, Wednesbury                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Morrisons, Market Street, Rugeley                                     | 2.6%  | 20     | 8.3%   | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Morrisons, Mill Street, Cannock                                       | 0.4%  | 4      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 2 |
| Morrisons, Mill Street, Stone   | 3.9%  | 31     | 0.0%   | 0      | 28.4%  | 28     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 3.1%  | 2  | 0.0%  | 0 |
| Sainsbury's Local, Stone Cross, Penkridge, Stafford                   | 0.4%  | 3      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.6%  | 0  | 1.5%  | 1 |
| Sainsbury's Superstore, Chell Road, Stafford                          | 5.6%  | 45     | 0.0%   | 0      | 5.3%   | 5      | 6.6%   | 5      | 0.0%   | 0  | 5.7%  | 7  | 17.6% | 17 | 16.6% | 9  | 1.3%  | 1 |
| Sainsbury's Superstore, London Road, Stoke-on-Trent                   | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Sainsbury's Superstore, Orbital Retail Centre, Voyager Drive, Cannock | 1.8%  | 14     | 4.9%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 3 |
| Sainsbury's Superstore, Raglan Street, Wolverhampton                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 |
| Tesco Express, New Road, Uttoxeter                                    | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Express, Stafford Road, Cannock                                 | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Express, Stone Road, Stafford                                   | 0.4%  | 3      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Tesco Express, Uttoxeter Road, Blythe Bridge                          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Extra, Newport Road, Stafford                                   | 8.8%  | 70     | 0.6%   | 1      | 1.2%   | 1      | 4.0%   | 3      | 0.0%   | 0  | 28.8% | 37 | 16.9% | 17 | 21.0% | 11 | 0.0%  | 0 |
| Tesco Superstore, Brookside Road, Uttoxeter                           | 3.4%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 40.6%  | 27 | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0 |
| Tesco Superstore, Heath Hayes District Centre, Hayes Way, Cannock     | 0.9%  | 8      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1 |
| Tesco Superstore, Lysander Road, Stoke-on-Trent                       | 0.9%  | 8      | 0.0%   | 0      | 7.6%   | 8      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Superstore, Newcastle Road, Stoke-on-Trent                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Superstore, Power Station Road, Rugeley                         | 9.7%  | 78     | 30.6%  | 70     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 12.9% | 7  | 0.0%  | 0 |
| Tesco Superstore, Victoria Street, Hednesford                         | 2.5%  | 20     | 7.9%   | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0 |
| Waitrose, Audley Road, Newport  | 1.6%  | 13     | 0.0%   | 0      | 0.6%   | 1      | 14.8%  | 12     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.7%  | 0 |
| Waitrose, Darwin Park, Stonneyland Road, Lichfield                    | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Waitrose, Trinity Road, Uttoxeter                                     | 1.3%  | 11     | 0.0%   | 0      | 4.5%   | 4      | 0.0%   | 0      | 7.0%   | 5  | 0.0%  | 0  | 1.1%  | 1  | 0.7%  | 0  | 0.0%  | 0 |
| Internet / delivered  | 5.2%  | 42     | 3.2%   | 7      | 6.5%   | 6      | 1.2%   | 1      | 1.4%   | 1  | 6.4%  | 8  | 7.3%  | 7  | 9.6%  | 5  | 11.7% | 6 |
| Aldi, Audley Avenue, Newport  | 4.4%  | 35     | 0.0%   | 0      | 0.0%   | 0      | 37.1%  | 30     | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 3.3%  | 2  | 5.7%  | 3 |
| Aldi, Grange Central,   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|---|------|---|------|---|------|---|
| Telford  |       |        |        |        |        |        |        |        |        |     |      |   |      |   |      |   |      |   |
| Aldi, Huntspill Road, Hilton, Derby  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Whittle Road, Stoke-on-Trent   | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda, Werrington Road, Stoke-on-Trent  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Heron Foods, High Street, Stone  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Lichfield Street, Rugeley   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, The Hough Retail Park, Lichfield Road, Stafford                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Portland Street North, Leek  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Eccleshall Town Centre  | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newport Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stafford Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0   | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Spring Hill, Wellington, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Wellington Road, Burton-on-Trent  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Telford Forge Retail Park, Colliers Way, Old Park, Telford | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Spar, Stafford Street, Brewood, Stafford   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Tesco Extra, Wrenkin Retail Park, Arleston, Telford                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| (Don't know / can't remember)  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Weighted base:   | 801   | 230    |        | 99     | 80     | 66     | 127    | 99     | 52     | 47  |      |   |      |   |      |   |      |   |
| Sample:  | 801   | 100    |        | 100    | 100    | 100    | 100    | 100    | 100    | 101 |      |   |      |   |      |   |      |   |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |    |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|---|-------|---|
| <b>Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?</b> |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |   |       |   |
| <i>Those who do main food shopping at a specific location at Q01:</i>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |   |       |   |
| Aldi, Broad Gauge Way, Wolverhampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1 |       |   |
| Aldi, Chase Gateway, Victoria Street, Hednesford   | 3.1%  | 25     | 10.5%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0 |
| Aldi, Goldthorn Hill Road, Wolverhampton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Howard Street, Wolverhampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1 |       |   |
| Aldi, Kingsmead Retail Park, Stafford  | 3.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.2% | 13 | 10.5% | 10 | 5.9%  | 3 | 0.7%  | 0 |
| Aldi, Market Street, Rugeley   | 4.7%  | 38     | 15.4%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0 | 0.0%  | 0 |
| Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Queensville, Stafford  | 3.3%  | 26     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 11.4% | 15 | 9.3%  | 9  | 2.7%  | 1 | 2.1%  | 1 |
| Aldi, Stafford Road, Stone   | 3.4%  | 27     | 0.0%   | 0      | 24.1%  | 24     | 0.0%   | 0      | 0.6%   | 0 | 0.9%  | 1  | 0.0%  | 0  | 2.5%  | 1 | 0.8%  | 0 |
| Aldi, Stanley Matthews Way, Trentham   | 0.6%  | 5      | 0.0%   | 0      | 4.6%   | 5      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Walsall Road, Cannock  | 0.5%  | 4      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.7%  | 2 |
| Asda, Avon Road, Cannock   | 2.3%  | 18     | 5.7%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 10.8% | 5 |
| Asda, Carter Square, Carter Street, Uttoxeter  | 1.1%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 13.7%  | 9 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Malinsgate, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Molineux Way, Waterloo Road, Wolverhampton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.8%  | 0 |
| Asda, Queensway, Stafford  | 7.2%  | 57     | 0.0%   | 0      | 4.0%   | 4      | 3.8%   | 3      | 0.0%   | 0 | 17.6% | 22 | 17.4% | 17 | 13.4% | 7 | 7.6%  | 4 |
| Asda, Rumer Hill, Lichfield Road, Cannock  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 0 |
| Asda, St. George's Road, Donnington Wood, Telford  | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   | 6      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.7%  | 2 |
| Co-op (Petrol Station), Wolverhampton Road, Penkridge, Stafford  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.4%  | 1 |
| Co-op, Burton Square, Rising Brook, Stafford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, High Street, Gnosall, Stafford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 3      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Lynton Avenue, Weeping Cross, Stafford  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.0%  | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Market Place, Brewood, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.3%  | 1 |
| Co-op, Market Street, Penkridge, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.4%  | 2 |
| Co-op, Silkmore Lane, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Springfield Road, Etching Hill, Rugeley   | 0.3%  | 3      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Stafford Street, Eccleshall   | 0.2%  | 2      | 0.0%   | 0      | 1.2%   | 1      | 0.7%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Stone Road, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Weston Road, Littleworth, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 2.2%  | 2  | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Wildwood Shopping Centre, Cannock Road, Stafford  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Farmfoods, Greyfriars Way Retail Park, Grey Friars Place, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, Market Place, Cannock   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 1 |
| Iceland, Market Place, Rugeley   | 0.3%  | 3      | 1.2%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Iceland, The Maltings, Uttoxeter   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Lidl, Audley Avenue, Newport   | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 13.1%  | 11     | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 2 | 0.0%  | 0 |
| Lidl, Blackhalve Lane, Wolverhampton   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|------|---|
| Lidl, Dovefield Retail Park, Town Meadows Way, Uttoxeter                | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 17.0%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Eastern Avenue, Lichfield   | 0.5%  | 4      | 1.9%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Lidl, Madford Retail Park, Foregate Street, Stafford                    | 1.4%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 6.6%  | 7  | 1.5%  | 1  | 0.0% | 0 |
| M&S Foodhall, Orbital Retail Park, Cannock                              | 0.2%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| M&S Simply Food, Westbridge Park, Stafford Road, Stone                  | 0.7%  | 6      | 0.0%   | 0      | 4.5%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Marks & Spencer (BP), High Street, Stone                                | 0.7%  | 6      | 0.0%   | 0      | 6.0%   | 6      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Marks & Spencer, Cope Street, Stafford Riverside, Stafford              | 1.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 4.8%  | 6  | 1.9%  | 2  | 1.0%  | 1  | 0.0% | 0 |
| Marks & Spencer, Town Road, Upper Market Square, Hanley, Stoke-on-Trent | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0% | 0 |
| Morrisons, Beacon Street, Lichfield                                     | 0.3%  | 3      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Black Country Route, Bilston                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| Morrisons, Blaydon Road, Pendeford, Wolverhampton                       | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| Morrisons, Festival Park, Stoke-on-Trent                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, High Street, Burntwood                                       | 1.4%  | 11     | 4.5%   | 10     | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Holyhead Road, Wednesbury                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Maer Lane, Market Drayton                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Morrisons, Market Street, Rugeley                                       | 3.8%  | 30     | 12.5%  | 29     | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  | 0.0% | 0 |
| Morrisons, Mill Street, Cannock   | 0.5%  | 4      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.4% | 2 |
| Morrisons, Mill Street, Stone   | 3.7%  | 30     | 0.0%   | 0      | 28.2%  | 28     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.6%  | 0  | 0.0% | 0 |
| Sainsbury's Local, Stone  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4% | 1 |
| Sainsbury's Superstore, Cross, Penkridge, Stafford                      | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| Sainsbury's Superstore, Anders Square, Perton, Wolverhampton            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| Sainsbury's Superstore, Chell Road, Stafford                            | 4.4%  | 35     | 0.0%   | 0      | 1.7%   | 2      | 3.6%   | 3      | 0.0%   | 0  | 8.1%  | 10 | 15.0% | 15 | 9.7%  | 5  | 0.7% | 0 |
| Sainsbury's Superstore, London Road, Stoke-on-Trent                     | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Sainsbury's Superstore, Orbital Retail Centre, Voyager Drive, Cannock   | 1.8%  | 14     | 4.9%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.9% | 3 |
| Sainsbury's Superstore, Raglan Street, Wolverhampton                    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7% | 0 |
| Tesco (Esso) Express, Rising Brook, Stafford                            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0% | 0 |
| Tesco Express, New Road, Uttoxeter                                      | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0% | 0 |
| Tesco Express, Stafford Road, Cannock                                   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Express, Uttoxeter Road, Blythe Bridge                            | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Extra, Baths Road, Stoke-on-Trent                                 | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Extra, Littleton Street West, Walsall                             | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0 |
| Tesco Extra, Newport Road, Stafford                                     | 9.9%  | 80     | 0.6%   | 1      | 0.7%   | 1      | 5.8%   | 5      | 0.0%   | 0  | 27.3% | 35 | 20.3% | 20 | 29.9% | 16 | 5.7% | 3 |
| Tesco Superstore, Brookside Road, Uttoxeter                             | 2.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 29.2%  | 19 | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0% | 0 |
| Tesco Superstore, Heath   | 0.2%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1% | 1 |

Column %ges.

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |    |      |   |       |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|----|------|---|-------|---|------|---|
| Hayes District Centre, Hayes Way, Cannock  |       |        |        |        |        |        |        |        |        |   |      |    |      |   |       |   |      |   |
| Tesco Superstore, Lysander Road, Stoke-on-Trent                                    | 1.0%  | 8      | 0.0%   | 0      | 7.8%   | 8      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Newcastle Road, Stoke-on-Trent                                   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Power Station Road, Rugeley                                      | 8.3%  | 66     | 25.9%  | 60     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 1.1% | 1 | 10.5% | 5 | 0.0% | 0 |
| Tesco Superstore, Victoria Street, Hednesford                                      | 1.6%  | 12     | 4.9%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 1  | 0.0% | 0 | 0.7%  | 0 | 0.0% | 0 |
| Waitrose, Audley Road, Newport   | 2.0%  | 16     | 0.0%   | 0      | 0.6%   | 1      | 17.3%  | 14     | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.6%  | 0 | 2.4% | 1 |
| Waitrose, Darwin Park, Stonneyland Road, Lichfield                                 | 0.3%  | 3      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Waitrose, Trinity Road, Uttoxeter  | 1.3%  | 10     | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 14.4%  | 9 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Internet / delivered   | 5.0%  | 40     | 2.8%   | 6      | 2.9%   | 3      | 2.7%   | 2      | 1.4%   | 1 | 9.4% | 12 | 7.3% | 7 | 8.6%  | 4 | 9.1% | 4 |
| Aldi, Audley Avenue, Newport   | 2.6%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 22.4%  | 18     | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 5.7% | 3 |
| Aldi, Carnation Way, Ashbourne   | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 3 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Aldi, Church Street, Lichfield   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9% | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Aldi, Grange Central, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 2.7% | 1 |
| Aldi, Whittle Road, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Asda, Werrington Road, Stoke-on-Trent  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.8% | 0 |
| B&M, High Street, Stone  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| B&M, Queens Shopping Park, Old Rickerscote Lane, Stafford                          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.5% | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Heron Foods, High Street, Stone  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Home Bargains, Lichfield Street, Rugeley   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Local shops, Ashbourne Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Local shops, Eccleshall Town Centre  | 0.3%  | 3      | 0.9%   | 2      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Local shops, Penkridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.7% | 0 |
| Local shops, Stafford Town Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0  | 0.8% | 1 | 0.0%  | 0 | 0.7% | 0 |
| Local shops, Stone Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 2.2%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Local shops, Uttoxeter Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Marks & Spencer, Rampant Horse Street, Norwich                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.6% | 1 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, Spring Hill, Wellington, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, Whitchurch Road, Shrewsbury   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.7% | 0 |
| Newport Indoor Market, Market Mews, Newport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| One Stop Stores, Eccleshall Road, Stone  | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Penkridge Markets, Pinfold Lane, Clovelly, Stafford                                | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.6%  | 0 | 0.0% | 0 |
| Sainsbury's Superstore, King Edward Street, Coopers Mill, Ashbourne                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Telford Forge Retail Park, Colliers Way, Old Park, Telford | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 4.2% | 2 |
| Stafford Indoor Market, Earl Street, Stafford                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.6% | 1 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Extra, Wrenkin Retail Park, Arleston, Telford                                | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, St Peter's   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 |

Column %ges.

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Bridge, Burton-on-Trent<br>(Don't know / can't remember) | 1.7%  | 14     | 0.5%   | 1      | 2.8%   | 3      | 3.8%   | 3      | 0.6%   | 0 | 0.0% | 0 | 4.2% | 4 | 0.0% | 0 | 4.7% | 2 |
| Weighted base:   | 801   | 230    | 99     | 80     | 66     | 127    | 99     | 52     | 47     |   |      |   |      |   |      |   |      |   |
| Sample:  | 800   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 100    |   |      |   |      |   |      |   |      |   |

**Q03 What form of transport do you use to visit (STORE / LOCATION MENTIONED AT Q01)?**

*Those who do main food shopping at a specific location (excluding via the Internet) at Q01:*

|  |       |     |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |
|--|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Car - driver                             | 79.8% | 606 | 74.7% | 167 | 86.8% | 80  | 83.2% | 66 | 78.9% | 51 | 82.3% | 98 | 72.3% | 66 | 91.6% | 43 | 82.3% | 34 |
| Car - passenger                          | 9.4%  | 71  | 11.6% | 26  | 1.3%  | 1   | 13.2% | 11 | 5.4%  | 4  | 8.1%  | 10 | 11.5% | 11 | 5.9%  | 3  | 17.0% | 7  |
| Bus                                      | 2.1%  | 16  | 0.9%  | 2   | 0.0%  | 0   | 0.7%  | 1  | 2.8%  | 2  | 2.8%  | 3  | 8.5%  | 8  | 1.4%  | 1  | 0.0%  | 0  |
| Cycle                                    | 1.3%  | 10  | 2.9%  | 6   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| Disabled vehicle (e.g. mobility scooter) | 0.4%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 4.1%  | 3  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Taxi                                     | 0.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.6%  | 0  | 1.3%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Train                                    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Walk                                     | 6.4%  | 48  | 9.9%  | 22  | 9.9%  | 9   | 2.9%  | 2  | 8.2%  | 5  | 4.9%  | 6  | 3.8%  | 3  | 0.0%  | 0  | 0.7%  | 0  |
| Other                                    | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)                    | 0.3%  | 2   | 0.0%  | 0   | 2.0%  | 2   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  |
| Weighted base:                           | 759   | 223 | 92    | 79  | 65    | 119 | 92    | 47 | 41    |    |       |    |       |    |       |    |       |    |
| Sample:                                  | 762   | 95  | 96    | 99  | 98    | 96  | 94    | 95 | 89    |    |       |    |       |    |       |    |       |    |

**Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]**

*Those who do main food shopping at a specific location (excluding via the Internet) at Q01:*

|  |       |     |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |
|--|-------|-----|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Yes - financial service (i.e. bank, building society)              | 1.8%  | 14  | 0.5%  | 1   | 1.2%  | 1   | 3.0%  | 2  | 6.0%  | 4  | 2.0%  | 2  | 1.2%  | 1  | 2.3%  | 1  | 2.0%  | 1  |
| Yes - leisure activity   | 4.1%  | 31  | 2.9%  | 6   | 3.5%  | 3   | 5.4%  | 4  | 5.8%  | 4  | 4.2%  | 5  | 5.1%  | 5  | 5.6%  | 3  | 3.0%  | 1  |
| Yes - other food shops   | 10.1% | 76  | 11.8% | 26  | 12.9% | 12  | 5.4%  | 4  | 11.4% | 7  | 3.1%  | 4  | 16.5% | 15 | 11.5% | 5  | 5.2%  | 2  |
| Yes - other non food shops (clothing, footwear, electrical etc)    | 14.8% | 112 | 13.4% | 30  | 16.8% | 16  | 8.4%  | 7  | 10.5% | 7  | 19.9% | 24 | 18.7% | 17 | 17.1% | 8  | 10.9% | 5  |
| Yes - other service (e.g. hairdresser, travel agent, estate agent) | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 2.6%  | 2  | 0.0%  | 0  | 0.7%  | 1  | 0.7%  | 1  | 3.0%  | 1  | 0.0%  | 0  |
| Yes - pubs, restaurants or cafés                                   | 2.8%  | 21  | 3.6%  | 8   | 1.6%  | 1   | 2.1%  | 2  | 8.4%  | 5  | 0.0%  | 0  | 4.0%  | 4  | 0.7%  | 0  | 1.6%  | 1  |
| Yes - other  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - attending church   | 0.5%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 3.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1  | 0.0%  | 0  |
| Yes - buying fuel  | 0.8%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1  | 0.0%  | 0  | 3.4%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  |
| Yes - dog walking  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - medical appointment  | 0.1%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - school run   | 0.8%  | 6   | 0.0%  | 0   | 3.1%  | 3   | 0.7%  | 1  | 3.5%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Yes - visiting cemetery  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting family / friends                                    | 0.5%  | 4   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0  | 4.1%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 1.5%  | 1  |
| Yes - visiting the market  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - work   | 2.3%  | 18  | 1.8%  | 4   | 0.0%  | 0   | 4.1%  | 3  | 3.0%  | 2  | 3.8%  | 4  | 2.0%  | 2  | 0.0%  | 0  | 4.6%  | 2  |
| (No)   | 62.3% | 473 | 70.2% | 156 | 60.6% | 56  | 62.0% | 49 | 49.1% | 32 | 62.3% | 74 | 55.2% | 51 | 54.6% | 26 | 69.9% | 29 |
| (Don't know / varies)  | 3.1%  | 24  | 1.7%  | 4   | 4.7%  | 4   | 6.8%  | 5  | 4.8%  | 3  | 3.0%  | 4  | 0.7%  | 1  | 5.9%  | 3  | 0.7%  | 0  |
| Weighted base:   | 759   | 223 | 92    | 79  | 65    | 119 | 92    | 47 | 41    |    |       |    |       |    |       |    |       |    |
| Sample:  | 762   | 95  | 96    | 99  | 98    | 96  | 94    | 95 | 89    |    |       |    |       |    |       |    |       |    |

|  | Total        | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       |    |       |    |       |    |       |   |       |   |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----|-------|----|-------|----|-------|---|-------|---|
| <b>MeanScore: £</b>  |              |              |              |              |              |              |              |              |              |    |       |    |       |    |       |   |       |   |
| <b>Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE / LOCATION MENTIONED AT Q01)?</b> |              |              |              |              |              |              |              |              |              |    |       |    |       |    |       |   |       |   |
| <i>Those who do main food shopping at a specific location at Q01:</i>  |              |              |              |              |              |              |              |              |              |    |       |    |       |    |       |   |       |   |
| £1 - £5  | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £6 - £10   | 0.3%         | 2            | 0.0%         | 0            | 2.3%         | 2            | 0.0%         | 0            | 0.0%         | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £11 - £15  | 0.7%         | 6            | 0.5%         | 1            | 0.0%         | 0            | 0.7%         | 1            | 3.4%         | 2  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0 | 2.5%  | 1 |
| £16 - £20  | 0.8%         | 6            | 0.5%         | 1            | 0.0%         | 0            | 0.0%         | 0            | 1.7%         | 1  | 1.5%  | 2  | 1.9%  | 2  | 0.0%  | 0 | 0.7%  | 0 |
| £21 - £25  | 1.4%         | 11           | 2.8%         | 6            | 0.9%         | 1            | 2.7%         | 2            | 0.0%         | 0  | 1.5%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £26 - £30  | 4.4%         | 35           | 9.7%         | 22           | 1.7%         | 2            | 2.1%         | 2            | 2.0%         | 1  | 3.5%  | 5  | 2.1%  | 2  | 1.2%  | 1 | 1.3%  | 1 |
| £31 - £35  | 1.9%         | 15           | 0.6%         | 1            | 4.9%         | 5            | 2.8%         | 2            | 3.2%         | 2  | 0.6%  | 1  | 2.6%  | 3  | 1.2%  | 1 | 0.7%  | 0 |
| £36 - £40  | 5.5%         | 44           | 7.6%         | 17           | 3.0%         | 3            | 5.2%         | 4            | 4.2%         | 3  | 5.8%  | 7  | 3.9%  | 4  | 3.3%  | 2 | 8.0%  | 4 |
| £41 - £45  | 2.3%         | 19           | 0.9%         | 2            | 0.6%         | 1            | 2.0%         | 2            | 2.8%         | 2  | 3.6%  | 5  | 6.8%  | 7  | 0.0%  | 0 | 2.8%  | 1 |
| £46 - £50  | 8.0%         | 64           | 9.9%         | 23           | 6.5%         | 6            | 8.7%         | 7            | 11.0%        | 7  | 4.5%  | 6  | 10.5% | 10 | 1.9%  | 1 | 8.2%  | 4 |
| £51 - £55  | 2.7%         | 21           | 3.1%         | 7            | 2.6%         | 3            | 1.2%         | 1            | 2.6%         | 2  | 2.8%  | 4  | 1.3%  | 1  | 3.0%  | 2 | 5.6%  | 3 |
| £56 - £60  | 6.2%         | 49           | 4.9%         | 11           | 5.9%         | 6            | 9.1%         | 7            | 3.1%         | 2  | 8.1%  | 10 | 7.1%  | 7  | 6.5%  | 3 | 5.1%  | 2 |
| £61 - £65  | 1.6%         | 13           | 1.8%         | 4            | 0.6%         | 1            | 2.7%         | 2            | 2.5%         | 2  | 1.2%  | 2  | 0.8%  | 1  | 2.7%  | 1 | 1.8%  | 1 |
| £66 - £70  | 6.6%         | 53           | 8.7%         | 20           | 6.6%         | 7            | 3.7%         | 3            | 4.2%         | 3  | 5.9%  | 7  | 3.7%  | 4  | 11.7% | 6 | 7.0%  | 3 |
| £71 - £75  | 2.9%         | 23           | 5.7%         | 13           | 0.0%         | 0            | 4.5%         | 4            | 0.7%         | 0  | 1.1%  | 1  | 2.1%  | 2  | 3.5%  | 2 | 1.3%  | 1 |
| £76 - £80  | 7.2%         | 58           | 5.7%         | 13           | 6.0%         | 6            | 11.2%        | 9            | 8.3%         | 5  | 7.8%  | 10 | 6.1%  | 6  | 7.2%  | 4 | 10.1% | 5 |
| £81 - £85  | 0.4%         | 3            | 0.0%         | 0            | 0.7%         | 1            | 0.7%         | 1            | 0.0%         | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.7%  | 0 | 0.0%  | 0 |
| £86 - £90  | 3.7%         | 29           | 3.2%         | 7            | 10.0%        | 10           | 1.5%         | 1            | 5.5%         | 4  | 3.0%  | 4  | 1.5%  | 2  | 2.3%  | 1 | 1.8%  | 1 |
| £91 - £95  | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.7%  | 0 |
| £96 - £100   | 12.0%        | 96           | 13.7%        | 32           | 12.8%        | 13           | 6.9%         | 6            | 11.1%        | 7  | 9.8%  | 12 | 9.2%  | 9  | 17.2% | 9 | 18.4% | 9 |
| £101 - £120  | 5.8%         | 46           | 3.1%         | 7            | 6.5%         | 6            | 4.6%         | 4            | 3.5%         | 2  | 12.1% | 15 | 5.5%  | 5  | 2.8%  | 1 | 9.9%  | 5 |
| £121 - £140  | 3.8%         | 30           | 0.6%         | 1            | 2.5%         | 3            | 4.8%         | 4            | 2.5%         | 2  | 6.9%  | 9  | 5.3%  | 5  | 9.2%  | 5 | 4.8%  | 2 |
| £141 - £160  | 4.0%         | 32           | 2.1%         | 5            | 10.8%        | 11           | 4.8%         | 4            | 1.8%         | 1  | 2.1%  | 3  | 6.0%  | 6  | 4.2%  | 2 | 1.5%  | 1 |
| £161 - £180  | 0.9%         | 7            | 0.0%         | 0            | 0.7%         | 1            | 0.0%         | 0            | 3.4%         | 2  | 2.2%  | 3  | 0.8%  | 1  | 0.6%  | 0 | 0.0%  | 0 |
| £181 - £200  | 0.4%         | 3            | 0.0%         | 0            | 0.6%         | 1            | 1.2%         | 1            | 0.0%         | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1 | 0.7%  | 0 |
| £201 - £250  | 0.1%         | 1            | 0.0%         | 0            | 0.0%         | 0            | 0.8%         | 1            | 0.0%         | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £250+  | 0.3%         | 3            | 0.6%         | 1            | 0.0%         | 0            | 0.0%         | 0            | 0.0%         | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.7%  | 0 | 0.0%  | 0 |
| (Don't know)   | 13.6%        | 109          | 13.1%        | 30           | 12.7%        | 13           | 16.6%        | 13           | 20.0%        | 13 | 10.6% | 13 | 17.4% | 17 | 12.4% | 6 | 5.7%  | 3 |
| (Refused)  | 2.6%         | 21           | 1.5%         | 3            | 1.2%         | 1            | 1.8%         | 1            | 2.4%         | 2  | 4.8%  | 6  | 3.5%  | 4  | 5.1%  | 3 | 1.4%  | 1 |
| <b>Mean:</b>   | <b>78.29</b> | <b>68.89</b> | <b>86.25</b> | <b>79.07</b> | <b>74.48</b> | <b>84.06</b> | <b>78.78</b> | <b>92.77</b> | <b>79.16</b> |    |       |    |       |    |       |   |       |   |
| Weighted base:   | 801          | 230          | 99           | 80           | 66           | 127          | 99           | 52           | 47           |    |       |    |       |    |       |   |       |   |
| Sample:  | 800          | 100          | 100          | 100          | 100          | 100          | 100          | 100          | 100          |    |       |    |       |    |       |   |       |   |

**MeanScore: visits per week**

|   | Total       | Zone 1      | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      |    |       |    |       |    |       |    |       |    |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q06 How often does your household normally visit its main food and grocery shopping destination (STORE / LOCATION MENTIONED AT Q01)?</b> |             |             |             |             |             |             |             |             |             |    |       |    |       |    |       |    |       |    |
| <i>Those who do main food shopping at a specific location at Q01:</i>   |             |             |             |             |             |             |             |             |             |    |       |    |       |    |       |    |       |    |
| Everyday  | 1.7%        | 13          | 2.8%        | 6           | 1.2%        | 1           | 0.7%        | 1           | 2.6%        | 2  | 1.1%  | 1  | 1.4%  | 1  | 0.6%  | 0  | 0.7%  | 0  |
| 5 - 6 times a week  | 0.8%        | 6           | 1.2%        | 3           | 0.0%        | 0           | 0.7%        | 1           | 0.7%        | 0  | 1.8%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| 3 - 4 times a week  | 5.1%        | 41          | 7.0%        | 16          | 6.9%        | 7           | 2.9%        | 2           | 8.3%        | 5  | 3.6%  | 5  | 4.6%  | 5  | 0.7%  | 0  | 1.4%  | 1  |
| Twice a week  | 6.5%        | 52          | 2.0%        | 5           | 5.5%        | 5           | 10.6%       | 8           | 10.1%       | 7  | 2.9%  | 4  | 14.7% | 15 | 12.0% | 6  | 4.7%  | 2  |
| Once a week   | 72.1%       | 577         | 78.2%       | 180         | 71.5%       | 71          | 65.7%       | 53          | 61.9%       | 41 | 75.1% | 95 | 63.7% | 63 | 76.1% | 40 | 74.4% | 35 |
| Once every two weeks  | 8.7%        | 70          | 3.9%        | 9           | 13.9%       | 14          | 14.5%       | 12          | 12.4%       | 8  | 10.3% | 13 | 7.1%  | 7  | 3.2%  | 2  | 11.2% | 5  |
| Once a month  | 2.1%        | 17          | 3.2%        | 7           | 0.0%        | 0           | 1.5%        | 1           | 1.7%        | 1  | 3.5%  | 5  | 0.6%  | 1  | 0.0%  | 0  | 4.0%  | 2  |
| Less often  | 0.3%        | 2           | 0.5%        | 1           | 0.0%        | 0           | 0.0%        | 0           | 0.0%        | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.7%  | 0  |
| (Don't know / varies)   | 2.8%        | 23          | 1.4%        | 3           | 0.9%        | 1           | 3.5%        | 3           | 2.3%        | 2  | 1.6%  | 2  | 7.2%  | 7  | 7.3%  | 4  | 3.0%  | 1  |
| <b>Mean:</b>  | <b>1.27</b> | <b>1.37</b> | <b>1.23</b> | <b>1.17</b> | <b>1.43</b> | <b>1.20</b> | <b>1.32</b> | <b>1.17</b> | <b>1.03</b> |    |       |    |       |    |       |    |       |    |
| Weighted base:  | 801         | 230         | 99          | 80          | 66          | 127         | 99          | 52          | 47          |    |       |    |       |    |       |    |       |    |
| Sample:   | 800         | 100         | 100         | 100         | 100         | 100         | 100         | 100         | 100         |    |       |    |       |    |       |    |       |    |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |       |    |      |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|-------|----|------|---|-------|---|
| <b>Q07 Where did your household last undertake your 'top-up' food and grocery purchases? (i.e smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)</b> |       |        |        |        |        |        |        |        |        |    |      |    |       |    |      |   |       |   |
| Aldi, Bridge Cross Road, Burntwood  | 0.3%  | 3      | 1.2%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Aldi, Broad Gauge Way, Wolverhampton  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 2.6%  | 1 |
| Aldi, Chase Gateway, Victoria Street, Hednesford  | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Aldi, Kingsmead Retail Park, Stafford   | 1.5%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6% | 1  | 10.5% | 10 | 2.2% | 1 | 0.0%  | 0 |
| Aldi, Market Street, Rugeley  | 0.9%  | 7      | 2.5%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 2.5% | 1 | 0.0%  | 0 |
| Aldi, Queensville, Stafford   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.9% | 6  | 0.0%  | 0  | 1.2% | 1 | 0.0%  | 0 |
| Aldi, Stafford Road, Stone  | 2.4%  | 19     | 0.0%   | 0      | 17.6%  | 17     | 0.0%   | 0      | 0.0%   | 0  | 0.9% | 1  | 0.0%  | 0  | 0.6% | 0 | 0.0%  | 0 |
| Aldi, Walsall Road, Cannock   | 0.6%  | 5      | 2.1%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Asda, Avon Road, Cannock  | 1.0%  | 8      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 2.8%  | 1 |
| Asda, Carter Square, Carter Street, Uttoxeter   | 1.6%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 19.6%  | 13 | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Asda, Queensway, Stafford   | 3.0%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.7% | 6  | 11.3% | 11 | 8.4% | 4 | 4.4%  | 2 |
| Asda, Rumer Hill, Lichfield Road, Cannock   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |
| Asda, St. George's Road, Donnington Wood, Telford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 3.3%  | 2 |
| Co-op (Petrol Station), Wolverhampton Road, Penkridge, Stafford   | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5% | 1  | 0.8%  | 1  | 0.0% | 0 | 14.5% | 7 |
| Co-op, Anglesey Street, Hednesford, Cannock   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.8%  | 0 |
| Co-op, Burton Square, Rising Brook, Stafford  | 1.6%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 8.4% | 11 | 1.1%  | 1  | 1.7% | 1 | 0.0%  | 0 |
| Co-op, Eccleshall Road, Walton, Stone   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Farmdown Road, Baswich Lane, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5% | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, First Avenue, Stafford   | 0.9%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 7.7%  | 8  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, High Street, Gnosall, Stafford   | 1.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 10.6%  | 8      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 2.5% | 1 | 0.0%  | 0 |
| Co-op, High Street, Pelsall, Walsall  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Holmcroft Road, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.6%  | 1  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Lynton Avenue, Weeping Cross, Stafford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3% | 2  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Market Place, Brewood, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 4.7%  | 2 |
| Co-op, Market Street, Penkridge, Stafford   | 1.3%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 3.5%  | 4  | 0.0% | 0 | 15.4% | 7 |
| Co-op, New Kingsway, Weston Coyney, Stoke-on-Trent  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.6% | 0 | 0.0%  | 0 |
| Co-op, Redbrook Lane, Brereton, Rugeley   | 1.0%  | 8      | 3.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Silkmore Lane, Stafford  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.0% | 6  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Springfield Road, Etching Hill, Rugeley  | 0.9%  | 8      | 3.3%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Stafford Road, Huntington, Cannock   | 1.4%  | 12     | 3.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0% | 4  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Stafford Street, Eccleshall  | 1.9%  | 15     | 0.0%   | 0      | 13.1%  | 13     | 2.2%   | 2      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.7% | 0 | 0.0%  | 0 |
| Co-op, Stone Road, Stafford   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 5.3%  | 5  | 0.7% | 0 | 0.0%  | 0 |
| Co-op, The Peartree Centre, Queensway, Rugeley  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |
| Co-op, Weston Road, Littleworth, Stafford   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.0% | 4  | 1.4%  | 1  | 1.4% | 1 | 0.0%  | 0 |
| Co-op, Wildwood Shopping Centre, Cannock Road, Stafford   | 1.2%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 7.5% | 10 | 0.0%  | 0  | 0.6% | 0 | 0.0%  | 0 |
| Co-op, Windermere Road, Clayton, Newcastle-under-Lyme   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5% | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0%  | 0 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Co-op, Wood Lane, Codsall, Wolverhampton                              | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.5% | 2 |
| Iceland, Hunters Row, Mount Street, Stafford                          | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.6% | 1 | 0.7% | 0 | 0.0% | 0 |
| Iceland, Market Place, Rugeley  | 0.4%  | 3      | 1.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, The Maltings, Uttoxeter                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Audley Avenue, Newport  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| Lidl, Dovefield Retail Park, Town Meadows Way, Uttoxeter              | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2  | 0.0%  | 0  | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 |
| Lidl, Eastern Avenue, Lichfield                                       | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl, Madford Retail Park, Foregate Street, Stafford                  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 1.5%  | 2  | 0.6% | 1 | 2.0% | 1 | 0.0% | 0 |
| M&S Simply Food, Westbridge Park, Stafford Road, Stone                | 0.4%  | 3      | 0.0%   | 0      | 2.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 |
| Marks & Spencer (BP), High Street, Stone                              | 0.4%  | 3      | 0.0%   | 0      | 3.2%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Cope Street, Stafford Riverside, Stafford            | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0  | 1.6%  | 2  | 2.1% | 2 | 0.7% | 0 | 0.0% | 0 |
| Morrisons, Beacon Street, Lichfield                                   | 0.3%  | 3      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, High Street, Burntwood                                     | 0.8%  | 6      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Market Street, Rugeley                                     | 1.8%  | 15     | 6.4%   | 15     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Mill Street, Stone   | 2.0%  | 16     | 0.0%   | 0      | 15.6%  | 15     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Stone Cross, Penkridge, Stafford                   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0% | 0 | 0.6% | 0 | 2.2% | 1 |
| Sainsbury's Superstore, Anders Square, Perton, Wolverhampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Sainsbury's Superstore, Chell Road, Stafford                          | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 1.8%  | 2  | 6.3% | 6 | 1.9% | 1 | 0.0% | 0 |
| Sainsbury's Superstore, Orbital Retail Centre, Voyager Drive, Cannock | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| Tesco (Esso) Express, Lichfield Road, Willenhall                      | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco (Esso) Express, Rising Brook, Stafford                          | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0  | 0.6%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Express, New Road, Uttoxeter                                    | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2  | 0.0%  | 0  | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 |
| Tesco Express, Stafford Road, Cannock                                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Tesco Express, Stone Road, Stafford                                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Baths Road, Stoke-on-Trent                               | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Newport Road, Stafford                                   | 2.4%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0  | 10.9% | 14 | 3.3% | 3 | 2.4% | 1 | 0.0% | 0 |
| Tesco Superstore, Brookside Road, Uttoxeter                           | 1.8%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 21.5%  | 14 | 0.0%  | 0  | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| Tesco Superstore, Heath Hayes District Centre, Hayes Way, Cannock     | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Lysander Road, Stoke-on-Trent                       | 0.5%  | 4      | 0.0%   | 0      | 4.0%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Power Station Road, Rugeley                         | 4.3%  | 35     | 13.4%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 7.2% | 4 | 0.0% | 0 |
| Tesco Superstore, Victoria Street, Hednesford                         | 1.1%  | 8      | 3.7%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Audley Road, Newport  | 1.2%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 11.6%  | 9      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Waitrose, Trinity Road, Uttoxeter                                     | 1.0%  | 8      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 7.5%   | 5  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Internet / delivered  | 0.7%  | 5      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.6% | 3 | 1.2% | 1 | 0.0% | 0 |
| Aldi, Audley Avenue, Newport  | 1.8%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 16.3%  | 13     | 0.0%   | 0  | 0.9%  | 1  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Aldi, Wellington Road, Donnington, Telford                               | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi, Whittle Road, Stoke-on-Trent                                       | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, High Street, Newport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, High Street, Stone  | 0.2%  | 2      | 0.0%   | 0      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, Boley Park Centre, Ryknild Street, Lichfield                      | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Gnosall  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doxey Stores, Doxey, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.6% | 1 | 0.6% | 0 | 0.0% | 0 |
| Home Bargains, Bentley Bridge Retail Park, Backhouse Lane, Wolverhampton | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.0% | 4 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Lichfield Street, Rugeley                                 | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bargate Village Centre                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Creswell Village Centre                                     | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 0 | 0.0% | 0 |
| Local shops, Edgmond Village Centre                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Filance Lane, Penkridge                                     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 |
| Local shops, Gnosall Village Centre                                      | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Horton Village Centre                                       | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 5.9% | 3 | 0.0% | 0 |
| Local shops, Kingston Hill Local Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Longton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Marchington Village Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newport Town Centre   | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 4      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Penkridge Town Centre                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 |
| Local shops, Rugeley Town Centre   | 0.8%  | 6      | 2.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Stafford Town Centre  | 0.9%  | 7      | 0.5%   | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 2.3% | 3 | 2.2% | 2 | 1.0% | 1 | 0.0% | 0 |
| Local shops, Stone Town Centre   | 0.3%  | 3      | 0.0%   | 0      | 2.7%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sutton Coldfield Town Centre                                | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Uttoxeter Town Centre                                       | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wheaton Aston Village Centre                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 |
| Local shops, Wolverhampton City Centre                                   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Local shops, Woodseaves Village Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| McColl's, Smithy Lane, Hixon, Stafford                                   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 5.9% | 3 | 0.0% | 0 |
| Morrisons, Lawley Drive, Newdale, Telford                                | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Festival Court, Pye Green Road, Cannock                      | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop Stores, Eccleshall Road, Stone                                  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop Stores, Rosehill, Hednesford                                    | 0.4%  | 3      | 1.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier Stores, Orchard Place, Barlaston, Stoke-on-Trent                 | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier Stores, Shaftesbury Drive, Hednesford, Cannock                   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Middlewich Road, Nantwich                        | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|----|
| Spar, Green Lane, Rugeley                           | 0.4%  | 3      | 1.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Spar, Main Road, Great Haywood, Stafford            | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.3%  | 2   | 0.0%  | 0  |
| Spar, Stafford Street, Brewood, Stafford            | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0  |
| Spar, West Way, Highfields, Stafford                | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 8.2%  | 10  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Spar, Wolverhampton Road, Codsall                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Tesco Extra, Wrenkin Retail Park, Arleston, Telford | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| Uttoxeter Makers Market, High Street, Uttoxeter     | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  |
| (Don't know / can't remember)                       | 2.7%  | 22     | 0.9%   | 2      | 2.3%   | 2      | 3.1%   | 3      | 4.5%   | 3   | 4.6%  | 6   | 2.1%  | 2   | 2.1%  | 1   | 7.0%  | 3  |
| (Don't do this type of shopping)                    | 31.8% | 255    | 38.0%  | 88     | 24.5%  | 24     | 32.2%  | 26     | 34.6%  | 23  | 21.6% | 27  | 34.6% | 34  | 35.7% | 19  | 30.4% | 14 |
| Weighted base:                                      | 801   | 230    |        | 99     |        | 80     |        | 66     |        | 127 |       | 99  |       | 52  |       | 47  |       |    |
| Sample:   | 801   | 100    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 101 |       |    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |   |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|---|-------|---|-------|---|
| <b>Q08 And where did you go for top-up food shopping the time before that?</b> |       |        |        |        |        |        |        |        |        |   |       |    |       |   |       |   |       |   |
| <i>Those who do top-up shopping at a specific location at Q07:</i>             |       |        |        |        |        |        |        |        |        |   |       |    |       |   |       |   |       |   |
| Aldi, Chase Gateway, Victoria Street, Hednesford                               | 0.4%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Aldi, Kingsmead Retail Park, Stafford  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0 | 1.7%  | 2  | 1.7%  | 1 | 1.2%  | 0 | 0.0%  | 0 |
| Aldi, Market Street, Rugeley   | 0.9%  | 5      | 3.2%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 0 | 0.0%  | 0 |
| Aldi, Queensville, Stafford  | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.2%  | 5  | 1.2%  | 1 | 1.0%  | 0 | 0.0%  | 0 |
| Aldi, Stafford Road, Stone   | 2.5%  | 13     | 0.0%   | 0      | 17.2%  | 12     | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 2.2%  | 1 | 0.0%  | 0 |
| Aldi, Walsall Road, Cannock  | 1.5%  | 8      | 3.4%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.0%  | 3  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Avon Road, Cannock   | 2.5%  | 13     | 9.1%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.7%  | 1 |
| Asda, Carter Square, Carter Street, Uttoxeter                                  | 1.7%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 20.4%  | 8 | 0.0%  | 0  | 0.0%  | 0 | 1.7%  | 1 | 0.0%  | 0 |
| Asda, Malinsgate, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Asda, Molineux Way, Waterloo Road, Wolverhampton                               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.2%  | 1 |
| Asda, Queensway, Stafford  | 5.3%  | 28     | 1.0%   | 1      | 3.1%   | 2      | 6.9%   | 4      | 0.0%   | 0 | 8.1%  | 8  | 13.6% | 9 | 11.5% | 4 | 2.8%  | 1 |
| Asda, Rumer Hill, Lichfield Road, Cannock                                      | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 0 |
| Asda, St. George's Road, Donnington Wood, Telford                              | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 2      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.0%  | 0 |
| Co-op (Petrol Station), Wolverhampton Road, Penkridge, Stafford                | 1.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7%  | 1  | 1.2%  | 1 | 1.0%  | 0 | 26.2% | 8 |
| Co-op, Anglesey Street, Hednesford, Cannock                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2%  | 0 |
| Co-op, Burton Square, Rising Brook, Stafford                                   | 2.0%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 10.6% | 10 | 0.0%  | 0 | 1.7%  | 1 | 0.0%  | 0 |
| Co-op, Cannock Road, Stafford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.3%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Eccleshall Road, Walton, Stone  | 1.1%  | 6      | 0.0%   | 0      | 8.0%   | 6      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Farmdown Road, Baswich Lane, Stafford                                   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7%  | 1  | 0.0%  | 0 | 1.0%  | 0 | 0.0%  | 0 |
| Co-op, First Avenue, Stafford  | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 12.1% | 8 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, High Street, Gnosall, Stafford  | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 9.3%   | 5      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, High Street, Pelsall, Walsall   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Holmcroft Road, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.0%  | 1 | 1.2%  | 0 | 0.0%  | 0 |
| Co-op, Lynton Avenue, Weeping Cross, Stafford                                  | 2.3%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 12.9% | 12 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Market Place, Brewood, Stafford   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 7.3%  | 2 |
| Co-op, Market Street, Penkridge, Stafford                                      | 1.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 5.6%  | 4 | 0.0%  | 0 | 20.8% | 6 |
| Co-op, New Kingsway, Weston Coyney, Stoke-on-Trent                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 0 | 0.0%  | 0 |
| Co-op, Redbrook Lane, Brereton, Rugeley  | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Silkmore Lane, Stafford   | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 6.9%  | 6  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Springfield Road, Etching Hill, Rugeley                                 | 1.2%  | 6      | 4.4%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Stafford Road, Huntington, Cannock                                      | 1.1%  | 6      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1%  | 4  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Stafford Street, Eccleshall   | 1.9%  | 10     | 0.0%   | 0      | 10.7%  | 8      | 2.3%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 4.2%  | 1 |
| Co-op, Stone Road, Stafford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.0%  | 1 | 1.2%  | 0 | 0.0%  | 0 |
| Co-op, The Peartree Centre, Queensway, Rugeley                                 | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Weston Road, Littleworth, Stafford                                      | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.1%  | 4  | 3.2%  | 2 | 0.0%  | 0 | 0.0%  | 0 |
| Co-op, Wildwood Shopping Centre, Cannock Road, Stafford                        | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.6%  | 3  | 0.0%  | 0 | 1.0%  | 0 | 0.0%  | 0 |
| Co-op, Windermere Road,  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |

# Stafford Retail & Leisure Study

## For Peter Brett Associates

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |       |   |       |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|-------|---|-------|---|------|---|
| Clayton,<br>Newcastle-under-Lyme  |       |        |        |        |        |        |        |        |        |    |      |   |       |   |       |   |      |   |
| Co-op, Wood Lane, Codsall,<br>Wolverhampton                                 | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 5.7% | 2 |
| Farmfoods, Greyfriars Way<br>Retail Park, Grey Friars<br>Place, Stafford    | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 1.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Iceland, Hunters Row,<br>Mount Street, Stafford                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Iceland, Market Place,<br>Rugeley   | 0.9%  | 5      | 3.4%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Iceland, The Maltings,<br>Uttoxeter   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.2%   | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Lidl, Audley Avenue,<br>Newport   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 6.6%   | 3      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 1.0%  | 0 | 0.0% | 0 |
| Lidl, Dovefield Retail Park,<br>Town Meadows Way,<br>Uttoxeter              | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.8%   | 4  | 0.0% | 0 | 0.0%  | 0 | 2.7%  | 1 | 0.0% | 0 |
| Lidl, Madford Retail Park,<br>Foregate Street, Stafford                     | 1.6%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 9.9%  | 6 | 7.4%  | 2 | 0.0% | 0 |
| M&S Simply Food,<br>Westbridge Park, Stafford<br>Road, Stone                | 1.4%  | 7      | 0.0%   | 0      | 9.3%   | 7      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 1.2%  | 0 | 0.0% | 0 |
| Marks & Spencer (BP), High<br>Street, Stone                                 | 1.5%  | 8      | 0.0%   | 0      | 9.7%   | 7      | 0.0%   | 0      | 1.7%   | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Marks & Spencer, Cope<br>Street, Stafford Riverside,<br>Stafford            | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1% | 2 | 1.0%  | 1 | 1.2%  | 0 | 0.0% | 0 |
| Marks & Spencer, Dean<br>Street, Telford                                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, Beacon Street,<br>Lichfield                                      | 0.4%  | 2      | 1.7%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, High Street,<br>Burntwood  | 0.5%  | 3      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Morrisons, Market Street,<br>Rugeley  | 3.8%  | 20     | 12.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 9.2%  | 3 | 0.0% | 0 |
| Morrisons, Mill Street, Stone   | 2.1%  | 11     | 0.0%   | 0      | 15.0%  | 11     | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sainsbury's Local, Stone<br>Cross, Penkridge, Stafford                      | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 1.0%  | 1 | 0.0%  | 0 | 5.0% | 1 |
| Sainsbury's Superstore, Chell<br>Road, Stafford                             | 2.3%  | 12     | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 1.0%   | 0  | 2.9% | 3 | 7.9%  | 5 | 9.2%  | 3 | 0.0% | 0 |
| Sainsbury's Superstore,<br>Orbital Retail Centre,<br>Voyager Drive, Cannock | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.0% | 0 |
| Tesco (Esso) Express,<br>Lichfield Road, Willenhall                         | 0.5%  | 3      | 2.0%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco (Esso) Express, Rising<br>Brook, Stafford                             | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Express, New Road,<br>Uttoxeter                                       | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 1  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Express, Stafford<br>Road, Cannock                                    | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Express, Stone Road,<br>Stafford                                      | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 0  | 0.0% | 0 | 8.5%  | 5 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Extra, Baths Road,<br>Stoke-on-Trent                                  | 0.3%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Extra, Newport Road,<br>Stafford                                      | 3.6%  | 19     | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 1      | 0.0%   | 0  | 5.0% | 5 | 12.9% | 8 | 13.7% | 4 | 0.0% | 0 |
| Tesco Superstore, Brookside<br>Road, Uttoxeter                              | 2.6%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 33.3%  | 13 | 0.0% | 0 | 0.0%  | 0 | 1.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Lysander<br>Road, Stoke-on-Trent                          | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Power<br>Station Road, Rugeley                            | 7.7%  | 40     | 28.5%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 1.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Victoria<br>Street, Hednesford                            | 1.6%  | 8      | 6.0%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Waitrose, Audley Road,<br>Newport   | 1.9%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 17.8%  | 9      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 1.7% | 1 |
| Waitrose, Trinity Road,<br>Uttoxeter  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 12.8%  | 5  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Internet / delivered  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 1.0%  | 0 | 1.0% | 0 |
| Aldi, Audley Avenue,<br>Newport   | 1.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 13.7%  | 7      | 0.0%   | 0  | 1.3% | 1 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Aldi, Wellington Road,  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |

Column %ges.

# Stafford Retail & Leisure Study

## For Peter Brett Associates

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Donnington, Telford  |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Aldi, Whittle Road, Stoke-on-Trent                             | 0.6%  | 3      | 0.0%   | 0      | 4.2%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, Dovefield Retail Park, Uttoxeter                          | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, High Street, Newport                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&M, High Street, Stone  | 0.2%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op, High Street, Gnosall                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Doxey Stores, Doxey, Stafford                                  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 5.2% | 3 | 1.0% | 0 | 0.0% | 0 |
| Heron Foods, High Street, Stone                                | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, High Street, Uttoxeter                          | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.0%   | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Hunters Row, Gaolgate Place, Stafford           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, Lichfield Street, Rugeley                       | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Home Bargains, The Hough Retail Park, Lichfield Road, Stafford | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 5.5% | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Bargate Village Centre                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Creswell Village Centre                           | 0.2%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 | 0.0% | 0 |
| Local shops, Eccleshall Town Centre                            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Edgmond Village Centre                            | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Filance Lane, Penkridge                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 0 |
| Local shops, Gnosall Village Centre                            | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 5.7%   | 3      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Horton Village Centre                             | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 9.6% | 3 | 0.0% | 0 |
| Local shops, Kingston Hill Local Centre                        | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Longton Town Centre                               | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Newport Town Centre                               | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 9.1%   | 5      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Penkridge Town Centre                             | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 |
| Local shops, Rugeley Town Centre                               | 1.4%  | 7      | 4.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 |
| Local shops, Stafford Town Centre                              | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2% | 2 | 8.4% | 5 | 1.7% | 1 | 0.0% | 0 |
| Local shops, Stone Town Centre                                 | 0.8%  | 4      | 0.0%   | 0      | 5.9%   | 4      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Sutton Coldfield Town Centre                      | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Uttoxeter Town Centre                             | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local shops, Wheaton Aston Village Centre                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.7% | 1 |
| Local shops, Wolverhampton City Centre                         | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 0 |
| Local shops, Woodseaves Village Centre                         | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| McColl's, Smithy Lane, Hixon, Stafford                         | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 4.1% | 1 | 0.0% | 0 |
| Nisa Local, Festival Court, Pye Green Road, Cannock            | 0.4%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop Stores, High Street, Burntwood                        | 1.2%  | 6      | 4.5%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop Stores, Rosehill, Hednesford                          | 0.6%  | 3      | 2.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| One Stop Stores, Station Road, Barlaston, Stoke-on-Trent       | 0.4%  | 2      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Premier Stores, Orchard Place, Barlaston, Stoke-on-Trent       | 0.4%  | 2      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Column %ges.

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|------|---|------|---|------|---|
| Premier Stores, Shaftesbury Drive, Hednesford, Cannock | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Middlewich Road, Nantwich      | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Green Lane, Rugeley                              | 0.6%  | 3      | 2.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spar, Main Road, Great Haywood, Stafford               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 |
| Spar, Stafford Street, Brewood, Stafford               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 3.5% | 1 |
| Spar, West Way, Highfields, Stafford                   | 2.1%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 11.0% | 10 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 |
| Tesco Extra, Wrenkin Retail Park, Arleston, Telford    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tibberton Village Shop, Maslan Crescent, Newport       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)                          | 1.1%  | 6      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 1.2%   | 0  | 3.2%  | 3  | 0.0% | 0 | 0.0% | 0 | 5.3% | 2 |
| Weighted base:   | 524   | 141    |        | 72     | 52     | 40     | 94     | 63     | 32     | 30 |       |    |      |   |      |   |      |   |
| Sample:  | 512   | 62     |        | 67     | 69     | 60     | 71     | 60     | 64     | 59 |       |    |      |   |      |   |      |   |

MeanScore: £

**Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE / LOACTION MENTIONED AT Q07)?**

*Those who do top-up shopping at a specific location at Q07:*

|                |       |       |       |       |       |       |       |       |       |       |       |    |       |    |       |   |       |   |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|-------|----|-------|---|-------|---|
| £1 - £5        | 9.0%  | 47    | 8.1%  | 11    | 12.8% | 9     | 8.4%  | 4     | 5.8%  | 2     | 8.9%  | 8  | 6.8%  | 4  | 11.4% | 4 | 12.1% | 4 |
| £6 - £10       | 25.8% | 135   | 40.5% | 57    | 24.1% | 17    | 20.5% | 11    | 9.5%  | 4     | 18.3% | 17 | 24.8% | 16 | 16.3% | 5 | 27.1% | 8 |
| £11 - £15      | 14.1% | 74    | 16.6% | 23    | 9.5%  | 7     | 14.6% | 8     | 18.5% | 7     | 19.5% | 18 | 3.2%  | 2  | 11.9% | 4 | 15.0% | 4 |
| £16 - £20      | 15.8% | 83    | 8.4%  | 12    | 18.8% | 14    | 12.6% | 7     | 20.6% | 8     | 15.6% | 15 | 32.3% | 20 | 15.7% | 5 | 9.0%  | 3 |
| £21 - £25      | 6.4%  | 33    | 9.7%  | 14    | 4.4%  | 3     | 7.5%  | 4     | 4.0%  | 2     | 1.3%  | 1  | 2.2%  | 1  | 13.2% | 4 | 14.0% | 4 |
| £26 - £30      | 6.1%  | 32    | 6.3%  | 9     | 11.6% | 8     | 4.6%  | 2     | 4.1%  | 2     | 8.8%  | 8  | 1.0%  | 1  | 1.2%  | 0 | 3.8%  | 1 |
| £31 - £35      | 0.5%  | 3     | 0.0%  | 0     | 0.9%  | 1     | 3.4%  | 2     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0 | 0.0%  | 0 |
| £36 - £40      | 2.3%  | 12    | 0.0%  | 0     | 2.0%  | 1     | 3.6%  | 2     | 8.0%  | 3     | 1.7%  | 2  | 1.2%  | 1  | 2.7%  | 1 | 7.0%  | 2 |
| £41 - £45      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £46 - £50      | 3.4%  | 18    | 1.0%  | 1     | 7.3%  | 5     | 1.2%  | 1     | 2.9%  | 1     | 3.6%  | 3  | 7.4%  | 5  | 2.2%  | 1 | 2.3%  | 1 |
| £51 - £55      | 0.5%  | 3     | 1.0%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 1.7%  | 1     | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0 | 0.0%  | 0 |
| £56 - £60      | 0.5%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 6.6%  | 3     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £61 - £65      | 0.3%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 4.2%  | 2     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £66 - £70      | 0.7%  | 4     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 4.1%  | 4  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £71 - £75      | 0.3%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 5.5%  | 2 | 0.0%  | 0 |
| £76 - £80      | 0.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1 | 0.0%  | 0 |
| £81 - £85      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £86 - £90      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £91 - £95      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £96 - £100     | 0.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| £101+          | 0.2%  | 1     | 0.8%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know)   | 12.1% | 63    | 3.4%  | 5     | 8.7%  | 6     | 23.5% | 12    | 11.8% | 5     | 16.6% | 16 | 19.0% | 12 | 15.7% | 5 | 8.6%  | 3 |
| (Refused)      | 1.7%  | 9     | 4.2%  | 6     | 0.0%  | 0     | 0.0%  | 0     | 2.2%  | 1     | 0.7%  | 1  | 1.0%  | 1  | 1.0%  | 0 | 1.0%  | 0 |
| Mean:          | 18.86 | 15.78 |       | 18.66 | 17.65 | 26.00 | 20.89 | 18.82 | 22.81 | 17.25 |       |    |       |    |       |   |       |   |
| Weighted base: | 524   | 141   |       | 72    | 52    | 40    | 94    | 63    | 32    | 30    |       |    |       |    |       |   |       |   |
| Sample:        | 512   | 62    |       | 67    | 69    | 60    | 71    | 60    | 64    | 59    |       |    |       |    |       |   |       |   |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q09A When your household undertakes its top-up food and grocery spend (STORE /LOCATION MENTIONED AT Q07) does it visit other shops, leisure or service outlets on the same shopping trips? And if so which ones? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who do top-up shopping at a specific location (excluding via the Internet) at Q07:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Yes - financial service (i.e. bank, building society)  | 4.1%  | 21     | 5.6%   | 8      | 1.7%   | 1      | 0.0%   | 0      | 9.0%   | 4  | 5.4%  | 5  | 0.0%  | 0  | 5.5%  | 2  | 7.0%  | 2  |
| Yes - leisure activity   | 3.3%  | 17     | 1.0%   | 1      | 6.2%   | 4      | 1.2%   | 1      | 5.4%   | 2  | 3.4%  | 3  | 7.4%  | 4  | 2.0%  | 1  | 1.0%  | 0  |
| Yes - other food shops   | 2.9%  | 15     | 0.0%   | 0      | 6.4%   | 5      | 5.0%   | 3      | 5.3%   | 2  | 2.9%  | 3  | 4.1%  | 2  | 0.0%  | 0  | 2.3%  | 1  |
| Yes - other non food shops (clothing, footwear, electrical etc)  | 6.9%  | 36     | 3.4%   | 5      | 12.1%  | 9      | 9.8%   | 5      | 9.1%   | 4  | 5.1%  | 5  | 7.8%  | 5  | 7.5%  | 2  | 6.1%  | 2  |
| Yes - other service (e.g. hairdresser, travel agent, estate agent)   | 1.4%  | 7      | 1.0%   | 1      | 0.8%   | 1      | 3.6%   | 2      | 1.0%   | 0  | 0.7%  | 1  | 2.3%  | 1  | 2.7%  | 1  | 1.0%  | 0  |
| Yes - pubs, restaurants or cafes   | 3.3%  | 17     | 3.8%   | 5      | 1.7%   | 1      | 5.3%   | 3      | 6.2%   | 2  | 0.7%  | 1  | 4.3%  | 3  | 1.0%  | 0  | 6.3%  | 2  |
| Yes - other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - attending church   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| Yes - buying fuel  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0  |
| Yes - dog walking  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  |
| Yes - school run   | 0.6%  | 3      | 0.0%   | 0      | 3.1%   | 2      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting cemetery  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - visiting family / friends  | 1.0%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.8%  | 5  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - window shopping / browsing   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Yes - work   | 2.5%  | 13     | 4.6%   | 6      | 0.9%   | 1      | 4.3%   | 2      | 2.4%   | 1  | 1.7%  | 2  | 0.0%  | 0  | 1.0%  | 0  | 1.7%  | 1  |
| (No)   | 72.6% | 376    | 79.2%  | 110    | 68.1%  | 49     | 63.6%  | 33     | 57.8%  | 23 | 76.3% | 72 | 73.0% | 44 | 76.3% | 24 | 71.6% | 21 |
| (Don't know / varies)  | 3.8%  | 20     | 1.4%   | 2      | 5.1%   | 4      | 5.7%   | 3      | 10.6%  | 4  | 3.0%  | 3  | 2.1%  | 1  | 6.6%  | 2  | 1.7%  | 1  |
| Weighted base:   |       | 519    |        | 139    |        | 72     |        | 52     |        | 40 |       | 94 |       | 60 |       | 32 |       | 30 |
| Sample:  |       | 508    |        | 61     |        | 67     |        | 69     |        | 60 |       | 71 |       | 59 |       | 62 |       | 59 |

**Q10 Does your household also spend money on food and groceries in small shops or market stalls? (i.e., not supermarkets)**

|                |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes            | 37.5% | 301 | 29.4% | 68  | 39.0% | 39  | 45.2% | 36  | 46.9% | 31  | 44.2% | 56  | 29.7% | 29  | 37.2% | 19  | 46.8% | 22  |
| No             | 62.5% | 500 | 70.6% | 163 | 61.0% | 60  | 54.8% | 44  | 53.1% | 35  | 55.8% | 71  | 70.3% | 70  | 62.8% | 33  | 53.2% | 25  |
| Weighted base: |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:        |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q11 Where are these small shops or market stalls located?</b>                |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who buy food and groceries in small shops or market stalls at Q10:</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Birmingham City Centre  | 0.5%  | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre   | 1.9%  | 6      | 8.4%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Eccleshall Town Centre  | 1.6%  | 5      | 0.0%   | 0      | 4.5%   | 2      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 3.7%  | 1  | 0.0%  | 0  | 5.7%  | 1  |
| Hanley Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leek Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.3%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lichfield City Centre   | 2.3%  | 7      | 8.7%   | 6      | 0.0%   | 0      | 2.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre   | 6.6%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 53.6%  | 19     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 0  |
| Penkridge Town Centre   | 9.1%  | 27     | 0.0%   | 0      | 1.4%   | 1      | 5.6%   | 2      | 0.0%   | 0  | 18.5% | 10 | 6.9%  | 2  | 0.0%  | 0  | 56.0% | 12 |
| Rugeley Town Centre   | 13.8% | 42     | 58.0%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 11.3% | 2  | 0.0%  | 0  |
| Stafford Town Centre  | 28.5% | 86     | 5.8%   | 4      | 13.6%  | 5      | 19.1%  | 7      | 0.0%   | 0  | 60.7% | 34 | 82.9% | 24 | 51.8% | 10 | 4.6%  | 1  |
| Stone Town Centre   | 10.1% | 30     | 2.0%   | 1      | 73.2%  | 28     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 1  | 0.0%  | 0  |
| Telford Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Uttoxeter Town Centre   | 10.5% | 32     | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 95.5%  | 30 | 0.0%  | 0  | 0.0%  | 0  | 7.3%  | 1  | 0.0%  | 0  |
| Wolverhampton City Centre   | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 14.6% | 3  |
| Abbots Bromley Village Centre   | 0.4%  | 1      | 1.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Armitage Village Centre   | 2.1%  | 6      | 9.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Baswich Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Bembridge Village Centre  | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brewood Village Centre  | 1.2%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 16.1% | 4  |
| Codsall Town Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 0  |
| Derrington Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gnosall Village Centre  | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 7.7%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 1  | 0.0%  | 0  |
| Great Haywood Village Centre  | 1.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.1%  | 3  | 0.0%  | 0  | 6.5%  | 1  | 0.0%  | 0  |
| Handsacre Village Centre  | 0.5%  | 1      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hixon Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Horton Village Centre   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Longton Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Marchington Village Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rising Brook Local Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Weeping Cross Local Centre  | 1.3%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.8%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wellington Town Centre, Telford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know)  | 2.6%  | 8      | 2.0%   | 1      | 4.1%   | 2      | 3.0%   | 1      | 0.0%   | 0  | 2.9%  | 2  | 4.4%  | 1  | 4.8%  | 1  | 0.0%  | 0  |
| Weighted base:  |       | 301    |        | 68     |        | 39     |        | 36     |        | 31 |       | 56 |       | 29 |       | 19 |       | 22 |
| Sample:   |       | 327    |        | 38     |        | 43     |        | 41     |        | 48 |       | 43 |       | 34 |       | 38 |       | 42 |

MeanScore: £

**Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?***Those who buy food and groceries in small shops or market stalls at Q10:*

|                |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| £1 - £5        | 13.6% | 41    | 13.3% | 9     | 9.1%  | 4     | 17.4% | 6     | 19.3% | 6     | 3.9%  | 2     | 22.5% | 7     | 18.0% | 3     | 16.8% | 4     |
| £6 - £10       | 25.4% | 77    | 38.7% | 26    | 27.0% | 10    | 21.0% | 8     | 27.4% | 8     | 15.0% | 8     | 17.5% | 5     | 20.6% | 4     | 27.8% | 6     |
| £11 - £15      | 12.1% | 36    | 11.9% | 8     | 24.7% | 10    | 4.1%  | 1     | 16.9% | 5     | 1.2%  | 1     | 19.1% | 6     | 5.0%  | 1     | 21.1% | 5     |
| £16 - £20      | 8.8%  | 26    | 2.9%  | 2     | 9.8%  | 4     | 17.5% | 6     | 3.6%  | 1     | 10.9% | 6     | 6.6%  | 2     | 7.8%  | 2     | 16.0% | 4     |
| £21 - £25      | 5.9%  | 18    | 13.5% | 9     | 2.4%  | 1     | 4.3%  | 2     | 4.5%  | 1     | 4.6%  | 3     | 2.2%  | 1     | 8.5%  | 2     | 0.0%  | 0     |
| £26 - £30      | 5.1%  | 15    | 2.0%  | 1     | 1.4%  | 1     | 6.6%  | 2     | 3.6%  | 1     | 11.8% | 7     | 6.2%  | 2     | 4.8%  | 1     | 2.8%  | 1     |
| £31 - £35      | 1.7%  | 5     | 0.0%  | 0     | 7.0%  | 3     | 0.0%  | 0     | 5.4%  | 2     | 0.0%  | 0     | 0.0%  | 0     | 4.5%  | 1     | 0.0%  | 0     |
| £36 - £40      | 1.6%  | 5     | 1.7%  | 1     | 8.2%  | 3     | 0.0%  | 0     | 1.3%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £41 - £45      | 0.4%  | 1     | 0.0%  | 0     | 1.7%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 3.0%  | 1     |
| £46 - £50      | 1.7%  | 5     | 0.0%  | 0     | 0.0%  | 0     | 1.5%  | 1     | 1.6%  | 0     | 5.1%  | 3     | 0.0%  | 0     | 6.8%  | 1     | 0.0%  | 0     |
| £51 - £55      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £56 - £60      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £61 - £65      | 0.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 2.2%  | 1     | 0.0%  | 0     | 0.0%  | 0     |
| £66 - £70      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £71 - £75      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £76 - £80      | 0.4%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 2.1%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £81 - £85      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £86 - £90      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £91 - £95      | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £96 - £100     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| £101+          | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| (Don't know)   | 20.9% | 63    | 15.9% | 11    | 7.2%  | 3     | 24.9% | 9     | 13.6% | 4     | 39.9% | 22    | 23.7% | 7     | 21.1% | 4     | 10.9% | 2     |
| (Refused)      | 2.1%  | 6     | 0.0%  | 0     | 1.4%  | 1     | 2.6%  | 1     | 2.9%  | 1     | 5.4%  | 3     | 0.0%  | 0     | 2.8%  | 1     | 1.6%  | 0     |
| Mean:          |       | 15.99 |       | 13.29 |       | 17.59 |       | 14.73 |       | 14.60 |       | 23.52 |       | 13.92 |       | 17.92 |       | 13.56 |
| Weighted base: |       | 301   |       | 68    |       | 39    |       | 36    |       | 31    |       | 56    |       | 29    |       | 19    |       | 22    |
| Sample:        |       | 327   |       | 38    |       | 43    |       | 41    |       | 48    |       | 43    |       | 34    |       | 38    |       | 42    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q13 When you shop in Stafford, do you visit...? [MR/PR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Stafford Indoor Market   | 17.7% | 142    | 10.2%  | 24     | 11.5%  | 11     | 19.3%  | 16     | 4.1%   | 3   | 26.8% | 34  | 33.9% | 34  | 27.6% | 14  | 14.5% | 7   |
| Stafford Outdoor Market  | 10.1% | 81     | 5.0%   | 11     | 4.0%   | 4      | 7.0%   | 6      | 1.7%   | 1   | 17.8% | 23  | 23.9% | 24  | 12.7% | 7   | 12.2% | 6   |
| Stafford Farmers Market  | 9.9%  | 79     | 4.9%   | 11     | 4.0%   | 4      | 6.3%   | 5      | 1.7%   | 1   | 18.3% | 23  | 18.9% | 19  | 19.3% | 10  | 11.5% | 5   |
| (None of these)  | 38.3% | 307    | 49.3%  | 114    | 31.1%  | 31     | 21.2%  | 17     | 16.7%  | 11  | 44.7% | 57  | 31.2% | 31  | 59.1% | 31  | 33.2% | 16  |
| (Don't shop in Stafford)                                       | 38.1% | 305    | 36.6%  | 84     | 56.0%  | 55     | 52.1%  | 42     | 79.2%  | 52  | 22.0% | 28  | 22.3% | 22  | 1.9%  | 1   | 43.5% | 21  |
| Weighted base:   |       | 801    |        | 230    |        | 99     |        | 80     |        | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:  |       | 801    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**Q14 Where did you last park when shopping in Stafford?**

*Those who shop in Stafford at Q13:*

|   |       |     |       |     |       |    |       |    |       |    |       |    |       |    |       |    |       |    |
|---|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Broad Street  | 4.8%  | 24  | 0.9%  | 1   | 7.7%  | 3  | 10.6% | 4  | 5.1%  | 1  | 5.6%  | 6  | 4.0%  | 3  | 8.8%  | 4  | 4.2%  | 1  |
| Castle Hill   | 0.1%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Civic Centre  | 1.6%  | 8   | 1.4%  | 2   | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0  | 3.8%  | 4  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  |
| Doxey Road Lorry / Coach Park                             | 0.1%  | 1   | 0.0%  | 0   | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Doxey Road  | 0.4%  | 2   | 0.0%  | 0   | 3.4%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gaol Road   | 0.2%  | 1   | 0.0%  | 0   | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Lammascote Gyrotory                                       | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Riverside Undercroft (adjacent to The Civic Centre)       | 7.1%  | 35  | 12.2% | 18  | 9.2%  | 4  | 2.4%  | 1  | 15.6% | 2  | 3.7%  | 4  | 0.0%  | 0  | 3.3%  | 2  | 18.3% | 5  |
| South Walls   | 0.7%  | 3   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 1  | 2.6%  | 2  | 1.1%  | 2  | 1.1%  | 1  | 0.0%  | 0  |
| Stafford Leisure Centre                                   | 0.4%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  |
| Tenterbanks   | 0.6%  | 3   | 0.0%  | 0   | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.3%  | 2  |
| Waterfront Multi-storey car park                          | 16.1% | 80  | 34.5% | 50  | 1.3%  | 1  | 25.4% | 10 | 3.5%  | 0  | 7.7%  | 8  | 8.9%  | 7  | 0.6%  | 0  | 14.2% | 4  |
| Other   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi car park, Queensville                                | 5.1%  | 25  | 0.0%  | 0   | 5.1%  | 2  | 5.9%  | 2  | 0.0%  | 0  | 4.0%  | 4  | 16.4% | 13 | 6.6%  | 3  | 3.4%  | 1  |
| Asda car park, Queensway                                  | 8.7%  | 43  | 7.3%  | 11  | 14.9% | 6  | 2.4%  | 1  | 23.5% | 3  | 6.9%  | 7  | 9.5%  | 7  | 14.8% | 8  | 1.2%  | 0  |
| Chell Road  | 7.5%  | 37  | 3.1%  | 5   | 10.0% | 4  | 16.1% | 6  | 3.0%  | 0  | 5.7%  | 6  | 9.8%  | 8  | 15.3% | 8  | 2.3%  | 1  |
| Church Lane   | 0.4%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  | 0.0%  | 0  |
| County Hospital, Weston Road                              | 0.3%  | 2   | 0.8%  | 1   | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Greyfriars Place  | 0.6%  | 3   | 1.4%  | 2   | 2.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Guildhall Shopping Centre                                 | 2.9%  | 14  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 2  | 8.2%  | 6  | 6.8%  | 3  | 10.9% | 3  |
| Kingsmead Retail Park                                     | 4.5%  | 22  | 0.9%  | 1   | 2.1%  | 1  | 3.9%  | 1  | 0.0%  | 0  | 10.0% | 10 | 8.4%  | 6  | 3.9%  | 2  | 0.0%  | 0  |
| Madford Retail Park, Foregate Street                      | 1.6%  | 8   | 0.0%  | 0   | 8.4%  | 4  | 2.4%  | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.8%  | 1  | 2.8%  | 1  | 2.5%  | 1  |
| Marks & Spencer car park, Cope Street, Stafford Riverside | 4.4%  | 22  | 4.1%  | 6   | 2.8%  | 1  | 0.0%  | 0  | 3.0%  | 0  | 8.2%  | 8  | 4.6%  | 4  | 3.1%  | 2  | 4.2%  | 1  |
| Mill Street   | 0.2%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| North Walls Car Park                                      | 0.3%  | 2   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  |
| Tesco Extra car park, Newport Road                        | 9.0%  | 44  | 1.9%  | 3   | 3.4%  | 1  | 17.5% | 7  | 3.5%  | 0  | 18.7% | 19 | 6.2%  | 5  | 14.0% | 7  | 9.8%  | 3  |
| Tipping Street  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / can't remember)                             | 9.3%  | 46  | 16.3% | 24  | 14.6% | 6  | 3.1%  | 1  | 11.6% | 2  | 8.4%  | 8  | 1.8%  | 1  | 4.6%  | 2  | 4.8%  | 1  |
| (Didn't drive / park on that occasion)                    | 13.0% | 64  | 15.3% | 22  | 10.9% | 5  | 1.4%  | 1  | 31.3% | 4  | 12.3% | 12 | 17.8% | 14 | 4.7%  | 2  | 15.9% | 4  |
| Weighted base:  |       | 496 |       | 146 |       | 44 |       | 39 |       | 14 |       | 99 |       | 77 |       | 51 |       | 27 |
| Sample:   |       | 479 |       | 59  |       | 44 |       | 46 |       | 24 |       | 80 |       | 77 |       | 97 |       | 52 |

**Q15 When you shop in Stone, do you visit the Stone Farmers Markets?**

|                       |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|-----------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Yes                   | 10.3% | 82  | 2.9%  | 7   | 48.5% | 48  | 1.8%  | 1   | 6.4%  | 4   | 2.0%  | 3   | 11.1% | 11  | 12.4% | 6   | 4.5%  | 2   |
| No                    | 19.1% | 153 | 17.7% | 41  | 23.6% | 23  | 8.2%  | 7   | 25.8% | 17  | 9.5%  | 12  | 21.3% | 21  | 34.6% | 18  | 29.1% | 14  |
| (Don't shop in Stone) | 70.6% | 566 | 79.4% | 183 | 27.9% | 28  | 89.9% | 72  | 67.8% | 45  | 88.5% | 113 | 67.6% | 67  | 53.0% | 28  | 66.4% | 31  |
| Weighted base:        |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:               |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q16 Where did you last park when shopping in Stone?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who shop in Stone at Q14:</i>                     |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Christchurch Way   | 1.0%  | 2      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  |
| Crown Street   | 7.3%  | 17     | 4.1%   | 2      | 10.2%  | 7      | 6.8%   | 1      | 4.2%   | 1  | 4.8%  | 1  | 6.3%  | 2  | 9.0%  | 2  | 10.1% | 2  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi car park, Stafford Road                               | 0.9%  | 2      | 2.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Aston Marina, Lichfield Road                               | 0.4%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 1  | 1.6%  | 0  | 0.0%  | 0  |
| Eccleshall Road  | 0.4%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0  | 0.0%  | 0  |
| Mill Street  | 0.2%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 0  | 0.0%  | 0  |
| Morrisons, Mill Street                                     | 21.9% | 52     | 2.9%   | 1      | 32.1%  | 23     | 19.5%  | 2      | 6.2%   | 1  | 41.6% | 6  | 25.6% | 8  | 31.0% | 8  | 15.7% | 2  |
| Mount Road   | 0.3%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stafford Street (disabled badge holders)                   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0  | 0.0%  | 0  |
| Stone Leisure Centre, Stafford Road                        | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  |
| Westbridge Park, Stafford Road (M&S)                       | 3.0%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 23.0%  | 2      | 3.3%   | 1  | 8.0%  | 1  | 4.0%  | 1  | 8.7%  | 2  | 0.0%  | 0  |
| (Don't know / can't remember)                              | 12.7% | 30     | 19.9%  | 9      | 8.9%   | 6      | 23.0%  | 2      | 12.7%  | 3  | 4.8%  | 1  | 10.9% | 4  | 16.8% | 4  | 7.9%  | 1  |
| (Didn't drive / park on that occasion)                     | 51.4% | 121    | 67.3%  | 32     | 46.9%  | 33     | 27.8%  | 2      | 69.4%  | 15 | 40.9% | 6  | 49.2% | 16 | 27.3% | 7  | 63.0% | 10 |
| Weighted base:   |       | 235    |        | 48     |        | 71     |        | 8      |        | 21 |       | 15 |       | 32 |       | 24 |       | 16 |
| Sample:  |       | 260    |        | 25     |        | 71     |        | 8      |        | 34 |       | 14 |       | 29 |       | 50 |       | 29 |

|   |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q17 Where did you last park when shopping in Eccleshall?</b> |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
| Co-op car park  | 4.5%  | 36  | 0.0%  | 0   | 20.8% | 21  | 9.7%  | 8   | 0.0%  | 0   | 0.6%  | 1   | 1.4%  | 1   | 7.3%  | 4   | 3.7%  | 2   |
| Library, High Street  | 4.5%  | 36  | 1.2%  | 3   | 4.0%  | 4   | 10.7% | 9   | 0.0%  | 0   | 3.6%  | 5   | 8.1%  | 8   | 13.3% | 7   | 2.6%  | 1   |
| The Eagle Inn   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Church Street   | 0.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Newport Road  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stone Road  | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.0%  | 1   | 0.0%  | 0   |
| (Don't know / can't remember)                                   | 0.5%  | 4   | 0.0%  | 0   | 0.6%  | 1   | 1.4%  | 1   | 0.7%  | 0   | 1.2%  | 2   | 0.0%  | 0   | 0.7%  | 0   | 0.0%  | 0   |
| (Didn't drive / park on that occasion)                          | 1.0%  | 8   | 2.1%  | 5   | 1.2%  | 1   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.6%  | 0   | 0.7%  | 0   |
| (Don't shop in Eccleshall)                                      | 89.0% | 713 | 96.7% | 223 | 73.4% | 73  | 74.4% | 60  | 97.6% | 64  | 94.6% | 120 | 89.9% | 89  | 77.0% | 40  | 93.0% | 44  |
| Weighted base:  |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:   |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

## Stafford Retail & Leisure Study For Peter Brett Associates

|   | Total | Zone 1      | Zone 2 | Zone 3      | Zone 4 | Zone 5      | Zone 6 | Zone 7      | Zone 8 |             |       |              |       |             |       |              |       |              |
|---|-------|-------------|--------|-------------|--------|-------------|--------|-------------|--------|-------------|-------|--------------|-------|-------------|-------|--------------|-------|--------------|
| <b>MeanScore: %</b>   |       |             |        |             |        |             |        |             |        |             |       |              |       |             |       |              |       |              |
| <b>Q18 Approximately what proportion of your household's total spending on all food and grocery goods is done using the Internet?</b> |       |             |        |             |        |             |        |             |        |             |       |              |       |             |       |              |       |              |
| 0   | 75.6% | 606         | 77.0%  | 177         | 81.5%  | 81          | 79.7%  | 64          | 85.2%  | 56          | 63.0% | 80           | 79.9% | 79          | 71.3% | 37           | 66.2% | 31           |
| 1 - 5%  | 3.0%  | 24          | 1.1%   | 3           | 4.5%   | 4           | 1.8%   | 1           | 3.9%   | 3           | 6.8%  | 9            | 1.8%  | 2           | 0.0%  | 0            | 5.8%  | 3            |
| 6 - 10%   | 2.4%  | 19          | 2.8%   | 6           | 0.7%   | 1           | 0.0%   | 0           | 1.8%   | 1           | 5.1%  | 6            | 1.8%  | 2           | 1.7%  | 1            | 4.2%  | 2            |
| 11 - 15%  | 0.5%  | 4           | 0.0%   | 0           | 0.7%   | 1           | 0.0%   | 0           | 0.7%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 6.2%  | 3            |
| 16 - 20%  | 1.5%  | 12          | 0.0%   | 0           | 0.7%   | 1           | 8.5%   | 7           | 1.4%   | 1           | 0.6%  | 1            | 0.8%  | 1           | 2.7%  | 1            | 0.8%  | 0            |
| 21 - 25%  | 1.1%  | 9           | 2.9%   | 7           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 1.4%  | 1           | 1.0%  | 1            | 0.0%  | 0            |
| 26 - 30%  | 0.4%  | 3           | 0.0%   | 0           | 0.0%   | 0           | 1.2%   | 1           | 0.6%   | 0           | 0.6%  | 1            | 0.6%  | 1           | 0.0%  | 0            | 0.0%  | 0            |
| 31 - 35%  | 0.0%  | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 0.0%  | 0            |
| 36 - 40%  | 0.2%  | 2           | 0.0%   | 0           | 0.0%   | 0           | 0.8%   | 1           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 2.5%  | 1            | 0.0%  | 0            |
| 41 - 45%  | 0.0%  | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 0.0%  | 0            |
| 46 - 50%  | 1.5%  | 12          | 1.2%   | 3           | 0.0%   | 0           | 0.8%   | 1           | 0.0%   | 0           | 4.7%  | 6            | 0.0%  | 0           | 2.4%  | 1            | 3.5%  | 2            |
| 51 - 55%  | 0.0%  | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 0.0%  | 0            |
| 56 - 60%  | 0.2%  | 2           | 0.0%   | 0           | 0.0%   | 0           | 0.7%   | 1           | 0.0%   | 0           | 0.6%  | 1            | 0.0%  | 0           | 0.7%  | 0            | 0.0%  | 0            |
| 61 - 65%  | 0.0%  | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 0.0%  | 0            |
| 66 - 70%  | 0.5%  | 4           | 0.0%   | 0           | 3.0%   | 3           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 1.1%  | 1           | 0.0%  | 0            | 0.0%  | 0            |
| 71 - 75%  | 0.3%  | 3           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 1.9%  | 2            | 0.0%  | 0           | 0.0%  | 0            | 0.7%  | 0            |
| 76 - 80%  | 1.3%  | 10          | 2.6%   | 6           | 0.0%   | 0           | 1.2%   | 1           | 0.7%   | 0           | 0.0%  | 0            | 0.6%  | 1           | 1.0%  | 1            | 3.3%  | 2            |
| 81 - 85%  | 0.0%  | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%   | 0           | 0.0%  | 0            | 0.0%  | 0           | 0.0%  | 0            | 0.0%  | 0            |
| 86 - 90%  | 3.2%  | 25          | 2.7%   | 6           | 3.6%   | 4           | 2.0%   | 2           | 0.7%   | 0           | 6.6%  | 8            | 0.0%  | 0           | 6.8%  | 4            | 3.3%  | 2            |
| 91 - 95%  | 0.5%  | 4           | 0.9%   | 2           | 0.7%   | 1           | 0.0%   | 0           | 0.0%   | 0           | 0.6%  | 1            | 0.0%  | 0           | 0.7%  | 0            | 0.0%  | 0            |
| 96 - 100%   | 1.5%  | 12          | 1.0%   | 2           | 2.3%   | 2           | 0.0%   | 0           | 0.6%   | 0           | 0.5%  | 1            | 5.6%  | 6           | 0.0%  | 0            | 2.1%  | 1            |
| (Don't know)  | 3.3%  | 27          | 2.6%   | 6           | 1.9%   | 2           | 2.7%   | 2           | 3.0%   | 2           | 5.9%  | 7            | 4.8%  | 5           | 4.3%  | 2            | 0.7%  | 0            |
| (Refused)   | 2.9%  | 23          | 5.2%   | 12          | 0.6%   | 1           | 0.7%   | 1           | 1.3%   | 1           | 2.8%  | 4            | 1.4%  | 1           | 4.6%  | 2            | 3.5%  | 2            |
| <i>Mean:</i>  |       | <i>9.13</i> |        | <i>8.68</i> |        | <i>8.97</i> |        | <i>6.18</i> |        | <i>2.90</i> |       | <i>13.62</i> |       | <i>8.29</i> |       | <i>12.40</i> |       | <i>12.13</i> |
| Weighted base:  |       | 801         |        | 230         |        | 99          |        | 80          |        | 66          |       | 127          |       | 99          |       | 52           |       | 47           |
| Sample:   |       | 801         |        | 100         |        | 100         |        | 100         |        | 100         |       | 100          |       | 100         |       | 100          |       | 101          |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q19 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Trentham Garden Centre, Stone Road, Stoke-on-Trent  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wyevale Garden Centre, Wolsley Bridge, Stafford   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Birmingham City Centre  | 4.6%  | 37     | 8.6%   | 20     | 5.2%   | 5      | 1.2%   | 1      | 1.4%   | 1  | 2.8%  | 4  | 1.8%  | 2  | 5.2%  | 3  | 3.9%  | 2  |
| Burton-upon-Trent Town Centre   | 1.8%  | 14     | 1.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 14.5%  | 10 | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre   | 1.6%  | 13     | 4.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.3%  | 2  |
| Eccleshall Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 2.8%   | 3      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Hanley Town Centre  | 1.0%  | 8      | 0.0%   | 0      | 6.5%   | 6      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Lichfield City Centre   | 1.4%  | 11     | 4.2%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.6%  | 0  | 0.7%  | 0  |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Rugeley Town Centre   | 2.4%  | 19     | 8.5%   | 19     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shrewsbury Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 1.1%   | 1      | 2.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Stafford Town Centre  | 24.9% | 200    | 19.3%  | 44     | 23.0%  | 23     | 21.8%  | 18     | 2.8%   | 2  | 24.8% | 32 | 54.5% | 54 | 34.2% | 18 | 20.7% | 10 |
| Stoke-on-Trent City Centre  | 0.7%  | 6      | 0.0%   | 0      | 3.5%   | 3      | 0.7%   | 1      | 0.6%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 0  | 0.0%  | 0  |
| Stone Town Centre   | 0.9%  | 7      | 0.0%   | 0      | 5.4%   | 5      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 1.1%  | 1  |
| Tamworth Town Centre  | 1.2%  | 10     | 4.1%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford Town Centre   | 4.3%  | 35     | 0.0%   | 0      | 1.8%   | 2      | 25.6%  | 21     | 0.0%   | 0  | 0.6%  | 1  | 1.5%  | 2  | 4.3%  | 2  | 16.4% | 8  |
| Uttoxeter Town Centre   | 2.0%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 24.2%  | 16 | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Walsall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.7%  | 0  |
| Wolverhampton City Centre   | 1.8%  | 15     | 0.6%   | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 2.7%  | 3  | 0.6%  | 1  | 4.6%  | 2  | 13.3% | 6  |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hough Retail Park, Stafford   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.5%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Linkway Retail Park, Watling Street, Cannock  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Madford Retail Park, Stafford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.6%  | 0  | 0.0%  | 0  |
| Orbital Retail Park, Voyage Drive, Cannock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 9.7%  | 78     | 14.6%  | 34     | 4.4%   | 4      | 1.6%   | 1      | 0.6%   | 0  | 20.8% | 26 | 8.3%  | 8  | 3.5%  | 2  | 3.5%  | 2  |
| The Forge Retail Park, Telford  | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 5.5%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 2.0%  | 16     | 6.2%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  |
| Wolstanton Retail Park, Newcastle-under-Lyme  | 0.6%  | 5      | 0.0%   | 0      | 3.1%   | 3      | 0.0%   | 0      | 1.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Internet / delivered  | 17.9% | 143    | 17.9%  | 41     | 22.9%  | 23     | 18.2%  | 15     | 14.0%  | 9  | 22.4% | 29 | 12.7% | 13 | 17.0% | 9  | 12.3% | 6  |
| Home catalogue  | 0.7%  | 6      | 0.6%   | 1      | 0.0%   | 0      | 0.7%   | 1      | 2.3%   | 2  | 0.0%  | 0  | 1.3%  | 1  | 0.6%  | 0  | 1.9%  | 1  |
| TV / Interactive shopping   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Boundary Mill, Junction 10 Retail Park, Walsall   | 0.7%  | 5      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 5.3%  | 2  |
| Abroad  | 0.2%  | 2      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Queensway, Stafford   | 2.2%  | 18     | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 1.1%   | 1  | 5.4%  | 7  | 4.9%  | 5  | 5.7%  | 3  | 0.7%  | 0  |
| Derby City Centre   | 1.6%  | 13     | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 18.1%  | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wrekin Retail Park, Telford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheshire Oaks Designer Outlet, Ellesmere Port, Cheshire   | 0.6%  | 5      | 0.0%   | 0      | 3.2%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Newport Road, Stafford   | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.2%  | 5  | 0.6%  | 1  | 1.7%  | 1  | 0.7%  | 0  |
| Aberfeldy Local Centre, Scotland  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Armstrongs Mill, High Street, Long Eaton, Nottingham  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Avon Road, Cannock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1  |
| Asda, Carter Street, Uttoxeter  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Malinsgate, Telford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, St. George's Road, Donnington, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ashbourne Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bentley Bridge Retail Park, Wednesfield Road, Wolverhampton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |     |      |     |      |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|-----|------|-----|------|-----|
| Bognor Regis Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.6% | 1   | 0.0% | 0   | 0.0% | 0   |
| Bournemouth Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.5% | 1   | 0.0% | 0   | 0.0% | 0   |
| Bridgnorth Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| Central London   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 1.0% | 1   | 0.0% | 0   |
| Chester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Dudley Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 1.1% | 1   | 0.0% | 0   |
| Eastbourne Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| Falmouth Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Heath Hayes Local Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Hednesford Town Centre   | 0.8%  | 6      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Hollies Business Park,<br>Hollies Park Road,<br>Cannock          | 0.4%  | 3      | 1.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Liverpool City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| Longton Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 2.7%   | 3      | 0.0%   | 0      | 1.4%   | 1   | 0.0% | 0   | 0.8% | 1   | 0.0% | 0   |
| MK1 Shopping & Leisure<br>Park, Stadium Way,<br>Milton Keynes    | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.6% | 0   |
| Manchester City Centre   | 0.4%  | 3      | 0.0%   | 0      | 2.5%   | 3      | 0.0%   | 0      | 1.1%   | 1   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Marks & Spencer, Cope<br>Street, Stafford Riverside,<br>Stafford | 0.9%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0   | 1.6% | 2   | 1.7% | 2   | 4.1% | 2   |
| Melton Mowbray Town<br>Centre                                    | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 3.4% | 2   |
| Merry Hill, Pedmore Road,<br>Brierley Hill                       | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0   | 0.6% | 1   | 0.0% | 0   | 0.7% | 0   |
| Paignton Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| Sainsbury's Superstore, Chell<br>Road, Stafford                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.6% | 1   | 0.0% | 0   |
| Shifnal Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| Solihull Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Tesco Superstore, Lysander<br>Road, Stoke-on-Trent               | 0.2%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Tesco Superstore, Power<br>Station Road, Rugeley                 | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Trafford Centre, The Orient,<br>Stretford, Manchester            | 0.2%  | 2      | 0.0%   | 0      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Trentham Shopping Village,<br>Stone Road,<br>Stoke-on-Trent      | 0.2%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.7%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.6% | 0   |
| Wilmslow Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.0% | 0   |
| Worcester City Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0   | 0.0% | 0   | 0.7% | 0   |
| (Don't know / can't<br>remember)                                 | 1.5%  | 12     | 0.0%   | 0      | 1.1%   | 1      | 5.1%   | 4      | 2.1%   | 1   | 2.7% | 3   | 1.3% | 1   | 1.4% | 1   |
| (Don't do this type of<br>shopping)                              | 1.9%  | 15     | 1.0%   | 2      | 2.3%   | 2      | 2.1%   | 2      | 5.7%   | 4   | 2.8% | 4   | 1.3% | 1   | 0.6% | 0   |
| Weighted base:   |       | 801    |        | 230    |        | 99     |        | 80     |        | 66  |      | 127 |      | 99  |      | 52  |
| Sample:  |       | 801    |        | 100    |        | 100    |        | 100    |        | 100 |      | 100 |      | 100 |      | 100 |

## MeanScore: visits per year

## Q20 How often do you visit (LOCATION MENTIONED AT Q19) for clothes or shoes shopping?

Those who buy clothes or shoes at a specific location at Q19:

|                       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Everyday              | 0.2%  | 1     | 0.0%  | 0     | 0.6%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 1.8%  | 1     | 0.0%  | 0     |
| 5 - 6 times a week    | 0.3%  | 2     | 0.0%  | 0     | 0.6%  | 1     | 0.7%  | 1     | 0.0%  | 0     | 1.0%  | 1     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     |
| 3 - 4 times a week    | 0.4%  | 3     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.0%  | 0     | 0.7%  | 1     | 0.0%  | 0     | 4.4%  | 2     |
| Twice a week          | 0.8%  | 6     | 0.0%  | 0     | 0.6%  | 1     | 2.9%  | 2     | 2.7%  | 2     | 0.0%  | 0     | 1.3%  | 1     | 0.0%  | 0     | 1.4%  | 1     |
| Once a week           | 4.3%  | 33    | 1.5%  | 3     | 1.8%  | 2     | 5.8%  | 4     | 9.2%  | 6     | 6.4%  | 8     | 3.3%  | 3     | 2.8%  | 1     | 12.0% | 6     |
| Once every two weeks  | 7.8%  | 61    | 8.4%  | 19    | 13.0% | 12    | 12.4% | 9     | 5.7%  | 3     | 1.6%  | 2     | 10.2% | 10    | 5.2%  | 3     | 4.3%  | 2     |
| Once a month          | 24.2% | 187   | 29.6% | 67    | 29.5% | 28    | 16.2% | 12    | 21.5% | 13    | 24.1% | 29    | 14.6% | 14    | 21.9% | 11    | 25.3% | 12    |
| Once every two months | 13.0% | 101   | 17.8% | 41    | 7.4%  | 7     | 17.8% | 13    | 6.6%  | 4     | 8.9%  | 11    | 12.9% | 13    | 10.9% | 6     | 14.9% | 7     |
| 3 or 4 times a year   | 10.6% | 82    | 6.3%  | 14    | 17.6% | 17    | 6.9%  | 5     | 10.3% | 6     | 14.2% | 17    | 11.2% | 11    | 12.4% | 6     | 10.0% | 5     |
| Twice a year          | 8.6%  | 67    | 7.3%  | 17    | 8.9%  | 8     | 3.6%  | 3     | 19.4% | 12    | 11.4% | 14    | 4.9%  | 5     | 10.9% | 6     | 7.3%  | 3     |
| Once a year           | 3.8%  | 29    | 3.2%  | 7     | 3.9%  | 4     | 0.7%  | 1     | 4.7%  | 3     | 3.7%  | 4     | 4.8%  | 5     | 4.0%  | 2     | 8.3%  | 4     |
| Less often            | 2.8%  | 22    | 2.5%  | 6     | 2.3%  | 2     | 2.9%  | 2     | 0.8%  | 0     | 1.6%  | 2     | 6.2%  | 6     | 3.9%  | 2     | 2.6%  | 1     |
| (Don't know / varies) | 23.3% | 180   | 23.5% | 54    | 13.9% | 13    | 30.0% | 22    | 19.2% | 12    | 27.3% | 33    | 29.7% | 29    | 26.1% | 13    | 9.4%  | 4     |
| Mean:                 |       | 15.05 |       | 10.42 |       | 15.70 |       | 20.99 |       | 15.92 |       | 14.72 |       | 14.35 |       | 18.16 |       | 23.67 |
| Weighted base:        |       | 773   |       | 228   |       | 96    |       | 75    |       | 61    |       | 120   |       | 97    |       | 51    |       | 47    |
| Sample:               |       | 765   |       | 98    |       | 97    |       | 91    |       | 93    |       | 94    |       | 96    |       | 97    |       | 99    |

## Stafford Retail & Leisure Study For Peter Brett Associates

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q21 How do you normally travel to (LOCATION MENTIONED AT Q19)?</b>          |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who travel to buy clothes or shoes at a specific location at Q19:</i> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Car - Driver   | 72.5% | 452    | 73.5%  | 136    | 72.1%  | 53     | 81.7%  | 49     | 73.9%  | 37 | 66.6% | 61 | 64.7% | 53 | 82.4% | 34 | 72.2% | 29 |
| Car - Passenger  | 8.2%  | 51     | 7.3%   | 13     | 6.1%   | 4      | 13.6%  | 8      | 5.6%   | 3  | 5.6%  | 5  | 6.6%  | 5  | 9.4%  | 4  | 20.1% | 8  |
| Bus  | 6.3%  | 39     | 10.4%  | 19     | 2.4%   | 2      | 2.8%   | 2      | 3.1%   | 2  | 5.0%  | 5  | 10.6% | 9  | 1.6%  | 1  | 2.3%  | 1  |
| Cycle  | 1.0%  | 6      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 5.8%  | 5  | 0.0%  | 0  | 0.0%  | 0  |
| Disabled vehicle (e.g. mobility scooter)                                       | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.4%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Taxi   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Train  | 4.6%  | 28     | 4.1%   | 8      | 8.3%   | 6      | 0.0%   | 0      | 5.6%   | 3  | 8.7%  | 8  | 0.9%  | 1  | 3.5%  | 1  | 4.6%  | 2  |
| Walk   | 6.2%  | 39     | 4.2%   | 8      | 9.5%   | 7      | 0.9%   | 1      | 4.9%   | 2  | 12.5% | 11 | 10.5% | 9  | 2.2%  | 1  | 0.0%  | 0  |
| Other  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Aeroplane  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 0.4%  | 3      | 0.0%   | 0      | 1.5%   | 1      | 0.9%   | 1      | 0.8%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.8%  | 0  |
| Weighted base:   |       | 623    |        | 185    |        | 73     |        | 59     |        | 49 |       | 92 |       | 83 |       | 42 |       | 40 |
| Sample:  |       | 631    |        | 80     |        | 83     |        | 74     |        | 73 |       | 78 |       | 81 |       | 79 |       | 83 |

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q22 And the time before that, where did your household go to make a purchase of clothes or shoes?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who buy clothes or shoes at a specific location at Q19:</i>                                     |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Mere Park Garden Centre,<br>Stafford Road, Newport   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Trentham Garden Centre,<br>Stone Road,<br>Stoke-on-Trent   | 0.3%  | 3      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wyevale Garden Centre,<br>Wolsley Bridge, Stafford   | 0.4%  | 3      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.6%  | 2  |
| Birmingham City Centre   | 8.8%  | 68     | 15.2%  | 35     | 5.0%   | 5      | 6.2%   | 5      | 1.5%   | 1  | 4.0%  | 5  | 7.2%  | 7  | 15.6% | 8  | 6.9%  | 3  |
| Burton-upon-Trent Town<br>Centre   | 3.1%  | 24     | 5.4%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 19.1%  | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre  | 2.1%  | 16     | 5.3%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.7%  | 1  | 0.0%  | 0  | 6.3%  | 3  |
| Eccleshall Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 2.4%   | 2      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Hanley Town Centre   | 0.8%  | 6      | 0.0%   | 0      | 4.9%   | 5      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 0  | 0.0%  | 0  |
| Lichfield City Centre  | 1.9%  | 15     | 4.2%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 4  | 0.0%  | 0  | 2.3%  | 1  | 0.7%  | 0  |
| Newcastle-under-Lyme<br>Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Penkridge Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 3  | 0.8%  | 1  | 0.0%  | 0  | 0.7%  | 0  |
| Rugeley Town Centre  | 1.1%  | 8      | 3.7%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shrewsbury Town Centre   | 0.5%  | 4      | 0.0%   | 0      | 1.8%   | 2      | 2.5%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stafford Town Centre   | 20.6% | 159    | 8.6%   | 20     | 31.8%  | 30     | 15.5%  | 12     | 9.1%   | 6  | 24.3% | 29 | 37.4% | 36 | 32.3% | 16 | 22.3% | 10 |
| Stoke-on-Trent City Centre   | 0.5%  | 4      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 2.4%   | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.7%  | 0  | 0.0%  | 0  |
| Stone Town Centre  | 0.7%  | 6      | 0.0%   | 0      | 4.5%   | 4      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tamworth Town Centre   | 0.5%  | 4      | 1.2%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  |
| Telford Town Centre  | 4.7%  | 37     | 0.6%   | 1      | 1.3%   | 1      | 24.4%  | 18     | 0.0%   | 0  | 1.8%  | 2  | 4.9%  | 5  | 1.8%  | 1  | 17.1% | 8  |
| Uttoxeter Town Centre  | 1.6%  | 12     | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 18.4%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  |
| Walsall Town Centre  | 0.3%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Willenhall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolverhampton City Centre  | 1.3%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 2.8%  | 3  | 0.7%  | 1  | 1.4%  | 1  | 8.3%  | 4  |
| Dovefields Retail Park,<br>Town Meadows Way,<br>Uttoxeter  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Heights Retail Park,<br>Ridgehouse Drive,<br>Stoke-on-Trent                                     | 0.7%  | 5      | 0.0%   | 0      | 3.8%   | 4      | 0.0%   | 0      | 1.1%   | 1  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hough Retail Park, Stafford  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 1.6%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Madford Retail Park,<br>Stafford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Queens Retail Park, Old<br>Rickerscote Lane, Stafford  | 8.9%  | 68     | 17.6%  | 40     | 1.4%   | 1      | 0.9%   | 1      | 0.7%   | 0  | 13.8% | 17 | 6.9%  | 7  | 4.0%  | 2  | 1.4%  | 1  |
| The Forge Retail Park,<br>Telford  | 0.6%  | 5      | 0.0%   | 0      | 0.6%   | 1      | 5.1%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth  | 2.5%  | 19     | 8.0%   | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.6%  | 0  | 0.0%  | 0  |
| Wolstanton Retail Park,<br>Newcastle-under-Lyme  | 0.4%  | 3      | 0.0%   | 0      | 2.5%   | 2      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Internet / delivered   | 18.9% | 146    | 16.7%  | 38     | 20.4%  | 20     | 19.4%  | 15     | 10.9%  | 7  | 21.6% | 26 | 23.8% | 23 | 21.3% | 11 | 16.7% | 8  |
| Home catalogue   | 1.0%  | 7      | 0.0%   | 0      | 1.2%   | 1      | 0.7%   | 1      | 3.5%   | 2  | 0.6%  | 1  | 1.3%  | 1  | 1.9%  | 1  | 1.3%  | 1  |
| Boundary Mill, Junction 10<br>Retail Park, Walsall   | 0.4%  | 3      | 1.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  |
| Abroad   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Queensway, Stafford  | 1.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 3.6%  | 4  | 4.3%  | 4  | 4.3%  | 2  | 0.0%  | 0  |
| Derby City Centre  | 1.4%  | 11     | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 15.5%  | 9  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wrekin Retail Park, Telford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.3%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheshire Oaks Designer<br>Outlet, Ellesmere Port,<br>Cheshire  | 0.9%  | 7      | 0.0%   | 0      | 6.4%   | 6      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Extra, Newport Road,<br>Stafford   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 4.5%  | 5  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Asda, Avon Road, Cannock   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1  |
| Asda, Carter Street,<br>Uttoxeter  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Malinsgate, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bentley Bridge Retail Park,<br>Wednesfield Road,<br>Wolverhampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bristol City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.9%  | 7      | 0.6%   | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 4  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  |
| Chester City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Dudley Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| John Lewis, Cressex Centre,  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Holmers Farm Way, High Wycombe                                    |       |        |        |        |        |        |        |        |        |   |      |   |      |   |      |   |      |   |
| Liverpool City Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 1.1%   | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 |
| Manchester City Centre  | 0.5%  | 4      | 0.0%   | 0      | 2.9%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer, Cope Street, Stafford Riverside, Stafford        | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0 | 1.8% | 2 | 0.7% | 1 | 4.2% | 2 | 0.7% | 0 |
| Meadowhall, Meadowhall Way, Sheffield                             | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Merry Hill, Pedmore Road, Brierley Hill                           | 0.3%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nottingham City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Chell Road, Stafford                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.7% | 1 | 0.6% | 0 | 0.8% | 0 |
| Sheffield City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 |
| Solihull Town Centre  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Power Station Road, Rugeley                     | 0.8%  | 6      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Original Factory Shop, Hill Top, Pontefract Road, Knottingley | 0.2%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trentham Shopping Village, Stone Road, Stoke-on-Trent             | 0.1%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wellington Town Centre, Telford                                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welshpool Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 |
| Whiteways Nursery & Rounton Centre, West Rounton, Northallerton   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wigan Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilmslow Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Worcester City Centre   | 0.3%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| York City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)                                     | 3.6%  | 28     | 4.0%   | 9      | 1.0%   | 1      | 5.1%   | 4      | 4.1%   | 2 | 5.4% | 6 | 2.0% | 2 | 1.7% | 1 | 5.5% | 3 |
| Weighted base:  | 773   |        | 228    |        | 96     |        | 75     |        | 61     |   | 120  |   | 97   |   | 51   |   | 47   |   |
| Sample:   | 765   |        | 98     |        | 97     |        | 91     |        | 93     |   | 94   |   | 96   |   | 97   |   | 99   |   |

**Q23 Have you bought any of these goods in the last 10 years? [MR/PR]**

|   |       |     |       |     |       |    |       |    |       |    |       |     |       |    |       |    |       |    |
|---|-------|-----|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Furniture, carpets, or soft household furnishings   | 74.8% | 599 | 71.3% | 164 | 76.9% | 76 | 79.5% | 64 | 70.2% | 46 | 88.3% | 112 | 67.0% | 66 | 75.1% | 39 | 65.3% | 31 |
| DIY and decorating goods  | 73.9% | 592 | 67.8% | 156 | 81.4% | 81 | 76.0% | 61 | 68.0% | 45 | 76.7% | 98  | 77.7% | 77 | 80.9% | 42 | 68.8% | 33 |
| Electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers | 80.5% | 644 | 84.8% | 195 | 82.3% | 81 | 79.1% | 64 | 65.6% | 43 | 82.8% | 105 | 82.8% | 82 | 78.8% | 41 | 69.0% | 33 |
| Domestic appliances, such as washing machines, fridges or cookers                                   | 77.2% | 618 | 77.4% | 178 | 80.1% | 79 | 78.2% | 63 | 71.1% | 47 | 86.6% | 110 | 79.0% | 78 | 69.6% | 36 | 55.9% | 26 |
| Health, beauty or chemist items   | 77.5% | 621 | 74.7% | 172 | 79.6% | 79 | 77.7% | 62 | 75.3% | 50 | 75.4% | 96  | 80.7% | 80 | 87.6% | 46 | 77.4% | 37 |
| Recreational goods such as sports equipment, bicycles, musical instruments or toys                  | 56.6% | 454 | 56.6% | 131 | 67.8% | 67 | 59.3% | 48 | 45.8% | 30 | 55.0% | 70  | 52.0% | 52 | 53.8% | 28 | 61.0% | 29 |
| Other non-food items such as books, CDs, jewellery or china and glass items                         | 67.8% | 543 | 68.2% | 157 | 76.1% | 75 | 69.1% | 56 | 64.2% | 42 | 64.5% | 82  | 62.9% | 62 | 73.3% | 38 | 63.9% | 30 |
| (None of these items within the last 10 years)  | 1.3%  | 11  | 0.0%  | 0   | 2.3%  | 2  | 2.1%  | 2  | 5.5%  | 4  | 0.0%  | 0   | 2.2%  | 2  | 0.0%  | 0  | 1.9%  | 1  |
| Weighted base:  | 801   |     | 230   |     | 99    |    | 80    |    | 66    |    | 127   |     | 99    |    | 52    |    | 47    |    |
| Sample:   | 801   |     | 100   |     | 100   |    | 100   |    | 100   |    | 100   |     | 100   |    | 100   |    | 101   |    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|---|-------|---|
| <b>Q24 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |   |       |   |
| <i>Those who have bought furniture, carpets, or soft household furnishings at Q23:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |   |       |   |
| B&Q, Wyrley Brook, Vine Lane, Cannock  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| The Plant Pot, Stafford Road, Lichfield  | 0.3%  | 2      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Trentham Garden Centre, Stone Road, Stoke-on-Trent   | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wyevale Garden Centre, Wolsley Bridge, Stafford  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Birmingham City Centre   | 1.2%  | 7      | 0.7%   | 1      | 2.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 3.4%  | 4  | 0.0%  | 0  | 0.0%  | 0 | 2.2%  | 1 |
| Burton-upon-Trent Town Centre  | 0.5%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Cannock Town Centre  | 4.4%  | 26     | 4.7%   | 8      | 3.7%   | 3      | 1.5%   | 1      | 0.9%   | 0  | 3.5%  | 4  | 2.1%  | 1  | 7.3%  | 3 | 20.7% | 6 |
| Eccleshall Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0 | 0.0%  | 0 |
| Halesowen Town Centre  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Hanley Town Centre   | 1.3%  | 8      | 0.0%   | 0      | 6.0%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.6%  | 1  | 6.2%  | 2 | 0.0%  | 0 |
| Leek Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 1 |
| Lichfield City Centre  | 0.8%  | 5      | 2.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.4%  | 1 | 0.0%  | 0 |
| Market Drayton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Newcastle-under-Lyme Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 1.4%  | 1 | 0.0%  | 0 |
| Newport Town Centre  | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 15.6%  | 10     | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0 | 1.2%  | 0 |
| Penkridge Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.0%  | 2 |
| Rugeley Town Centre  | 6.3%  | 38     | 22.1%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1 | 0.0%  | 0 |
| Shrewsbury Town Centre   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 8.8%   | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.0%  | 0 |
| Stafford Town Centre   | 14.7% | 88     | 1.9%   | 3      | 20.8%  | 16     | 8.9%   | 6      | 3.0%   | 1  | 24.1% | 27 | 41.9% | 28 | 14.6% | 6 | 5.1%  | 2 |
| Stoke-on-Trent City Centre   | 3.4%  | 21     | 0.8%   | 1      | 5.5%   | 4      | 0.0%   | 0      | 10.8%  | 5  | 5.9%  | 7  | 3.2%  | 2  | 0.0%  | 0 | 4.1%  | 1 |
| Stone Town Centre  | 0.8%  | 5      | 0.0%   | 0      | 6.2%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Tamworth Town Centre   | 1.1%  | 6      | 3.9%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Telford Town Centre  | 2.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 18.4%  | 12     | 0.0%   | 0  | 0.6%  | 1  | 1.9%  | 1  | 1.0%  | 0 | 3.3%  | 1 |
| Uttoxeter Town Centre  | 2.8%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 36.3%  | 17 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Walsall Town Centre  | 0.3%  | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| West Bromwich Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wolverhampton City Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.1%  | 1 |
| Bilston Road Retail Park, Jenner Street, Wolverhampton   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Hough Retail Park, Stafford  | 2.2%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1      | 0.0%   | 0  | 3.9%  | 4  | 9.3%  | 6  | 1.4%  | 1 | 2.7%  | 1 |
| Linkway Retail Park, Watling Street, Cannock   | 2.9%  | 17     | 8.2%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.5%  | 2  | 1.1%  | 1  | 0.0%  | 0 | 4.8%  | 1 |
| Madford Retail Park, Stafford  | 0.6%  | 4      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.8%  | 2  | 2.4%  | 1 | 1.0%  | 0 |
| Octagon Retail Park, New Century Street, Stoke-on-Trent  | 1.7%  | 10     | 0.0%   | 0      | 8.0%   | 6      | 0.0%   | 0      | 5.1%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 4.5%  | 2 | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock   | 4.6%  | 27     | 11.0%  | 18     | 0.7%   | 1      | 1.5%   | 1      | 0.0%   | 0  | 5.1%  | 6  | 2.8%  | 2  | 0.8%  | 0 | 0.0%  | 0 |
| Queens Retail Park, Old Rickerscote Lane, Stafford   | 7.4%  | 44     | 6.3%   | 10     | 0.7%   | 1      | 1.7%   | 1      | 0.0%   | 0  | 20.0% | 22 | 6.8%  | 5  | 6.9%  | 3 | 8.1%  | 2 |
| The Forge Retail Park, Telford   | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 14.8%  | 9      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 2.7%  | 1 |
| Ventura Retail Park, Ventura Park Road, Tamworth   | 1.4%  | 9      | 4.5%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Internet / delivered   | 7.1%  | 42     | 2.9%   | 5      | 7.5%   | 6      | 7.0%   | 4      | 13.4%  | 6  | 9.1%  | 10 | 6.0%  | 4  | 11.1% | 4 | 8.5%  | 3 |
| Home catalogue   | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Junction 9 / Gallagher Retail Park, Wednesbury   | 2.0%  | 12     | 6.8%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0 | 2.0%  | 1 |
| Ikea, Park Lane, Wednesbury  | 3.9%  | 23     | 0.0%   | 0      | 5.8%   | 4      | 6.0%   | 4      | 1.5%   | 1  | 4.6%  | 5  | 7.9%  | 5  | 9.4%  | 4 | 1.0%  | 0 |
| Derby City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.8%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| B&Q, Meir Park, Whittle Road, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0 | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 2.8%  | 3  | 1.0%  | 1  | 2.6%  | 1 | 0.0%  | 0 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |      |    |      |    |      |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|------|----|------|----|------|----|
| Astonfields Industrial Estate, Carver Road, Stafford,  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.8% | 0  | 0.0% | 0  |
| Berry Hill Industrial Estate, Stoke-on-Trent           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Bishop's Wood Village Centre                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.0% | 0  |
| Bridgnorth Town Centre                                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.2% | 0  |
| Central London   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.4% | 1  | 0.0% | 0  |
| Cheltenham Town Centre                                 | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Codsall Town Centre                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.2% | 0  |
| Conwy Town Centre, Wales                               | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| DFS, Watling Street, Cannock                           | 1.1%  | 7      | 2.8%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 1.1% | 1  | 1.0% | 0  | 3.7% | 1  |
| Dudley Town Centre                                     | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.8% | 0  | 0.0% | 0  |
| Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 5.9%   | 3      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Hednesford Town Centre                                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.0% | 0  |
| Horton Village Centre                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 3.4% | 1  | 0.0% | 0  |
| Ikea, Ikea Way, Exeter                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| John Lewis, Homer Road, Solihull                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Kingsway Retail Park, Kingsway, Derby                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Knutsford Town Centre                                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.7% | 1  | 0.0% | 0  | 0.0% | 0  |
| Lichfield Retail Park, Eastgern Avenue, Lichfield      | 1.1%  | 6      | 3.9%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Longford Island Local Centre                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 1.2% | 0  |
| Longton Town Centre                                    | 0.4%  | 2      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Lyme Green Retail Park, Brindley Way, Macclesfield     | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Macclesfield Town Centre                               | 0.6%  | 4      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 1.6% | 1  | 0.8% | 0  |
| Manchester City Centre                                 | 0.8%  | 5      | 0.8%   | 1      | 2.1%   | 2      | 0.0%   | 0      | 3.6%   | 2   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Meir Park, Whittle Road, Stoke-on-Trent                | 0.9%  | 6      | 0.0%   | 0      | 5.6%   | 4      | 0.0%   | 0      | 0.0%   | 0   | 0.6% | 1  | 0.0% | 0  | 1.4% | 1  |
| Merry Hill, Pedmore Road, Brierley Hill                | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.7% | 1  | 1.0% | 1  | 0.0% | 0  |
| Nantwich Town Centre                                   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Nottingham City Centre                                 | 0.5%  | 3      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| Sundome Retail Park, Arlington Way, Shrewsbury         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0   | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  |
| The Bed Warehouse, Stone Road, Stafford                | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0   | 0.0% | 0  | 1.0% | 1  | 2.8% | 1  |
| (Don't know / can't remember)                          | 8.1%  | 48     | 10.6%  | 17     | 8.4%   | 6      | 5.9%   | 4      | 5.5%   | 3   | 7.9% | 9  | 4.8% | 3  | 8.7% | 3  |
| Weighted base:   | 599   | 164    |        | 76     |        | 64     |        | 46     |        | 112 |      | 66 |      | 39 |      | 31 |
| Sample:  | 578   | 74     |        | 76     |        | 77     |        | 68     |        | 82  |      | 64 |      | 71 |      | 66 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q25 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought furniture, carpets, or soft household furnishings at a specific location Q23:</i>                                |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| B&Q, Lichfield Road, Stafford   | 1.2%  | 7      | 0.0%   | 0      | 4.3%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 3.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| B&Q, Wyrley Brook, Vine Lane, Cannock   | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Timber DIY, Goldenhill Road, Stoke-on-Trent   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Trentham Garden Centre, Stone Road, Stoke-on-Trent  | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wyevale Garden Centre, Wolsley Bridge, Stafford   | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 0.7%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 2.7%  | 2  | 0.0%  | 0  | 2.6%  | 1 |
| Burton-upon-Trent Town Centre   | 0.6%  | 3      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 5.5%  | 30     | 10.6%  | 15     | 0.9%   | 1      | 4.0%   | 2      | 0.0%   | 0  | 4.7%  | 5  | 5.2%  | 3  | 3.5%  | 1  | 7.7%  | 2 |
| Crewe Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0 |
| Eccleshall Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0 |
| Halesowen Town Centre   | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hanley Town Centre  | 0.9%  | 5      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0      | 2.2%   | 1  | 0.0%  | 0  | 1.7%  | 1  | 2.4%  | 1  | 0.0%  | 0 |
| Lichfield City Centre   | 0.7%  | 4      | 2.5%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newcastle-under-Lyme Town Centre  | 0.4%  | 2      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre   | 1.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 14.7%  | 9      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.3%  | 0 |
| Penkridge Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.6%  | 2 |
| Rugeley Town Centre   | 4.6%  | 25     | 16.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.9%  | 0  | 0.0%  | 0 |
| Shrewsbury Town Centre  | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 4      | 0.0%   | 0  | 4.4%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stafford Town Centre  | 16.6% | 92     | 2.3%   | 3      | 20.9%  | 15     | 12.7%  | 8      | 4.1%   | 2  | 23.3% | 24 | 39.7% | 25 | 31.1% | 11 | 14.0% | 4 |
| Stoke-on-Trent City Centre  | 2.6%  | 14     | 0.0%   | 0      | 6.7%   | 5      | 2.6%   | 2      | 14.6%  | 6  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 4.5%  | 1 |
| Stone Town Centre   | 0.6%  | 3      | 0.0%   | 0      | 4.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre  | 1.3%  | 7      | 4.4%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 2.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 12.1%  | 7      | 0.0%   | 0  | 0.7%  | 1  | 1.0%  | 1  | 3.7%  | 1  | 7.4%  | 2 |
| Uttoxeter Town Centre   | 2.6%  | 14     | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 29.8%  | 13 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Walsall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre   | 0.6%  | 3      | 1.9%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0 |
| Bilston Road Retail Park, Jenner Street, Wolverhampton  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.6%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 0.2%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 1.6%  | 9      | 1.3%   | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 2.5%  | 3  | 4.6%  | 3  | 2.4%  | 1  | 0.0%  | 0 |
| Linkway Retail Park, Watling Street, Cannock  | 2.5%  | 14     | 8.4%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 1 |
| Madford Retail Park, Stafford   | 0.8%  | 5      | 0.0%   | 0      | 0.8%   | 1      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.9%  | 2  | 3.5%  | 1  | 1.1%  | 0 |
| Octagon Retail Park, New Century Street, Stoke-on-Trent   | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock  | 3.9%  | 21     | 11.4%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 2.1%  | 2  | 2.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 7.5%  | 41     | 5.1%   | 8      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 23.4% | 24 | 9.3%  | 6  | 3.5%  | 1  | 6.0%  | 2 |
| The Forge Retail Park, Telford  | 1.5%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 12.4%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.7%  | 1 |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 2.0%  | 11     | 4.2%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.7%  | 4  | 0.0%  | 0  | 3.1%  | 1  | 0.0%  | 0 |
| Wolstanton Retail Park, Newcastle-under-Lyme  | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered  | 11.0% | 61     | 10.4%  | 15     | 15.7%  | 11     | 12.1%  | 7      | 12.6%  | 5  | 10.4% | 11 | 4.8%  | 3  | 13.2% | 5  | 11.6% | 3 |
| Home catalogue  | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Junction 9 / Gallagher Retail Park, Wednesbury  | 2.1%  | 12     | 7.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0 |
| Ikea, Park Lane, Wednesbury   | 2.4%  | 13     | 1.3%   | 2      | 1.7%   | 1      | 0.0%   | 0      | 1.6%   | 1  | 3.5%  | 4  | 5.2%  | 3  | 5.5%  | 2  | 1.8%  | 1 |
| Boundary Mill, Junction 10 Retail Park, Walsall   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0 |
| Asda, Queensway, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |   |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|---|-------|---|-------|---|
| Derby City Centre                                      | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 1.5%  | 1 | 0.0%  | 0 |
| B&Q, Meir Park, Whittle Road, Stoke-on-Trent           | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.9%  | 0 | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford   | 0.8%  | 4      | 0.0%   | 0      | 0.8%   | 1      | 0.9%   | 1      | 0.0%   | 0  | 1.8%  | 2  | 1.0%  | 1 | 2.4%  | 1 | 0.0%  | 0 |
| Berry Hill Industrial Estate, Stoke-on-Trent           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Bishop's Wood Village Centre                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.1%  | 0 |
| Bridgtown Local Centre                                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.1%  | 0 |
| Central London   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.5%  | 1 | 0.0%  | 0 |
| Cheltenham Town Centre                                 | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Chester City Centre                                    | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Cribbs Causeway, Bristol                               | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| DFS, Watling Street, Cannock                           | 0.6%  | 3      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1 | 1.1%  | 0 | 4.0%  | 1 |
| Dudley Town Centre                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Ely City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Horton Village Centre                                  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 3.7%  | 1 | 0.0%  | 0 |
| Ikea, Ikea Way, Exeter                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Kingsway Retail Park, Kingsway, Derby                  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Leekes, Great Bridge Road, Bilston, Wolverhampton      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.2%  | 1 |
| Lichfield Retail Park, Eastgern Avenue, Lichfield      | 1.2%  | 6      | 4.4%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Longford Island Local Centre                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.3%  | 0 |
| Longton Town Centre                                    | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Macclesfield Town Centre                               | 0.7%  | 4      | 0.0%   | 0      | 5.6%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| Meir Park, Whittle Road, Stoke-on-Trent                | 1.4%  | 8      | 0.0%   | 0      | 9.0%   | 6      | 0.0%   | 0      | 1.1%   | 0  | 0.7%  | 1  | 0.0%  | 0 | 1.5%  | 1 | 0.0%  | 0 |
| Merry Hill, Pedmore Road, Brierley Hill                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1 | 0.0%  | 0 | 0.0%  | 0 |
| Sears Retail Park, Shirley, Solihull                   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.8%  | 1 |
| The Bed Warehouse, Stone Road, Stafford                | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1 | 0.9%  | 0 | 0.0%  | 0 |
| Wednesbury Town Centre                                 | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 |
| (Don't know / can't remember)                          | 9.1%  | 50     | 1.7%   | 3      | 13.9%  | 10     | 11.4%  | 7      | 15.4%  | 7  | 10.0% | 10 | 10.6% | 7 | 10.4% | 4 | 12.6% | 4 |
| Weighted base:   | 551   | 147    |        | 70     | 60     | 44     | 103    | 63     | 36     | 28 |       |    |       |   |       |   |       |   |
| Sample:  | 532   | 66     |        | 69     | 71     | 62     | 77     | 59     | 66     | 62 |       |    |       |   |       |   |       |   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q26 Now can you tell me where your household last made a purchase of DIY and decorating goods?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought DIY and decorating goods at Q23:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| B&Q, Lichfield Road, Stafford   | 29.6% | 175    | 16.1%  | 25     | 14.8%  | 12     | 23.3%  | 14     | 0.0%   | 0  | 62.1% | 61 | 38.6% | 30 | 57.4% | 24 | 28.5% | 9 |
| B&Q, Wyrley Brook, Vine Lane, Cannock   | 7.3%  | 43     | 21.2%  | 33     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 28.8% | 9 |
| Homebase, Brook Lane, Newcastle-under-Lyme  | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Mere Park Garden Centre, Stafford Road, Newport   | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wickes, Stafford Road, Wolverhampton  | 0.2%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wyevale Garden Centre, Wolsley Bridge, Stafford   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.9%  | 3  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Burton-upon-Trent Town Centre   | 0.5%  | 3      | 1.6%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 2.6%  | 16     | 9.1%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 1 |
| Lichfield City Centre   | 1.5%  | 9      | 5.5%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 9.0%   | 5      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rugeley Town Centre   | 0.6%  | 3      | 1.6%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Shrewsbury Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Stafford Town Centre  | 11.7% | 69     | 0.9%   | 1      | 25.1%  | 20     | 5.0%   | 3      | 0.0%   | 0  | 12.3% | 12 | 29.6% | 23 | 15.9% | 7  | 9.4%  | 3 |
| Stoke-on-Trent City Centre  | 0.3%  | 2      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stone Town Centre   | 1.2%  | 7      | 0.0%   | 0      | 8.6%   | 7      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre  | 1.9%  | 11     | 7.2%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 2.5%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 23.1%  | 14     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1 |
| Uttoxeter Town Centre   | 2.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 32.3%  | 14 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.5%  | 4  | 0.0%  | 0  | 2.0%  | 1 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 1.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 21.7%  | 10 | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 1.0%  | 6      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 3.2%  | 3  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Linkway Retail Park, Watling Street, Cannock  | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Madford Retail Park, Stafford   | 4.8%  | 29     | 0.0%   | 0      | 1.8%   | 1      | 6.5%   | 4      | 0.0%   | 0  | 7.6%  | 7  | 17.3% | 13 | 5.7%  | 2  | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock  | 2.5%  | 15     | 8.8%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1 |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 2.3%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 6.8%  | 7  | 6.5%  | 5  | 0.0%  | 0  | 5.1%  | 2 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| The Forge Retail Park, Telford  | 1.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 12.4%  | 8      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered  | 3.2%  | 19     | 7.2%   | 11     | 1.2%   | 1      | 5.2%   | 3      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1  | 4.9%  | 2 |
| Home catalogue  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Derby City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| B&Q, Meir Park, Whittle Road, Stoke-on-Trent  | 4.2%  | 25     | 0.0%   | 0      | 30.3%  | 24     | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wrekin Retail Park, Telford   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford  | 0.7%  | 4      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.7%  | 1  | 4.0%  | 2  | 0.0%  | 0 |
| Uttoxeter Retail Park, Towns Meadow Way, Uttoxeter  | 2.7%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 34.3%  | 15 | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0 |
| Aldi, Audley Avenue, Newport  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ashbourne Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| B&Q, Wellington Road, Burton-on-Trent   | 0.6%  | 3      | 1.5%   | 2      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Burnley Town Centre   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham  | 0.5%  | 3      | 0.0%   | 0      | 3.7%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Imperial Retail Park, Eastern Avenue, Lichfield   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longford Island Local Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Meir Park, Whittle Road, Stoke-on-Trent   | 0.6%  | 4      | 0.0%   | 0      | 4.6%   | 4      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

## Stafford Retail & Leisure Study For Peter Brett Associates

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|------|---|------|---|------|---|
| Morrisons, Market Street, Rugeley  | 0.3%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Screwfix, The Merlin Centre, Cressex Business Park, Lancaster Road, High Wycombe | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 |
| Screwfix, Trent Business Park, Power Station Road, Rugeley                       | 1.0%  | 6      | 3.4%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 2.1% | 1 | 0.0% | 0 |
| Telford Bridge Retail Park, Colliers Way, Telford                                | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.9% | 3 |
| Welshpool Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 0 | 0.0% | 0 |
| Wickes, Hollies Park Road, Cannock   | 0.7%  | 4      | 2.6%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Holyhead Road, St. George's, Telford                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wickes, Vulcan Road, Lichfield   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)  | 3.7%  | 22     | 7.3%   | 11     | 0.7%   | 1      | 3.0%   | 2      | 4.0%   | 2 | 3.4% | 3 | 0.0% | 0 | 7.4% | 3 | 0.0% | 0 |
| Weighted base:   | 592   | 156    | 81     | 61     | 45     | 98     | 77     | 42     | 33     |   |      |   |      |   |      |   |      |   |
| Sample:  | 573   | 73     | 75     | 73     | 62     | 72     | 74     | 79     | 65     |   |      |   |      |   |      |   |      |   |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q27 And the time before that, where did your household go to make a purchase of DIY and decorating goods?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought DIY and decorating goods at a specific location at Q23:</i>                             |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| B&Q, Lichfield Road, Stafford  | 24.1% | 138    | 21.4%  | 31     | 9.9%   | 8      | 19.9%  | 12     | 0.0%   | 0  | 40.2% | 38 | 32.0% | 25 | 48.7% | 19 | 16.4% | 5 |
| B&Q, Wyrley Brook, Vine Lane, Cannock  | 4.2%  | 24     | 11.2%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 21.3% | 7 |
| Homebase, Brook Lane, Newcastle-under-Lyme   | 0.3%  | 2      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.8%  | 1 |
| Homepoint DIY, Tape Street, Cheadle, Stoke-on-Trent  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wickes, Stafford Road, Wolverhampton   | 0.8%  | 4      | 1.4%   | 2      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0  | 0.9%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Wyevale Garden Centre, Wolsley Bridge, Stafford  | 0.6%  | 3      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Burton-upon-Trent Town Centre  | 0.5%  | 3      | 1.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre  | 3.4%  | 20     | 9.8%   | 14     | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 13.5% | 4 |
| Eccleshall Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lichfield City Centre  | 1.5%  | 8      | 5.8%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Market Drayton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newcastle-under-Lyme Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre  | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 18.2%  | 11     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Penkridge Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0 |
| Rugeley Town Centre  | 1.3%  | 7      | 5.0%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Shrewsbury Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Stafford Town Centre   | 13.8% | 79     | 0.9%   | 1      | 26.9%  | 21     | 7.4%   | 4      | 1.6%   | 1  | 19.5% | 18 | 32.0% | 25 | 12.7% | 5  | 8.6%  | 3 |
| Stoke-on-Trent City Centre   | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stone Town Centre  | 1.4%  | 8      | 0.0%   | 0      | 9.7%   | 8      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre   | 2.0%  | 11     | 7.7%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre  | 2.2%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 20.3%  | 12     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1 |
| Uttoxeter Town Centre  | 2.4%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 31.7%  | 14 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.3%  | 2 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter  | 1.8%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 22.4%  | 10 | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0 |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent   | 0.5%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 2  | 2.0%  | 2  | 0.0%  | 0  | 0.0%  | 0 |
| Madford Retail Park, Stafford  | 6.8%  | 38     | 1.4%   | 2      | 4.3%   | 3      | 4.5%   | 3      | 0.0%   | 0  | 15.4% | 15 | 12.4% | 10 | 16.2% | 6  | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock   | 2.2%  | 12     | 8.2%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 1 |
| Queens Retail Park, Old Rickerscote Lane, Stafford   | 2.2%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 10.6% | 10 | 1.0%  | 1  | 0.0%  | 0  | 5.1%  | 2 |
| Ravenside Retail Park, Victoria Road, Stoke-on-Trent   | 0.4%  | 2      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| The Forge Retail Park, Telford   | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 11.9%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth   | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered   | 2.3%  | 13     | 4.6%   | 7      | 0.7%   | 1      | 3.8%   | 2      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 3.1%  | 1  | 3.8%  | 1 |
| Asda, Queensway, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Derby City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| B&Q, Meir Park, Whittle Road, Stoke-on-Trent   | 3.5%  | 20     | 0.9%   | 1      | 21.6%  | 17     | 0.0%   | 0      | 3.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wrekin Retail Park, Telford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford   | 3.0%  | 17     | 0.0%   | 0      | 6.2%   | 5      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 3  | 8.3%  | 6  | 6.0%  | 2  | 0.0%  | 0 |
| Uttoxeter Retail Park, Towns Meadow Way, Uttoxeter   | 1.8%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 24.5%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ashbourne Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| B&Q, Wellington Road, Burton-on-Trent  | 0.5%  | 3      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Burnley Town Centre  | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|
| Codsall Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0 |
| Giltbrook Retail Park, Ikea Way, Giltbrook, Nottingham                           | 0.5%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0 |
| Homebase, Spire House Waterside Business Park, Clifton Road, Ashbourne           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0 |
| Longton Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 |
| Meir Park, Whittle Road, Stoke-on-Trent  | 1.0%  | 6      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 5.2%   | 2 |
| Screwfix, The Merlin Centre, Cressex Business Park, Lancaster Road, High Wycombe | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Screwfix, Trent Business Park, Power Station Road, Rugeley                       | 0.5%  | 3      | 1.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Telford Bridge Retail Park, Colliers Way, Telford                                | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Welshpool Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Wickes, Hollies Park Road, Cannock   | 2.5%  | 14     | 10.0%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| Wickes, Holyhead Road, St. George's, Telford                                     | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1      | 0.0%   | 0 |
| Wickes, Vulcan Road, Lichfield   | 0.6%  | 3      | 2.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 |
| (Don't know / can't remember)  | 3.4%  | 20     | 0.8%   | 1      | 0.0%   | 0      | 2.2%   | 1      | 1.6%   | 1 |
| Weighted base:   | 570   | 145    | 80     | 59     | 43     | 94     | 77     | 39     | 33     |   |
| Sample:  | 552   | 68     | 74     | 70     | 59     | 68     | 74     | 74     | 65     |   |

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| <b>Q28 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?</b> |       |        |        |        |        |        |        |        |        |    |
| <i>Those who have bought electrical items at Q23:</i>   |       |        |        |        |        |        |        |        |        |    |
| B&Q, Wyrley Brook, Vine Lane, Cannock   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  |
| Longton Timber DIY, Goldenhill Road, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0      | 0.0%   | 0  |
| Birmingham City Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 1      | 0.0%   | 0      | 3.0%   | 1  |
| Burton-upon-Trent Town Centre   | 0.6%  | 4      | 0.6%   | 1      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  |
| Cannock Town Centre   | 0.8%  | 5      | 1.3%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 8.7%   | 3  |
| Hanley Town Centre  | 1.5%  | 9      | 0.0%   | 0      | 7.8%   | 6      | 0.0%   | 0      | 2.1%   | 0  |
| Lichfield City Centre   | 2.4%  | 16     | 6.8%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1  |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0  |
| Newport Town Centre   | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 9.5%   | 6      | 0.0%   | 0  |
| Penkridge Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Rugeley Town Centre   | 2.3%  | 15     | 7.0%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Stafford Town Centre  | 11.0% | 71     | 1.7%   | 3      | 14.6%  | 12     | 10.3%  | 7      | 0.0%   | 18 |
| Stoke-on-Trent City Centre  | 1.2%  | 8      | 0.0%   | 0      | 4.4%   | 4      | 0.0%   | 0      | 6.4%   | 3  |
| Stone Town Centre   | 1.0%  | 7      | 0.0%   | 0      | 6.7%   | 5      | 0.0%   | 0      | 0.0%   | 0  |
| Tamworth Town Centre  | 1.7%  | 11     | 3.9%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 4  |
| Telford Town Centre   | 1.6%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 15.1%  | 10     | 0.0%   | 0  |
| Uttoxeter Town Centre   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 14.6%  | 6  |
| Walsall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1  |
| Wolverhampton City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  |
| Bilston Road Retail Park, Jenner Street, Wolverhampton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.3%   | 2  |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 0.8%  | 5      | 0.0%   | 0      | 3.3%   | 3      | 0.0%   | 0      | 2.6%   | 1  |
| Hough Retail Park, Stafford   | 1.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  |
| Linkway Retail Park, Watling Street, Cannock  | 4.2%  | 27     | 11.4%  | 22     | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1  |
| Madford Retail Park, Stafford   | 14.7% | 95     | 7.8%   | 15     | 11.9%  | 10     | 15.9%  | 10     | 1.9%   | 1  |
| Orbital Retail Park, Voyage Drive, Cannock  | 1.7%  | 11     | 5.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Phoenix Retail Park, Stafford Street, Wolverhampton   | 0.2%  | 1      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 1.3%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.8%   | 8  |
| The Forge Retail Park, Telford  | 2.1%  | 13     | 0.0%   | 0      | 0.0%   | 0      | 19.8%  | 13     | 0.0%   | 0  |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 2.3%  | 15     | 5.5%   | 11     | 0.0%   | 0      | 1.5%   | 1      | 1.1%   | 0  |
| Internet / delivered Junction 9 / Gallagher Retail Park, Wednesbury   | 24.9% | 161    | 28.3%  | 55     | 29.6%  | 24     | 16.8%  | 11     | 27.0%  | 12 |
| Asda, Queensway, Stafford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Derby City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  |
| Wrekin Retail Park, Telford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  |
| Greyfriars Retail Park, Grey Friars' Place, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 2  |
| Tesco Extra, Newport Road, Stafford   | 1.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 6  |
| Astonfields Industrial Estate, Carver Road, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Bridgtown Local Centre  | 0.3%  | 2      | 1.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Centrum East Retail Park, Burton-on-Trent   | 0.8%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 8.9%   | 4  |
| Chadsmoor Local Centre  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Cheadle Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  |
| Edinburgh City Centre   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 4  |
| Heath Hayes Local Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Kingsway Retail Park, Kingsway, Derby   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 2  |
| Longford Island Local   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 4  |

Column %ges.

by Zone  
Weighted:

## Stafford Retail & Leisure Study For Peter Brett Associates

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|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|---|
| Centre   |       |        |        |        |        |        |        |        |        |    |      |   |      |   |      |   |      |   |
| Longton Town Centre  | 1.1%  | 7      | 0.0%   | 0      | 5.0%   | 4      | 0.0%   | 0      | 7.4%   | 3  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Manchester City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.9%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Princess Retail Park,<br>Princess Alice Drive,<br>Sutton Coldfield | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.1% | 2 |
| Tesco Superstore, Lysander<br>Road, Stoke-on-Trent                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Victoria<br>Street, Hednesford,<br>Cannock       | 1.4%  | 9      | 4.6%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesbury Town Centre<br>(Don't know / can't<br>remember)         | 1.0%  | 6      | 3.3%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Weighted base:   | 644   | 195    |        | 81     | 64     | 43     | 105    | 82     | 41     | 33 |      |   |      |   |      |   |      |   |
| Sample:  | 587   | 78     |        | 73     | 77     | 65     | 81     | 76     | 73     | 64 |      |   |      |   |      |   |      |   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|----|-------|---|
| <b>Q29 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones or computers?</b> |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |   |
| <i>Those who have bought electrical items at a specific location at Q23:</i>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |   |
| B&Q, Wyrley Brook, Vine Lane, Cannock   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0 |
| Homepoint DIY, Tape Street, Cheadle, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Timber DIY, Goldenhill Road, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 1.0%  | 1  | 1.0%  | 0  | 2.1%  | 1 |
| Burton-upon-Trent Town Centre   | 1.0%  | 6      | 0.7%   | 1      | 3.1%   | 2      | 0.0%   | 0      | 6.7%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 1.7%  | 10     | 2.5%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 3.4%  | 3  | 0.0%  | 0  | 9.8%  | 3 |
| Hanley Town Centre  | 0.7%  | 4      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0      | 2.3%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 5.8%  | 2  | 0.0%  | 0 |
| Lichfield City Centre   | 1.0%  | 6      | 2.1%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.9%  | 1  | 0.0%  | 0  | 0.9%  | 0  | 3.0%  | 1 |
| Newport Town Centre   | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 10.3%  | 6      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rugeley Town Centre   | 2.5%  | 15     | 7.5%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0 |
| Stafford Town Centre  | 10.6% | 63     | 1.9%   | 3      | 15.5%  | 11     | 8.7%   | 5      | 0.0%   | 0 | 17.8% | 16 | 25.2% | 19 | 13.8% | 5  | 7.0%  | 2 |
| Stoke-on-Trent City Centre  | 1.4%  | 8      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 7.0%   | 3 | 1.3%  | 1  | 1.7%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Stone Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre  | 1.1%  | 6      | 3.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 1.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 14.3%  | 9      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1 |
| Uttoxeter Town Centre   | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 8.5%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Walsall Town Centre   | 1.1%  | 6      | 3.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 15.4%  | 6 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 1.3%  | 7      | 0.0%   | 0      | 6.4%   | 5      | 1.5%   | 1      | 2.8%   | 1 | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1      | 0.0%   | 0 | 3.0%  | 3  | 0.0%  | 0  | 1.5%  | 1  | 5.2%  | 2 |
| Linkway Retail Park, Watling Street, Cannock  | 3.9%  | 23     | 10.2%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 12.8% | 4 |
| Madford Retail Park, Stafford   | 16.9% | 100    | 10.4%  | 19     | 16.5%  | 12     | 15.6%  | 9      | 2.8%   | 1 | 22.0% | 20 | 33.9% | 26 | 32.3% | 12 | 2.9%  | 1 |
| Orbital Retail Park, Voyage Drive, Cannock  | 2.8%  | 16     | 9.0%   | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Phoenix Retail Park, Stafford Street, Wolverhampton   | 0.3%  | 1      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 1.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 9.9%  | 9  | 0.8%  | 1  | 1.5%  | 1  | 0.0%  | 0 |
| The Forge Retail Park, Telford  | 1.5%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 13.5%  | 8      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1 |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 2.1%  | 12     | 4.4%   | 8      | 1.3%   | 1      | 1.5%   | 1      | 0.0%   | 0 | 2.4%  | 2  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 |
| Internet / delivered  | 26.3% | 155    | 33.7%  | 61     | 34.4%  | 25     | 15.4%  | 9      | 23.5%  | 9 | 19.4% | 18 | 17.1% | 13 | 31.2% | 11 | 27.1% | 9 |
| Junction 9 / Gallagher Retail Park, Wednesbury  | 1.1%  | 6      | 0.8%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0 | 0.8%  | 1  | 1.4%  | 1  | 0.0%  | 0  | 7.1%  | 2 |
| Asda, Queensway, Stafford   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.2%  | 4  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 |
| Derby City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wrekin Retail Park, Telford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 2.2%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tesco Extra, Newport Road, Stafford   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 3.7%  | 3  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Ashbourne Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Astonfields Industrial Estate, Carver Road, Stafford,   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 |
| Centrum East Retail Park, Burton-on-Trent   | 0.9%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 10.9%  | 4 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chadsmoor Local Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Heath Hayes Local Centre  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kingsway Retail Park, Kingsway, Derby   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longford Island Local Centre  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 4.2%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Town Centre   | 1.2%  | 7      | 0.0%   | 0      | 5.7%   | 4      | 0.0%   | 0      | 6.9%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Manchester City Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ocean Retail Park, Burrfields   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

## Stafford Retail & Leisure Study For Peter Brett Associates

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |   |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|---|------|---|------|---|
| Road, Portsmouth   |       |        |        |        |        |        |        |        |        |   |      |   |       |   |      |   |      |   |
| Princess Retail Park,<br>Princess Alice Drive,<br>Sutton Coldfield | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Solihull Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 6.2% | 2 |
| Tesco Superstore, Victoria<br>Street, Hednesford,<br>Cannock       | 1.1%  | 6      | 3.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesbury Town Centre   | 1.1%  | 6      | 3.6%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't<br>remember)                                   | 5.2%  | 30     | 0.0%   | 0      | 5.8%   | 4      | 10.2%  | 6      | 1.0%   | 0 | 8.3% | 8 | 11.5% | 9 | 2.4% | 1 | 7.4% | 2 |
| Weighted base:   | 589   |        | 180    |        | 73     |        | 61     |        | 40     |   | 91   |   | 77    |   | 36   |   | 32   |   |
| Sample:  | 541   |        | 71     |        | 66     |        | 73     |        | 58     |   | 72   |   | 72    |   | 67   |   | 62   |   |

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q30 Can you tell me where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who have bought domestic appliances at Q23:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| B&Q, Wyrley Brook, Vine Lane, Cannock   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 0  |
| Homepoint DIY, Tape Street, Cheadle, Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Burton-upon-Trent Town Centre   | 0.8%  | 5      | 2.0%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre   | 2.8%  | 17     | 6.2%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.5%  | 4  | 0.8%  | 1  | 0.0%  | 0  | 6.2%  | 2  |
| Hanley Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Lichfield City Centre   | 0.7%  | 4      | 2.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre   | 1.2%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 10.9%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Rugeley Town Centre   | 4.0%  | 25     | 13.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  | 0.0%  | 0  |
| Stafford Town Centre  | 9.2%  | 57     | 1.1%   | 2      | 12.6%  | 10     | 3.2%   | 2      | 0.9%   | 0  | 15.9% | 17 | 25.6% | 20 | 11.3% | 4  | 2.3%  | 1  |
| Stoke-on-Trent City Centre  | 0.3%  | 2      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stone Town Centre   | 1.5%  | 10     | 0.0%   | 0      | 10.1%  | 8      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tamworth Town Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford Town Centre   | 1.1%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 9.8%   | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.5%  | 1  |
| Uttoxeter Town Centre   | 1.6%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 20.2%  | 9  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Walsall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolverhampton City Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 4.8%  | 1  |
| Bilston Road Retail Park, Jenner Street, Wolverhampton  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0  |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.5%   | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 1.1%  | 6      | 0.0%   | 0      | 6.7%   | 5      | 0.0%   | 0      | 2.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hough Retail Park, Stafford   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.2%  | 2  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Linkway Retail Park, Walling Street, Cannock  | 3.4%  | 21     | 9.9%   | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.8% | 3  |
| Madford Retail Park, Stafford   | 15.0% | 92     | 7.8%   | 14     | 12.2%  | 10     | 12.4%  | 8      | 1.8%   | 1  | 26.3% | 29 | 29.0% | 23 | 18.2% | 7  | 7.4%  | 2  |
| Octagon Retail Park, New Century Street, Stoke-on-Trent   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Orbital Retail Park, Voyage Drive, Cannock  | 2.1%  | 13     | 6.4%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 1.5%  | 1  | 2.0%  | 1  |
| Phoenix Retail Park, Stafford Street, Wolverhampton   | 0.3%  | 2      | 0.0%   | 0      | 1.9%   | 1      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 0.4%  | 2      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent   | 0.5%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| The Forge Retail Park, Telford  | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 9.3%   | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 0.8%  | 5      | 2.3%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.0%  | 1  | 0.0%  | 0  |
| Internet / delivered  | 32.0% | 198    | 31.0%  | 55     | 32.0%  | 25     | 38.8%  | 24     | 29.4%  | 14 | 28.6% | 31 | 27.5% | 22 | 43.5% | 16 | 39.7% | 11 |
| Home catalogue  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 2.5%   | 1  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Junction 9 / Gallagher Retail Park, Wednesbury  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.9%  | 1  |
| Asda, Queensway, Stafford   | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 4.1%  | 5  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Derby City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wrekin Retail Park, Telford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Greyfriars Retail Park, Grey Friars' Place, Stafford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.1%  | 2  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Tesco Extra, Newport Road, Stafford   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Centrum East Retail Park, Burton-upon-Trent   | 0.8%  | 5      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 6.7%   | 3  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Chadsmoor Local Centre  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheadle Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hadley Local Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Horton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  |
| Kingsway Retail Park,   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

Column %ges.

## Stafford Retail & Leisure Study For Peter Brett Associates

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |   |       |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|---|-------|---|------|---|
| Kingsway, Derby                                  |       |        |        |        |        |        |        |        |        |   |       |    |       |   |       |   |      |   |
| Liverpool City Centre                            | 0.5%  | 3      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0 |       |    |       |   |       |   |      |   |
| Longton Town Centre                              | 0.4%  | 2      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0 |       |    |       |   |       |   |      |   |
| Manchester City Centre                           | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 2 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Meir Park, Whittle Road,<br>Stoke-on-Trent       | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Chell<br>Road, Stafford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.4%  | 1 | 0.0%  | 0 | 0.0% | 0 |
| Solihull Town Centre                             | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 1.2% | 0 |
| Tesco Superstore, Brookside<br>Road, Uttoxeter   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 1 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Tesco Superstore, Power<br>Station Road, Rugeley | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 |
| Wickes, Hollies Park Road,<br>Cannock            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 | 2.0% | 1 |
| (Don't know / can't<br>remember)                 | 10.8% | 67     | 14.8%  | 26     | 4.7%   | 4      | 6.6%   | 4      | 5.9%   | 3 | 12.8% | 14 | 10.9% | 9 | 12.5% | 5 | 9.7% | 3 |
| Weighted base:                                   | 618   |        | 178    |        | 79     |        | 63     |        | 47     |   | 110   |    | 78    |   | 36    |   | 26   |   |
| Sample:  | 594   |        | 79     |        | 73     |        | 77     |        | 74     |   | 84    |    | 76    |   | 71    |   | 60   |   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q31 And the time before that, where you or your household last made a purchase of domestic appliances, such as washing machines, fridges or cookers?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought domestic appliances at a specific location at Q23:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| Mere Park Garden Centre, Stafford Road, Newport   | 0.4%  | 2      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Burton-upon-Trent Town Centre   | 0.9%  | 5      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 6.0%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 3.5%  | 19     | 5.9%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.0%  | 4  | 4.7%  | 3  | 0.0%  | 0  | 14.3% | 3 |
| Hanley Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0 |
| Lichfield City Centre   | 0.7%  | 4      | 2.7%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre   | 1.2%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 11.2%  | 7      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Rugeley Town Centre   | 3.3%  | 18     | 11.6%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Stafford Town Centre  | 8.9%  | 49     | 2.1%   | 3      | 14.1%  | 11     | 2.8%   | 2      | 1.1%   | 0  | 14.6% | 14 | 21.3% | 15 | 11.7% | 4  | 2.8%  | 1 |
| Stoke-on-Trent City Centre  | 0.8%  | 4      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 1.6%   | 1  | 3.0%  | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stone Town Centre   | 1.2%  | 7      | 0.0%   | 0      | 9.1%   | 7      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 1.3%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 11.0%  | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1 |
| Uttoxeter Town Centre   | 1.4%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 16.1%  | 7  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Walsall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1 |
| Bilston Road Retail Park, Jenner Street, Wolverhampton  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 10.7%  | 5  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 0.4%  | 2      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 2.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Linkway Retail Park, Watling Street, Cannock  | 4.0%  | 22     | 11.6%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 16.1% | 4 |
| Madford Retail Park, Stafford   | 14.6% | 81     | 5.0%   | 8      | 6.4%   | 5      | 11.2%  | 7      | 3.8%   | 2  | 28.0% | 27 | 35.5% | 25 | 21.1% | 7  | 6.7%  | 2 |
| Orbital Retail Park, Voyage Drive, Cannock  | 4.3%  | 24     | 14.0%  | 21     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 8.9%  | 2 |
| Phoenix Retail Park, Stafford Street, Wolverhampton   | 0.3%  | 2      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 0.8%  | 4      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 2  | 1.5%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Springfield Retail Park, Newcastle Road, Stoke-on-Trent   | 0.5%  | 3      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| The Forge Retail Park, Telford  | 1.1%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 9.3%   | 5      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.2%  | 1 |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 1.0%  | 5      | 1.8%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 1.6%  | 2  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Internet / delivered Home catalogue   | 33.7% | 186    | 39.7%  | 60     | 27.7%  | 21     | 39.2%  | 23     | 29.0%  | 13 | 30.2% | 29 | 24.0% | 17 | 55.1% | 17 | 22.9% | 5 |
| Junction 9 / Gallagher Retail Park, Wednesbury  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 1.7%  | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Queensway, Stafford   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Derby City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wrekin Retail Park, Telford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Greyfriars Retail Park, Grey Friars' Place, Stafford  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.4%  | 2  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0 |
| Tesco Extra, Newport Road, Stafford   | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.4%  | 5  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Astonfields Industrial Estate, Carver Road, Stafford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Branston Village Centre   | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Centrum East Retail Park, Burton-on-Trent   | 1.2%  | 7      | 1.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 8.1%   | 4  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Chadsmoor Local Centre  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cheadle Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hadley Local Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kingsway Retail Park, Kingsway, Derby   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Manchester City Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Meir Park, Whittle Road,  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

## Stafford Retail & Leisure Study For Peter Brett Associates

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |    |      |    |      |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|----|------|----|------|----|-------|---|
| Stoke-on-Trent                                |       |        |        |        |        |        |        |        |        |    |      |    |      |    |      |    |       |   |
| Sainsbury's Superstore, Chell Road, Stafford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 1.5% | 1  | 0.0% | 0  | 0.0%  | 0 |
| Solihull Town Centre                          | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 1.3%  | 0 |
| Tesco Superstore, Brookside Road, Uttoxeter   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 1  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Tesco Superstore, Power Station Road, Rugeley | 0.2%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 0.0%  | 0 |
| Wickes, Hollies Park Road, Cannock            | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0  | 0.0% | 0  | 0.0% | 0  | 2.2%  | 1 |
| (Don't know / can't remember)                 | 6.9%  | 38     | 0.0%   | 0      | 23.4%  | 18     | 8.4%   | 5      | 5.6%   | 2  | 2.7% | 3  | 8.7% | 6  | 1.2% | 0  | 16.0% | 4 |
| Weighted base:                                | 551   | 152    |        | 76     |        | 59     |        | 44     |        | 96 |      | 70 |      | 32 |      | 24 |       |   |
| Sample:                                       | 535   | 66     |        | 70     |        | 71     |        | 68     |        | 76 |      | 68 |      | 63 |      | 53 |       |   |

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q32 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought health, beauty or chemist items at Q23:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| Birmingham City Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.7%  | 2  | 1.0%  | 0 |
| Burton-upon-Trent Town Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.6%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 3.1%  | 19     | 9.4%   | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 8.0%  | 3 |
| Crewe Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Eccleshall Town Centre  | 0.7%  | 4      | 0.0%   | 0      | 4.5%   | 4      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hanley Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lichfield City Centre   | 1.5%  | 9      | 5.2%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0 |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre   | 4.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 40.3%  | 25     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0 |
| Penkridge Town Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.7%  | 0  | 11.8% | 4 |
| Rugeley Town Centre   | 9.0%  | 56     | 32.0%  | 55     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0 |
| Shrewsbury Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stafford Town Centre  | 29.8% | 185    | 6.7%   | 11     | 25.1%  | 20     | 18.9%  | 12     | 0.0%   | 0  | 50.8% | 49 | 80.0% | 64 | 50.4% | 23 | 16.4% | 6 |
| Stoke-on-Trent City Centre  | 0.8%  | 5      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 2 |
| Stone Town Centre   | 6.2%  | 38     | 0.0%   | 0      | 47.5%  | 37     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.8%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre  | 0.7%  | 4      | 0.8%   | 1      | 3.8%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 1.7%  | 10     | 0.0%   | 0      | 0.0%   | 0      | 8.7%   | 5      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 11.6% | 4 |
| Uttoxeter Town Centre   | 6.7%  | 42     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 83.1%  | 41 | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0 |
| Wolverhampton City Centre   | 0.5%  | 3      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.8%  | 1 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 |
| Linkway Retail Park, Watling Street, Cannock  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.9%  | 2  | 0.0%  | 0 |
| Madford Retail Park, Stafford   | 0.9%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.9%  | 6  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock  | 1.9%  | 12     | 5.3%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.7%  | 3 |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 4.8%  | 30     | 1.5%   | 3      | 1.2%   | 1      | 1.5%   | 1      | 0.0%   | 0  | 17.3% | 17 | 6.9%  | 6  | 2.7%  | 1  | 5.6%  | 2 |
| The Forge Retail Park, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered  | 7.3%  | 45     | 14.5%  | 25     | 2.4%   | 2      | 3.9%   | 2      | 5.2%   | 3  | 2.9%  | 3  | 3.5%  | 3  | 9.1%  | 4  | 9.9%  | 4 |
| Home catalogue  | 0.7%  | 5      | 0.8%   | 1      | 0.0%   | 0      | 5.1%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| TV / Interactive shopping   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Abroad  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Queensway, Stafford   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 2.0%  | 1  | 0.0%  | 0 |
| Derby City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.9%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Brewood Village Centre  | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 12.4% | 5 |
| Cheshire Oaks Designer Outlet, Ellesmere Port, Cheshire   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0 |
| Tesco Extra, Newport Road, Stafford   | 1.9%  | 12     | 0.0%   | 0      | 0.0%   | 0      | 4.6%   | 3      | 0.0%   | 0  | 2.9%  | 3  | 1.4%  | 1  | 10.0% | 5  | 1.0%  | 0 |
| Aldi, Audley Avenue, Newport  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Armitage Village Centre   | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Malinsgate, Telford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Molineux Way, Waterloo Road, Wolverhampton  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0 |
| Asda, St. George's Road, Donnington, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Barlston Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Burntwood Town Centre   | 2.1%  | 13     | 7.4%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Gnosall Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 |
| Great Haywood Village Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0 |
| Hednesford Town Centre  | 1.2%  | 8      | 4.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Home Bargains, Turreff Avenue, Donnington, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Keyway Retail Park, Armstrong Way, Willenhall   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.0%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kingsmead Retail Park,  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 4.4%  | 4  | 0.0%  | 0  | 0.0%  | 0 |

Column %ges.

## Stafford Retail & Leisure Study For Peter Brett Associates

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| North Walls, Stafford   |       |        |        |        |        |        |        |        |        |    |
| Longton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  |
| Morrisons, High Street,<br>Burntwood                                    | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  |
| Morrisons, Market Street,<br>Rugeley                                    | 1.1%  | 7      | 3.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Purton Village Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Rising Brook Local Centre   | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Sainsbury's Superstore, Chell<br>Road, Stafford                         | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  |
| Tesco Extra, Baths Road,<br>Stoke-on-Trent                              | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  |
| Tesco Superstore, Brookside<br>Road, Uttoxeter                          | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.6%   | 1  |
| Tesco Superstore, Hawks<br>Green District Centre,<br>Hayes Way, Cannock | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Tesco Superstore, Power<br>Station Road, Rugeley                        | 0.4%  | 3      | 1.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Welshpool Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| Wheaton Aston Village<br>Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  |
| (Don't know / can't<br>remember)  | 3.4%  | 21     | 4.4%   | 8      | 1.5%   | 1      | 2.4%   | 1      | 0.8%   | 0  |
| Weighted base:  | 621   |        | 172    |        | 79     |        | 62     |        | 50     |    |
| Sample:   | 593   |        | 68     |        | 74     |        | 75     |        | 71     |    |
|   |       |        |        |        |        |        |        |        | 96     |    |
|   |       |        |        |        |        |        |        |        | 74     |    |
|   |       |        |        |        |        |        |        |        | 80     |    |
|   |       |        |        |        |        |        |        |        | 46     |    |
|   |       |        |        |        |        |        |        |        | 82     |    |
|   |       |        |        |        |        |        |        |        |        | 37 |
|   |       |        |        |        |        |        |        |        |        | 75 |

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q33 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| <i>Those who have bought health, beauty or chemist items at a specific location at Q23:</i>                                    |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| Birmingham City Centre   | 2.0%  | 12     | 2.9%   | 5      | 0.0%   | 0      | 3.1%   | 2      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.8%  | 4  | 4.5%  | 2 |
| Burton-upon-Trent Town Centre  | 0.5%  | 3      | 1.2%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre  | 3.4%  | 20     | 11.2%  | 18     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.4%  | 2 |
| Eccleshall Town Centre   | 0.7%  | 4      | 0.0%   | 0      | 4.6%   | 4      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hanley Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lichfield City Centre  | 2.4%  | 14     | 8.4%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Newcastle-under-Lyme Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Newport Town Centre  | 4.1%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 37.3%  | 23     | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1  | 0.9%  | 0 |
| Penkridge Town Centre  | 0.8%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 9.8%  | 3 |
| Rugeley Town Centre  | 9.7%  | 58     | 34.6%  | 57     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  | 0.0%  | 0 |
| Shrewsbury Town Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.8%   | 1      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stafford Town Centre   | 28.4% | 171    | 2.5%   | 4      | 23.7%  | 18     | 16.5%  | 10     | 0.8%   | 0  | 59.9% | 52 | 76.6% | 61 | 41.8% | 19 | 15.7% | 6 |
| Stoke-on-Trent City Centre   | 0.5%  | 3      | 0.0%   | 0      | 4.1%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stone Town Centre  | 5.4%  | 32     | 0.0%   | 0      | 41.4%  | 32     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 3.9%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre  | 2.2%  | 13     | 0.0%   | 0      | 0.7%   | 1      | 6.2%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 22.9% | 8 |
| Uttoxeter Town Centre  | 6.0%  | 36     | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 71.2%  | 35 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Walsall Town Centre  | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wolverhampton City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.9%  | 1  | 0.0%  | 0  | 3.9%  | 1 |
| Dovefields Retail Park, Town Meadows Way, Uttoxeter  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford  | 0.6%  | 3      | 0.0%   | 0      | 1.2%   | 1      | 1.5%   | 1      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0 |
| Linkway Retail Park, Watling Street, Cannock   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.9%  | 2  | 0.0%  | 0 |
| Madford Retail Park, Stafford  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 3.3%  | 3  | 0.0%  | 0  | 2.9%  | 1  | 0.0%  | 0 |
| Orbital Retail Park, Voyage Drive, Cannock   | 1.4%  | 9      | 4.7%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.3%  | 1 |
| Queens Retail Park, Old Rickerscote Lane, Stafford   | 5.4%  | 32     | 2.4%   | 4      | 2.4%   | 2      | 0.9%   | 1      | 0.0%   | 0  | 18.4% | 16 | 6.6%  | 5  | 5.2%  | 2  | 6.6%  | 2 |
| The Forge Retail Park, Telford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Ventura Retail Park, Ventura Park Road, Tamworth   | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered   | 7.0%  | 42     | 10.0%  | 16     | 6.9%   | 5      | 9.8%   | 6      | 5.4%   | 3  | 3.2%  | 3  | 1.8%  | 1  | 9.1%  | 4  | 8.9%  | 3 |
| Home catalogue   | 0.7%  | 4      | 1.7%   | 3      | 0.0%   | 0      | 2.6%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| TV / Interactive shopping  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Boundary Mill, Junction 10 Retail Park, Walsall  | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Queensway, Stafford  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.9%  | 2  | 0.0%  | 0  | 0.8%  | 0  | 0.0%  | 0 |
| Derby City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Brewood Village Centre   | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 10.8% | 4 |
| Cheshire Oaks Designer Outlet, Ellesmere Port, Cheshire  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1 |
| Tesco Extra, Newport Road, Stafford  | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.3%  | 5  | 1.4%  | 1  | 12.0% | 5  | 0.0%  | 0 |
| Aldi, Audley Avenue, Newport   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Malinsgate, Telford  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Asda, Molineux Way, Waterloo Road, Wolverhampton   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0 |
| Asda, St. George's Road, Donnington, Telford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Barlaston Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Basingstoke Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chester City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Coven Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0 |
| Gnosall Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Hednesford Town Centre   | 0.2%  | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Home Bargains, Turreff Avenue, Donnington, Telford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Kingsmead Retail Park, North Walls, Stafford   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Littleover Village Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.6%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |      |   |      |   |      |   |      |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|------|---|------|---|------|---|------|---|
| Morrisons, High Street, Burntwood                                 | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Morrisons, Market Street, Rugeley                                 | 1.1%  | 7      | 3.9%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 |
| Rising Brook Local Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7% | 2 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 |
| Sainsbury's Superstore, Chell Road, Stafford                      | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0  | 0.0% | 0 | 3.1% | 2 | 2.6% | 1 | 0.0% | 0 |
| Tesco Extra, Baths Road, Stoke-on-Trent                           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Brookside Road, Uttoxeter                       | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.9%   | 2  | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock | 0.2%  | 1      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Superstore, Power Station Road, Rugeley                     | 2.2%  | 13     | 8.0%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Welshpool Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.8% | 0 | 0.0% | 0 |
| Wyreley Brook Retail Park, Cannock                                | 1.1%  | 6      | 3.9%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know / can't remember)                                     | 2.7%  | 16     | 0.0%   | 0      | 2.9%   | 2      | 4.1%   | 3      | 1.4%   | 1  | 1.7% | 2 | 9.6% | 8 | 0.8% | 0 | 3.8% | 1 |
| Weighted base:  | 599   | 164    |        | 77     | 61     | 49     | 87     | 79     | 45     | 35 |      |   |      |   |      |   |      |   |
| Sample:   | 574   | 66     |        | 72     | 73     | 70     | 67     | 73     | 81     | 72 |      |   |      |   |      |   |      |   |

# Stafford Retail & Leisure Study

## For Peter Brett Associates

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |   |       |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|---|-------|---|
| <b>Q34 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |   |       |   |
| <i>Those who have bought recreational goods at Q23:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |   |       |   |
| Longton Timber DIY,<br>Goldenhill Road,<br>Stoke-on-Trent  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Trentham Garden Centre,<br>Stone Road,<br>Stoke-on-Trent   | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wickes, Stafford Road,<br>Wolverhampton  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.3%  | 1 |
| Birmingham City Centre   | 1.0%  | 4      | 2.1%   | 3      | 0.0%   | 0      | 2.0%   | 1      | 1.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 0 |
| Burton-upon-Trent Town<br>Centre   | 1.9%  | 9      | 4.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 8.8%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Cannock Town Centre  | 3.4%  | 15     | 7.7%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 2  | 0.0%  | 0  | 1.5%  | 1  | 1.4%  | 0 | 8.2%  | 2 |
| Eccleshall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1 | 0.0%  | 0 |
| Hanley Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Lichfield City Centre  | 1.9%  | 9      | 6.7%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Newport Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 1.4%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Penkridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.1%  | 1 |
| Rugeley Town Centre  | 2.2%  | 10     | 7.7%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Stafford Town Centre   | 19.3% | 87     | 1.5%   | 2      | 19.3%  | 13     | 20.4%  | 10     | 1.6%   | 0  | 25.8% | 18 | 63.5% | 33 | 29.4% | 8 | 11.4% | 3 |
| Stoke-on-Trent City Centre   | 0.5%  | 2      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Stone Town Centre  | 0.4%  | 2      | 0.0%   | 0      | 1.6%   | 1      | 1.4%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Tamworth Town Centre   | 1.8%  | 8      | 6.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Telford Town Centre  | 3.7%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 27.2%  | 13     | 0.0%   | 0  | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0 | 11.3% | 3 |
| Uttoxeter Town Centre  | 3.1%  | 14     | 0.0%   | 0      | 3.4%   | 2      | 0.0%   | 0      | 38.7%  | 12 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Walsall Town Centre  | 3.1%  | 14     | 9.8%   | 13     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 4.3%  | 1 |
| Wolverhampton City Centre  | 0.9%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.9%  | 2 |
| Bilston Road Retail Park,<br>Jenner Street,<br>Wolverhampton   | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Festival Heights Retail Park,<br>Ridgehouse Drive,<br>Stoke-on-Trent   | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Hough Retail Park, Stafford  | 0.9%  | 4      | 0.0%   | 0      | 4.5%   | 3      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 2.0%  | 1 | 0.0%  | 0 |
| Linkway Retail Park,<br>Watling Street, Cannock  | 0.4%  | 2      | 1.5%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Madford Retail Park,<br>Stafford   | 0.5%  | 2      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.1%  | 1 | 0.0%  | 0 |
| Orbital Retail Park, Voyage<br>Drive, Cannock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 1 |
| Queens Retail Park, Old<br>Rickerscote Lane, Stafford  | 1.8%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.5%  | 3  | 6.8%  | 4  | 3.3%  | 1 | 1.8%  | 1 |
| The Forge Retail Park,<br>Telford  | 1.1%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 9.3%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 2.3%  | 1 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth  | 0.3%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Internet / delivered   | 25.9% | 118    | 17.3%  | 23     | 43.4%  | 29     | 19.7%  | 9      | 18.9%  | 6  | 40.3% | 28 | 22.9% | 12 | 24.9% | 7 | 13.8% | 4 |
| Junction 9 / Gallagher Retail<br>Park, Wednesbury  | 1.6%  | 7      | 3.7%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 6.7%  | 2 | 0.0%  | 0 |
| Abroad   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 5.8%  | 2 |
| Derby City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Wrekin Retail Park, Telford  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 5.1%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Cheshire Oaks Designer<br>Outlet, Ellesmere Port,<br>Cheshire  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 0 |
| Greyfriars Retail Park, Grey<br>Friars' Place, Stafford  | 2.5%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0  | 7.4%  | 5  | 1.2%  | 1  | 15.7% | 4 | 0.0%  | 0 |
| Tesco Extra, Newport Road,<br>Stafford   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.2%  | 0 | 0.0%  | 0 |
| Asda, Avon Road, Cannock   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.8%  | 1 |
| Astonfields Industrial Estate,<br>Carver Road, Stafford,   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0 | 0.0%  | 0 |
| Brocton Village Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.7%  | 2  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Chester City Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Fraylings Business Park,<br>Davenport Street,<br>Burslem, Stoke-on-Trent   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 5.6%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Hednesford Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 1.1%  | 0 |
| Huddersfield Town Centre   | 1.4%  | 6      | 4.9%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Longton Town Centre  | 1.6%  | 7      | 0.0%   | 0      | 11.0%  | 7      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |
| Manchester City Centre   | 0.3%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 1.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 | 0.0%  | 0 |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |      |   |      |   |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|------|---|------|---|-------|---|
| Milford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 2.0% | 1 | 0.0%  | 0 |
| Ocean Retail Park, Burrfields Road, Portsmouth                    | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Saltney Retail Park, River Lane, Saltney, Chester                 | 0.1%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Solihull Town Centre  | 0.3%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Sports Direct, Heathcote Road, Stoke-on-Trent                     | 0.8%  | 3      | 0.0%   | 0      | 4.5%   | 3      | 0.0%   | 0      | 1.6%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Telford Bridge Retail Park, Colliers Way, Telford                 | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.1%  | 0 |
| Tesco Superstore, Hawks Green District Centre, Hayes Way, Cannock | 0.3%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Trentham Shopping Village, Stone Road, Stoke-on-Trent             | 0.1%  | 1      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 0.0%  | 0 |
| Welshpool Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 1.4% | 0 | 0.0%  | 0 |
| Wyreley Brook Retail Park, Cannock                                | 0.9%  | 4      | 3.0%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 | 1.2%  | 0 |
| (Don't know / can't remember)                                     | 11.0% | 50     | 17.9%  | 23     | 3.2%   | 2      | 4.5%   | 2      | 10.5%  | 3 | 15.9% | 11 | 1.5% | 1 | 6.0% | 2 | 19.6% | 6 |
| Weighted base:  | 454   |        | 131    |        | 67     |        | 48     |        | 30     |   | 70    |    | 52   |   | 28   |   | 29    |   |
| Sample:   | 367   |        | 54     |        | 51     |        | 51     |        | 36     |   | 43    |    | 37   |   | 44   |   | 51    |   |

# Stafford Retail & Leisure Study

## For Peter Brett Associates

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|-------|----|-------|----|-------|----|-------|---|
| <b>Q35 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b> |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |   |
| <i>Those who have bought recreational goods at a specific location at Q23:</i>  |       |        |        |        |        |        |        |        |        |   |       |    |       |    |       |    |       |   |
| Longton Timber DIY,<br>Goldenhill Road,<br>Stoke-on-Trent   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 3.1%  | 12     | 7.0%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0 | 6.5%  | 4  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Burton-upon-Trent Town<br>Centre  | 0.9%  | 4      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 8.3%   | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cannock Town Centre   | 5.4%  | 22     | 14.6%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 2 | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 15.6% | 4 |
| Eccleshall Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0 |
| Hanley Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 2.6%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lichfield City Centre   | 1.7%  | 7      | 6.2%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Penkridge Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1 |
| Rugeley Town Centre   | 2.5%  | 10     | 9.4%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Shrewsbury Town Centre  | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 3      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stafford Town Centre  | 19.7% | 79     | 0.0%   | 0      | 18.3%  | 12     | 20.9%  | 10     | 3.6%   | 1 | 36.0% | 21 | 43.4% | 22 | 41.7% | 11 | 12.6% | 3 |
| Stoke-on-Trent City Centre  | 0.4%  | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 2.6%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.6%  | 0 |
| Stone Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Tamworth Town Centre  | 2.1%  | 8      | 7.8%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Telford Town Centre   | 4.2%  | 17     | 0.0%   | 0      | 0.0%   | 0      | 24.9%  | 11     | 0.0%   | 0 | 0.0%  | 0  | 6.6%  | 3  | 0.0%  | 0  | 9.1%  | 2 |
| Uttoxeter Town Centre   | 2.3%  | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 34.1%  | 9 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Walsall Town Centre   | 2.1%  | 8      | 6.0%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.5%  | 1  | 0.0%  | 0  | 5.4%  | 1 |
| Wolverhampton City Centre   | 2.3%  | 9      | 0.0%   | 0      | 3.5%   | 2      | 4.9%   | 2      | 0.0%   | 0 | 2.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 14.6% | 3 |
| Bilston Road Retail Park,<br>Jenner Street,<br>Wolverhampton  | 0.3%  | 1      | 1.1%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Dovefields Retail Park,<br>Town Meadows Way,<br>Uttoxeter   | 0.7%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 9.8%   | 3 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hough Retail Park, Stafford   | 1.5%  | 6      | 0.0%   | 0      | 4.6%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 2.0%  | 1  | 2.5%  | 1  | 2.1%  | 1  | 0.0%  | 0 |
| Linkway Retail Park,<br>Watling Street, Cannock   | 0.5%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Madford Retail Park,<br>Stafford  | 0.6%  | 2      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 1  | 0.0%  | 0 |
| Queens Retail Park, Old<br>Rickerscote Lane, Stafford   | 0.6%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.4%  | 1  | 0.0%  | 0  | 3.5%  | 1  | 2.2%  | 1 |
| The Forge Retail Park,<br>Telford   | 1.4%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 11.0%  | 5      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 1 |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth   | 1.5%  | 6      | 5.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Internet / delivered<br>Junction 9 / Gallagher Retail<br>Park, Wednesbury   | 30.7% | 124    | 28.1%  | 30     | 52.6%  | 34     | 20.8%  | 9      | 16.7%  | 5 | 34.4% | 20 | 30.1% | 15 | 24.4% | 6  | 17.2% | 4 |
| Derby City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Wrekin Retail Park, Telford   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.1%   | 2      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0 |
| Greyfriars Retail Park, Grey<br>Friars' Place, Stafford   | 1.6%  | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 6.8%  | 4  | 0.0%  | 0  | 9.6%  | 3  | 0.0%  | 0 |
| Astonfields Industrial Estate,<br>Carver Road, Stafford   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0  | 0.0%  | 0 |
| Bridgnorth Town Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Brocton Village Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Chadsmoor Local Centre  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 1.3%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Chester City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Codsall Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0 |
| Fraylings Business Park,<br>Davenport Street,<br>Burslem, Stoke-on-Trent  | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.2%   | 2 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Giltbrook Retail Park, Ikea<br>Way, Giltbrook,<br>Nottingham  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Hednesford Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0 |
| Huddersfield Town Centre  | 1.6%  | 6      | 6.0%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Lilleshall Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Longton Town Centre   | 1.8%  | 7      | 0.0%   | 0      | 11.3%  | 7      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Manchester City Centre  | 0.2%  | 1      | 0.0%   | 0      | 1.4%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Milford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  | 0.0%  | 0 |
| Sheffield City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Shifnal Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0 |
| Sports Direct, Heathcote<br>Road, Stoke-on-Trent  | 0.7%  | 3      | 0.0%   | 0      | 4.6%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Welshpool Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 0  | 0.0%  | 0 |
| Wyreley Brook Retail Park,  | 0.5%  | 2      | 1.8%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

Column %ges.

by Zone  
Weighted:

## Stafford Retail & Leisure Study For Peter Brett Associates

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July 2019

|   | Total   | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8  |
|---|---------|--------|--------|--------|--------|--------|--------|--------|---------|
| Cannock<br>(Don't know / can't<br>remember) | 3.7% 15 | 1.8% 2 | 0.0% 0 | 4.1% 2 | 0.0% 0 | 6.5% 4 | 8.2% 4 | 1.4% 0 | 11.0% 3 |
| Weighted base:                              | 404     | 107    | 65     | 46     | 27     | 59     | 51     | 26     | 23      |
| Sample:                                     | 325     | 44     | 48     | 48     | 31     | 37     | 36     | 39     | 42      |

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q36 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who have bought other non-food items at Q23:</i>  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Birmingham City Centre   | 3.0%  | 17     | 3.5%   | 5      | 4.2%   | 3      | 8.8%   | 5      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 7.7%  | 2  |
| Burton-upon-Trent Town Centre  | 0.6%  | 3      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre  | 1.5%  | 8      | 4.9%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  |
| Hanley Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  |
| Lichfield City Centre  | 1.4%  | 8      | 4.9%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Penkridge Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Rugeley Town Centre  | 2.6%  | 14     | 8.7%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shrewsbury Town Centre   | 0.7%  | 4      | 0.0%   | 0      | 0.7%   | 1      | 1.7%   | 1      | 0.0%   | 0  | 1.0%  | 1  | 1.2%  | 1  | 1.4%  | 1  | 0.0%  | 0  |
| Stafford Town Centre   | 16.6% | 90     | 4.9%   | 8      | 16.5%  | 12     | 17.0%  | 9      | 1.1%   | 0  | 23.0% | 19 | 36.8% | 23 | 33.0% | 13 | 18.3% | 6  |
| Stoke-on-Trent City Centre   | 0.4%  | 2      | 0.0%   | 0      | 1.6%   | 1      | 0.0%   | 0      | 1.6%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| Stone Town Centre  | 2.6%  | 14     | 0.0%   | 0      | 18.3%  | 14     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Tamworth Town Centre   | 1.5%  | 8      | 5.3%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford Town Centre  | 1.0%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 9.5%   | 5      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| Uttoxeter Town Centre  | 1.9%  | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 24.9%  | 11 | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolverhampton City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.4%  | 1  |
| Queens Retail Park, Old Rickerscote Lane, Stafford   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.4%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 1.0%  | 0  |
| Ventura Retail Park, Ventura Park Road, Tamworth   | 0.4%  | 2      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / delivered   | 48.7% | 264    | 44.6%  | 70     | 47.8%  | 36     | 43.5%  | 24     | 51.9%  | 22 | 56.3% | 46 | 54.5% | 34 | 43.6% | 17 | 50.7% | 15 |
| Home catalogue   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  |
| Ikea, Park Lane, Wednesbury  | 0.7%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 4.6%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad   | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Asda, Queensway, Stafford  | 0.5%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.2%   | 2      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Derby City Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.3%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brewood Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.0%  | 1  |
| Tesco Extra, Newport Road, Stafford  | 0.7%  | 4      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Aldi, Audley Avenue, Newport   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Avon Road, Cannock   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  |
| Asda, St. George's Road, Donnington, Telford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, West Quay Road, Poole  | 0.4%  | 2      | 1.3%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bentley Bridge Retail Park, Wednesfield Road, Wolverhampton  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 0  |
| Birmingham Airport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bournemouth Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Burntwood Town Centre  | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  |
| Heath Hayes Local Centre   | 0.3%  | 1      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Longton Town Centre  | 0.3%  | 2      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Manchester Airport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 1.0%  | 0  |
| Meadowhall, Meadowhall Way, Sheffield  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Merry Hill, Pedmore Road, Brierley Hill  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Morecambe Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| Nottingham City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Chell Road, Stafford   | 0.4%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 2.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Brookside Road, Uttoxeter  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.6%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Power Station Road, Rugeley  | 0.8%  | 5      | 1.7%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.6%  | 2  | 0.0%  | 0  |
| Tesco Superstore, Victoria Street, Hednesford, Cannock   | 1.2%  | 6      | 4.1%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Trentham Shopping Village, Stone Road, Stoke-on-Trent  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wellington Town Centre, Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| York City Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 0  |
| (Don't know / can't remember)  | 7.0%  | 38     | 12.6%  | 20     | 2.2%   | 2      | 5.8%   | 3      | 1.0%   | 0  | 8.3%  | 7  | 1.0%  | 1  | 9.9%  | 4  | 5.1%  | 2  |

Column %ges.

Weighted:

July 2019

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Weighted base:   | 543   | 157    | 75     | 56     | 42     | 82     | 62     | 38     | 30     |    |       |    |       |    |       |    |       |    |
| Sample:  | 516   | 69     | 72     | 66     | 61     | 64     | 58     | 65     | 61     |    |       |    |       |    |       |    |       |    |
| <b>Q37 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who have bought other non-food items at a specific location at Q23:</i>   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Birmingham City Centre   | 4.9%  | 25     | 7.7%   | 11     | 3.1%   | 2      | 7.5%   | 4      | 1.2%   | 0  | 2.6%  | 2  | 3.8%  | 2  | 1.6%  | 1  | 9.4%  | 3  |
| Burton-upon-Trent Town Centre  | 1.2%  | 6      | 3.3%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 3.3%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre  | 0.8%  | 4      | 2.4%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.1%  | 1  |
| Eccleshall Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hanley Town Centre   | 0.5%  | 3      | 0.0%   | 0      | 3.0%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0  |
| Lichfield City Centre  | 1.6%  | 8      | 5.6%   | 8      | 0.8%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newcastle-under-Lyme Town Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre  | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 4.4%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Penkridge Town Centre  | 0.3%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 1.8%  | 1  |
| Rugeley Town Centre  | 3.1%  | 15     | 10.9%  | 15     | 0.0%   | 0      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Shrewsbury Town Centre   | 0.9%  | 5      | 0.0%   | 0      | 0.8%   | 1      | 6.4%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Stafford Town Centre   | 20.2% | 102    | 10.5%  | 14     | 21.7%  | 16     | 8.7%   | 5      | 0.0%   | 0  | 32.9% | 25 | 37.9% | 23 | 32.7% | 11 | 26.8% | 8  |
| Stoke-on-Trent City Centre   | 0.4%  | 2      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 1.7%   | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Stone Town Centre  | 3.1%  | 16     | 0.0%   | 0      | 20.9%  | 15     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Tamworth Town Centre   | 1.3%  | 6      | 4.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford Town Centre  | 1.2%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 8.3%   | 4      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.7%  | 2  |
| Uttoxeter Town Centre  | 1.6%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 19.6%  | 8  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wolverhampton City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.3%  | 0  |
| Linkway Retail Park, Watling Street, Cannock   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Queens Retail Park, Old Rickerscote Lane, Stafford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  | 1.1%  | 0  |
| Ventura Retail Park, Ventura Park Road, Tamworth   | 0.4%  | 2      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Internet / delivered   | 47.2% | 239    | 42.4%  | 58     | 41.4%  | 30     | 51.5%  | 27     | 58.1%  | 24 | 50.5% | 38 | 50.5% | 31 | 48.6% | 17 | 44.7% | 13 |
| Home catalogue   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| TV / Interactive shopping  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Ikea, Park Lane, Wednesbury  | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 5.1%  | 4  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Queensway, Stafford  | 0.8%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 0.0%   | 0  | 0.9%  | 1  | 1.0%  | 1  | 2.1%  | 1  | 0.0%  | 0  |
| Derby City Centre  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 7.8%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brewood Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 3.2%  | 1  |
| Tesco Extra, Newport Road, Stafford  | 1.1%  | 6      | 0.0%   | 0      | 3.1%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 3.6%  | 3  | 1.2%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Asda, Avon Road, Cannock   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  |
| Asda, West Quay Road, Poole  | 0.4%  | 2      | 1.4%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Birmingham Airport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bournemouth Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Burntwood Town Centre  | 1.3%  | 6      | 4.7%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London   | 0.5%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 1.2%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.7%  | 1  | 0.0%  | 0  |
| Codsall Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Heath Hayes Local Centre   | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Longton Town Centre  | 0.4%  | 2      | 0.0%   | 0      | 2.0%   | 1      | 0.0%   | 0      | 1.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Manchester Airport   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 1.1%  | 0  |
| Manchester City Centre   | 0.2%  | 1      | 0.0%   | 0      | 1.3%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Nottingham City Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.7%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0  |
| Sainsbury's Superstore, Chell Road, Stafford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.9%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Brookside Road, Uttoxeter  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Tesco Superstore, Power Station Road, Rugeley  | 1.3%  | 6      | 3.4%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.2%  | 2  | 0.0%  | 0  |
| Trentham Shopping Village, Stone Road, Stoke-on-Trent  | 0.3%  | 1      | 1.0%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Welshpool Town Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 0  | 0.0%  | 0  |
| (Don't know / can't remember)  | 0.6%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 2.5%  | 2  | 1.0%  | 1  | 0.0%  | 0  | 1.8%  | 1  |
| Weighted base:   | 505   | 137    | 74     | 52     | 42     | 75     | 62     | 34     | 29     |    |       |    |       |    |       |    |       |    |
| Sample:  | 485   | 62     | 69     | 61     | 60     | 59     | 57     | 60     | 57     |    |       |    |       |    |       |    |       |    |

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| <b>Q38 When undertaking shopping via the internet, how do you NORMALLY receive the items you have purchased? [PR]</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |       |     |
| Delivery to home  | 74.1% | 593    | 71.9%  | 166    | 74.6%  | 74     | 79.8%  | 64     | 72.6%  | 48  | 75.2% | 96  | 71.5% | 71  | 77.5% | 40  | 74.7% | 35  |
| Delivery to another address<br>e.g neighbour / work (but<br>not a store or collection<br>point)                       | 2.8%  | 22     | 4.2%   | 10     | 0.6%   | 1      | 1.2%   | 1      | 0.7%   | 0   | 7.3%  | 9   | 0.8%  | 1   | 0.6%  | 0   | 0.0%  | 0   |
| Delivered to store (Click &<br>collect)   | 3.8%  | 30     | 5.0%   | 11     | 8.3%   | 8      | 5.3%   | 4      | 0.6%   | 0   | 2.5%  | 3   | 1.5%  | 2   | 0.0%  | 0   | 2.2%  | 1   |
| Delivered to a collection<br>point (e.g third party<br>newsagent or convenience<br>store etc.)                        | 1.1%  | 9      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 2.6%  | 3   | 0.0%  | 0   | 0.0%  | 0   |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Don't shop online   | 15.6% | 125    | 12.9%  | 30     | 16.5%  | 16     | 13.8%  | 11     | 22.1%  | 15  | 11.0% | 14  | 20.4% | 20  | 18.1% | 9   | 21.4% | 10  |
| (Don't know / can't<br>remember / varies)   | 2.6%  | 21     | 3.3%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 4.0%   | 3   | 4.0%  | 5   | 3.2%  | 3   | 3.8%  | 2   | 1.7%  | 1   |
| Weighted base:  |       | 801    |        | 230    |        | 99     |        | 80     |        | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:   |       | 801    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**Q39 What is your nearest town centre?**

|                                  |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------------------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Birmingham City Centre           | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0   | 0.0%  | 0   |
| Burton-upon-Trent Town<br>Centre | 0.5%  | 4   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 3.8%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Cannock Town Centre              | 8.0%  | 64  | 21.6% | 50  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 30.4% | 14  |
| Eccleshall Town Centre           | 0.7%  | 6   | 0.0%  | 0   | 5.8%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Halesowen Town Centre            | 0.2%  | 1   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Lichfield City Centre            | 1.1%  | 9   | 3.8%  | 9   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Newport Town Centre              | 4.7%  | 38  | 0.0%  | 0   | 0.0%  | 0   | 46.8% | 38  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Penkridge Town Centre            | 0.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.5%  | 2   |
| Rugeley Town Centre              | 17.4% | 140 | 58.8% | 136 | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 7.9%  | 4   | 0.0%  | 0   |
| Stafford Town Centre             | 42.4% | 340 | 6.0%  | 14  | 19.2% | 19  | 31.9% | 26  | 0.0%  | 0   | 99.5% | 126 | 95.8% | 95  | 85.5% | 44  | 32.5% | 15  |
| Stone Town Centre                | 9.1%  | 73  | 0.0%  | 0   | 72.2% | 71  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 1.9%  | 1   | 0.0%  | 0   |
| Telford Town Centre              | 3.2%  | 25  | 0.0%  | 0   | 0.6%  | 1   | 21.3% | 17  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 15.4% | 7   |
| Uttoxeter Town Centre            | 8.3%  | 66  | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 96.2% | 63  | 0.0%  | 0   | 0.0%  | 0   | 3.5%  | 2   | 0.0%  | 0   |
| Wolverhampton City Centre        | 0.7%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 12.3% | 6   |
| Brewood Village Centre           | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 1   |
| Burntwood Town Centre            | 1.0%  | 8   | 3.4%  | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Hednesford Town Centre           | 1.2%  | 10  | 4.1%  | 10  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Longton Town Centre              | 0.3%  | 2   | 0.0%  | 0   | 2.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| (Don't know)                     | 0.9%  | 7   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.5%  | 1   | 3.5%  | 4   | 0.0%  | 0   | 3.5%  | 2   |
| Weighted base:                   |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:                          |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q40 What things do you think could be improved about (TOWN MENTIONED AT Q39)? [MR]</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| <i>Those who named their nearest town centre at Q39:</i>                                  |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Better signposting within the centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cheaper parking   | 7.9%  | 62     | 5.7%   | 13     | 14.1%  | 14     | 5.4%   | 4      | 5.1%   | 3  | 11.5% | 15 | 6.5%  | 6  | 11.9% | 6  | 1.5%  | 1  |
| Improved access for wheelchair and pushchair users  | 0.7%  | 6      | 1.0%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 1.5%  | 1  | 1.4%  | 1  | 0.0%  | 0  |
| More accessible car parking   | 2.3%  | 18     | 1.1%   | 3      | 5.2%   | 5      | 0.7%   | 1      | 0.0%   | 0  | 3.2%  | 4  | 2.0%  | 2  | 0.0%  | 0  | 9.1%  | 4  |
| More frequent bus services to the centre  | 1.0%  | 8      | 1.1%   | 3      | 1.6%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.7%  | 3  | 1.2%  | 1  | 1.3%  | 1  |
| More frequent train services  | 0.2%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More parking  | 6.4%  | 51     | 1.6%   | 4      | 17.5%  | 17     | 7.0%   | 6      | 2.5%   | 2  | 2.8%  | 4  | 8.5%  | 8  | 13.7% | 7  | 8.3%  | 4  |
| More priority for pedestrians   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| More reliable / comfortable bus services  | 1.0%  | 8      | 1.5%   | 3      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 3.8%  | 4  | 0.7%  | 0  | 0.0%  | 0  |
| More reliable train services  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More secure parking   | 0.4%  | 3      | 0.0%   | 0      | 1.9%   | 2      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| New / relocated bus stops   | 0.7%  | 5      | 0.6%   | 1      | 0.9%   | 1      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 2.0%  | 2  | 1.2%  | 1  | 0.0%  | 0  |
| Better street furniture / floral displays   | 0.3%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Cleaner streets / removal of litter   | 2.0%  | 16     | 1.5%   | 3      | 1.2%   | 1      | 1.2%   | 1      | 4.1%   | 3  | 1.1%  | 1  | 5.8%  | 6  | 1.4%  | 1  | 0.7%  | 0  |
| Improve appearance / environment of centre  | 3.7%  | 29     | 1.5%   | 3      | 0.6%   | 1      | 6.3%   | 5      | 5.3%   | 4  | 5.0%  | 6  | 6.1%  | 6  | 5.9%  | 3  | 3.4%  | 2  |
| Improved security measures / more CCTV / more police                                      | 0.6%  | 5      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| More control on alcohol / drinkers / drug users   | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More control on other anti-social behaviour   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More green spaces / areas   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.7%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| More shelter from wind / rain   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Better choice of shops in general   | 26.4% | 210    | 29.2%  | 67     | 19.9%  | 20     | 7.3%   | 6      | 32.4%  | 21 | 31.2% | 39 | 41.0% | 39 | 26.4% | 14 | 8.1%  | 4  |
| Better crèche facilities  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Better quality of shops   | 13.8% | 110    | 9.7%   | 22     | 10.7%  | 11     | 9.7%   | 8      | 25.1%  | 17 | 12.8% | 16 | 19.3% | 18 | 30.1% | 16 | 5.1%  | 2  |
| Bigger / better supermarket   | 0.7%  | 5      | 0.9%   | 2      | 0.6%   | 1      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 3.2%  | 1  |
| Expand the town centre's colleges / expand university                                     | 0.2%  | 2      | 0.6%   | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer bars / nightclubs   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Improvement to the market   | 1.2%  | 9      | 0.6%   | 1      | 0.0%   | 0      | 3.0%   | 2      | 2.9%   | 2  | 1.1%  | 1  | 1.1%  | 1  | 0.6%  | 0  | 1.3%  | 1  |
| More / better eating places   | 1.3%  | 10     | 1.2%   | 3      | 0.0%   | 0      | 0.7%   | 1      | 1.1%   | 1  | 2.3%  | 3  | 1.6%  | 2  | 3.6%  | 2  | 0.0%  | 0  |
| More / better leisure facilities  | 5.6%  | 45     | 14.4%  | 33     | 0.6%   | 1      | 0.7%   | 1      | 4.8%   | 3  | 3.2%  | 4  | 3.7%  | 4  | 0.0%  | 0  | 0.0%  | 0  |
| More / better pubs / night-life   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| More family oriented facilities   | 0.8%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2  | 0.0%  | 0  | 3.5%  | 3  | 0.7%  | 0  | 0.0%  | 0  |
| More independent / specialist shops   | 29.5% | 234    | 26.5%  | 61     | 28.3%  | 28     | 23.5%  | 19     | 50.1%  | 33 | 38.6% | 49 | 25.1% | 24 | 20.9% | 11 | 21.2% | 10 |
| More national multiple (high street chain) retailers                                      | 22.8% | 181    | 23.2%  | 53     | 12.4%  | 12     | 13.8%  | 11     | 41.7%  | 27 | 37.5% | 47 | 16.0% | 15 | 10.2% | 5  | 20.3% | 9  |
| More secure children's play areas   | 0.9%  | 7      | 2.9%   | 7      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Provision of more residential accommodation   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 1.7%  | 1  | 0.0%  | 0  |
| Other   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Address the homeless issue  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0  | 1.2%  | 2  | 0.7%  | 1  | 0.6%  | 0  | 0.0%  | 0  |
| Better disabled facilities / access   | 0.2%  | 2      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Everything  | 0.5%  | 4      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 2.7%  | 3  | 0.7%  | 0  | 0.0%  | 0  |
| Fewer betting shops   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer cafés / coffee shops  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Fewer charity shops   | 5.6%  | 44     | 4.4%   | 10     | 5.9%   | 6      | 0.8%   | 1      | 9.7%   | 6  | 5.3%  | 7  | 12.6% | 12 | 1.2%  | 1  | 4.1%  | 2  |
| Fewer cheap shops (e.g. pound shops)  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer clothes shops   | 0.2%  | 2      | 0.5%   | 1      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fewer hairdressers  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Fill vacant shops   | 3.6%  | 29     | 3.4%   | 8      | 0.7%   | 1      | 7.3%   | 6      | 8.3%   | 5  | 0.6%  | 1  | 4.9%  | 5  | 5.5%  | 3  | 2.0%  | 1  |
| Free parking  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2  | 0.9%  | 1  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  |
| Less busy / crowded   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |    |      |   |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|----|------|---|-------|----|-------|----|
| More / better medical facilities (e.g. GPs, medical centres etc.) | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 1.0%  | 1  | 0.8%  | 0  |
| More banks, ATMs etc.   | 0.5%  | 4      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.7%   | 0 | 0.0% | 0  | 0.0% | 0 | 1.0%  | 1  | 0.7%  | 0  |
| More clothes / shoe shops   | 2.8%  | 22     | 5.5%   | 13     | 2.2%   | 2      | 0.0%   | 0      | 4.1%   | 3 | 0.6% | 1  | 0.8% | 1 | 4.0%  | 2  | 1.6%  | 1  |
| More compact layout of shops                                      | 1.1%  | 8      | 0.9%   | 2      | 0.6%   | 1      | 3.3%   | 3      | 0.0%   | 0 | 0.6% | 1  | 2.7% | 3 | 0.0%  | 0  | 0.0%  | 0  |
| More public toilets   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.5%   | 2 | 0.0% | 0  | 0.0% | 0 | 0.0%  | 0  | 0.7%  | 0  |
| More schools  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0  | 0.0% | 0 | 1.0%  | 1  | 0.0%  | 0  |
| Reduce rents / rates of shops                                     | 2.0%  | 16     | 1.1%   | 3      | 0.0%   | 0      | 0.8%   | 1      | 8.4%   | 6 | 2.8% | 4  | 3.0% | 3 | 0.6%  | 0  | 0.7%  | 0  |
| Reduce traffic congestion   | 1.4%  | 11     | 0.0%   | 0      | 2.4%   | 2      | 0.0%   | 0      | 1.1%   | 1 | 4.6% | 6  | 1.5% | 1 | 1.4%  | 1  | 0.0%  | 0  |
| Repair roads / pavements (e.g. fill potholes)                     | 1.1%  | 9      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 1  | 0.8% | 1 | 0.0%  | 0  | 2.0%  | 1  |
| (Don't know)  | 3.5%  | 27     | 3.3%   | 8      | 1.8%   | 2      | 4.0%   | 3      | 2.9%   | 2 | 7.0% | 9  | 2.5% | 2 | 2.2%  | 1  | 1.3%  | 1  |
| (None mentioned)  | 18.2% | 145    | 19.5%  | 45     | 21.7%  | 22     | 34.0%  | 27     | 4.3%   | 3 | 8.9% | 11 | 5.6% | 5 | 19.9% | 10 | 47.0% | 21 |
| Weighted base:  | 794   | 229    | 99     | 80     | 66     | 126    | 96     | 52     | 46     |   |      |    |      |   |       |    |       |    |
| Sample:   | 797   | 99     | 100    | 100    | 100    | 99     | 99     | 100    | 100    |   |      |    |      |   |       |    |       |    |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| <b>Q41 Finally, I am going to ask a few questions on destinations for leisure and cultural activities. In which city, town or out-of-town location does your household spend most money on restaurants &amp; cafes?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Birmingham City Centre  | 3.7%  | 30     | 7.7%   | 18     | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0  | 1.6%  | 2  | 1.8%  | 2  | 4.9%  | 3  | 8.8%  | 4  |
| Burton-upon-Trent Town Centre   | 0.6%  | 4      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 4.7%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Cannock Town Centre   | 2.6%  | 21     | 7.5%   | 17     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 6.4%  | 3  |
| Eccleshall Town Centre  | 1.3%  | 11     | 0.0%   | 0      | 8.4%   | 8      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hanley Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Lichfield City Centre   | 5.1%  | 41     | 17.3%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Market Drayton Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newcastle-under-Lyme Town Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Newport Town Centre   | 3.6%  | 28     | 0.0%   | 0      | 0.0%   | 0      | 33.7%  | 27     | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  |
| Penkridge Town Centre   | 1.5%  | 12     | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 20.0% | 9  |
| Rugeley Town Centre   | 5.7%  | 45     | 19.3%  | 44     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1  | 0.0%  | 0  |
| Shrewsbury Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Stafford Town Centre  | 30.4% | 243    | 12.3%  | 28     | 14.1%  | 14     | 22.8%  | 18     | 3.0%   | 2  | 62.2% | 79 | 65.0% | 64 | 50.8% | 26 | 23.3% | 11 |
| Stoke-on-Trent City Centre  | 0.2%  | 2      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Stone Town Centre   | 7.5%  | 60     | 0.0%   | 0      | 55.5%  | 55     | 0.0%   | 0      | 1.1%   | 1  | 0.9%  | 1  | 2.2%  | 2  | 2.3%  | 1  | 0.0%  | 0  |
| Tamworth Town Centre  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford Town Centre   | 1.1%  | 9      | 0.0%   | 0      | 0.9%   | 1      | 6.9%   | 6      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.7%  | 0  | 2.1%  | 1  |
| Uttoxeter Town Centre   | 4.7%  | 37     | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 53.3%  | 35 | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0  |
| Wolverhampton City Centre   | 1.3%  | 10     | 3.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 3.3%  | 2  |
| Festival Heights Retail Park, Ridgehouse Drive, Stoke-on-Trent  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Hough Retail Park, Stafford   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  |
| Queens Retail Park, Old Rickerscote Lane, Stafford  | 0.9%  | 7      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Abbotts Bromley Village Centre  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abbotts Langley Village Centre  | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Acton Trussell Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Albrighton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Ashby-de-la-Zouch Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brewood Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 7.0%  | 3  |
| Bridgnorth Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Brocton Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 1.0%  | 1  | 0.7%  | 0  |
| Burntwood Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chester City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Codsall Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Colton Village Centre   | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derby City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gnosall Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Goldstone Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Hoar Cross Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Horton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Leeds City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Longton Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Manchester City Centre  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mayfield Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Milford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Nantwich Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Northampton Town Centre   | 0.8%  | 6      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norton Canes Village Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sambrook Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sheffield City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| St Ives Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Tibberton Local Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Torquay Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Trentham Shopping Village, Stone Road, Stoke-on-Trent   | 0.5%  | 4      | 0.0%   | 0      | 3.6%   | 4      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wellington Town Centre Telford  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Welshpool Town Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Weston Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.7%  | 0  |
| Wheaton Aston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |

# Stafford Retail & Leisure Study

## For Peter Brett Associates

Weighted:

July 2019

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |    |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|----|
| Woodseaves Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 7.5%  | 60     | 9.7%   | 22     | 3.6%   | 4      | 11.5%  | 9      | 8.3%   | 5  | 7.1%  | 9  | 4.0%  | 4  | 6.8%  | 4  | 6.7%  | 3  |
| (Don't do this activity)  | 16.2% | 130    | 11.9%  | 27     | 9.3%   | 9      | 13.0%  | 10     | 24.4%  | 16 | 20.9% | 27 | 21.0% | 21 | 22.3% | 12 | 15.8% | 7  |
| Weighted base:  | 801   | 230    | 99     | 80     | 66     | 127    | 99     | 52     | 47     |    |       |    |       |    |       |    |       |    |
| Sample:   | 801   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101    |    |       |    |       |    |       |    |       |    |
| <b>Q42 In which city, town or out-of-town location does your household spend most money on pubs / bars / nightclubs / music venues?</b> |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Birmingham City Centre  | 2.7%  | 21     | 5.7%   | 13     | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0  | 0.6%  | 1  | 3.5%  | 4  | 0.7%  | 0  | 4.3%  | 2  |
| Burton-upon-Trent Town Centre   | 0.2%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Cannock Town Centre   | 1.5%  | 12     | 4.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.6%  | 1  |
| Eccleshall Town Centre  | 1.5%  | 12     | 0.0%   | 0      | 9.4%   | 9      | 0.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 2.6%  | 1  |
| Lichfield City Centre   | 1.8%  | 14     | 6.2%   | 14     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Newport Town Centre   | 3.9%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 37.1%  | 30     | 0.0%   | 0  | 0.0%  | 0  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Penkridge Town Centre   | 2.1%  | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 1.6%  | 2  | 0.0%  | 0  | 0.6%  | 0  | 29.8% | 14 |
| Rugeley Town Centre   | 8.0%  | 64     | 27.2%  | 63     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.9%  | 2  | 0.0%  | 0  |
| Shrewsbury Town Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.1%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Stafford Town Centre  | 22.5% | 180    | 7.0%   | 16     | 11.7%  | 12     | 12.9%  | 10     | 1.4%   | 1  | 51.8% | 66 | 55.2% | 55 | 30.7% | 16 | 9.9%  | 5  |
| Stoke-on-Trent City Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.8%  | 1  | 0.6%  | 0  | 0.0%  | 0  |
| Stone Town Centre   | 6.9%  | 56     | 0.0%   | 0      | 53.4%  | 53     | 0.0%   | 0      | 0.0%   | 0  | 0.9%  | 1  | 0.0%  | 0  | 3.0%  | 2  | 0.0%  | 0  |
| Telford Town Centre   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.7%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.7%  | 0  |
| Uttoxeter Town Centre   | 3.1%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 36.9%  | 24 | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Walsall Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| West Bromwich Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1  |
| Wolverhampton City Centre   | 0.7%  | 5      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 6.8%  | 3  |
| Abbots Bromley Village Centre   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abbots Langley Village Centre   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Abroad  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Ashbourne Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Bradeley Village Centre   | 0.3%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Brewold Village Centre  | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 5.3%  | 3  |
| Burntwood Town Centre   | 1.0%  | 8      | 3.4%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Burston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Central London  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Chester City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Church Eaton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Colton Village Centre   | 0.2%  | 2      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Denstone Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.5%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Derby City Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.4%   | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Edgmond Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Gnosall Village Centre  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 2.9%   | 2      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0  |
| Great Haywood Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.2%  | 1  | 0.0%  | 0  |
| Hednesford Town Centre  | 0.2%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.6%  | 0  | 0.0%  | 0  |
| Hixon Village Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.0%  | 2  | 0.0%  | 0  |
| Horton Village Centre   | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 2.7%  | 1  | 0.0%  | 0  |
| Little Haywood Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.8%  | 1  | 0.0%  | 0  |
| Longden Village Centre  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Longton Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Manchester City Centre  | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.0%  | 0  |
| Marchington Village Centre  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Milford Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Norbury Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Oulton Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Sheffield City Centre   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.8%  | 0  |
| Sudbury Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Wellington Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Telford   |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |    |
| Weston Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Wheaton Aston Village Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1  |
| Woodseaves Village Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Yoxall Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)   | 3.0%  | 24     | 3.8%   | 9      | 1.7%   | 2      | 6.0%   | 5      | 3.7%   | 2  | 2.4%  | 3  | 0.0%  | 0  | 3.5%  | 2  | 3.5%  | 2  |
| (Don't do this activity)  | 35.1% | 281    | 36.9%  | 85     | 19.1%  | 19     | 25.3%  | 20     | 49.3%  | 32 | 40.9% | 52 | 38.1% | 38 | 38.7% | 20 | 30.3% | 14 |
| Weighted base:  | 801   | 230    | 99     | 80     | 66     | 127    | 99     | 52     | 47     |    |       |    |       |    |       |    |       |    |
| Sample:   | 801   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101    |    |       |    |       |    |       |    |       |    |

Column %ges.

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |    |       |    |       |    |       |    |       |   |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|----|-------|----|-------|----|-------|----|-------|---|
| <b>Q43 Where does your household spend most money on the cinema / theatre?</b>            |       |        |        |        |        |        |        |        |        |    |       |    |       |    |       |    |       |   |
| Cineworld, Bentley Bridge Park, Wednesfield Way, Wolverhampton                            | 3.6%  | 29     | 10.6%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 8.4%  | 4 |
| Cineworld, Middle Way Park, Guild Street, Burton-upon-Trent                               | 0.9%  | 8      | 1.8%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 4.6%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| Cineworld, Quadrant Road, Stoke-on-Trent  | 1.5%  | 12     | 0.0%   | 0      | 9.6%   | 10     | 0.0%   | 0      | 1.1%   | 1  | 0.0%  | 0  | 0.6%  | 1  | 1.0%  | 1  | 0.7%  | 0 |
| Electric Palace Picture House, Walsall Road, Cannock                                      | 1.4%  | 11     | 4.6%   | 11     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1 |
| Light House, Fryer Street, Wolverhampton  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 4.1%  | 2 |
| Odeon Luxe, Waterfront Way, Bridge Street, Stafford                                       | 26.1% | 209    | 20.4%  | 47     | 21.3%  | 21     | 11.8%  | 9      | 0.0%   | 0  | 49.0% | 62 | 44.7% | 44 | 29.6% | 15 | 19.3% | 9 |
| Odeon, Bolebridge Street, Tamworth  | 1.6%  | 12     | 5.4%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Odeon, Etruria Road, Stoke-on-Trent   | 0.4%  | 3      | 0.0%   | 0      | 1.9%   | 2      | 0.0%   | 0      | 0.6%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Open Air Film & Chill, Dunstall Park, Wolverhampton                                       | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.1%  | 1 |
| Showcase Cinema, Bentley Mill Way, Walsall  | 0.7%  | 5      | 1.1%   | 3      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0  | 0.6%  | 1  | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Stoke Film Theatre, College Road, Stoke-on-Trent  | 0.5%  | 4      | 0.9%   | 2      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 2.5%  | 1  | 0.7%  | 0 |
| The Red Carpet Cinema & Café Bar, Barton Marina, Barton-under-Needwood, Burton-upon-Trent | 1.7%  | 14     | 5.0%   | 12     | 0.0%   | 0      | 0.0%   | 0      | 2.4%   | 2  | 0.0%  | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.0%  | 0 |
| UCI 10 Cinemas, Bolebridge Street, Tamworth   | 0.6%  | 5      | 2.1%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Vue Cinema, The Square Market Arcade, High Street, Newcastle-under-Lyme                   | 4.5%  | 36     | 0.0%   | 0      | 34.7%  | 34     | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 1.4%  | 1  | 0.7%  | 0  | 0.7%  | 0 |
| Lichfield Garrick Theatre, Castle Dyke, Lichfield   | 0.7%  | 6      | 2.0%   | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0 |
| New Vic Theatre, Etruria Road, Newcastle-under-Lyme                                       | 0.6%  | 5      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0      | 5.2%   | 3  | 0.0%  | 0  | 0.0%  | 0  | 1.0%  | 1  | 0.0%  | 0 |
| Prince of Wales Theatre, Church Street, Cannock   | 0.4%  | 3      | 1.5%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Regent Theatre, Piccadilly, Stoke-on-Trent  | 1.0%  | 8      | 0.6%   | 1      | 2.2%   | 2      | 0.0%   | 0      | 1.4%   | 1  | 2.4%  | 3  | 0.0%  | 0  | 1.7%  | 1  | 0.0%  | 0 |
| Stafford Festival Shakespeare Theatre, Stafford Castle, Newport Road, Stafford            | 0.7%  | 5      | 2.1%   | 5      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Stafford Gatehouse Theatre, Eastgate Street, Stafford                                     | 2.3%  | 19     | 0.0%   | 0      | 1.2%   | 1      | 5.0%   | 4      | 0.6%   | 0  | 2.8%  | 4  | 5.5%  | 5  | 7.2%  | 4  | 0.7%  | 0 |
| Stoke-on-Trent Repertory Theatre, Leek Road, Stoke-on-Trent                               | 0.2%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.8%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Arena Birmingham, King Edwards Road, Birmingham   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Birmingham City Centre  | 0.5%  | 4      | 0.5%   | 1      | 0.0%   | 0      | 1.5%   | 1      | 0.0%   | 0  | 0.6%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 1.7%  | 1 |
| Birmingham Hippodrome, Hurst Street, Southside, Birmingham                                | 0.5%  | 4      | 1.1%   | 3      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 1.9%  | 1 |
| Canterbury City Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0  | 0.0%  | 0  | 0.8%  | 1  | 0.0%  | 0  | 0.0%  | 0 |
| Central London / West End   | 0.4%  | 3      | 0.0%   | 0      | 1.1%   | 1      | 1.2%   | 1      | 0.0%   | 0  | 0.5%  | 1  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0 |
| Cinebowl, Town Meadows Way, Uttoxeter   | 4.1%  | 33     | 4.0%   | 9      | 0.6%   | 1      | 0.0%   | 0      | 30.9%  | 20 | 0.9%  | 1  | 0.0%  | 0  | 3.2%  | 2  | 0.0%  | 0 |
| Cineworld, Cardiff, Mary Ann Street, Cardiff  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 3.8%   | 3      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |
| Cineworld, Southwater Square, St. Quentin Gate, Telford                                   | 1.7%  | 14     | 0.0%   | 0      | 0.9%   | 1      | 11.8%  | 9      | 0.0%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  | 6.4%  | 3 |
| Corby Town Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0 |

## Stafford Retail & Leisure Study For Peter Brett Associates

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |       |     |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Derby Quad, Cathedral Quarter, Market Place, Derby           | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Odeon, Forge Gate, Telford                                   | 2.5%  | 20     | 0.0%   | 0      | 0.0%   | 0      | 22.2%  | 18     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 4.7%  | 2   |
| Royal Exchange Theatre, St Ann's Square, Manchester          | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Showcase Cinema De Lux, West Mall Intu Derby, Derby          | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stafford Cinema (Now closed), Newport Road, Stafford         | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| StarCity, Watson Road, Birmingham                            | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Swadlincote Town Centre                                      | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Symphony Hall, Broad Street, Birmingham                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| The Alexandra Theatre, Suffolk Street, Queensway, Birmingham | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.8%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| The Birmingham Repertory Theatre, Broad Street, Birmingham   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| The Victoria, John Bright Street, Birmingham                 | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0   | 0.0%  | 0   |
| Theatre Severn, Frankwell Quay, Shrewsbury                   | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.0%   | 2      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Victoria Hall, Bagnall Street, Stoke-on-Trent                | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| Vue Cinema, Sol Central, Doddridge Street, Northampton       | 0.8%  | 6      | 2.8%   | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Wolverhampton Grand Theatre, Lichfield Street, Wolverhampton | 0.5%  | 4      | 1.1%   | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 1.9%  | 1   |
| (Don't know / varies)  | 1.3%  | 10     | 1.1%   | 3      | 1.1%   | 1      | 3.8%   | 3      | 0.0%   | 0   | 0.0%  | 0   | 0.6%  | 1   | 3.4%  | 2   | 2.2%  | 1   |
| (Don't do this activity)                                     | 35.5% | 285    | 29.6%  | 68     | 21.2%  | 21     | 31.9%  | 26     | 48.4%  | 32  | 41.5% | 53  | 42.3% | 42  | 44.0% | 23  | 43.4% | 20  |
| Weighted base:   |       | 801    |        | 230    |        | 99     |        | 80     |        | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:  |       | 801    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |   |      |   |       |    |      |   |      |   |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|---|------|---|-------|----|------|---|------|---|
| <b>Q44 In which city, town or out-of-town location does your household spend most money on health &amp; fitness?</b> |       |        |        |        |        |        |        |        |        |   |      |   |       |    |      |   |      |   |
| Active 4 Less, Smestow<br>Bridge Industrial Estate,<br>Bridgnorth Road,<br>Wombourne,<br>Wolverhampton               | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.7% | 0 |
| Bannatyne Health Club &<br>Spa, Peters Retail Park,<br>Wellington Road,<br>Burton-upon-Trent                         | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.7%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Beacon Sport & Fitness,<br>Weston Road, Stafford   | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.6% | 1 | 0.8%  | 1  | 0.0% | 0 | 3.4% | 2 |
| Better Gym, Wyrley Brook<br>Park, Vine Lane, Cannock   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 1.1% | 1 |
| Chase Leisure Centre & Golf<br>Course, Stafford Road,<br>Cannock   | 3.0%  | 24     | 8.0%   | 18     | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 2.0% | 3 | 0.0%  | 0  | 0.0% | 0 | 4.2% | 2 |
| GT Fitness, Bridge Street<br>Industrial Estate, Trinity<br>Road, Uttoxeter   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   | 1 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Gym & Tonic, Dovefields<br>Retail Park, Town<br>Meadows Way, Uttoxeter   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 6.9%   | 5 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Gym & Tonic, The Hollies,<br>Newport Road, Stafford  | 0.6%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 1.8%   | 1      | 0.0%   | 0 | 1.2% | 2 | 1.1%  | 1  | 0.6% | 0 | 0.0% | 0 |
| Gymophobics, Grey Friars,<br>Stafford  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 2.6%  | 3  | 1.0% | 1 | 0.0% | 0 |
| Gymophobics, Market Place,<br>Uttoxeter  | 0.4%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 4.5%   | 3 | 0.0% | 0 | 0.0%  | 0  | 0.6% | 0 | 0.0% | 0 |
| Gymophobics, Market Street,<br>Rugeley   | 0.5%  | 4      | 1.8%   | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| I-Motion Gym, Guildhall<br>Shopping Centre, Market<br>Square, Stafford   | 0.7%  | 6      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 1.6% | 2 | 1.5%  | 2  | 4.1% | 2 | 0.0% | 0 |
| Lichfield Golf & Country<br>Club, Seedy Mill Lane,<br>Rugeley, Lichfield   | 0.2%  | 2      | 0.9%   | 2      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| M Club Spa & Fitness,<br>Festival Heights Retail<br>Park, Greyhound Way,<br>Stoke-on-Trent                           | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Meadowside Leisure Centre,<br>High Street,<br>Burton-on-Trent  | 0.4%  | 3      | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Nuffield Health Fitness &<br>Wellbeing Gym,<br>Wolverhampton Business<br>Park, Broadlands,<br>Wolverhampton          | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.8% | 0 |
| Nuffield Health, Fitness &<br>Wellbeing Gym, George<br>Eastham Avenue,<br>Stoke-on-Trent                             | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Pro volution Fitness, Mount<br>Industrial Estate, Mount<br>Road, Stone   | 0.7%  | 5      | 0.0%   | 0      | 5.3%   | 5      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| PureGym, Eccleshall Road,<br>Stafford  | 2.7%  | 21     | 0.0%   | 0      | 3.0%   | 3      | 0.0%   | 0      | 0.0%   | 0 | 5.2% | 7 | 11.3% | 11 | 0.7% | 0 | 0.0% | 0 |
| PureGym, Imperial Retail<br>Park, Lichfield  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| PureGym, Ravenside Retail<br>Park, Victoria Road,<br>Stoke-on-Trent  | 0.2%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 2.6% | 1 |
| PureGym, Victoria Street,<br>Hednesford, Cannock   | 1.3%  | 11     | 4.5%   | 10     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.6% | 0 | 0.0% | 0 |
| Rugeley Leisure Centre,<br>Burnthill Lane, Rugeley   | 3.0%  | 24     | 10.4%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| The Health Club & Spa, St.<br>George's Park,<br>Newborough Road,<br>Burton-upon-Trent                                | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |
| Active Athlete, Bridge Street<br>Industrial Estate, Trinity  | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0 | 0.0% | 0 | 0.0%  | 0  | 0.0% | 0 | 0.0% | 0 |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Road, Uttoxeter   |       |        |        |        |        |        |        |        |        |
| B-Fit Studio, Sandon Road   | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Baden Hall, Eccleshall, Stafford  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Barlaston Village Hall, Longton Road, Barlaston, Stoke-on-Trent                           | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   |
| Bradley House Club, Bradley House, Bradley Street, Uttoxeter                              | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Brewood Village Centre  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Burns Street Club, Burns Street, Cannock  | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Burntwood Leisure Centre, High Street, Burntwood  | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Cannock Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Clip 'n' Climb, Douglas Park, Opal Way, Stone   | 0.4%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.5%   |
| Codsall Leisure Centre, Elliotts Lane, Codsall, Wolverhampton                             | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| DW Fitness, Middleway Retail Park, Guild Street, Burton-on-Trent                          | 0.3%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 3.4%   | 2      | 0.0%   |
| Freedom Bootcamps, The Plant Pot, Weston By Pass/Stafford Road, Lichfield                 | 0.3%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Friary Grange Leisure Centre, Eastern Avenue, Lichfield                                   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Hoar Cross Hall, Maker Lane, Burton-upon-Trent  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.8%   | 2      | 0.0%   |
| Holiday Inn, Telford International Centre, St. Quentin Gate, Telford                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   |
| Kingston Village Centre   | 0.1%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 0      | 0.0%   |
| Lilleshall National Sports Centre, Newar Newport  | 0.2%  | 2      | 0.0%   | 0      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   |
| Marchington Village Hall, The Square, Marchington, Uttoxeter                              | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.1%   |
| Market Drayton Golf Club, Sutton Lane, Market Drayton                                     | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Newcastle-under-Lyme Town Centre  | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   |
| Newport Swimming Pool, Victoria Park, Newport   | 0.7%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 5      | 0.0%   |
| Newport Town Centre   | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 6.1%   | 5      | 0.0%   |
| Nuffield Health Fitness & Wellbeing Gym, East Cannock Road, Cannock                       | 0.3%  | 2      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Nuffield Health Fitness & Wellbeing Gym, Telford Forge Retail park, Colliers Way, Telford | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Patshull Park Gym, Patshull Road, Pattingham  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Penkridge Leisure Centre, Cannock Road, Penkridge, Stafford                               | 0.3%  | 3      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Rugeley Town Centre   | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Stafford Crown Green Bowling, Newport Road, Stafford                                      | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.6%   |
| Stafford Leisure Centre, Lammascote Road, Stafford  | 1.9%  | 15     | 0.0%   | 0      | 0.7%   | 1      | 0.8%   | 1      | 3.8%   |
| Stafford Town Centre  | 0.5%  | 4      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 3.0%   |
| Stone Lawn Tennis & Squash Club, Newcastle Road, Stone                                    | 0.1%  | 1      | 0.0%   | 0      | 0.9%   | 1      | 0.0%   | 0      | 0.0%   |
| Stone Leisure Centre,   | 0.1%  | 1      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   | 0      | 0.0%   |

|   | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Stafford Road, Stone  |       |        |        |        |        |        |        |        |        |
| Telford Hotel & Golf Resort, Sutton Heights, Great Hay Drive, Telford     | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   |
| Telford Town Centre   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.7%   | 1      | 0.0%   |
| The Body Barn, Grove Farm, Moorfield Lane, Church Aston, Newport          | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| The Chase Golf Health Club & Spa, Pottal Pool Road, Huntington, Penkridge | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   |
| The Gym, Rampart Way, Telford   | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.8%   | 1      | 0.0%   |
| Uttoxeter Leisure Centre, Oldfields Road, Uttoxeter                       | 0.9%  | 7      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 9.1%   |
| WV Active, Aldersley Road, Wolverhampton                                  | 0.0%  | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| Walton Village Hall, Green Gore Lane, Stafford                            | 0.1%  | 1      | 0.0%   | 0      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   |
| West Bridge Park Fitness Centre, Stafford Street, Stone                   | 0.7%  | 6      | 0.0%   | 0      | 4.9%   | 5      | 0.0%   | 0      | 0.0%   |
| Woodseaves Village Hall, High Offley Road, Woodseaves, Stafford           | 0.1%  | 1      | 0.0%   | 0      | 0.0%   | 0      | 1.2%   | 1      | 0.0%   |
| Yarnfield Primary School, Yarnfield Road, Birmingham                      | 0.3%  | 2      | 0.0%   | 0      | 2.3%   | 2      | 0.0%   | 0      | 0.0%   |
| Yoxall Village Centre   | 0.1%  | 1      | 0.5%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   |
| (Don't know / varies)   | 1.3%  | 10     | 0.6%   | 1      | 0.0%   | 0      | 5.3%   | 4      | 0.7%   |
| (Don't do this activity)  | 72.7% | 582    | 68.5%  | 158    | 75.5%  | 75     | 70.9%  | 57     | 66.5%  |
| Weighted base:  | 801   | 230    | 99     | 80     | 66     | 127    | 99     | 52     | 47     |
| Sample:   | 801   | 100    | 100    | 100    | 100    | 100    | 100    | 100    | 101    |

**Q45 In which city, town, or out-of-town location does your household spend most money on bingo / casinos?**

|  |       |     |       |     |        |     |       |     |       |    |       |     |       |    |       |    |       |    |
|--|-------|-----|-------|-----|--------|-----|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|
| Buzz Bingo, Queensville Retail Park, Silkmore Lane, Stafford               | 2.9%  | 23  | 6.1%  | 14  | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 4.1%  | 5   | 2.5%  | 2  | 1.2%  | 1  | 1.1%  | 1  |
| Hednesford Bingo Club, Chase Gateway, Victoria Street, Hednesford, Cannock | 0.8%  | 6   | 2.8%  | 6   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mecca Bingo, Middleway Retail Park, Guild Street, Burton-upon-Trent        | 0.1%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Mecca Bingo, Southwater Square, St. Quentin Gate, Telford                  | 0.2%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 1.6%  | 1   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Casino 36, Temple Street, Wolverhampton                                    | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.7%  | 0  | 0.0%  | 0  |
| Genting Casino, Etruria Road, Stoke-on-Trent                               | 0.2%  | 2   | 0.9%  | 2   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Birmingham City Centre   | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Genting Casino, Norfolk Road, Birmingham                                   | 0.2%  | 1   | 0.6%  | 1   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Globe Bingo, Wellington Road, Donnington, Telford                          | 0.2%  | 2   | 0.0%  | 0   | 0.0%   | 0   | 2.2%  | 2   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| Penkridge Town Centre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.7%  | 0  |
| Resorts World Birmingham, Pendigo Way, Marston Green, Birmingham           | 0.1%  | 1   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0   | 1.1%  | 1  | 0.0%  | 0  | 0.0%  | 0  |
| Rocester Village Hall, B5030, Rocester                                     | 0.1%  | 0   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 0.7%  | 0  | 0.0%  | 0   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't know / varies)  | 0.4%  | 3   | 0.0%  | 0   | 0.0%   | 0   | 0.0%  | 0   | 3.4%  | 2  | 0.6%  | 1   | 0.0%  | 0  | 0.0%  | 0  | 0.0%  | 0  |
| (Don't do this activity)   | 94.7% | 759 | 89.6% | 207 | 100.0% | 99  | 96.2% | 77  | 95.1% | 63 | 94.6% | 120 | 96.4% | 96 | 98.0% | 51 | 98.3% | 46 |
| Weighted base:   | 801   | 230 | 99    | 80  | 66     | 127 | 99    | 52  | 47    |    |       |     |       |    |       |    |       |    |
| Sample:  | 801   | 100 | 100   | 100 | 100    | 100 | 100   | 100 | 101   |    |       |     |       |    |       |    |       |    |

|  | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|
|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|

**Q46 In which city, town, or out-of-town location does your household spend most money on family entertainment or recreation? (i.e. ten pin bowling, ice skating, children's play centres, museums, visitor attractions etc.)**

|   |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|---|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Birmingham City Centre  | 0.5%  | 4   | 0.6%  | 1   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 2   | 0.8%  | 0   |
| Cannock Town Centre   | 0.4%  | 3   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Hanley Town Centre  | 0.1%  | 1   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   |
| Lichfield City Centre   | 0.2%  | 2   | 0.9%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Newport Town Centre   | 0.1%  | 1   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Rugeley Town Centre   | 0.1%  | 1   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Shrewsbury Town Centre  | 0.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Stafford Town Centre  | 9.6%  | 77  | 3.5%  | 8   | 11.2% | 11  | 10.0% | 8   | 0.0%  | 0   | 14.7% | 19  | 26.2% | 26  | 8.2%  | 4   | 2.2%  | 1   |
| Stoke-on-Trent City Centre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| Stone Town Centre   | 0.5%  | 4   | 0.0%  | 0   | 4.4%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Tamworth Town Centre  | 1.8%  | 14  | 4.6%  | 11  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.0%  | 4   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Telford Town Centre   | 2.1%  | 17  | 0.0%  | 0   | 3.0%  | 3   | 10.2% | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 7.6%  | 4   | 4.1%  | 2   |
| Uttoxeter Town Centre   | 2.4%  | 19  | 2.6%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 18.1% | 12  | 0.0%  | 0   | 0.0%  | 0   | 2.4%  | 1   | 0.0%  | 0   |
| Wolverhampton City Centre   | 1.2%  | 10  | 3.4%  | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 4.6%  | 2   |
| Dovefields Retail Park,<br>Town Meadows Way,<br>Uttoxeter           | 1.1%  | 9   | 0.0%  | 0   | 0.6%  | 1   | 0.0%  | 0   | 12.4% | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Hough Retail Park, Stafford   | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.6%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Madford Retail Park,<br>Stafford                                    | 1.1%  | 9   | 0.6%  | 1   | 0.9%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 4.3%  | 5   | 0.0%  | 0   | 2.5%  | 1   | 0.0%  | 0   |
| Queens Retail Park, Old<br>Rickerscote Lane, Stafford               | 0.6%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 4.0%  | 3   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 3.4%  | 2   |
| The Peel Centre, Stafford<br>Street, Wolverhampton                  | 0.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 2.6%  | 1   |
| Ventura Retail Park, Ventura<br>Park Road, Tamworth                 | 0.6%  | 5   | 2.1%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Abroad  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.6%  | 0   | 0.0%  | 0   |
| Amerton Village Centre  | 0.3%  | 2   | 0.0%  | 0   | 2.3%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Bentley Bridge Leisure Park,<br>Bentleybridge Way,<br>Wolverhampton | 0.9%  | 7   | 2.8%  | 6   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 1.4%  | 1   |
| Central London  | 0.7%  | 6   | 0.6%  | 1   | 0.6%  | 1   | 2.0%  | 2   | 0.0%  | 0   | 0.0%  | 0   | 0.8%  | 1   | 2.5%  | 1   | 0.0%  | 0   |
| Charlecote Park, Charlecote,<br>Warwick                             | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Coalbrookdale Village<br>Centre                                     | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 1.2%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Gnosall Village Centre  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0   | 0.0%  | 0   |
| Hednesford Town Centre  | 0.1%  | 1   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Horsham Town Centre   | 0.1%  | 1   | 0.5%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Liverpool City Centre   | 0.1%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| New Brighton Local Centre   | 0.2%  | 1   | 0.6%  | 1   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weston-under-Lizard Village<br>Centre                               | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.7%  | 0   |
| (Don't know / varies)   | 0.7%  | 5   | 0.0%  | 0   | 0.0%  | 0   | 2.1%  | 2   | 0.0%  | 0   | 0.9%  | 1   | 0.6%  | 1   | 0.6%  | 0   | 3.4%  | 2   |
| (Don't do this activity)  | 73.0% | 585 | 75.7% | 174 | 75.9% | 75  | 66.5% | 53  | 69.5% | 46  | 72.2% | 92  | 71.7% | 71  | 71.1% | 37  | 76.9% | 36  |
| Weighted base:  |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:   |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**GEN Gender of respondent:**

|                |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Male           | 38.6% | 309 | 38.5% | 89  | 39.8% | 39  | 47.8% | 38  | 28.7% | 19  | 46.6% | 59  | 41.3% | 41  | 26.2% | 14  | 21.3% | 10  |
| Female         | 61.4% | 492 | 61.5% | 142 | 60.2% | 60  | 52.2% | 42  | 71.3% | 47  | 53.4% | 68  | 58.7% | 58  | 73.8% | 38  | 78.7% | 37  |
| Weighted base: |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:        |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

**AGE Could I ask how old you are please?**

|                |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |       |     |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| 18 to 24       | 8.3%  | 67  | 8.3%  | 19  | 15.2% | 15  | 7.5%  | 6   | 6.8%  | 4   | 9.0%  | 11  | 3.5%  | 4   | 6.8%  | 4   | 7.1%  | 3   |
| 25 to 34       | 14.1% | 113 | 25.0% | 58  | 3.0%  | 3   | 0.0%  | 0   | 13.6% | 9   | 18.0% | 23  | 10.6% | 11  | 10.2% | 5   | 10.6% | 5   |
| 35 to 44       | 17.5% | 140 | 16.6% | 38  | 27.3% | 27  | 11.2% | 9   | 12.7% | 8   | 17.9% | 23  | 18.5% | 18  | 17.8% | 9   | 15.9% | 7   |
| 45 to 54       | 19.9% | 159 | 23.9% | 55  | 17.0% | 17  | 20.2% | 16  | 20.5% | 14  | 19.3% | 25  | 18.2% | 18  | 15.3% | 8   | 15.2% | 7   |
| 55 to 64       | 18.0% | 144 | 14.6% | 34  | 15.0% | 15  | 33.6% | 27  | 20.0% | 13  | 16.6% | 21  | 17.4% | 17  | 19.9% | 10  | 14.2% | 7   |
| 65 +           | 22.2% | 177 | 11.7% | 27  | 22.3% | 22  | 27.5% | 22  | 26.3% | 17  | 19.2% | 24  | 31.7% | 31  | 29.9% | 16  | 37.0% | 17  |
| (Refused)      | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base: |       | 801 |       | 230 |       | 99  |       | 80  |       | 66  |       | 127 |       | 99  |       | 52  |       | 47  |
| Sample:        |       | 801 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 100 |       | 101 |

|                            | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |     |       |     |       |     |       |     |
|----------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-----|-------|-----|
| <b>PC Postcode Sector:</b> |       |        |        |        |        |        |        |        |        |     |       |     |       |     |       |     |
| ST12 9                     | 0.7%  | 6      | 0.0%   | 0      | 5.8%   | 6      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST14 5                     | 1.0%  | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 11.6%  | 8   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST14 7                     | 3.9%  | 31     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 47.8%  | 31  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST14 8                     | 3.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 40.6%  | 27  | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST15 0                     | 2.0%  | 16     | 0.0%   | 0      | 15.9%  | 16     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST15 8                     | 7.5%  | 60     | 0.0%   | 0      | 60.6%  | 60     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST16 1                     | 7.9%  | 63     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 63.9% | 63  | 0.0%  | 0   |
| ST16 3                     | 4.5%  | 36     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 36.1% | 36  | 0.0%  | 0   |
| ST17 0                     | 3.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 20.9% | 27  | 0.0%  | 0   | 0.0%  | 0   |
| ST17 4                     | 3.7%  | 30     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 23.4% | 30  | 0.0%  | 0   | 0.0%  | 0   |
| ST17 9                     | 8.8%  | 71     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 55.7% | 71  | 0.0%  | 0   | 0.0%  | 0   |
| ST18 0                     | 3.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 51.4% | 27  | 0.0%  | 0   |
| ST18 9                     | 3.2%  | 25     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 48.6% | 25  | 0.0%  | 0   |
| ST19 5                     | 3.0%  | 24     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 51.1% | 24  |
| ST19 9                     | 2.9%  | 23     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 48.9% | 23  |
| ST20 0                     | 4.4%  | 35     | 0.0%   | 0      | 0.0%   | 0      | 43.7%  | 35     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| ST21 6                     | 2.2%  | 17     | 0.0%   | 0      | 17.7%  | 17     | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| TF10 7                     | 3.3%  | 27     | 0.0%   | 0      | 0.0%   | 0      | 33.2%  | 27     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| TF10 8                     | 1.7%  | 14     | 0.0%   | 0      | 0.0%   | 0      | 17.3%  | 14     | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| TF10 9                     | 0.6%  | 5      | 0.0%   | 0      | 0.0%   | 0      | 5.8%   | 5      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS12 0                     | 1.1%  | 9      | 3.9%   | 9      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS12 1                     | 0.2%  | 1      | 0.6%   | 1      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS12 2                     | 2.0%  | 16     | 6.8%   | 16     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS12 3                     | 1.1%  | 8      | 3.7%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS12 4                     | 4.9%  | 39     | 17.1%  | 39     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS15 1                     | 5.0%  | 40     | 17.5%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS15 2                     | 8.5%  | 68     | 29.7%  | 68     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS15 3                     | 1.0%  | 8      | 3.3%   | 8      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| WS15 4                     | 5.0%  | 40     | 17.4%  | 40     | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0   | 0.0%  | 0   | 0.0%  | 0   | 0.0%  | 0   |
| Weighted base:             | 801   | 230    |        | 99     |        | 80     |        | 66     |        | 127 |       | 99  |       | 52  |       | 47  |
| Sample:                    | 801   | 100    |        | 100    |        | 100    |        | 100    |        | 100 |       | 100 |       | 100 |       | 101 |

| <b>QUOTA Zone</b> |       | Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|-------------------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| Zone 1            | 28.8% | 230   | 100.0% | 230    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      |
| Zone 2            | 12.4% | 99    | 0.0%   | 0      | 100.0% | 99     | 0.0%   | 0      | 0.0%   | 0      |
| Zone 3            | 10.0% | 80    | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 80     | 0.0%   | 0      |
| Zone 4            | 8.2%  | 66    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 100.0% | 66     |
| Zone 5            | 15.9% | 127   | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 100.0% |
| Zone 6            | 12.4% | 99    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      |
| Zone 7            | 6.5%  | 52    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      |
| Zone 8            | 5.9%  | 47    | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      | 0.0%   | 0      |
| Weighted base:    | 801   | 230   |        | 99     |        | 80     |        | 66     |        | 127    |
| Sample:           | 801   | 100   |        | 100    |        | 100    |        | 100    |        | 100    |

# **Appendix D CONVENIENCE RETAIL CAPACITY TABLES**

**Spreadsheet 1 - Population Projections**

| Year                                    | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | All Zones Total |
|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| 2016                                    | 74,611 | 32,572 | 26,903 | 21,693 | 39,679 | 32,666 | 17,637 | 15,378 | 261,139         |
| 2019                                    | 74,909 | 32,865 | 27,145 | 21,975 | 40,036 | 32,960 | 17,796 | 15,455 | 263,141         |
| 2023                                    | 75,284 | 33,391 | 27,579 | 22,415 | 40,677 | 33,487 | 18,080 | 15,656 | 266,569         |
| 2028                                    | 75,510 | 33,792 | 27,910 | 22,751 | 41,165 | 33,889 | 18,297 | 15,844 | 269,158         |
| 2033                                    | 75,585 | 34,062 | 28,134 | 23,001 | 41,494 | 34,160 | 18,444 | 15,986 | 270,867         |
| 2038                                    | 75,812 | 34,266 | 28,302 | 23,254 | 41,743 | 34,365 | 18,554 | 16,114 | 272,412         |
| 2040                                    | 75,888 | 34,369 | 28,387 | 23,347 | 41,868 | 34,468 | 18,610 | 16,162 | 273,101         |
| <b>Change in population 2019 - 2040</b> |        |        |        |        |        |        |        |        |                 |
| Numeric change                          | 978    | 1,504  | 1,242  | 1,372  | 1,832  | 1,508  | 814    | 708    | 9,959           |
| Percentage change                       | 1.3%   | 4.4%   | 4.4%   | 5.9%   | 4.4%   | 4.4%   | 4.4%   | 4.4%   | 3.6%            |

**Notes**

1. Population data at 2016 are derived from Experian MMG3 and projected forward using ONS 2016-based Sub-National Population Projections

## Spreadsheet 2 - Convenience Goods Expenditure Per Capita (£)

| Year | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|------|--------|--------|--------|--------|--------|--------|--------|--------|
| 2019 | 2,122  | 2,292  | 2,297  | 2,191  | 2,049  | 1,965  | 2,567  | 2,249  |
| 2023 | 2,139  | 2,310  | 2,315  | 2,209  | 2,065  | 1,981  | 2,588  | 2,267  |
| 2028 | 2,150  | 2,322  | 2,327  | 2,220  | 2,075  | 1,991  | 2,601  | 2,278  |
| 2033 | 2,161  | 2,333  | 2,338  | 2,231  | 2,086  | 2,001  | 2,614  | 2,289  |
| 2038 | 2,172  | 2,345  | 2,350  | 2,242  | 2,096  | 2,011  | 2,627  | 2,301  |
| 2040 | 2,176  | 2,350  | 2,355  | 2,247  | 2,100  | 2,015  | 2,632  | 2,305  |

### Notes

1. 2016-based per capita convenience expenditure data were sourced from Experian MMG3
2. The 2016-based per capita convenience expenditure data were rolled forward to the base year and forecast years using the forecasts contained within Experian Retail Planner Briefing Note 16 (Figure 1a, December 2018)

All monetary values are held constant at 2016 prices.

Spreadsheet 3 - Total Convenience Goods Expenditure and Expenditure Growth (£m)

| Year   | Zone 1        | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | All Zones Total |
|--|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| <b>Total expenditure 2019</b>                  | <b>158.99</b> | <b>75.32</b> | <b>62.35</b> | <b>48.16</b> | <b>82.01</b> | <b>64.77</b> | <b>45.68</b> | <b>34.75</b> | <b>572.02</b>   |
| Spending on SFT in 2018 4.2%                   | 6.68          | 3.16         | 2.62         | 2.02         | 3.44         | 2.72         | 1.92         | 1.46         | <b>24.03</b>    |
| Total expenditure excluding SFT 2019           | 152.31        | 72.16        | 59.73        | 46.13        | 78.57        | 62.05        | 43.77        | 33.29        | <b>548.00</b>   |
| <b>Total expenditure 2023</b>                  | <b>161.06</b> | <b>77.14</b> | <b>63.85</b> | <b>49.51</b> | <b>83.99</b> | <b>66.33</b> | <b>46.79</b> | <b>35.48</b> | <b>584.16</b>   |
| Spending on SFT in 2023 5.0%                   | 8.12          | 3.89         | 3.22         | 2.50         | 4.23         | 3.34         | 2.36         | 1.79         | <b>29.44</b>    |
| Total expenditure excluding SFT 2023           | 152.94        | 73.25        | 60.63        | 47.02        | 79.76        | 62.99        | 44.43        | 33.70        | <b>554.72</b>   |
| <b>Total expenditure 2028</b>                  | <b>162.35</b> | <b>78.45</b> | <b>64.94</b> | <b>50.51</b> | <b>85.43</b> | <b>67.46</b> | <b>47.59</b> | <b>36.09</b> | <b>592.83</b>   |
| Spending on SFT in 2028 5.6%                   | 9.04          | 4.37         | 3.61         | 2.81         | 4.75         | 3.75         | 2.65         | 2.01         | <b>32.99</b>    |
| Total expenditure excluding SFT 2028           | 153.32        | 74.09        | 61.33        | 47.70        | 80.67        | 63.71        | 44.94        | 34.08        | <b>559.84</b>   |
| <b>Total expenditure 2033</b>                  | <b>163.33</b> | <b>79.48</b> | <b>65.79</b> | <b>51.32</b> | <b>86.54</b> | <b>68.34</b> | <b>48.21</b> | <b>36.60</b> | <b>599.61</b>   |
| Spending on SFT in 2033 6.0%                   | 9.78          | 4.76         | 3.94         | 3.07         | 5.18         | 4.09         | 2.89         | 2.19         | <b>35.89</b>    |
| Total expenditure excluding SFT 2033           | 153.56        | 74.72        | 61.85        | 48.25        | 81.36        | 64.25        | 45.32        | 34.41        | <b>563.72</b>   |
| <b>Total expenditure 2038</b>                  | <b>164.64</b> | <b>80.36</b> | <b>66.52</b> | <b>52.14</b> | <b>87.50</b> | <b>69.10</b> | <b>48.74</b> | <b>37.08</b> | <b>606.07</b>   |
| Spending on SFT in 2038 6.2%                   | 10.20         | 4.98         | 4.12         | 3.23         | 5.42         | 4.28         | 3.02         | 2.30         | <b>37.55</b>    |
| Total expenditure excluding SFT 2038           | 154.44        | 75.38        | 62.40        | 48.91        | 82.08        | 64.82        | 45.72        | 34.78        | <b>568.52</b>   |
| <b>Total expenditure 2040</b>                  | <b>165.14</b> | <b>80.76</b> | <b>66.85</b> | <b>52.46</b> | <b>87.94</b> | <b>69.44</b> | <b>48.98</b> | <b>37.26</b> | <b>608.83</b>   |
| Spending on SFT in 2040 6.2%                   | 10.23         | 5.00         | 4.14         | 3.25         | 5.45         | 4.30         | 3.03         | 2.31         | <b>37.72</b>    |
| Total expenditure excluding SFT 2040           | 154.91        | 75.76        | 62.71        | 49.21        | 82.49        | 65.14        | 45.95        | 34.95        | <b>571.11</b>   |
| Growth in total expenditure 2019 - 2023        | 2.08          | 1.82         | 1.51         | 1.36         | 1.98         | 1.56         | 1.10         | 0.73         | <b>12.14</b>    |
| Growth in total expenditure 2023 - 2028        | 1.29          | 1.32         | 1.09         | 0.99         | 1.43         | 1.13         | 0.80         | 0.61         | <b>8.66</b>     |
| Growth in total expenditure 2028 - 2033        | 0.98          | 1.02         | 0.85         | 0.81         | 1.11         | 0.88         | 0.62         | 0.51         | <b>6.78</b>     |
| Growth in total expenditure 2033 - 2038        | 1.31          | 0.88         | 0.73         | 0.82         | 0.96         | 0.75         | 0.53         | 0.48         | <b>6.46</b>     |
| Growth in total expenditure 2038 - 2040        | 0.49          | 0.40         | 0.33         | 0.31         | 0.44         | 0.35         | 0.24         | 0.19         | <b>2.76</b>     |
| <i>Growth in total expenditure 2018 - 2040</i> | 6.15          | 5.44         | 4.50         | 4.30         | 5.92         | 4.68         | 3.30         | 2.51         | <b>36.80</b>    |

Notes

1. The figures in the above table are the product of multiplying the data presented in Spreadsheet 1 (population) by Spreadsheet 2 (per capita convenience goods expenditure) and are in millions of pounds (£m).
2. The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (e.g. internet shopping). The proportion of expenditure on SFT in 2019 is derived from the telephone survey of households. For each of the forecast years, we have applied the rate of growth in adjusted SFT market share implied by Experian's forecasts.

All monetary values are held constant at 2016 prices.

Spreadsheet 4 - Convenience Goods Spending Patterns in 2019 as a Percentage across the Study Area Zones

| Destination                            | Zone 1<br>%   | Zone 2<br>%   | Zone 3<br>%   | Zone 4<br>%   | Zone 5<br>%   | Zone 6<br>%   | Zone 7<br>%   | Zone 8<br>%   |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>INSIDE STUDY AREA</b>               |               |               |               |               |               |               |               |               |
| <b>Zone 1</b>                          |               |               |               |               |               |               |               |               |
| Rugeley Town Centre                    | 17.2%         | 0.0%          | 0.0%          | 0.6%          | 0.0%          | 0.0%          | 3.4%          | 0.0%          |
| Hednesford Town Centre                 | 12.6%         | 0.0%          | 0.0%          | 0.0%          | 0.6%          | 0.0%          | 1.2%          | 0.2%          |
| Aldi, Market Street, Rugeley           | 13.9%         | 0.0%          | 0.0%          | 2.5%          | 0.0%          | 0.0%          | 0.6%          | 0.0%          |
| Tesco, Power Station Road, Rugeley     | 26.7%         | 0.0%          | 0.0%          | 0.0%          | 0.3%          | 0.5%          | 11.2%         | 0.0%          |
| Other, Zone 1                          | 4.4%          | 0.0%          | 0.0%          | 0.0%          | 1.8%          | 0.0%          | 0.0%          | 1.7%          |
| <b>Total Zone 1</b>                    | <b>74.9%</b>  | <b>0.0%</b>   | <b>0.0%</b>   | <b>3.1%</b>   | <b>2.6%</b>   | <b>0.5%</b>   | <b>16.5%</b>  | <b>1.8%</b>   |
| <b>Zone 2</b>                          |               |               |               |               |               |               |               |               |
| Stone Town Centre                      | 0.1%          | 34.5%         | 0.0%          | 0.0%          | 0.0%          | 1.3%          | 2.0%          | 0.0%          |
| Eccleshall Village                     | 0.7%          | 3.1%          | 1.4%          | 0.0%          | 0.0%          | 0.3%          | 0.1%          | 0.7%          |
| Barlaston Village                      | 0.0%          | 0.6%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Aldi, Stafford Road, Stone             | 0.0%          | 24.8%         | 0.0%          | 0.3%          | 0.7%          | 0.0%          | 1.3%          | 0.7%          |
| Other, Zone 2                          | 0.0%          | 7.1%          | 0.0%          | 0.1%          | 1.0%          | 0.0%          | 0.1%          | 0.0%          |
| <b>Total Zone 2</b>                    | <b>0.9%</b>   | <b>70.0%</b>  | <b>1.4%</b>   | <b>0.4%</b>   | <b>1.8%</b>   | <b>1.6%</b>   | <b>3.5%</b>   | <b>1.4%</b>   |
| <b>Zone 3</b>                          |               |               |               |               |               |               |               |               |
| Newport Town Centre                    | 0.0%          | 0.5%          | 21.3%         | 0.0%          | 0.0%          | 0.0%          | 0.6%          | 1.7%          |
| Gnosall Village                        | 0.0%          | 0.0%          | 6.2%          | 0.0%          | 0.0%          | 0.0%          | 0.7%          | 0.0%          |
| Woodseaves Village                     | 0.0%          | 0.0%          | 0.2%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Aldi, Audley Avenue, Newport           | 0.0%          | 0.0%          | 27.2%         | 0.0%          | 0.6%          | 0.0%          | 1.5%          | 5.3%          |
| Lidl, Audley Avenue, Newport           | 0.0%          | 0.0%          | 9.3%          | 0.0%          | 0.0%          | 0.0%          | 1.9%          | 0.0%          |
| Other, Zone 3                          | 0.0%          | 0.0%          | 0.4%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Zone 3</b>                    | <b>0.0%</b>   | <b>0.5%</b>   | <b>64.7%</b>  | <b>0.0%</b>   | <b>0.6%</b>   | <b>0.0%</b>   | <b>4.6%</b>   | <b>7.0%</b>   |
| <b>Zone 4</b>                          |               |               |               |               |               |               |               |               |
| Uttoxeter Town Centre                  | 0.1%          | 2.6%          | 0.1%          | 38.8%         | 0.0%          | 0.5%          | 1.0%          | 0.0%          |
| Lidl, Dovefield Retail Park, Uttoxeter | 0.0%          | 0.0%          | 0.0%          | 13.1%         | 0.0%          | 0.0%          | 0.6%          | 0.0%          |
| Tesco, Brookside Road, Uttoxeter       | 0.0%          | 0.0%          | 0.0%          | 33.0%         | 0.0%          | 0.0%          | 1.1%          | 0.0%          |
| Other, Zone 4                          | 0.0%          | 0.0%          | 0.0%          | 4.2%          | 0.0%          | 0.0%          | 0.6%          | 0.0%          |
| <b>Total Zone 4</b>                    | <b>0.1%</b>   | <b>2.6%</b>   | <b>0.1%</b>   | <b>89.0%</b>  | <b>0.0%</b>   | <b>0.5%</b>   | <b>3.2%</b>   | <b>0.0%</b>   |
| <b>Zone 5</b>                          |               |               |               |               |               |               |               |               |
| Aldi, Queensville, Stafford            | 0.0%          | 1.0%          | 0.0%          | 0.0%          | 10.9%         | 7.6%          | 2.4%          | 1.6%          |
| Co-op, Burton Square, Rising Brook     | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 2.7%          | 0.1%          | 0.3%          | 0.0%          |
| Other, Zone 5                          | 0.0%          | 0.0%          | 0.1%          | 0.0%          | 8.9%          | 0.4%          | 0.8%          | 0.0%          |
| <b>Total Zone 5</b>                    | <b>0.0%</b>   | <b>1.0%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>22.4%</b>  | <b>8.1%</b>   | <b>3.5%</b>   | <b>1.6%</b>   |
| <b>Zone 6</b>                          |               |               |               |               |               |               |               |               |
| Stafford Town Centre                   | 1.0%          | 8.4%          | 16.2%         | 0.5%          | 67.0%         | 74.1%         | 59.8%         | 13.9%         |
| Lidl, Madford Retail Park, Stafford    | 0.0%          | 0.0%          | 3.8%          | 0.0%          | 0.4%          | 7.0%          | 2.4%          | 0.0%          |
| Other, Zone 6                          | 0.0%          | 1.3%          | 0.1%          | 0.2%          | 1.5%          | 5.6%          | 0.8%          | 0.0%          |
| <b>Total Zone 6</b>                    | <b>1.0%</b>   | <b>9.7%</b>   | <b>20.1%</b>  | <b>0.6%</b>   | <b>68.9%</b>  | <b>86.8%</b>  | <b>63.0%</b>  | <b>13.9%</b>  |
| <b>Zone 7</b>                          |               |               |               |               |               |               |               |               |
| Great Haywood Village                  | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.4%          | 0.0%          | 1.0%          | 0.0%          |
| Hixon Village                          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 1.0%          | 0.0%          |
| Other, Zone 7                          | 0.0%          | 0.1%          | 0.0%          | 0.0%          | 0.1%          | 0.2%          | 0.1%          | 0.0%          |
| <b>Total Zone 7</b>                    | <b>0.0%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.4%</b>   | <b>0.2%</b>   | <b>2.1%</b>   | <b>0.0%</b>   |
| <b>Zone 8</b>                          |               |               |               |               |               |               |               |               |
| Penkridge Town Centre                  | 0.0%          | 0.3%          | 0.7%          | 0.0%          | 1.3%          | 1.8%          | 0.6%          | 12.1%         |
| Co-op, Wolverhampton Road, Penkridge   | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.7%          | 0.2%          | 0.1%          | 7.0%          |
| Other, Zone 8                          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 3.6%          |
| <b>Total Zone 8</b>                    | <b>0.0%</b>   | <b>0.3%</b>   | <b>0.7%</b>   | <b>0.0%</b>   | <b>2.0%</b>   | <b>2.0%</b>   | <b>0.7%</b>   | <b>22.6%</b>  |
| <b>TOTAL INSIDE STUDY AREA</b>         | <b>76.8%</b>  | <b>84.2%</b>  | <b>87.1%</b>  | <b>93.1%</b>  | <b>98.7%</b>  | <b>99.6%</b>  | <b>97.1%</b>  | <b>48.3%</b>  |
| <b>Cannock Chase</b>                   |               |               |               |               |               |               |               |               |
| Cannock Town Centre                    | 6.9%          | 0.0%          | 0.0%          | 0.0%          | 0.2%          | 0.0%          | 0.0%          | 16.0%         |
| Other, Cannock Chase                   | 4.8%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 11.8%         |
| <b>Total Cannock Chase</b>             | <b>11.7%</b>  | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.2%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>27.9%</b>  |
| <b>Lichfield</b>                       |               |               |               |               |               |               |               |               |
| Other, Lichfield                       | 1.7%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Lichfield</b>                 | <b>1.7%</b>   | <b>0.0%</b>   |
| <b>South Staffordshire</b>             |               |               |               |               |               |               |               |               |
| Other, South Staffordshire             | 3.6%          | 0.0%          | 1.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total South Staffordshire</b>       | <b>3.6%</b>   | <b>0.0%</b>   | <b>1.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   |
| <b>Stoke-on-Trent</b>                  |               |               |               |               |               |               |               |               |
| Other, Stoke-on-Trent                  | 0.0%          | 7.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Stoke-on-Trent</b>            | <b>0.0%</b>   | <b>7.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   |
| <b>Telford &amp; Wrekin</b>            |               |               |               |               |               |               |               |               |
| Telford Town Centre                    | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 1.8%          |
| Other, Telford & Wrekin                | 0.0%          | 0.0%          | 6.9%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 6.8%          |
| <b>Total Telford &amp; Wrekin</b>      | <b>0.0%</b>   | <b>0.0%</b>   | <b>6.9%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>8.6%</b>   |
| <b>Wolverhampton</b>                   |               |               |               |               |               |               |               |               |
| Other, Wolverhampton                   | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 6.7%          |
| <b>Total Wolverhampton</b>             | <b>0.0%</b>   | <b>6.7%</b>   |
| <b>Other</b>                           |               |               |               |               |               |               |               |               |
| Other, Outside Study Area              | 6.1%          | 8.7%          | 5.0%          | 6.9%          | 1.1%          | 0.4%          | 2.9%          | 8.5%          |
| <b>Total Other</b>                     | <b>6.1%</b>   | <b>8.7%</b>   | <b>5.0%</b>   | <b>6.9%</b>   | <b>1.1%</b>   | <b>0.4%</b>   | <b>2.9%</b>   | <b>8.5%</b>   |
| <b>TOTAL OUTSIDE STUDY AREA</b>        | <b>23.2%</b>  | <b>15.8%</b>  | <b>12.9%</b>  | <b>6.9%</b>   | <b>1.3%</b>   | <b>0.4%</b>   | <b>2.9%</b>   | <b>51.7%</b>  |
| <b>TOTAL</b>                           | <b>100.0%</b> |

Notes

1. The convenience goods spending patterns are derived from the telephone household survey undertaken in June 2019.

Spreadsheet 5 - Convenience Goods Spending Patterns in 2019 across the Study Area Zones

| Destination                            | Zone 1       | Zone 2      | Zone 3      | Zone 4      | Zone 5      | Zone 6      | Zone 7      | Zone 8      | Total        | All Zones Market Share |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------------|
|  | <b>152.3</b> | <b>72.2</b> | <b>59.7</b> | <b>46.1</b> | <b>78.6</b> | <b>62.0</b> | <b>43.8</b> | <b>33.3</b> | <b>548.0</b> |                        |
|  | £m           | £m          | £m          | £m          | £m          | £m          | £m          | £m          | £m           | %                      |
| <b>INSIDE STUDY AREA</b>               |              |             |             |             |             |             |             |             |              |                        |
| <b>Zone 1</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Rugeley Town Centre                    | 26.2         | 0.0         | 0.0         | 0.3         | 0.0         | 0.0         | 1.5         | 0.0         | 28.0         | 5.1%                   |
| Hednesford Town Centre                 | 19.1         | 0.0         | 0.0         | 0.0         | 0.4         | 0.0         | 0.5         | 0.1         | 20.2         | 3.7%                   |
| Aldi, Market Street, Rugeley           | 21.2         | 0.0         | 0.0         | 1.2         | 0.0         | 0.0         | 0.3         | 0.0         | 22.7         | 4.1%                   |
| Tesco, Power Station Road, Rugeley     | 40.7         | 0.0         | 0.0         | 0.0         | 0.2         | 0.3         | 4.9         | 0.0         | 46.2         | 8.4%                   |
| Other, Zone 1                          | 6.7          | 0.0         | 0.0         | 0.0         | 1.4         | 0.0         | 0.0         | 0.6         | 8.7          | 1.6%                   |
| <b>Total Zone 1</b>                    | <b>114.0</b> | <b>0.0</b>  | <b>0.0</b>  | <b>1.4</b>  | <b>2.1</b>  | <b>0.3</b>  | <b>7.2</b>  | <b>0.6</b>  | <b>125.7</b> | <b>22.9%</b>           |
| <b>Zone 2</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Stone Town Centre                      | 0.2          | 24.9        | 0.0         | 0.0         | 0.0         | 0.8         | 0.9         | 0.0         | 26.8         | 4.9%                   |
| Eccleshall Village                     | 1.1          | 2.3         | 0.8         | 0.0         | 0.0         | 0.2         | 0.0         | 0.2         | 4.6          | 0.8%                   |
| Barlaston Village                      | 0.0          | 0.4         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.4          | 0.1%                   |
| Aldi, Stafford Road, Stone             | 0.0          | 17.9        | 0.0         | 0.1         | 0.6         | 0.0         | 0.6         | 0.2         | 19.4         | 3.5%                   |
| Other, Zone 2                          | 0.0          | 5.1         | 0.0         | 0.1         | 0.8         | 0.0         | 0.1         | 0.0         | 6.0          | 1.1%                   |
| <b>Total Zone 2</b>                    | <b>1.3</b>   | <b>50.5</b> | <b>0.8</b>  | <b>0.2</b>  | <b>1.4</b>  | <b>1.0</b>  | <b>1.5</b>  | <b>0.5</b>  | <b>57.2</b>  | <b>10.4%</b>           |
| <b>Zone 3</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Newport Town Centre                    | 0.0          | 0.3         | 12.7        | 0.0         | 0.0         | 0.0         | 0.2         | 0.5         | 13.9         | 2.5%                   |
| Gnosall Village                        | 0.0          | 0.0         | 3.7         | 0.0         | 0.0         | 0.0         | 0.3         | 0.0         | 4.1          | 0.7%                   |
| Woodseaves Village                     | 0.0          | 0.0         | 0.1         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.1          | 0.0%                   |
| Aldi, Audley Avenue, Newport           | 0.0          | 0.0         | 16.3        | 0.0         | 0.4         | 0.0         | 0.6         | 1.8         | 19.1         | 3.5%                   |
| Lidl, Audley Avenue, Newport           | 0.0          | 0.0         | 5.5         | 0.0         | 0.0         | 0.0         | 0.8         | 0.0         | 6.3          | 1.2%                   |
| Other, Zone 3                          | 0.0          | 0.0         | 0.2         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.2          | 0.0%                   |
| <b>Total Zone 3</b>                    | <b>0.0</b>   | <b>0.3</b>  | <b>38.6</b> | <b>0.0</b>  | <b>0.4</b>  | <b>0.0</b>  | <b>2.0</b>  | <b>2.3</b>  | <b>43.8</b>  | <b>8.0%</b>            |
| <b>Zone 4</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Uttoxeter Town Centre                  | 0.1          | 1.9         | 0.1         | 17.9        | 0.0         | 0.3         | 0.4         | 0.0         | 20.6         | 3.8%                   |
| Lidl, Dovefield Retail Park, Uttoxeter | 0.0          | 0.0         | 0.0         | 6.0         | 0.0         | 0.0         | 0.3         | 0.0         | 6.3          | 1.1%                   |
| Tesco, Brookside Road, Uttoxeter       | 0.0          | 0.0         | 0.0         | 15.2        | 0.0         | 0.0         | 0.5         | 0.0         | 15.7         | 2.9%                   |
| Other, Zone 4                          | 0.0          | 0.0         | 0.0         | 1.9         | 0.0         | 0.0         | 0.2         | 0.0         | 2.2          | 0.4%                   |
| <b>Total Zone 4</b>                    | <b>0.1</b>   | <b>1.9</b>  | <b>0.1</b>  | <b>41.1</b> | <b>0.0</b>  | <b>0.3</b>  | <b>1.4</b>  | <b>0.0</b>  | <b>44.8</b>  | <b>8.2%</b>            |
| <b>Zone 5</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Aldi, Queensville, Stafford            | 0.0          | 0.7         | 0.0         | 0.0         | 8.5         | 4.7         | 1.1         | 0.5         | 15.6         | 2.8%                   |
| Co-op, Burton Square, Rising Brook     | 0.0          | 0.0         | 0.0         | 0.0         | 2.1         | 0.1         | 0.1         | 0.0         | 2.3          | 0.4%                   |
| Other, Zone 5                          | 0.0          | 0.0         | 0.0         | 0.0         | 7.0         | 0.2         | 0.3         | 0.0         | 7.6          | 1.4%                   |
| <b>Total Zone 5</b>                    | <b>0.0</b>   | <b>0.7</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>17.6</b> | <b>5.0</b>  | <b>1.5</b>  | <b>0.5</b>  | <b>25.5</b>  | <b>4.6%</b>            |
| <b>Zone 6</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Stafford Town Centre                   | 1.5          | 6.0         | 9.7         | 0.2         | 52.6        | 46.0        | 26.2        | 4.6         | 146.9        | 26.8%                  |
| Lidl, Madford Retail Park, Stafford    | 0.0          | 0.0         | 2.3         | 0.0         | 0.3         | 4.4         | 1.0         | 0.0         | 8.0          | 1.5%                   |
| Other, Zone 6                          | 0.0          | 1.0         | 0.0         | 0.1         | 1.2         | 3.5         | 0.4         | 0.0         | 6.1          | 1.1%                   |
| <b>Total Zone 6</b>                    | <b>1.5</b>   | <b>7.0</b>  | <b>12.0</b> | <b>0.3</b>  | <b>54.1</b> | <b>53.9</b> | <b>27.6</b> | <b>4.6</b>  | <b>161.0</b> | <b>29.4%</b>           |
| <b>Zone 7</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Great Haywood Village                  | 0.0          | 0.0         | 0.0         | 0.0         | 0.3         | 0.0         | 0.4         | 0.0         | 0.7          | 0.1%                   |
| Hixon Village                          | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.4         | 0.0         | 0.4          | 0.1%                   |
| Other, Zone 7                          | 0.0          | 0.1         | 0.0         | 0.0         | 0.1         | 0.1         | 0.1         | 0.0         | 0.3          | 0.1%                   |
| <b>Total Zone 7</b>                    | <b>0.0</b>   | <b>0.1</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.3</b>  | <b>0.1</b>  | <b>0.9</b>  | <b>0.0</b>  | <b>1.4</b>   | <b>0.3%</b>            |
| <b>Zone 8</b>                          |              |             |             |             |             |             |             |             |              |                        |
| Penkridge Town Centre                  | 0.0          | 0.2         | 0.4         | 0.0         | 1.0         | 1.1         | 0.3         | 4.0         | 7.1          | 1.3%                   |
| Co-op, Wolverhampton Road, Penkridge   | 0.0          | 0.0         | 0.0         | 0.0         | 0.5         | 0.1         | 0.0         | 2.3         | 3.0          | 0.5%                   |
| Other, Zone 8                          | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 1.2         | 1.2          | 0.2%                   |
| <b>Total Zone 8</b>                    | <b>0.0</b>   | <b>0.2</b>  | <b>0.4</b>  | <b>0.0</b>  | <b>1.6</b>  | <b>1.2</b>  | <b>0.3</b>  | <b>7.5</b>  | <b>11.3</b>  | <b>2.1%</b>            |
| <b>TOTAL INSIDE STUDY AREA</b>         | <b>117.0</b> | <b>60.8</b> | <b>52.0</b> | <b>43.0</b> | <b>77.6</b> | <b>61.8</b> | <b>42.5</b> | <b>16.1</b> | <b>470.7</b> | <b>85.9%</b>           |
| <b>OUTSIDE STUDY AREA</b>              |              |             |             |             |             |             |             |             |              |                        |
| <b>Cannock Chase</b>                   |              |             |             |             |             |             |             |             |              |                        |
| Cannock Town Centre                    | 10.6         | 0.0         | 0.0         | 0.0         | 0.2         | 0.0         | 0.0         | 5.3         | 16.0         | 2.9%                   |
| Other, Cannock Chase                   | 7.3          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 3.9         | 11.2         | 2.1%                   |
| <b>Total Cannock Chase</b>             | <b>17.9</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.2</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>9.3</b>  | <b>27.3</b>  | <b>5.0%</b>            |
| <b>Lichfield</b>                       |              |             |             |             |             |             |             |             |              |                        |
| Other, Lichfield                       | 2.7          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 2.7          | 0.5%                   |
| <b>Total Lichfield</b>                 | <b>2.7</b>   | <b>0.0</b>  | <b>2.7</b>   | <b>0.5%</b>            |
| <b>South Staffordshire</b>             |              |             |             |             |             |             |             |             |              |                        |
| Other, South Staffordshire             | 5.6          | 0.0         | 0.6         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 6.1          | 1.1%                   |
| <b>Total South Staffordshire</b>       | <b>5.6</b>   | <b>0.0</b>  | <b>0.6</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>6.1</b>   | <b>1.1%</b>            |
| <b>Stoke-on-Trent</b>                  |              |             |             |             |             |             |             |             |              |                        |
| Other, Stoke-on-Trent                  | 0.0          | 5.1         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 5.1          | 0.9%                   |
| <b>Total Stoke-on-Trent</b>            | <b>0.0</b>   | <b>5.1</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>5.1</b>   | <b>0.9%</b>            |
| <b>Telford &amp; Wrekin</b>            |              |             |             |             |             |             |             |             |              |                        |
| Telford Town Centre                    | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.6         | 0.6          | 0.1%                   |
| Other, Telford & Wrekin                | 0.0          | 0.0         | 4.2         | 0.0         | 0.0         | 0.0         | 0.0         | 2.3         | 6.4          | 1.2%                   |
| <b>Total Telford &amp; Wrekin</b>      | <b>0.0</b>   | <b>0.0</b>  | <b>4.2</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>2.9</b>  | <b>7.0</b>   | <b>1.3%</b>            |
| <b>Wolverhampton</b>                   |              |             |             |             |             |             |             |             |              |                        |
| Other, Wolverhampton                   | 0.0          | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 0.0         | 2.2         | 2.2          | 0.4%                   |
| <b>Total Wolverhampton</b>             | <b>0.0</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>2.2</b>  | <b>2.2</b>   | <b>0.4%</b>            |
| <b>Other</b>                           |              |             |             |             |             |             |             |             |              |                        |
| Other, Outside Study Area              | 9.3          | 6.3         | 3.0         | 3.2         | 0.8         | 0.3         | 1.3         | 2.8         | 26.9         | 4.9%                   |
| <b>Total Other</b>                     | <b>9.3</b>   | <b>6.3</b>  | <b>3.0</b>  | <b>3.2</b>  | <b>0.8</b>  | <b>0.3</b>  | <b>1.3</b>  | <b>2.8</b>  | <b>26.9</b>  | <b>4.9%</b>            |
| <b>TOTAL OUTSIDE STUDY AREA</b>        | <b>35.3</b>  | <b>11.4</b> | <b>7.7</b>  | <b>3.2</b>  | <b>1.0</b>  | <b>0.3</b>  | <b>1.3</b>  | <b>17.2</b> | <b>77.3</b>  | <b>14.1%</b>           |
| <b>TOTAL</b>                           | <b>152.3</b> | <b>72.2</b> | <b>59.7</b> | <b>46.1</b> | <b>78.6</b> | <b>62.0</b> | <b>43.8</b> | <b>33.3</b> | <b>548.0</b> | <b>100.0%</b>          |

Notes

- The spending patterns are calculated by multiplying the total convenience goods expenditure in 2019 (Spreadsheet 3) by the market share (Spreadsheet 4). The figures in the 'Total' column are the sum of the expenditure attracted to each centre / store from each zone.
- The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre / store by the total expenditure in the study area.

Spreadsheet 6 - Convenience Retail Commitments

| Application Proposal   | Planning Application Ref. No. | Sales Area Floorspace | Sales Density in Opening Year | Turnover from Study Area in Opening Year |
|--|-------------------------------|-----------------------|-------------------------------|--|
| Two retail units at Queensville, Stafford  | 15/22793/REM                  | 252                   | 11,500                        | 2.9                                      |
| Mixed-use development including a supermarket and two other retail units at land south of Creswell Grove, Stafford | 12/17167/OUT                  | 334                   | 11,500                        | 3.8                                      |
| <b>Sub-total</b>   | -                             | <b>586</b>            | -                             | <b>6.7</b>                               |

Notes

1. Growth in convenience retail sales area floorspace taken from planning application material or based on PBA estimate.
2. Sales density based on PBA estimate to reflect average of main convenience goods retailers and to reflect nature and location of proposed development.

Spreadsheet 7 - Summary of Capacity for Convenience Goods Retail Floorspace (Constant Retention Rate)

|   | 2019    | 2023    | 2028    | 2033    | 2038    | 2040    | Cumulative<br>Change<br>2019-2040 | Incremental<br>Change |         |         |         |         |
|---|---------|---------|---------|---------|---------|---------|-----------------------------------|-----------------------|---------|---------|---------|---------|
|   |         |         |         |         |         |         |                                   | 2019-23               | 2023-28 | 2028-33 | 2033-38 | 2038-40 |
| <b>Total Population and Expenditure</b>                             |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| A. Total study area population (persons)                            | 263,141 | 266,569 | 269,158 | 270,867 | 272,412 | 273,101 | 9,959                             | 3,428                 | 2,589   | 1,709   | 1,545   | 689     |
| B. Total convenience goods expenditure (excluding SFT) (£m)         | 548.0   | 554.7   | 559.8   | 563.7   | 568.5   | 571.1   | 16.4                              | 7                     | 5       | 4       | 5       | 3       |
| <b>Retained Expenditure</b>   |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| C. Convenience goods expenditure retained in study area (%)         | 85.9%   | 85.9%   | 85.9%   | 85.9%   | 85.9%   | 85.9%   |                                   |                       |         |         |         |         |
| D. Convenience goods expenditure retained in study area (£m)        | 470.7   | 476.4   | 480.8   | 484.2   | 488.3   | 490.5   | 14.1                              | 5.8                   | 4.4     | 3.3     | 4.1     | 2.2     |
| <b>Inflow</b>   |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| E. Inflow to study area at 16% (£m)                                 | 75.3    | 76.2    | 76.9    | 77.5    | 78.1    | 78.5    | 2.3                               | 0.9                   | 0.7     | 0.5     | 0.7     | 0.4     |
| F. Growth in Inflow (£m)  | 0.0     | 0.9     | 0.7     | 0.5     | 0.7     | 0.4     | -0.6                              | 0.9                   | -0.2    | -0.2    | 0.1     | -0.3    |
| <b>Total Turnover in Study Area</b>                                 |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| G. Baseline convenience goods turnover of stores in study area (£m) | 546.0   | 546.0   | 546.0   | 546.0   | 546.0   | 546.0   |                                   |                       |         |         |         |         |
| <b>Initial Surplus</b>  |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| H. Growth in retained convenience goods expenditure (£m)            | 0.0     | -68.6   | -64.4   | -61.3   | -57.0   | -55.1   | -55.1                             | -68.6                 | 4.2     | 3.2     | 4.2     | 1.9     |
| <b>Claims on Expenditure</b>  |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| I. Sales density growth in existing stores (£m)                     | 0.0     | 0.0     | 0.0     | 0.0     | 0.0     | 0.0     | 0.0                               | 0.0                   | 0.0     | 0.0     | 0.0     | 0.0     |
| J. Turnover from commitments  | 0.0     | 6.7     | 7.3     | 7.8     | 8.4     | 8.7     | 8.7                               | 6.7                   | 0.5     | 0.6     | 0.6     | 0.3     |
| K. Total claims on expenditure (£m)                                 | 0.0     | 6.7     | 7.3     | 7.8     | 8.4     | 8.7     | 8.7                               | 6.7                   | 0.5     | 0.6     | 0.6     | 0.3     |
| <b>L. Residual expenditure (£m)</b>                                 |         |         |         |         |         |         |                                   |                       |         |         |         |         |
|   | 0.0     | -75.3   | -71.7   | -69.1   | -65.4   | -63.8   | -63.8                             | -75.3                 | 3.7     | 2.6     | 3.6     | 1.7     |
| <b>Comparison Retail Floorspace Requirements <sup>(8)</sup></b>     |         |         |         |         |         |         |                                   |                       |         |         |         |         |
| M. Assumed sales density (£/sq.m)                                   | 11,500  | 11,500  | 11,500  | 11,500  | 11,500  | 11,500  |                                   |                       |         |         |         |         |
| N. Floorspace requirement (net sq.m)                                | 0       | -6,552  | -6,234  | -6,007  | -5,690  | -5,546  | -5,546                            | -6,552                | 318     | 227     | 317     | 145     |
| O. Floorspace requirement (gross sq.m)                              | 0       | -9,360  | -8,906  | -8,582  | -8,129  | -7,923  | -7,923                            | -9,360                | 454     | 324     | 453     | 207     |

Notes

- Total population of the study area taken from Spreadsheet 1. Total convenience expenditure (excluding SFT) taken from Spreadsheet 3.
- Retained expenditure - proportion of all convenience goods expenditure spent at retail facilities within the study area, taken from Spreadsheet 5. This is held constant throughout the assessment period.
- Inflow - additional convenience goods expenditure drawn to retail facilities within the study area from residents outside the study area. Assumed to be 16% of retained expenditure.
- Total convenience goods turnover of stores within study area in the base year taken from Spreadsheet 5.
- Initial surplus - total growth in retained convenience goods expenditure before claims on expenditure.
- Claims on expenditure - the turnover of commitments for new convenience retail floorspace in the study area taken from Spreadsheet 6. No allowance is made for improving sales efficiency in existing stores due to very low / negative forecasts of sales density growth.
- Convenience retail floorspace requirements calculated by converting the residual expenditure using a sales density estimate of £10,000 / sq. m in 2019.
- All monetary figures are rounded to one decimal place and all floorspace figures are rounded to the nearest square metre.

# **Appendix E    COMPARISON RETAIL CAPACITY TABLES**

**Spreadsheet 1 - Population Projections**

| Year                                    | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | All Zones Total |
|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| 2019                                    | 74,909 | 32,865 | 27,145 | 21,975 | 40,036 | 32,960 | 17,796 | 15,455 | 263,141         |
| 2023                                    | 75,284 | 33,391 | 27,579 | 22,415 | 40,677 | 33,487 | 18,080 | 15,656 | 266,569         |
| 2028                                    | 75,510 | 33,792 | 27,910 | 22,751 | 41,165 | 33,889 | 18,297 | 15,844 | 269,158         |
| 2033                                    | 75,585 | 34,062 | 28,134 | 23,001 | 41,494 | 34,160 | 18,444 | 15,986 | 270,867         |
| 2038                                    | 75,812 | 34,266 | 28,302 | 23,254 | 41,743 | 34,365 | 18,554 | 16,114 | 272,412         |
| 2040                                    | 75,888 | 34,369 | 28,387 | 23,347 | 41,868 | 34,468 | 18,610 | 16,162 | 273,101         |
| <b>Change in population 2018 - 2040</b> |        |        |        |        |        |        |        |        |                 |
| Numeric change                          | 978    | 1,504  | 1,242  | 1,372  | 1,832  | 1,508  | 814    | 708    | 9,959           |
| Percentage change                       | 1.3%   | 4.4%   | 4.4%   | 5.9%   | 4.4%   | 4.4%   | 4.4%   | 4.4%   | 3.6%            |

**Notes**

1. Population data at 2016 are derived from Experian MMG3 and projected forward using ONS 2016-based Sub-National Population Projections

## Spreadsheet 2 - Comparison Goods Expenditure Per Capita (£)

| Year | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 |
|------|--------|--------|--------|--------|--------|--------|--------|--------|
| 2019 | 3,349  | 3,894  | 3,910  | 3,473  | 3,379  | 3,154  | 4,447  | 3,810  |
| 2023 | 3,769  | 4,383  | 4,401  | 3,908  | 3,803  | 3,550  | 5,005  | 4,288  |
| 2028 | 4,416  | 5,135  | 5,157  | 4,579  | 4,456  | 4,159  | 5,865  | 5,024  |
| 2033 | 5,170  | 6,011  | 6,036  | 5,361  | 5,217  | 4,869  | 6,865  | 5,881  |
| 2038 | 6,052  | 7,036  | 7,066  | 6,275  | 6,106  | 5,699  | 8,036  | 6,884  |
| 2040 | 6,445  | 7,494  | 7,526  | 6,683  | 6,503  | 6,070  | 8,558  | 7,332  |

### Notes

1. 2016-based per capita comparison expenditure were sourced from Experian MMG3.
2. The 2016-based per capita comparison expenditure data were rolled forward to the base year and forecast years using the forecasts contained within Experian Retail Planner Briefing Note 16 (Figure 1a, December 2018)

All monetary values are held constant at 2016 prices.

Spreadsheet 3 - Total Comparison Goods Expenditure and Expenditure Growth (£m)

| Year   | Zone 1        | Zone 2        | Zone 3        | Zone 4        | Zone 5        | Zone 6        | Zone 7        | Zone 8        | All Zones Total |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| <b>Total expenditure 2019</b>                  | <b>250.87</b> | <b>127.98</b> | <b>106.15</b> | <b>76.31</b>  | <b>135.29</b> | <b>103.96</b> | <b>79.14</b>  | <b>58.88</b>  | <b>938.57</b>   |
| Spending on SFT in 2018 21.8%                  | 54.69         | 27.90         | 23.14         | 16.64         | 29.49         | 22.66         | 17.25         | 12.84         | <b>204.61</b>   |
| Total expenditure excluding SFT 2019           | 196.18        | 100.08        | 83.01         | 59.67         | 105.80        | 81.29         | 61.89         | 46.04         | <b>733.96</b>   |
| <b>Total expenditure 2023</b>                  | <b>283.76</b> | <b>146.34</b> | <b>121.38</b> | <b>87.60</b>  | <b>154.71</b> | <b>118.87</b> | <b>90.49</b>  | <b>67.13</b>  | <b>1,070.29</b> |
| Spending on SFT in 2023 24.5%                  | 69.46         | 35.82         | 29.71         | 21.44         | 37.87         | 29.10         | 22.15         | 16.43         | <b>262.00</b>   |
| Total expenditure excluding SFT 2023           | 214.30        | 110.52        | 91.67         | 66.16         | 116.84        | 89.77         | 68.34         | 50.70         | <b>808.29</b>   |
| <b>Total expenditure 2028</b>                  | <b>333.48</b> | <b>173.52</b> | <b>143.93</b> | <b>104.18</b> | <b>183.45</b> | <b>140.96</b> | <b>107.31</b> | <b>79.60</b>  | <b>1,266.44</b> |
| Spending on SFT in 2028 25.9%                  | 86.51         | 45.01         | 37.34         | 27.03         | 47.59         | 36.57         | 27.84         | 20.65         | <b>328.52</b>   |
| Total expenditure excluding SFT 2028           | 246.98        | 128.51        | 106.59        | 77.16         | 135.86        | 104.39        | 79.47         | 58.95         | <b>937.91</b>   |
| <b>Total expenditure 2033</b>                  | <b>390.76</b> | <b>204.75</b> | <b>169.83</b> | <b>123.30</b> | <b>216.46</b> | <b>166.32</b> | <b>126.61</b> | <b>94.02</b>  | <b>1,492.04</b> |
| Spending on SFT in 2033 26.3%                  | 102.79        | 53.86         | 44.68         | 32.43         | 56.94         | 43.75         | 33.31         | 24.73         | <b>392.50</b>   |
| Total expenditure excluding SFT 2033           | 287.96        | 150.89        | 125.15        | 90.86         | 159.52        | 122.57        | 93.31         | 69.28         | <b>1,099.54</b> |
| <b>Total expenditure 2038</b>                  | <b>458.78</b> | <b>241.11</b> | <b>199.99</b> | <b>145.92</b> | <b>254.90</b> | <b>195.86</b> | <b>149.10</b> | <b>110.93</b> | <b>1,756.59</b> |
| Spending on SFT in 2038 26.5%                  | 121.81        | 64.01         | 53.10         | 38.74         | 67.67         | 52.00         | 39.59         | 29.45         | <b>466.37</b>   |
| Total expenditure excluding SFT 2038           | 336.98        | 177.10        | 146.89        | 107.18        | 187.22        | 143.86        | 109.51        | 81.48         | <b>1,290.22</b> |
| <b>Total expenditure 2040</b>                  | <b>489.10</b> | <b>257.56</b> | <b>213.63</b> | <b>156.03</b> | <b>272.29</b> | <b>209.22</b> | <b>159.27</b> | <b>118.50</b> | <b>1,875.60</b> |
| Spending on SFT in 2040 26.5%                  | 129.86        | 68.38         | 56.72         | 41.42         | 72.29         | 55.55         | 42.29         | 31.46         | <b>497.97</b>   |
| Total expenditure excluding SFT 2040           | 359.25        | 189.18        | 156.91        | 114.60        | 200.00        | 153.67        | 116.99        | 87.04         | <b>1,377.64</b> |
| Growth in total expenditure 2019 - 2023        | 32.89         | 18.36         | 15.23         | 11.29         | 19.41         | 14.92         | 11.36         | 8.25          | <b>131.72</b>   |
| Growth in total expenditure 2023 - 2028        | 49.72         | 27.19         | 22.55         | 16.58         | 28.74         | 22.08         | 16.81         | 12.47         | <b>196.14</b>   |
| Growth in total expenditure 2028 - 2033        | 57.27         | 31.22         | 25.90         | 19.11         | 33.01         | 25.36         | 19.31         | 14.42         | <b>225.61</b>   |
| Growth in total expenditure 2033 - 2038        | 68.03         | 36.36         | 30.16         | 22.62         | 38.44         | 29.54         | 22.49         | 16.92         | <b>264.55</b>   |
| Growth in total expenditure 2038 - 2040        | 30.32         | 16.45         | 13.64         | 10.11         | 17.39         | 13.36         | 10.17         | 7.57          | <b>119.01</b>   |
| <i>Growth in total expenditure 2018 - 2040</i> | <i>238.23</i> | <i>129.58</i> | <i>107.48</i> | <i>79.72</i>  | <i>136.99</i> | <i>105.26</i> | <i>80.13</i>  | <i>59.62</i>  | <b>937.03</b>   |

Notes

1. The figures in the above table are the product of multiplying the data presented in Spreadsheet 1 (population) by Spreadsheet 2 (per capita comparison goods expenditure) and are in millions of pounds (£m).
2. The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (e.g. internet shopping). The proportion of expenditure on SFT in 2019 is derived from the telephone survey of households. This headline rate has been adjusted to take account of SFT sales from stores. For each of the forecast years, we have applied the rate of growth in adjusted SFT market shares implied by Experian's forecasts.

All monetary values are held constant at 2016 prices.

Spreadsheet 4 - Comparison Goods Spending Patterns in 2019 as a Percentage across the Study Area Zones

| Destination                              | Zone 1 %      | Zone 2 %      | Zone 3 %      | Zone 4 %      | Zone 5 %      | Zone 6 %      | Zone 7 %      | Zone 8 %      |
|--|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>INSIDE STUDY AREA</b>                 |               |               |               |               |               |               |               |               |
| <b>Zone 1</b>                            |               |               |               |               |               |               |               |               |
| Rugeley Town Centre                      | 17.1%         | 0.0%          | 0.0%          | 0.4%          | 0.0%          | 0.1%          | 1.2%          | 0.0%          |
| Hednesford Town Centre                   | 1.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.4%          |
| Other, Zone 1                            | 4.6%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 1.4%          | 0.0%          |
| <b>Total Zone 1</b>                      | <b>22.7%</b>  | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.4%</b>   | <b>0.0%</b>   | <b>0.1%</b>   | <b>2.6%</b>   | <b>0.4%</b>   |
| <b>Zone 2</b>                            |               |               |               |               |               |               |               |               |
| Stone Town Centre                        | 0.0%          | 16.1%         | 0.1%          | 0.4%          | 0.0%          | 0.3%          | 0.5%          | 0.2%          |
| Eccleshall Village                       | 0.0%          | 1.8%          | 0.6%          | 0.0%          | 0.0%          | 0.0%          | 0.9%          | 0.0%          |
| Barlaston Village                        | 0.0%          | 0.5%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Other, Zone 2                            | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Zone 2</b>                      | <b>0.0%</b>   | <b>18.4%</b>  | <b>0.7%</b>   | <b>0.4%</b>   | <b>0.0%</b>   | <b>0.3%</b>   | <b>1.4%</b>   | <b>0.2%</b>   |
| <b>Zone 3</b>                            |               |               |               |               |               |               |               |               |
| Newport Town Centre                      | 0.0%          | 0.1%          | 13.5%         | 0.0%          | 0.3%          | 0.2%          | 0.5%          | 0.3%          |
| Gnosall Village                          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.2%          | 0.0%          |
| Other, Zone 3                            | 0.0%          | 0.1%          | 1.1%          | 0.0%          | 0.0%          | 0.2%          | 0.0%          | 0.0%          |
| <b>Total Zone 3</b>                      | <b>0.0%</b>   | <b>0.2%</b>   | <b>14.6%</b>  | <b>0.0%</b>   | <b>0.3%</b>   | <b>0.4%</b>   | <b>0.7%</b>   | <b>0.3%</b>   |
| <b>Zone 4</b>                            |               |               |               |               |               |               |               |               |
| Uttoxeter Town Centre                    | 0.1%          | 0.6%          | 0.0%          | 44.6%         | 0.0%          | 0.0%          | 0.5%          | 0.0%          |
| Other, Zone 4                            | 0.0%          | 0.0%          | 0.0%          | 7.7%          | 0.0%          | 0.0%          | 0.2%          | 0.0%          |
| <b>Total Zone 4</b>                      | <b>0.1%</b>   | <b>0.6%</b>   | <b>0.0%</b>   | <b>52.2%</b>  | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.7%</b>   | <b>0.0%</b>   |
| <b>Zone 5</b>                            |               |               |               |               |               |               |               |               |
| Queens Retail Park, Stafford             | 7.2%          | 1.5%          | 0.9%          | 0.2%          | 16.4%         | 6.5%          | 3.9%          | 4.2%          |
| Other, Zone 5                            | 1.4%          | 2.6%          | 1.6%          | 0.2%          | 6.6%          | 3.6%          | 3.9%          | 2.5%          |
| <b>Total Zone 5</b>                      | <b>8.6%</b>   | <b>4.2%</b>   | <b>2.5%</b>   | <b>0.4%</b>   | <b>23.0%</b>  | <b>10.1%</b>  | <b>7.8%</b>   | <b>6.7%</b>   |
| <b>Zone 6</b>                            |               |               |               |               |               |               |               |               |
| Stafford Town Centre                     | 8.5%          | 33.2%         | 23.8%         | 4.1%          | 51.4%         | 67.6%         | 50.4%         | 22.7%         |
| Madford Retail Park, Stafford            | 1.4%          | 2.2%          | 2.4%          | 0.3%          | 4.0%          | 5.9%          | 6.4%          | 0.9%          |
| Other, Zone 6                            | 0.0%          | 0.3%          | 0.8%          | 0.0%          | 3.0%          | 0.8%          | 4.3%          | 0.0%          |
| <b>Total Zone 6</b>                      | <b>10.0%</b>  | <b>35.6%</b>  | <b>26.9%</b>  | <b>4.4%</b>   | <b>58.5%</b>  | <b>74.3%</b>  | <b>61.1%</b>  | <b>23.6%</b>  |
| <b>Zone 7</b>                            |               |               |               |               |               |               |               |               |
| Great Haywood Village                    | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.1%          | 0.0%          |
| Other, Zone 7                            | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Zone 7</b>                      | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.1%</b>   | <b>0.0%</b>   |
| <b>Zone 8</b>                            |               |               |               |               |               |               |               |               |
| Penkridge Town Centre                    | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.5%          | 0.5%          | 0.1%          | 3.8%          |
| Other, Zone 8                            | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 2.9%          |
| <b>Total Zone 8</b>                      | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.5%</b>   | <b>0.5%</b>   | <b>0.1%</b>   | <b>6.7%</b>   |
| <b>TOTAL INSIDE STUDY AREA</b>           | <b>41.4%</b>  | <b>58.9%</b>  | <b>44.7%</b>  | <b>57.9%</b>  | <b>82.4%</b>  | <b>85.9%</b>  | <b>74.4%</b>  | <b>37.8%</b>  |
| <b>Birmingham</b>                        |               |               |               |               |               |               |               |               |
| Birmingham City Centre                   | 7.0%          | 3.1%          | 4.1%          | 1.1%          | 3.0%          | 2.9%          | 5.2%          | 5.5%          |
| <b>Total Birmingham</b>                  | <b>7.0%</b>   | <b>3.1%</b>   | <b>4.1%</b>   | <b>1.1%</b>   | <b>3.0%</b>   | <b>2.9%</b>   | <b>5.2%</b>   | <b>5.5%</b>   |
| <b>Cannock Chase</b>                     |               |               |               |               |               |               |               |               |
| Cannock Town Centre                      | 9.4%          | 0.4%          | 0.6%          | 1.3%          | 1.2%          | 1.2%          | 1.2%          | 12.3%         |
| Other, Cannock Chase                     | 7.7%          | 0.1%          | 0.3%          | 0.2%          | 0.8%          | 0.6%          | 0.9%          | 4.5%          |
| <b>Total Cannock Chase</b>               | <b>17.1%</b>  | <b>0.5%</b>   | <b>0.8%</b>   | <b>1.5%</b>   | <b>2.0%</b>   | <b>1.7%</b>   | <b>2.1%</b>   | <b>16.7%</b>  |
| <b>Cheshire West &amp; Chester</b>       |               |               |               |               |               |               |               |               |
| Cheshire Oaks Designer Outlet            | 0.0%          | 1.8%          | 0.2%          | 0.0%          | 0.1%          | 0.1%          | 0.0%          | 0.3%          |
| <b>Total Cheshire West &amp; Chester</b> | <b>0.0%</b>   | <b>1.8%</b>   | <b>0.2%</b>   | <b>0.0%</b>   | <b>0.1%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>0.3%</b>   |
| <b>Derby</b>                             |               |               |               |               |               |               |               |               |
| Derby City Centre                        | 0.2%          | 0.0%          | 0.0%          | 10.3%         | 0.0%          | 0.0%          | 0.2%          | 0.0%          |
| <b>Total Derby</b>                       | <b>0.2%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>10.3%</b>  | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.2%</b>   | <b>0.0%</b>   |
| <b>East Staffordshire</b>                |               |               |               |               |               |               |               |               |
| Burton-on-Trent Town Centre              | 3.0%          | 0.3%          | 0.0%          | 10.6%         | 0.1%          | 0.1%          | 0.0%          | 0.0%          |
| <b>Total East Staffordshire</b>          | <b>3.0%</b>   | <b>0.3%</b>   | <b>0.0%</b>   | <b>10.6%</b>  | <b>0.1%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>0.0%</b>   |
| <b>Lichfield</b>                         |               |               |               |               |               |               |               |               |
| Lichfield City Centre                    | 6.8%          | 0.1%          | 0.0%          | 0.0%          | 0.9%          | 0.0%          | 1.0%          | 0.7%          |
| <b>Total Lichfield</b>                   | <b>6.8%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.9%</b>   | <b>0.0%</b>   | <b>1.0%</b>   | <b>0.7%</b>   |
| <b>Manchester</b>                        |               |               |               |               |               |               |               |               |
| Manchester City Centre                   | 0.1%          | 1.9%          | 0.0%          | 1.0%          | 0.1%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total Manchester</b>                  | <b>0.1%</b>   | <b>1.9%</b>   | <b>0.0%</b>   | <b>1.0%</b>   | <b>0.1%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   |
| <b>Shropshire</b>                        |               |               |               |               |               |               |               |               |
| Shrewsbury Town Centre                   | 0.0%          | 0.8%          | 4.3%          | 0.0%          | 0.6%          | 0.3%          | 0.4%          | 0.1%          |
| <b>Total Shropshire</b>                  | <b>0.0%</b>   | <b>0.8%</b>   | <b>4.3%</b>   | <b>0.0%</b>   | <b>0.6%</b>   | <b>0.3%</b>   | <b>0.4%</b>   | <b>0.1%</b>   |
| <b>Stoke-on-Trent</b>                    |               |               |               |               |               |               |               |               |
| Hanley Town Centre                       | 0.1%          | 9.0%          | 0.4%          | 5.7%          | 0.7%          | 1.3%          | 2.3%          | 1.5%          |
| Other, Stoke-on-Trent                    | 0.0%          | 9.2%          | 0.1%          | 2.0%          | 0.3%          | 0.3%          | 0.4%          | 0.2%          |
| <b>Total Stoke-on-Trent</b>              | <b>0.1%</b>   | <b>18.2%</b>  | <b>0.5%</b>   | <b>7.7%</b>   | <b>0.9%</b>   | <b>1.6%</b>   | <b>2.7%</b>   | <b>1.7%</b>   |
| <b>Tamworth</b>                          |               |               |               |               |               |               |               |               |
| Tamworth Town Centre                     | 5.4%          | 0.6%          | 0.0%          | 0.0%          | 0.2%          | 0.0%          | 0.4%          | 0.0%          |
| Other, Tamworth                          | 5.1%          | 0.1%          | 0.1%          | 0.2%          | 0.9%          | 0.2%          | 1.2%          | 0.0%          |
| <b>Total Tamworth</b>                    | <b>10.5%</b>  | <b>0.7%</b>   | <b>0.1%</b>   | <b>0.2%</b>   | <b>1.1%</b>   | <b>0.2%</b>   | <b>1.5%</b>   | <b>0.0%</b>   |
| <b>Telford &amp; Wrekin</b>              |               |               |               |               |               |               |               |               |
| Telford Town Centre                      | 0.1%          | 0.6%          | 24.3%         | 0.0%          | 0.6%          | 2.5%          | 1.8%          | 13.7%         |
| Other, Telford & Wrekin                  | 0.0%          | 0.1%          | 9.4%          | 0.0%          | 0.1%          | 0.0%          | 0.0%          | 2.3%          |
| <b>Total Telford &amp; Wrekin</b>        | <b>0.1%</b>   | <b>0.8%</b>   | <b>33.7%</b>  | <b>0.0%</b>   | <b>0.7%</b>   | <b>2.5%</b>   | <b>1.8%</b>   | <b>16.0%</b>  |
| <b>Walsall</b>                           |               |               |               |               |               |               |               |               |
| Walsall Town Centre                      | 2.3%          | 0.0%          | 0.0%          | 0.0%          | 0.3%          | 0.2%          | 0.1%          | 1.4%          |
| <b>Total Walsall</b>                     | <b>2.3%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.3%</b>   | <b>0.2%</b>   | <b>0.1%</b>   | <b>1.4%</b>   |
| <b>Wolverhampton</b>                     |               |               |               |               |               |               |               |               |
| Wolverhampton City Centre                | 0.3%          | 0.9%          | 1.6%          | 0.0%          | 1.4%          | 0.4%          | 1.1%          | 8.4%          |
| <b>Total Wolverhampton</b>               | <b>0.3%</b>   | <b>0.9%</b>   | <b>1.6%</b>   | <b>0.0%</b>   | <b>1.4%</b>   | <b>0.4%</b>   | <b>1.1%</b>   | <b>8.4%</b>   |
| <b>Other</b>                             |               |               |               |               |               |               |               |               |
| Other, Outside Study Area                | 11.2%         | 12.0%         | 10.1%         | 9.7%          | 6.2%          | 4.1%          | 9.5%          | 11.4%         |
| <b>Total Other</b>                       | <b>11.2%</b>  | <b>12.0%</b>  | <b>10.1%</b>  | <b>9.7%</b>   | <b>6.2%</b>   | <b>4.1%</b>   | <b>9.5%</b>   | <b>11.4%</b>  |
| <b>TOTAL OUTSIDE STUDY AREA</b>          | <b>58.6%</b>  | <b>41.1%</b>  | <b>55.3%</b>  | <b>42.1%</b>  | <b>17.6%</b>  | <b>14.1%</b>  | <b>25.6%</b>  | <b>62.2%</b>  |
| <b>TOTAL</b>                             | <b>100.0%</b> |

Notes

1. The comparison goods spending patterns are derived from the telephone household survey undertaken in June 2019.

Spreadsheet 5 - Comparison Goods Spending Patterns in 2019 across the Study Area Zones

| Destination                              | Zone 1       | Zone 2       | Zone 3      | Zone 4      | Zone 5       | Zone 6      | Zone 7      | Zone 8      | Total        | All Zones Market Share |
|--|--------------|--------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|------------------------|
|  | 196.2        | 100.1        | 83.0        | 59.7        | 105.8        | 81.3        | 61.9        | 46.0        | 734.0        |                        |
|  | £m           | £m           | £m          | £m          | £m           | £m          | £m          | £m          |              | %                      |
| <b>INSIDE STUDY AREA</b>                 |              |              |             |             |              |             |             |             |              |                        |
| <b>Zone 1</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Rugeley Town Centre                      | 33.6         | 0.0          | 0.0         | 0.2         | 0.0          | 0.1         | 0.7         | 0.0         | 34.6         | 4.7%                   |
| Hednesford Town Centre                   | 1.9          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 0.2         | 2.1          | 0.3%                   |
| Other, Zone 1                            | 9.1          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.9         | 0.0         | 10.0         | 1.4%                   |
| <b>Total Zone 1</b>                      | <b>44.6</b>  | <b>0.0</b>   | <b>0.0</b>  | <b>0.2</b>  | <b>0.0</b>   | <b>0.1</b>  | <b>1.6</b>  | <b>0.2</b>  | <b>46.7</b>  | <b>6.4%</b>            |
| <b>Zone 2</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Stone Town Centre                        | 0.0          | 16.2         | 0.1         | 0.3         | 0.0          | 0.3         | 0.3         | 0.1         | 17.2         | 2.3%                   |
| Eccleshall Village                       | 0.0          | 1.8          | 0.5         | 0.0         | 0.0          | 0.0         | 0.6         | 0.0         | 2.8          | 0.4%                   |
| Barlaston Village                        | 0.0          | 0.5          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 0.0         | 0.5          | 0.1%                   |
| Other, Zone 2                            | 0.0          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 0.0         | 0.0          | 0.0%                   |
| <b>Total Zone 2</b>                      | <b>0.0</b>   | <b>18.4</b>  | <b>0.6</b>  | <b>0.3</b>  | <b>0.0</b>   | <b>0.3</b>  | <b>0.8</b>  | <b>0.1</b>  | <b>20.4</b>  | <b>2.8%</b>            |
| <b>Zone 3</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Newport Town Centre                      | 0.0          | 0.1          | 11.2        | 0.0         | 0.3          | 0.2         | 0.3         | 0.1         | 12.2         | 1.7%                   |
| Gnosall Village                          | 0.0          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.1         | 0.0         | 0.1          | 0.0%                   |
| Other, Zone 3                            | 0.0          | 0.1          | 0.9         | 0.0         | 0.0          | 0.2         | 0.0         | 0.0         | 1.2          | 0.2%                   |
| <b>Total Zone 3</b>                      | <b>0.0</b>   | <b>0.2</b>   | <b>12.1</b> | <b>0.0</b>  | <b>0.3</b>   | <b>0.4</b>  | <b>0.4</b>  | <b>0.1</b>  | <b>13.6</b>  | <b>1.8%</b>            |
| <b>Zone 4</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Uttoxeter Town Centre                    | 0.2          | 0.6          | 0.0         | 26.6        | 0.0          | 0.0         | 0.3         | 0.0         | 27.8         | 3.8%                   |
| Other, Zone 4                            | 0.0          | 0.0          | 0.0         | 4.6         | 0.0          | 0.0         | 0.1         | 0.0         | 4.7          | 0.6%                   |
| <b>Total Zone 4</b>                      | <b>0.2</b>   | <b>0.6</b>   | <b>0.0</b>  | <b>31.2</b> | <b>0.0</b>   | <b>0.0</b>  | <b>0.5</b>  | <b>0.0</b>  | <b>32.5</b>  | <b>4.4%</b>            |
| <b>Zone 5</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Queens Retail Park, Stafford             | 14.1         | 1.5          | 0.8         | 0.1         | 17.3         | 5.3         | 2.4         | 1.9         | 43.5         | 5.9%                   |
| Other, Zone 5                            | 2.8          | 2.6          | 1.3         | 0.1         | 7.0          | 2.9         | 2.4         | 1.1         | 20.4         | 2.8%                   |
| <b>Total Zone 5</b>                      | <b>16.9</b>  | <b>4.2</b>   | <b>2.1</b>  | <b>0.3</b>  | <b>24.3</b>  | <b>8.2</b>  | <b>4.8</b>  | <b>3.1</b>  | <b>63.8</b>  | <b>8.7%</b>            |
| <b>Zone 6</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Stafford Town Centre                     | 16.8         | 33.2         | 19.7        | 2.5         | 54.4         | 55.0        | 31.2        | 10.5        | 223.3        | 30.4%                  |
| Madford Retail Park, Stafford            | 2.8          | 2.2          | 2.0         | 0.2         | 4.2          | 4.8         | 3.9         | 0.4         | 20.5         | 2.8%                   |
| Other, Zone 6                            | 0.0          | 0.3          | 0.6         | 0.0         | 3.2          | 0.6         | 2.7         | 0.0         | 7.4          | 1.0%                   |
| <b>Total Zone 6</b>                      | <b>19.6</b>  | <b>35.6</b>  | <b>22.3</b> | <b>2.7</b>  | <b>61.9</b>  | <b>60.4</b> | <b>37.8</b> | <b>10.9</b> | <b>251.2</b> | <b>34.2%</b>           |
| <b>Zone 7</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Great Haywood Village                    | 0.0          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 0.0         | 0.0          | 0.0%                   |
| Other, Zone 7                            | 0.0          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 0.0         | 0.0          | 0.0%                   |
| <b>Total Zone 7</b>                      | <b>0.0</b>   | <b>0.0</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>   | <b>0.0%</b>            |
| <b>Zone 8</b>                            |              |              |             |             |              |             |             |             |              |                        |
| Penkridge Town Centre                    | 0.0          | 0.0          | 0.0         | 0.0         | 0.6          | 0.4         | 0.1         | 1.7         | 2.8          | 0.4%                   |
| Other, Zone 8                            | 0.0          | 0.0          | 0.0         | 0.0         | 0.0          | 0.0         | 0.0         | 1.3         | 1.3          | 0.2%                   |
| <b>Total Zone 8</b>                      | <b>0.0</b>   | <b>0.0</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.6</b>   | <b>0.4</b>  | <b>0.1</b>  | <b>3.1</b>  | <b>4.2</b>   | <b>0.6%</b>            |
| <b>TOTAL INSIDE STUDY AREA</b>           | <b>81.3</b>  | <b>59.0</b>  | <b>37.1</b> | <b>34.6</b> | <b>87.2</b>  | <b>69.8</b> | <b>46.0</b> | <b>17.4</b> | <b>432.4</b> | <b>58.9%</b>           |
| <b>OUTSIDE STUDY AREA</b>                |              |              |             |             |              |             |             |             |              |                        |
| <b>Birmingham</b>                        |              |              |             |             |              |             |             |             |              |                        |
| Birmingham City Centre                   | 13.8         | 3.1          | 3.4         | 0.7         | 3.2          | 2.3         | 3.2         | 2.5         | 32.2         | 4.4%                   |
| <b>Total Birmingham</b>                  | <b>13.8</b>  | <b>3.1</b>   | <b>3.4</b>  | <b>0.7</b>  | <b>3.2</b>   | <b>2.3</b>  | <b>3.2</b>  | <b>2.5</b>  | <b>32.2</b>  | <b>4.4%</b>            |
| <b>Cannock Chase</b>                     |              |              |             |             |              |             |             |             |              |                        |
| Cannock Town Centre                      | 18.4         | 0.4          | 0.5         | 0.8         | 1.3          | 0.9         | 0.7         | 5.6         | 28.6         | 3.9%                   |
| Other, Cannock Chase                     | 15.2         | 0.1          | 0.2         | 0.1         | 0.9          | 0.5         | 0.6         | 2.1         | 19.5         | 2.7%                   |
| <b>Total Cannock Chase</b>               | <b>33.6</b>  | <b>0.5</b>   | <b>0.7</b>  | <b>0.9</b>  | <b>2.1</b>   | <b>1.4</b>  | <b>1.3</b>  | <b>7.7</b>  | <b>48.2</b>  | <b>6.6%</b>            |
| <b>Cheshire West &amp; Chester</b>       |              |              |             |             |              |             |             |             |              |                        |
| Cheshire Oaks Designer Outlet            | 0.0          | 1.8          | 0.1         | 0.0         | 0.1          | 0.1         | 0.0         | 0.2         | 2.4          | 0.3%                   |
| <b>Total Cheshire West &amp; Chester</b> | <b>0.0</b>   | <b>1.8</b>   | <b>0.1</b>  | <b>0.0</b>  | <b>0.1</b>   | <b>0.1</b>  | <b>0.0</b>  | <b>0.2</b>  | <b>2.4</b>   | <b>0.3%</b>            |
| <b>Derby</b>                             |              |              |             |             |              |             |             |             |              |                        |
| Derby City Centre                        | 0.4          | 0.0          | 0.0         | 6.1         | 0.0          | 0.0         | 0.1         | 0.0         | 6.6          | 0.9%                   |
| <b>Total Derby</b>                       | <b>0.4</b>   | <b>0.0</b>   | <b>0.0</b>  | <b>6.1</b>  | <b>0.0</b>   | <b>0.0</b>  | <b>0.1</b>  | <b>0.0</b>  | <b>6.6</b>   | <b>0.9%</b>            |
| <b>East Staffordshire</b>                |              |              |             |             |              |             |             |             |              |                        |
| Burton-on-Trent Town Centre              | 5.8          | 0.3          | 0.0         | 6.3         | 0.1          | 0.1         | 0.0         | 0.0         | 12.7         | 1.7%                   |
| <b>Total East Staffordshire</b>          | <b>5.8</b>   | <b>0.3</b>   | <b>0.0</b>  | <b>6.3</b>  | <b>0.1</b>   | <b>0.1</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>12.7</b>  | <b>1.7%</b>            |
| <b>Lichfield</b>                         |              |              |             |             |              |             |             |             |              |                        |
| Lichfield City Centre                    | 13.2         | 0.1          | 0.0         | 0.0         | 1.0          | 0.0         | 0.6         | 0.3         | 15.2         | 2.1%                   |
| <b>Total Lichfield</b>                   | <b>13.2</b>  | <b>0.1</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>1.0</b>   | <b>0.0</b>  | <b>0.6</b>  | <b>0.3</b>  | <b>15.2</b>  | <b>2.1%</b>            |
| <b>Manchester</b>                        |              |              |             |             |              |             |             |             |              |                        |
| Manchester City Centre                   | 0.1          | 1.9          | 0.0         | 0.6         | 0.1          | 0.0         | 0.0         | 0.0         | 2.8          | 0.4%                   |
| <b>Total Manchester</b>                  | <b>0.1</b>   | <b>1.9</b>   | <b>0.0</b>  | <b>0.6</b>  | <b>0.1</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.0</b>  | <b>2.8</b>   | <b>0.4%</b>            |
| <b>Shropshire</b>                        |              |              |             |             |              |             |             |             |              |                        |
| Shrewsbury Town Centre                   | 0.0          | 0.8          | 3.6         | 0.0         | 0.6          | 0.3         | 0.2         | 0.1         | 5.6          | 0.8%                   |
| <b>Total Shropshire</b>                  | <b>0.0</b>   | <b>0.8</b>   | <b>3.6</b>  | <b>0.0</b>  | <b>0.6</b>   | <b>0.3</b>  | <b>0.2</b>  | <b>0.1</b>  | <b>5.6</b>   | <b>0.8%</b>            |
| <b>Stoke-on-Trent</b>                    |              |              |             |             |              |             |             |             |              |                        |
| Hanley Town Centre                       | 0.1          | 9.0          | 0.3         | 3.4         | 0.7          | 1.0         | 1.4         | 0.7         | 16.8         | 2.3%                   |
| Other, Stoke-on-Trent                    | 0.0          | 9.2          | 0.1         | 1.2         | 0.3          | 0.3         | 0.2         | 0.1         | 11.3         | 1.5%                   |
| <b>Total Stoke-on-Trent</b>              | <b>0.1</b>   | <b>18.2</b>  | <b>0.4</b>  | <b>4.6</b>  | <b>1.0</b>   | <b>1.3</b>  | <b>1.7</b>  | <b>0.8</b>  | <b>28.1</b>  | <b>3.8%</b>            |
| <b>Tamworth</b>                          |              |              |             |             |              |             |             |             |              |                        |
| Tamworth Town Centre                     | 10.6         | 0.6          | 0.0         | 0.0         | 0.3          | 0.0         | 0.2         | 0.0         | 11.7         | 1.6%                   |
| Other, Tamworth                          | 10.0         | 0.1          | 0.1         | 0.1         | 0.9          | 0.1         | 0.7         | 0.0         | 12.0         | 1.6%                   |
| <b>Total Tamworth</b>                    | <b>20.6</b>  | <b>0.7</b>   | <b>0.1</b>  | <b>0.1</b>  | <b>1.2</b>   | <b>0.1</b>  | <b>0.9</b>  | <b>0.0</b>  | <b>23.8</b>  | <b>3.2%</b>            |
| <b>Telford &amp; Wrekin</b>              |              |              |             |             |              |             |             |             |              |                        |
| Telford Town Centre                      | 0.2          | 0.6          | 20.1        | 0.0         | 0.7          | 2.0         | 1.1         | 6.3         | 31.1         | 4.2%                   |
| Other, Telford & Wrekin                  | 0.0          | 0.1          | 7.8         | 0.0         | 0.1          | 0.0         | 0.0         | 1.1         | 9.1          | 1.2%                   |
| <b>Total Telford &amp; Wrekin</b>        | <b>0.2</b>   | <b>0.8</b>   | <b>27.9</b> | <b>0.0</b>  | <b>0.7</b>   | <b>2.0</b>  | <b>1.1</b>  | <b>7.4</b>  | <b>40.1</b>  | <b>5.5%</b>            |
| <b>Walsall</b>                           |              |              |             |             |              |             |             |             |              |                        |
| Walsall Town Centre                      | 4.5          | 0.0          | 0.0         | 0.0         | 0.3          | 0.2         | 0.1         | 0.6         | 5.7          | 0.8%                   |
| <b>Total Walsall</b>                     | <b>4.5</b>   | <b>0.0</b>   | <b>0.0</b>  | <b>0.0</b>  | <b>0.3</b>   | <b>0.2</b>  | <b>0.1</b>  | <b>0.6</b>  | <b>5.7</b>   | <b>0.8%</b>            |
| <b>Wolverhampton</b>                     |              |              |             |             |              |             |             |             |              |                        |
| Wolverhampton City Centre                | 0.5          | 0.9          | 1.3         | 0.0         | 1.5          | 0.3         | 0.7         | 3.9         | 9.1          | 1.2%                   |
| <b>Total Wolverhampton</b>               | <b>0.5</b>   | <b>0.9</b>   | <b>1.3</b>  | <b>0.0</b>  | <b>1.5</b>   | <b>0.3</b>  | <b>0.7</b>  | <b>3.9</b>  | <b>9.1</b>   | <b>1.2%</b>            |
| <b>Other</b>                             |              |              |             |             |              |             |             |             |              |                        |
| Other, Outside Study Area                | 22.0         | 12.0         | 8.4         | 5.8         | 6.6          | 3.3         | 5.9         | 5.2         | 69.2         | 9.4%                   |
| <b>Total Other</b>                       | <b>22.0</b>  | <b>12.0</b>  | <b>8.4</b>  | <b>5.8</b>  | <b>6.6</b>   | <b>3.3</b>  | <b>5.9</b>  | <b>5.2</b>  | <b>69.2</b>  | <b>9.4%</b>            |
| <b>TOTAL OUTSIDE STUDY AREA</b>          | <b>114.9</b> | <b>41.1</b>  | <b>45.9</b> | <b>25.1</b> | <b>18.6</b>  | <b>11.5</b> | <b>15.9</b> | <b>28.6</b> | <b>301.6</b> | <b>41.1%</b>           |
| <b>TOTAL</b>                             | <b>196.2</b> | <b>100.1</b> | <b>83.0</b> | <b>59.7</b> | <b>105.8</b> | <b>81.3</b> | <b>61.9</b> | <b>46.0</b> | <b>734.0</b> | <b>100.0%</b>          |

Notes

1. The spending patterns are calculated by multiplying the total comparison goods expenditure in 2019 (Spreadsheet 3) by the market share (Spreadsheet 4). The figures in the 'Total' column are the sum of the expenditure attracted to each centre / store from each zone.

2. The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre / store by the total expenditure in the study area.

Spreadsheet 6 - Comparison Retail Commitments

| Application Proposal   | Planning Application Ref. No. | Sales Area Floorspace | Sales Density in Opening Year | Turnover from Study Area in Opening Year |
|--|-------------------------------|-----------------------|-------------------------------|--|
| Two retail units at Queensville, Stafford  | 15/22793/REM                  | 252                   | 6,000                         | 1.5                                      |
| Mixed-use development including a supermarket and two other retail units at land south of Creswell Grove, Stafford | 12/17167/OUT                  | 167                   | 6,000                         | 1.0                                      |
| Extension of mezzanine at Units 5 and 6, Queensville Retail Park, Stafford   | 17/26503/FUL                  | 891                   | 6,000                         | 5.3                                      |
| Insertion of mezzanine, Unit 2, Queensville Retail Park, Stafford  | 17/27598/FUL                  | 646                   | 6,000                         | 3.9                                      |
| <b>Sub-total</b>   | -                             | <b>1,956</b>          | -                             | <b>11.7</b>                              |

Notes

1. Growth in comparison retail sales area taken from planning application material or based on PBA estimate.
2. Sales density based on PBA estimate to reflect the average of main comparison goods retailers and to reflect nature and location of proposed development.
3. Assumed that 2.5% of turnover is inflow from the outside of study area.

Spreadsheet 7 - Summary of Capacity for Comparison Goods Retail Floorspace (Constant Retention Rate)

|  | 2019    | 2023    | 2028    | 2033    | 2038    | 2040    | Cumulative Change<br>2019-2040 | Incremental Change |         |         |         |         |
|--|---------|---------|---------|---------|---------|---------|--------------------------------|--------------------|---------|---------|---------|---------|
|  |         |         |         |         |         |         |                                | 2019-23            | 2023-28 | 2028-33 | 2033-38 | 2038-40 |
| <b>Total Population and Expenditure</b>                            |         |         |         |         |         |         |                                |                    |         |         |         |         |
| A. Total study area population (persons)                           | 263,141 | 266,569 | 269,158 | 270,867 | 272,412 | 273,101 | 9,959                          | 3,428              | 2,589   | 1,709   | 1,545   | 689     |
| B. Total comparison goods expenditure (excluding SFT) (£m)         | 734.0   | 808.3   | 937.9   | 1,099.5 | 1,290.2 | 1,377.6 | 643.7                          | 74                 | 130     | 162     | 191     | 87      |
| <b>Retained Expenditure</b>  |         |         |         |         |         |         |                                |                    |         |         |         |         |
| C. Comparison goods expenditure retained in study area (%)         | 58.9%   | 58.9%   | 58.9%   | 58.9%   | 58.9%   | 58.9%   |                                |                    |         |         |         |         |
| D. Comparison goods expenditure retained in study area (£m)        | 432.4   | 476.2   | 552.5   | 647.7   | 760.1   | 811.6   | 379.2                          | 43.8               | 76.4    | 95.2    | 112.3   | 51.5    |
| <b>Inflow</b>  |         |         |         |         |         |         |                                |                    |         |         |         |         |
| E. Inflow to study area at 15% (£m)                                | 64.9    | 71.4    | 82.9    | 97.2    | 114.0   | 121.7   | 56.9                           | 6.6                | 11.5    | 14.3    | 16.8    | 7.7     |
| F. Growth in Inflow (£m)   | 0.0     | 6.6     | 11.5    | 14.3    | 16.8    | 7.7     | 7.7                            | 6.6                | 4.9     | 2.8     | 2.6     | -9.1    |
| <b>Total Turnover in Study Area</b>                                |         |         |         |         |         |         |                                |                    |         |         |         |         |
| G. Baseline comparison goods turnover of stores in study area (£m) | 497.2   | 497.2   | 497.2   | 497.2   | 497.2   | 497.2   |                                |                    |         |         |         |         |
| <b>Initial Surplus</b>   |         |         |         |         |         |         |                                |                    |         |         |         |         |
| H. Growth in retained comparison goods expenditure (£m)            | 0.0     | -14.5   | 66.7    | 164.8   | 279.7   | 322.0   | 322.0                          | -14.5              | 81.2    | 98.0    | 114.9   | 42.4    |
| <b>Claims on Expenditure</b>                                       |         |         |         |         |         |         |                                |                    |         |         |         |         |
| I. Sales density growth in existing stores (£m)                    | 0.0     | 38.4    | 79.8    | 124.4   | 172.5   | 192.7   | 192.7                          | 38.4               | 41.4    | 44.6    | 48.0    | 20.2    |
| J. Turnover from commitments                                       | 0.0     | 11.7    | 12.6    | 13.6    | 14.7    | 15.1    | 15.1                           | 11.7               | 0.9     | 1.0     | 1.1     | 0.4     |
| K. Total claims on expenditure (£m)                                | 0.0     | 50.2    | 92.5    | 138.0   | 187.1   | 207.8   | 207.8                          | 50.2               | 42.3    | 45.6    | 49.1    | 20.7    |
| <b>L. Residual expenditure (£m)</b>                                |         |         |         |         |         |         |                                |                    |         |         |         |         |
|  | 0.0     | -64.7   | -25.7   | 26.7    | 92.5    | 114.2   | 114.2                          |                    |         |         |         |         |
| <b>Comparison Retail Floorspace Requirements <sup>(8)</sup></b>    |         |         |         |         |         |         |                                |                    |         |         |         |         |
| M. Assumed sales density (£/sq.m)                                  | 6,000   | 6,368   | 6,561   | 7,068   | 7,614   | 8,202   | 2,202                          |                    |         |         |         |         |
| N. Floorspace requirement (net sq.m)                               | 0       | -10,154 | -3,921  | 3,784   | 12,155  | 13,926  | 13,926                         | -10,154            | 6,233   | 7,705   | 8,370   | 1,772   |
| O. Floorspace requirement (gross sq.m)                             | 0       | -12,692 | -4,901  | 4,730   | 15,193  | 17,408  | 17,408                         | -12,692            | 7,791   | 9,631   | 10,463  | 2,215   |

Notes

- Total population of the study area taken from Spreadsheet 1. Total comparison goods expenditure (excluding SFT) taken from Spreadsheet 3.
- Retained expenditure - proportion of all comparison goods expenditure spent at retail facilities within the study area, taken from Spreadsheet 5. This is held constant throughout the assessment period.
- Inflow - additional comparison goods expenditure drawn to retail facilities within the study area from residents outside the study area. Assumed to be 15% of retained expenditure.
- Total comparison goods turnover of stores within study area in the base year taken from Spreadsheet 5.
- Initial surplus - total growth in retained comparison goods expenditure before claims on expenditure.
- Claims on expenditure - the turnover of commitments for new comparison retail floorspace in the study area taken from Spreadsheet 6. An allowance for growth in the turnover of both existing stores and committed comparison retail floorspace based on the assumption that sales densities will grow by an average of 1.5% per annum throughout the study period.
- Residual expenditure - the product of deducting claims on expenditure from the initial surplus.
- Comparison retail floorspace requirements calculated by converting the residual expenditure using a sales density estimate of £5,000 / sq. m in 2016, increased by 1.5% per annum to account for anticipated sales density growth. 70% net to gross ratio assumed.
- All monetary figures are rounded to one decimal place and all floorspace figures are rounded to the nearest square metre.

All monetary values are held constant at 2016 prices.

## **Appendix F LEISURE CAPACITY**

**Spreadsheet 1 - Population Projections**

| Year                                    | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 | Zone 8 | All Zones Total |
|---|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
| 2019                                    | 74,909 | 32,865 | 27,145 | 21,975 | 40,036 | 32,960 | 17,796 | 15,455 | 263,141         |
| 2023                                    | 75,284 | 33,391 | 27,579 | 22,415 | 40,677 | 33,487 | 18,080 | 15,656 | 266,569         |
| 2028                                    | 75,510 | 33,792 | 27,910 | 22,751 | 41,165 | 33,889 | 18,297 | 15,844 | 269,158         |
| 2033                                    | 75,585 | 34,062 | 28,134 | 23,001 | 41,494 | 34,160 | 18,444 | 15,986 | 270,867         |
| 2038                                    | 75,812 | 34,266 | 28,302 | 23,254 | 41,743 | 34,365 | 18,554 | 16,114 | 272,412         |
| 2040                                    | 75,888 | 34,369 | 28,387 | 23,347 | 41,868 | 34,468 | 18,610 | 16,162 | 273,101         |
| <b>Change in population 2019 - 2040</b> |        |        |        |        |        |        |        |        |                 |
| Numeric change                          | 978    | 1,504  | 1,242  | 1,372  | 1,832  | 1,508  | 814    | 708    | 9,959           |
| Percentage change                       | 1.3%   | 4.4%   | 4.4%   | 5.9%   | 4.4%   | 4.4%   | 4.4%   | 4.4%   | 3.6%            |

**Notes**

1. Population data at 2016 are derived from Experian MMG3 and projected forward using ONS 2016-based Sub-National Population Projections

Spreadsheet 2 - Per Capita Spending on Leisure Services, 2019-2040

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2019  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 212          | 285          | 300          | 241          | 222          | 183          | 354          | 294          | 261          |
| Cultural services per Person  | 295          | 322          | 311          | 293          | 294          | 269          | 360          | 310          | 307          |
| Games of chance per Person  | 169          | 147          | 146          | 158          | 151          | 146          | 140          | 142          | 150          |
| Hairdressing salons and personal grooming establishments per person | 85           | 103          | 102          | 86           | 92           | 75           | 121          | 103          | 96           |
| Recreational and sporting services per Person                       | 93           | 122          | 124          | 103          | 100          | 84           | 150          | 127          | 113          |
| Restaurants cafes etc per Person                                    | 1,012        | 1,115        | 1,126        | 1,026        | 1,009        | 979          | 1,260        | 1,104        | 1,079        |
| <b>Total</b>  | <b>1,865</b> | <b>2,094</b> | <b>2,108</b> | <b>1,907</b> | <b>1,867</b> | <b>1,736</b> | <b>2,386</b> | <b>2,080</b> | <b>2,005</b> |

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2023  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 222          | 299          | 314          | 252          | 233          | 192          | 371          | 308          | 274          |
| Cultural services per Person  | 309          | 337          | 326          | 307          | 308          | 282          | 377          | 325          | 321          |
| Games of chance per Person  | 177          | 154          | 152          | 165          | 158          | 153          | 147          | 149          | 157          |
| Hairdressing salons and personal grooming establishments per person | 89           | 108          | 107          | 90           | 96           | 78           | 127          | 108          | 100          |
| Recreational and sporting services per Person                       | 97           | 128          | 130          | 108          | 105          | 88           | 158          | 133          | 118          |
| Restaurants cafes etc per Person                                    | 1,060        | 1,168        | 1,180        | 1,075        | 1,057        | 1,026        | 1,320        | 1,157        | 1,130        |
| <b>Total</b>  | <b>1,954</b> | <b>2,194</b> | <b>2,209</b> | <b>1,998</b> | <b>1,957</b> | <b>1,819</b> | <b>2,500</b> | <b>2,180</b> | <b>2,101</b> |

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2028  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 235          | 317          | 334          | 268          | 247          | 203          | 394          | 327          | 291          |
| Cultural services per Person  | 328          | 358          | 346          | 326          | 327          | 299          | 400          | 345          | 341          |
| Games of chance per Person  | 188          | 163          | 162          | 175          | 168          | 163          | 156          | 158          | 167          |
| Hairdressing salons and personal grooming establishments per person | 94           | 114          | 114          | 95           | 102          | 83           | 135          | 115          | 107          |
| Recreational and sporting services per Person                       | 103          | 136          | 138          | 115          | 111          | 93           | 167          | 141          | 125          |
| Restaurants cafes etc per Person                                    | 1,125        | 1,240        | 1,252        | 1,141        | 1,122        | 1,089        | 1,401        | 1,228        | 1,200        |
| <b>Total</b>  | <b>2,074</b> | <b>2,329</b> | <b>2,345</b> | <b>2,121</b> | <b>2,077</b> | <b>1,931</b> | <b>2,654</b> | <b>2,314</b> | <b>2,230</b> |

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2033  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 250          | 337          | 354          | 284          | 262          | 216          | 418          | 347          | 309          |
| Cultural services per Person  | 349          | 380          | 367          | 346          | 347          | 317          | 425          | 366          | 362          |
| Games of chance per Person  | 199          | 173          | 172          | 186          | 178          | 173          | 166          | 168          | 177          |
| Hairdressing salons and personal grooming establishments per person | 100          | 121          | 121          | 101          | 108          | 88           | 143          | 122          | 113          |
| Recreational and sporting services per Person                       | 110          | 144          | 146          | 122          | 118          | 99           | 178          | 149          | 133          |
| Restaurants cafes etc per Person                                    | 1,194        | 1,316        | 1,329        | 1,211        | 1,191        | 1,156        | 1,488        | 1,304        | 1,274        |
| <b>Total</b>  | <b>2,202</b> | <b>2,472</b> | <b>2,489</b> | <b>2,251</b> | <b>2,205</b> | <b>2,049</b> | <b>2,817</b> | <b>2,456</b> | <b>2,368</b> |

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2038  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 265          | 358          | 376          | 302          | 278          | 229          | 444          | 368          | 328          |
| Cultural services per Person  | 370          | 404          | 390          | 367          | 368          | 337          | 451          | 389          | 384          |
| Games of chance per Person  | 212          | 184          | 182          | 197          | 189          | 183          | 176          | 178          | 188          |
| Hairdressing salons and personal grooming establishments per person | 106          | 129          | 128          | 108          | 115          | 94           | 152          | 129          | 120          |
| Recreational and sporting services per Person                       | 116          | 153          | 155          | 129          | 125          | 105          | 188          | 159          | 141          |
| Restaurants cafes etc per Person                                    | 1,268        | 1,397        | 1,411        | 1,286        | 1,264        | 1,227        | 1,579        | 1,384        | 1,352        |
| <b>Total</b>  | <b>2,337</b> | <b>2,624</b> | <b>2,642</b> | <b>2,389</b> | <b>2,340</b> | <b>2,175</b> | <b>2,990</b> | <b>2,607</b> | <b>2,513</b> |

|   | £            | £            | £            | £            | £            | £            | £            | £            | £            |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2040  | Zone 1       | Zone 2       | Zone 3       | Zone 4       | Zone 5       | Zone 6       | Zone 7       | Zone 8       | Average      |
| Accommodation services per Person                                   | 271          | 366          | 385          | 309          | 285          | 235          | 455          | 377          | 336          |
| Cultural services per Person  | 379          | 413          | 399          | 376          | 377          | 345          | 462          | 398          | 394          |
| Games of chance per Person  | 217          | 188          | 187          | 202          | 194          | 188          | 180          | 182          | 192          |
| Hairdressing salons and personal grooming establishments per person | 109          | 132          | 131          | 110          | 118          | 96           | 155          | 132          | 123          |
| Recreational and sporting services per Person                       | 119          | 157          | 159          | 132          | 128          | 108          | 193          | 162          | 145          |
| Restaurants cafes etc per Person                                    | 1,298        | 1,431        | 1,445        | 1,317        | 1,295        | 1,256        | 1,617        | 1,417        | 1,385        |
| <b>Total</b>  | <b>2,393</b> | <b>2,688</b> | <b>2,706</b> | <b>2,447</b> | <b>2,396</b> | <b>2,228</b> | <b>3,062</b> | <b>2,670</b> | <b>2,574</b> |

Notes

- Source: Experian MMG3 for per capita leisure expenditure data
- The following expenditure growth rates are applied (source: Experian Retail Planner Briefing Note 16, December 2018, Figures 1a and 1b):

|         |      |
|---------|------|
| 2016-17 | 0.0% |
| 2017-18 | 0.0% |
| 2018-19 | 0.0% |
| 2019-20 | 1.3% |
| 2020-21 | 1.0% |
| 2021-25 | 1.2% |
| 2026-37 | 1.2% |

Spreadsheet 3 - Total Leisure Services Spending available to Study Area, 2019-2040

| 2019  | £m<br>Zone 1  | £m<br>Zone 2 | £m<br>Zone 3 | £m<br>Zone 4 | £m<br>Zone 5 | £m<br>Zone 6 | £m<br>Zone 7 | £m<br>Zone 8 | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 15.85         | 9.38         | 8.14         | 5.30         | 8.90         | 6.03         | 6.31         | 4.54         | 64.44         | 12.5%         |
| Cultural services per Person  | 22.12         | 10.58        | 8.44         | 6.44         | 11.76        | 8.86         | 6.41         | 4.80         | 79.39         | 15.4%         |
| Games of chance per Person  | 12.65         | 4.82         | 3.95         | 3.46         | 6.05         | 4.82         | 2.50         | 2.19         | 40.44         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 6.35          | 3.38         | 2.78         | 1.89         | 3.67         | 2.47         | 2.16         | 1.59         | 24.28         | 4.7%          |
| Recreational and sporting services per Person                       | 6.95          | 4.02         | 3.36         | 2.27         | 4.00         | 2.77         | 2.68         | 1.96         | 27.99         | 5.4%          |
| Restaurants cafes etc per Person                                    | 75.78         | 36.64        | 30.56        | 22.55        | 40.40        | 32.26        | 22.42        | 17.07        | 277.68        | 54.0%         |
| <b>Total</b>  | <b>139.69</b> | <b>68.82</b> | <b>57.22</b> | <b>41.90</b> | <b>74.76</b> | <b>57.21</b> | <b>42.46</b> | <b>32.15</b> | <b>514.22</b> | <b>100.0%</b> |

| 2023  | £m<br>Zone 1  | £m<br>Zone 2 | £m<br>Zone 3 | £m<br>Zone 4 | £m<br>Zone 5 | £m<br>Zone 6 | £m<br>Zone 7 | £m<br>Zone 8 | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 16.69         | 9.98         | 8.67         | 5.66         | 9.47         | 6.42         | 6.72         | 4.82         | 68.43         | 12.5%         |
| Cultural services per Person  | 23.29         | 11.27        | 8.98         | 6.88         | 12.52        | 9.43         | 6.82         | 5.09         | 84.28         | 15.4%         |
| Games of chance per Person  | 13.32         | 5.13         | 4.21         | 3.70         | 6.44         | 5.13         | 2.66         | 2.33         | 42.91         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 6.68          | 3.60         | 2.96         | 2.02         | 3.90         | 2.63         | 2.29         | 1.69         | 25.78         | 4.7%          |
| Recreational and sporting services per Person                       | 7.32          | 4.28         | 3.57         | 2.42         | 4.25         | 2.95         | 2.85         | 2.08         | 29.72         | 5.4%          |
| Restaurants cafes etc per Person                                    | 79.80         | 39.01        | 32.53        | 24.10        | 43.01        | 34.35        | 23.87        | 18.12        | 294.79        | 54.0%         |
| <b>Total</b>  | <b>147.10</b> | <b>73.27</b> | <b>60.92</b> | <b>44.78</b> | <b>79.59</b> | <b>60.90</b> | <b>45.21</b> | <b>34.13</b> | <b>545.90</b> | <b>100.0%</b> |

| 2028  | £m<br>Zone 1  | £m<br>Zone 2 | £m<br>Zone 3 | £m<br>Zone 4 | £m<br>Zone 5 | £m<br>Zone 6 | £m<br>Zone 7 | £m<br>Zone 8 | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 17.77         | 10.72        | 9.31         | 6.10         | 10.17        | 6.90         | 7.21         | 5.18         | 73.36         | 12.5%         |
| Cultural services per Person  | 24.80         | 12.10        | 9.65         | 7.41         | 13.44        | 10.13        | 7.32         | 5.47         | 90.33         | 15.4%         |
| Games of chance per Person  | 14.18         | 5.51         | 4.52         | 3.99         | 6.92         | 5.51         | 2.85         | 2.50         | 45.98         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 7.12          | 3.87         | 3.18         | 2.17         | 4.19         | 2.82         | 2.46         | 1.82         | 27.63         | 4.7%          |
| Recreational and sporting services per Person                       | 7.79          | 4.59         | 3.84         | 2.61         | 4.57         | 3.17         | 3.06         | 2.23         | 31.87         | 5.4%          |
| Restaurants cafes etc per Person                                    | 84.96         | 41.91        | 34.94        | 25.96        | 46.20        | 36.90        | 25.64        | 19.46        | 315.97        | 54.0%         |
| <b>Total</b>  | <b>156.61</b> | <b>78.71</b> | <b>65.44</b> | <b>48.25</b> | <b>85.49</b> | <b>65.42</b> | <b>48.56</b> | <b>36.66</b> | <b>585.14</b> | <b>100.0%</b> |

| 2033  | £<br>Zone 1   | £<br>Zone 2  | £<br>Zone 3  | £<br>Zone 4  | £<br>Zone 5  | £<br>Zone 6  | £<br>Zone 7  | £<br>Zone 8  | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 18.88         | 11.47        | 9.96         | 6.54         | 10.88        | 7.38         | 7.72         | 5.55         | 78.39         | 12.5%         |
| Cultural services per Person  | 26.35         | 12.95        | 10.32        | 7.96         | 14.38        | 10.84        | 7.84         | 5.86         | 96.50         | 15.4%         |
| Games of chance per Person  | 15.06         | 5.90         | 4.83         | 4.28         | 7.40         | 5.90         | 3.05         | 2.68         | 49.11         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 7.56          | 4.14         | 3.40         | 2.33         | 4.49         | 3.02         | 2.64         | 1.95         | 29.52         | 4.7%          |
| Recreational and sporting services per Person                       | 8.28          | 4.92         | 4.11         | 2.80         | 4.89         | 3.39         | 3.27         | 2.39         | 34.05         | 5.4%          |
| Restaurants cafes etc per Person                                    | 90.28         | 44.84        | 37.39        | 27.86        | 49.43        | 39.48        | 27.44        | 20.84        | 337.55        | 54.0%         |
| <b>Total</b>  | <b>166.40</b> | <b>84.21</b> | <b>70.02</b> | <b>51.77</b> | <b>91.47</b> | <b>70.00</b> | <b>51.96</b> | <b>39.26</b> | <b>625.10</b> | <b>100.0%</b> |

| 2038  | £m<br>Zone 1  | £m<br>Zone 2 | £m<br>Zone 3 | £m<br>Zone 4 | £m<br>Zone 5 | £m<br>Zone 6 | £m<br>Zone 7 | £m<br>Zone 8 | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 20.10         | 12.25        | 10.64        | 7.02         | 11.62        | 7.88         | 8.24         | 5.94         | 83.69         | 12.5%         |
| Cultural services per Person  | 28.05         | 13.83        | 11.03        | 8.54         | 15.36        | 11.57        | 8.37         | 6.27         | 103.01        | 15.4%         |
| Games of chance per Person  | 16.04         | 6.30         | 5.16         | 4.59         | 7.90         | 6.30         | 3.26         | 2.87         | 52.42         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 8.05          | 4.42         | 3.63         | 2.50         | 4.79         | 3.22         | 2.82         | 2.08         | 31.52         | 4.7%          |
| Recreational and sporting services per Person                       | 8.82          | 5.25         | 4.39         | 3.01         | 5.22         | 3.62         | 3.50         | 2.55         | 36.35         | 5.4%          |
| Restaurants cafes etc per Person                                    | 96.11         | 47.88        | 39.92        | 29.90        | 52.78        | 42.16        | 29.30        | 22.30        | 360.35        | 54.0%         |
| <b>Total</b>  | <b>177.16</b> | <b>89.92</b> | <b>74.77</b> | <b>55.56</b> | <b>97.68</b> | <b>74.75</b> | <b>55.48</b> | <b>42.01</b> | <b>667.33</b> | <b>100.0%</b> |

| 2040  | £m<br>Zone 1  | £m<br>Zone 2 | £m<br>Zone 3 | £m<br>Zone 4 | £m<br>Zone 5  | £m<br>Zone 6 | £m<br>Zone 7 | £m<br>Zone 8 | £m<br>Total   | %<br>Total    |
|---|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|---------------|---------------|
| Accommodation services per Person                                   | 20.60         | 12.58        | 10.93        | 7.22         | 11.94         | 8.09         | 8.47         | 6.10         | 85.93         | 12.5%         |
| Cultural services per Person  | 28.76         | 14.20        | 11.33        | 8.78         | 15.78         | 11.89        | 8.60         | 6.44         | 105.77        | 15.4%         |
| Games of chance per Person  | 16.44         | 6.47         | 5.30         | 4.72         | 8.12          | 6.47         | 3.35         | 2.94         | 53.81         | 7.9%          |
| Hairdressing salons and personal grooming establishments per person | 8.25          | 4.54         | 3.73         | 2.57         | 4.92          | 3.31         | 2.89         | 2.14         | 32.36         | 4.7%          |
| Recreational and sporting services per Person                       | 9.04          | 5.39         | 4.51         | 3.09         | 5.36          | 3.72         | 3.59         | 2.62         | 37.33         | 5.4%          |
| Restaurants cafes etc per Person                                    | 98.53         | 49.18        | 41.01        | 30.74        | 54.22         | 43.30        | 30.10        | 22.91        | 369.99        | 54.0%         |
| <b>Total</b>  | <b>181.62</b> | <b>92.37</b> | <b>76.80</b> | <b>57.13</b> | <b>100.34</b> | <b>76.78</b> | <b>56.99</b> | <b>43.15</b> | <b>685.19</b> | <b>100.0%</b> |

Spreadsheet 4 - Growth in Leisure Services Spending, 2019-2040

|   | £m            | £m           |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <b>2019-23</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b> |
| Accommodation services per Person                                   | 0.84          | 0.61          | 0.53          | 0.36          | 0.57          | 0.39          | 0.41          | 0.28          | 3.99         |
| Cultural services per Person  | 1.17          | 0.68          | 0.55          | 0.44          | 0.76          | 0.57          | 0.41          | 0.29          | 4.89         |
| Games of chance per Person  | 0.67          | 0.31          | 0.26          | 0.24          | 0.39          | 0.31          | 0.16          | 0.13          | 2.47         |
| Hairdressing salons and personal grooming establishments per person | 0.34          | 0.22          | 0.18          | 0.13          | 0.24          | 0.16          | 0.14          | 0.10          | 1.50         |
| Recreational and sporting services per Person                       | 0.37          | 0.26          | 0.22          | 0.16          | 0.26          | 0.18          | 0.17          | 0.12          | 1.73         |
| Restaurants cafes etc per Person                                    | 4.02          | 2.37          | 1.97          | 1.55          | 2.61          | 2.08          | 1.45          | 1.05          | 17.10        |
| <b>Total</b>  | <b>7.41</b>   | <b>4.45</b>   | <b>3.70</b>   | <b>2.88</b>   | <b>4.83</b>   | <b>3.70</b>   | <b>2.74</b>   | <b>1.98</b>   | <b>31.68</b> |

|   | £m            | £m           |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <b>2023-28</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b> |
| Accommodation services per Person                                   | 1.08          | 0.74          | 0.64          | 0.44          | 0.70          | 0.48          | 0.50          | 0.36          | 4.94         |
| Cultural services per Person  | 1.51          | 0.84          | 0.67          | 0.53          | 0.93          | 0.70          | 0.51          | 0.38          | 6.05         |
| Games of chance per Person  | 0.86          | 0.38          | 0.31          | 0.29          | 0.48          | 0.38          | 0.20          | 0.17          | 3.07         |
| Hairdressing salons and personal grooming establishments per person | 0.43          | 0.27          | 0.22          | 0.16          | 0.29          | 0.19          | 0.17          | 0.13          | 1.86         |
| Recreational and sporting services per Person                       | 0.47          | 0.32          | 0.27          | 0.19          | 0.32          | 0.22          | 0.21          | 0.15          | 2.14         |
| Restaurants cafes etc per Person                                    | 5.16          | 2.89          | 2.41          | 1.86          | 3.19          | 2.55          | 1.77          | 1.34          | 21.19        |
| <b>Total</b>  | <b>9.51</b>   | <b>5.44</b>   | <b>4.52</b>   | <b>3.47</b>   | <b>5.91</b>   | <b>4.52</b>   | <b>3.35</b>   | <b>2.53</b>   | <b>39.24</b> |

|   | £m            | £m           |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <b>2028-33</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b> |
| Accommodation services per Person                                   | 1.11          | 0.75          | 0.65          | 0.45          | 0.71          | 0.48          | 0.50          | 0.37          | 5.02         |
| Cultural services per Person  | 1.55          | 0.85          | 0.68          | 0.54          | 0.94          | 0.71          | 0.51          | 0.39          | 6.16         |
| Games of chance per Person  | 0.89          | 0.39          | 0.32          | 0.29          | 0.48          | 0.39          | 0.20          | 0.18          | 3.13         |
| Hairdressing salons and personal grooming establishments per person | 0.44          | 0.27          | 0.22          | 0.16          | 0.29          | 0.20          | 0.17          | 0.13          | 1.89         |
| Recreational and sporting services per Person                       | 0.49          | 0.32          | 0.27          | 0.19          | 0.32          | 0.22          | 0.21          | 0.16          | 2.18         |
| Restaurants cafes etc per Person                                    | 5.31          | 2.93          | 2.44          | 1.90          | 3.23          | 2.58          | 1.79          | 1.38          | 21.57        |
| <b>Total</b>  | <b>9.79</b>   | <b>5.51</b>   | <b>4.58</b>   | <b>3.53</b>   | <b>5.98</b>   | <b>4.58</b>   | <b>3.40</b>   | <b>2.60</b>   | <b>39.96</b> |

|   | £             | £             | £             | £             | £             | £             | £             | £             | £m           |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <b>2033-38</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b> |
| Accommodation services per Person                                   | 1.22          | 0.78          | 0.68          | 0.48          | 0.74          | 0.50          | 0.52          | 0.39          | 5.30         |
| Cultural services per Person  | 1.70          | 0.88          | 0.70          | 0.58          | 0.98          | 0.74          | 0.53          | 0.41          | 6.52         |
| Games of chance per Person  | 0.97          | 0.40          | 0.33          | 0.31          | 0.50          | 0.40          | 0.21          | 0.19          | 3.31         |
| Hairdressing salons and personal grooming establishments per person | 0.49          | 0.28          | 0.23          | 0.17          | 0.30          | 0.20          | 0.18          | 0.14          | 1.99         |
| Recreational and sporting services per Person                       | 0.54          | 0.33          | 0.28          | 0.21          | 0.33          | 0.23          | 0.22          | 0.17          | 2.30         |
| Restaurants cafes etc per Person                                    | 5.84          | 3.04          | 2.54          | 2.04          | 3.35          | 2.68          | 1.86          | 1.46          | 22.80        |
| <b>Total</b>  | <b>10.76</b>  | <b>5.71</b>   | <b>4.75</b>   | <b>3.79</b>   | <b>6.20</b>   | <b>4.75</b>   | <b>3.52</b>   | <b>2.75</b>   | <b>42.23</b> |

|   | £m            | £m           |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| <b>2038-40</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b> |
| Accommodation services per Person                                   | 0.51          | 0.33          | 0.29          | 0.20          | 0.32          | 0.21          | 0.22          | 0.16          | 2.24         |
| Cultural services per Person  | 0.71          | 0.38          | 0.30          | 0.24          | 0.42          | 0.32          | 0.23          | 0.17          | 2.75         |
| Games of chance per Person  | 0.40          | 0.17          | 0.14          | 0.13          | 0.22          | 0.17          | 0.09          | 0.08          | 1.40         |
| Hairdressing salons and personal grooming establishments per person | 0.20          | 0.12          | 0.10          | 0.07          | 0.13          | 0.09          | 0.08          | 0.06          | 0.84         |
| Recreational and sporting services per Person                       | 0.22          | 0.14          | 0.12          | 0.08          | 0.14          | 0.10          | 0.10          | 0.07          | 0.97         |
| Restaurants cafes etc per Person                                    | 2.42          | 1.30          | 1.09          | 0.84          | 1.44          | 1.15          | 0.80          | 0.61          | 9.64         |
| <b>Total</b>  | <b>4.46</b>   | <b>2.45</b>   | <b>2.03</b>   | <b>1.57</b>   | <b>2.66</b>   | <b>2.03</b>   | <b>1.51</b>   | <b>1.14</b>   | <b>17.86</b> |

|   | £m            |
|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>2019-40</b>  | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> | <b>Total</b>  |
| Accommodation services per Person                                   | 4.76          | 3.21          | 2.79          | 1.92          | 3.04          | 2.06          | 2.16          | 1.55          | 21.49         |
| Cultural services per Person  | 6.64          | 3.62          | 2.89          | 2.34          | 4.02          | 3.03          | 2.19          | 1.64          | 26.37         |
| Games of chance per Person  | 3.80          | 1.65          | 1.35          | 1.26          | 2.07          | 1.65          | 0.85          | 0.75          | 13.38         |
| Hairdressing salons and personal grooming establishments per person | 1.90          | 1.16          | 0.95          | 0.69          | 1.25          | 0.84          | 0.74          | 0.55          | 8.08          |
| Recreational and sporting services per Person                       | 2.09          | 1.37          | 1.15          | 0.82          | 1.37          | 0.95          | 0.92          | 0.67          | 9.33          |
| Restaurants cafes etc per Person                                    | 22.75         | 12.54         | 10.45         | 8.20          | 13.82         | 11.04         | 7.67          | 5.84          | 92.31         |
| <b>Total</b>  | <b>41.93</b>  | <b>23.55</b>  | <b>19.58</b>  | <b>15.23</b>  | <b>25.58</b>  | <b>19.57</b>  | <b>14.53</b>  | <b>11.00</b>  | <b>170.96</b> |

Spreadsheet 5 - Summary of Food & Beverage Market Shares for Stafford, Stone and Eccleshall

| <b>Restaurants / Cafes</b>          | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Stafford Town Centre                | 12.3%         | 14.1%         | 22.8%         | 3.0%          | 62.2%         | 65.0%         | 50.8%         | 23.3%         |
| Stafford (other, non-town centre)   | 2.8%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.8%          | 2.5%          | 0.0%          |
| Stone Town Centre                   | 0.0%          | 55.5%         | 0.0%          | 1.1%          | 0.9%          | 2.2%          | 2.3%          | 0.0%          |
| Stone (other, non-town centre)      | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Eccleshall Town Centre              | 0.0%          | 8.4%          | 1.2%          | 0.0%          | 0.0%          | 1.4%          | 0.0%          | 0.0%          |
| Eccleshall (other, non-town centre) | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total</b>                        | <b>15.0%</b>  | <b>78.0%</b>  | <b>23.9%</b>  | <b>4.1%</b>   | <b>63.1%</b>  | <b>69.3%</b>  | <b>55.6%</b>  | <b>23.3%</b>  |

| <b>Pubs / bars / nightclubs</b>     | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Stafford Town Centre                | 7.0%          | 11.7%         | 12.9%         | 1.4%          | 51.8%         | 55.2%         | 30.7%         | 9.9%          |
| Stafford (other, non-town centre)   | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Stone Town Centre                   | 0.0%          | 53.4%         | 0.0%          | 0.0%          | 0.9%          | 0.0%          | 3.0%          | 0.0%          |
| Stone (other, non-town centre)      | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Eccleshall Town Centre              | 0.0%          | 9.4%          | 0.8%          | 0.0%          | 0.0%          | 0.0%          | 1.8%          | 2.6%          |
| Eccleshall (other, non-town centre) | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total</b>                        | <b>7.0%</b>   | <b>74.5%</b>  | <b>13.7%</b>  | <b>1.4%</b>   | <b>52.7%</b>  | <b>55.2%</b>  | <b>35.5%</b>  | <b>12.5%</b>  |

Spreadsheet 6 - Indicative Capacity for Food & Beverage Uses in Stafford, Stone and Eccleshall

| Available Expenditure and Expenditure Retention by Stafford, Stone and Eccleshall |  |        |        |        |        |        | 2019   | 2023  | 2028  | 2033  | 2038  | 2040 | 2019-23 | 2023-28 | 2028-33 | 2033-38 | 2038-2040 | 2019-40 |
|---|--|--------|--------|--------|--------|--------|--------|-------|-------|-------|-------|------|---------|---------|---------|---------|-----------|---------|
| A   | Total Study Area Expenditure on Food and Drink (£m)                | 277.68 | 294.79 | 315.97 | 337.55 | 360.35 | 369.99 | 17.10 | 21.19 | 21.57 | 22.80 | 9.64 | 92.31   |         |         |         |           |         |
| B   | Current Market Share for Stafford, Stone and Eccleshall (%)        | 50.4%  | 50.4%  | 50.4%  | 50.4%  | 50.4%  | 50.4%  | -     | -     | -     | -     | -    | -       |         |         |         |           |         |
| C   | Retained Expenditure in Stafford, Stone and Eccleshall (£m) (=A*B) | 139.95 | 148.57 | 159.25 | 170.12 | 181.61 | 186.47 | 8.62  | 10.68 | 10.87 | 11.49 | 4.86 | 46.52   |         |         |         |           |         |
| D   | Inflow Expenditure to Stafford, Stone and Eccleshall (£m)          | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00  | 0.00  | 0.00  | 0.00  | 0.00 | 0.00    |         |         |         |           |         |
| <b>Claim on Expenditure from Turnover</b>   |  |        |        |        |        |        |        |       |       |       |       |      |         |         |         |         |           |         |
| E   | Turnover of Stafford, Stone and Eccleshall (£m) (=C+D in 2019)     | 139.95 | 139.95 | 139.95 | 139.95 | 139.95 | 139.95 | 0.00  | 0.00  | 0.00  | 0.00  | 0.00 | 0.00    |         |         |         |           |         |
| F   | Growth in Turnover of Stafford, Stone and Eccleshall (£m)          | 0.00   | 0.00   | 2.82   | 5.70   | 8.64   | 9.83   | 0.00  | 2.82  | 2.88  | 2.94  | 1.19 | 9.83    |         |         |         |           |         |
| <b>Claim on Expenditure from Commitments for New Floorspace</b>                   |  |        |        |        |        |        |        |       |       |       |       |      |         |         |         |         |           |         |
| G   | Sales density growth in existing units (£m)                        | 0.00   | 3.53   | 7.16   | 10.87  | 14.68  | 16.23  | 3.53  | 3.62  | 3.71  | 3.81  | 1.55 | 16.23   |         |         |         |           |         |
| H   | Turnover from commitments  | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00  | 0.00  | 0.00  | 0.00  | 0.00 | 0.00    |         |         |         |           |         |
| I   | Total claims on expenditure (£m)                                   | 0.00   | 3.53   | 7.16   | 10.87  | 14.68  | 16.23  | 3.53  | 3.62  | 3.71  | 3.81  | 1.55 | 16.23   |         |         |         |           |         |
| <b>Residual Expenditure Available to Support New Floorspace</b>                   |  |        |        |        |        |        |        |       |       |       |       |      |         |         |         |         |           |         |
| J   | Residual Expenditure (£m) (=C+D-E-F-I)                             | 0.00   | 5.09   | 9.32   | 13.60  | 18.35  | 20.46  | 5.09  | 4.23  | 4.28  | 4.75  | 2.12 | 20.46   |         |         |         |           |         |

Spreadsheet 7 - Summary of Cinema Market Shares for Stafford, Stone and Eccleshall

| Cinema                              | Zone 1       | Zone 2       | Zone 3       | Zone 4      | Zone 5       | Zone 6       | Zone 7       | Zone 8       |
|-------------------------------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|
| Stafford Town Centre                | 20.4%        | 22.5%        | 16.8%        | 0.6%        | 51.8%        | 50.3%        | 36.8%        | 19.9%        |
| Stafford (other, non-town centre)   | 2.1%         | 0.6%         | 0.0%         | 0.0%        | 0.0%         | 0.0%         | 0.0%         | 0.0%         |
| Stone Town Centre                   | 0.0%         | 0.0%         | 0.0%         | 0.0%        | 0.0%         | 0.0%         | 0.0%         | 0.0%         |
| Stone (other, non-town centre)      | 0.0%         | 0.0%         | 0.0%         | 0.0%        | 0.0%         | 0.0%         | 0.0%         | 0.0%         |
| Eccleshall Town Centre              | 0.0%         | 0.0%         | 0.0%         | 0.0%        | 0.0%         | 0.0%         | 0.0%         | 0.0%         |
| Eccleshall (other, non-town centre) | 0.0%         | 0.0%         | 0.0%         | 0.0%        | 0.0%         | 0.0%         | 0.0%         | 0.0%         |
| <b>Total</b>                        | <b>22.5%</b> | <b>23.0%</b> | <b>16.8%</b> | <b>0.6%</b> | <b>51.8%</b> | <b>50.3%</b> | <b>36.8%</b> | <b>19.9%</b> |

Spreadsheet 8 - Indicative Capacity for Cinema Uses in Stafford, Stone and Eccleshall

| Available Expenditure and Expenditure Retention by Stafford, Stone and Eccleshall |  | 2019  | 2023  | 2028  | 2033  | 2038  | 2040  | 2019-23 | 2023-28 | 2028-33 | 2033-38 | 2038-2040 | 2019-40 |
|---|--|-------|-------|-------|-------|-------|-------|---------|---------|---------|---------|-----------|---------|
| A   | Total Study Area Expenditure on Cinemas (£m)                       | 16.20 | 17.19 | 18.43 | 19.69 | 21.01 | 21.58 | 1.00    | 1.23    | 1.26    | 1.33    | 0.56      | 5.38    |
| B   | Current Market Share for Stafford, Stone and Eccleshall(%)         | 46.7% | 46.7% | 46.7% | 46.7% | 46.7% | 46.7% | -       | -       | -       | -       | -         | -       |
| C   | Retained Expenditure in Stafford, Stone and Eccleshall (£m) (=A*B) | 7.56  | 8.03  | 8.61  | 9.19  | 9.81  | 10.08 | 0.47    | 0.58    | 0.59    | 0.62    | 0.26      | 2.51    |
| D   | Inflow Expenditure to Stafford, Stone and Eccleshall (£m)          | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00    | 0.00    | 0.00    | 0.00    | 0.00      | 0.00    |
| <b>Claim on Expenditure from Turnover</b>   |  |       |       |       |       |       |       |         |         |         |         |           |         |
| E   | Turnover of Stafford, Stone and Eccleshall (£m) (=C+D in 2019)     | 7.56  | 7.56  | 7.56  | 7.56  | 7.56  | 7.56  | 0.00    | 0.00    | 0.00    | 0.00    | 0.00      | 0.00    |
| F   | Growth in Turnover of Stafford, Stone and Eccleshall (£m)          | 0.00  | 0.00  | 0.19  | 0.39  | 0.59  | 0.67  | 0.00    | 0.19    | 0.20    | 0.20    | 0.08      | 0.67    |
| <b>Claim on Expenditure from Commitments to New Floorspace</b>                    |  |       |       |       |       |       |       |         |         |         |         |           |         |
| G   | Sales density growth in existing units (£m)                        | 0.00  | 0.19  | 0.39  | 0.59  | 0.79  | 0.88  | 0.19    | 0.20    | 0.20    | 0.21    | 0.08      | 0.88    |
| H   | Turnover from commitments  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00    | 0.00    | 0.00    | 0.00    | 0.00      | 0.00    |
| I   | Total claims on expenditure (£m)                                   | 0.00  | 0.19  | 0.39  | 0.59  | 0.79  | 0.88  | 0.19    | 0.20    | 0.20    | 0.21    | 0.08      | 0.88    |
| <b>Residual Expenditure Available to Support New Floorspace</b>                   |  |       |       |       |       |       |       |         |         |         |         |           |         |
| J   | Residual Expenditure (£m) (=C+D-E-F-I)                             | 0.00  | 0.27  | 0.46  | 0.65  | 0.87  | 0.97  | 0.27    | 0.19    | 0.19    | 0.21    | 0.10      | 0.97    |

Spreadsheet 9 - Summary of Bingo Shares for Stafford, Stone and Eccleshall

| <b>Bingo</b>                        | <b>Zone 1</b> | <b>Zone 2</b> | <b>Zone 3</b> | <b>Zone 4</b> | <b>Zone 5</b> | <b>Zone 6</b> | <b>Zone 7</b> | <b>Zone 8</b> |
|-------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Stafford Town Centre                | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Stafford (other, non-town centre)   | 6.1%          | 0.0%          | 0.0%          | 0.0%          | 4.1%          | 2.5%          | 1.2%          | 1.1%          |
| Stone Town Centre                   | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Stone (other, non-town centre)      | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Eccleshall Town Centre              | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| Eccleshall (other, non-town centre) | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          | 0.0%          |
| <b>Total</b>                        | <b>6.1%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>0.0%</b>   | <b>4.1%</b>   | <b>2.5%</b>   | <b>1.2%</b>   | <b>1.1%</b>   |

Spreadsheet 10 - Indicative Capacity for Bingo Uses in Stafford, Stone and Eccleshall

| Available Expenditure and Expenditure Retention by Stafford, Stone and Eccleshall |  | 2019  | 2023  | 2028  | 2033  | 2038  | 2040  | 2019-23 | 2023-28 | 2028-33 | 2033-38 | 2038-2040 | 2019-40 |
|---|--|-------|-------|-------|-------|-------|-------|---------|---------|---------|---------|-----------|---------|
| A   | Total Study Area Expenditure on Bingo (£m)                         | 3.11  | 3.30  | 3.54  | 3.78  | 4.04  | 4.14  | 0.19    | 0.24    | 0.24    | 0.25    | 0.11      | 1.03    |
| B   | Current Market Share for Stafford, Stone and Eccleshall(%)         | 47.0% | 47.0% | 47.0% | 47.0% | 47.0% | 47.0% | -       | -       | -       | -       | -         | -       |
| C   | Retained Expenditure in Stafford, Stone and Eccleshall (£m) (=A*B) | 1.46  | 1.55  | 1.66  | 1.78  | 1.90  | 1.95  | 0.09    | 0.11    | 0.11    | 0.12    | 0.05      | 0.48    |
| D   | Inflow Expenditure to Stafford, Stone and Eccleshall (£m)          | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00    | 0.00    | 0.00    | 0.00    | 0.00      | 0.00    |
| <b>Claim on Expenditure from Turnover</b>   |  |       |       |       |       |       |       |         |         |         |         |           |         |
| E   | Turnover of Stafford, Stone and Eccleshall (£m) (=C+D in 2019)     | 1.46  | 1.46  | 1.46  | 1.46  | 1.46  | 0.00  | 0.00    | 0.00    | 0.00    | 0.00    | -1.46     | -1.46   |
| F   | Growth in Turnover of Stafford, Stone and Eccleshall (£m)          | 0.00  | 0.00  | 0.04  | 0.07  | 0.11  | 0.13  | 0.00    | 0.04    | 0.04    | 0.04    | 0.02      | 0.13    |
| <b>Claim on Expenditure from Commitments to New Floorspace</b>                    |  |       |       |       |       |       |       |         |         |         |         |           |         |
| G   | Sales density growth in existing units (£m)                        | 0.00  | 0.04  | 0.07  | 0.11  | 0.15  | 1.63  | 0.04    | 0.04    | 0.04    | 0.04    | 1.48      | 1.63    |
| H   | Turnover from commitments  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00  | 0.00    | 0.00    | 0.00    | 0.00    | 0.00      | 0.00    |
| I   | Total claims on expenditure (£m)                                   | 0.00  | 0.04  | 0.07  | 0.11  | 0.15  | 1.63  | 0.04    | 0.04    | 0.04    | 0.04    | 1.48      | 1.63    |
| <b>Residual Expenditure Available to Support New Floorspace</b>                   |  |       |       |       |       |       |       |         |         |         |         |           |         |
| H   | Residual Expenditure (£m) (=C+D-E-F-I)                             | 0.00  | 0.05  | 0.09  | 0.13  | 0.17  | 0.18  | 0.05    | 0.04    | 0.04    | 0.04    | 0.02      | 0.18    |

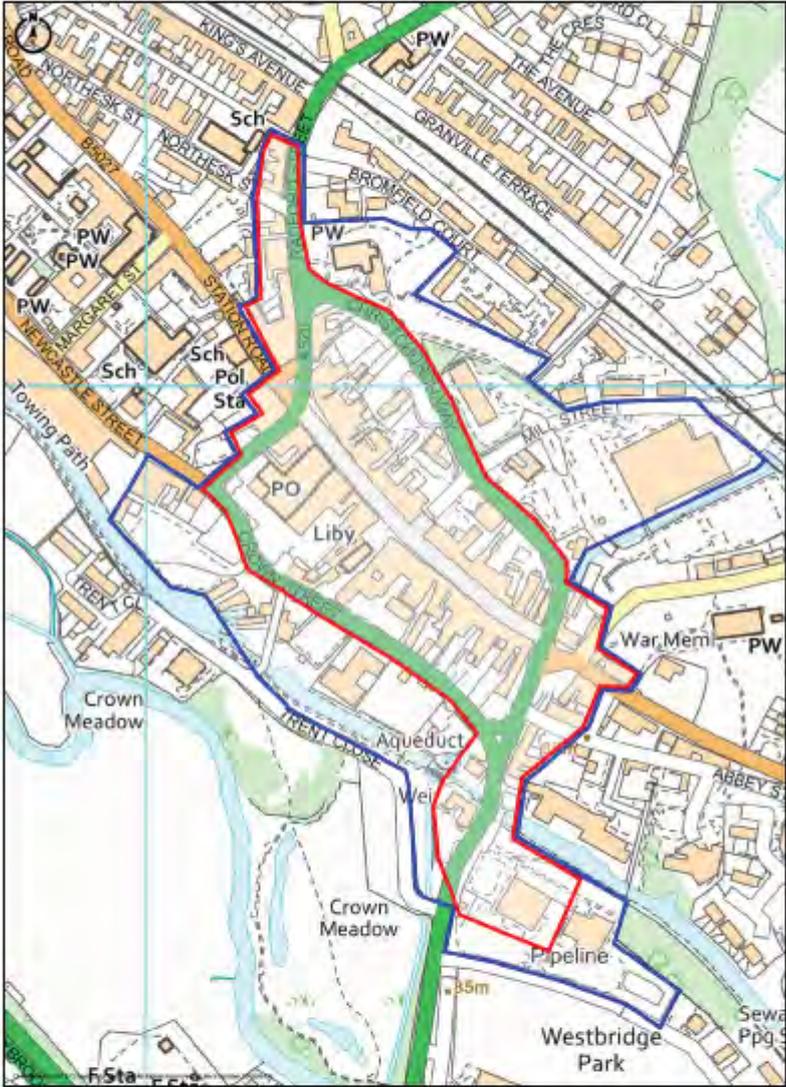
## **Appendix G PROPOSED CENTRE BOUNDARIES**

**Stafford Town Centre Proposed Boundaries**



- Proposed Town Centre Boundary
- Proposed Primary Shopping Area

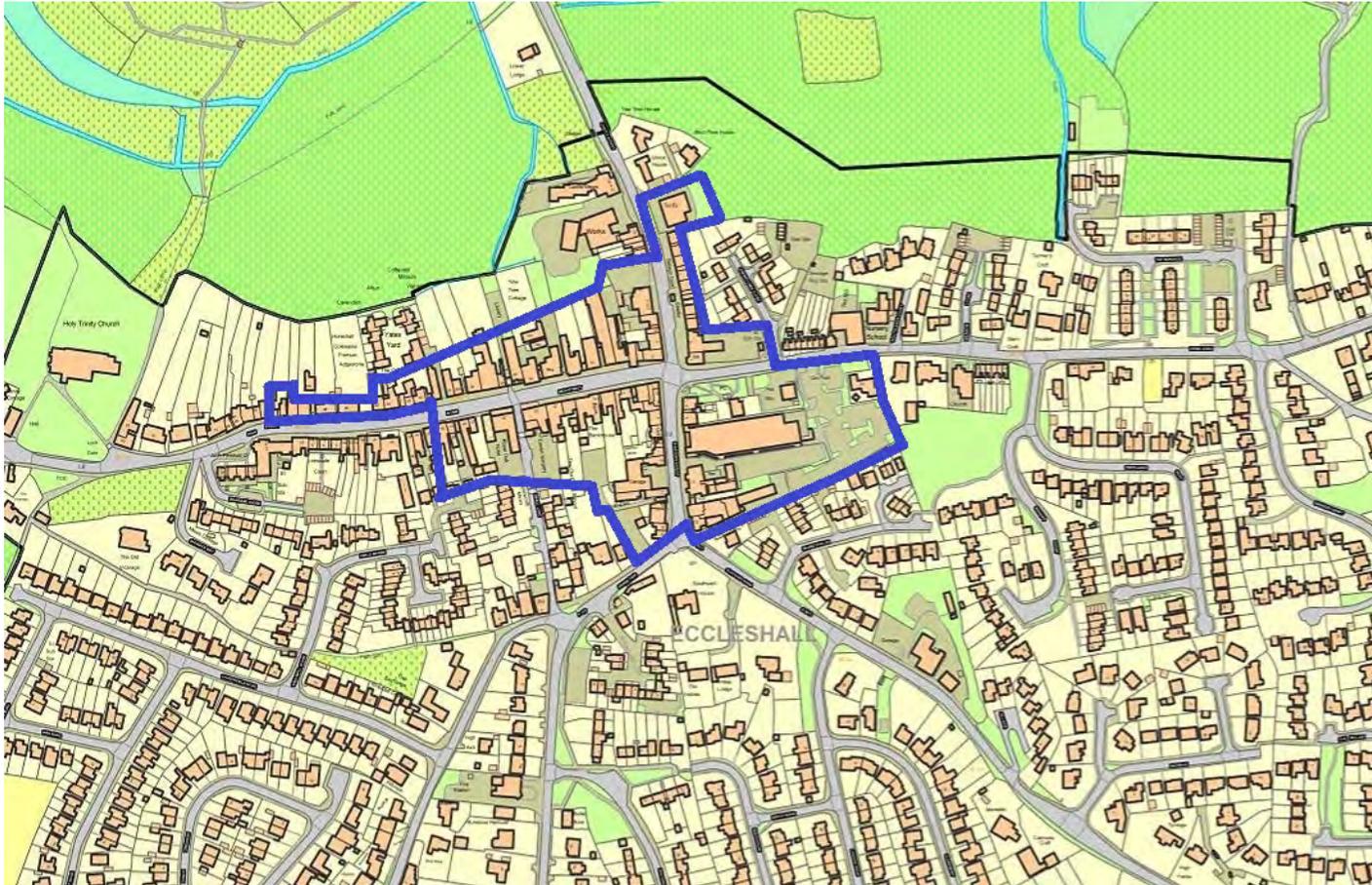
# Stone Town Centre Proposed Boundaries



**Promap V2** LANDMARK INFORMATION  
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 Model Scale - 1:1000, Paper Size - A4

Key:  
 Proposed Town Centre Boundary ————  
 Proposed Primary Shopping Area ————

**Eccleshall Local Centre Proposed Local Centre Boundary**



## **Appendix H POTENTIAL DEVELOPMENT SITES**

## Stafford Town Centre

### Kingsmead Retail Park, Stafford

| Evaluation Criteria   | Comment   |
|---|---|
|  |   |
| Site Size   | Approximately 500 sq. m gross.  |
| Current Use   | Car park used for customers and staff of retail park.   |
| Sequential Status   | In centre on northern fringe of town centre.  |
| Availability  | The aspirations of the owner of the retail park are not known.  |
| Potential Uses  | There is potential to develop a few small units on part of the car parking area for a café, restaurant or drive-thru. These uses would be ancillary to the existing retail uses at the retail park (we note that planning permission was granted for a McDonalds drive-thru to the north of Kingsmead Retail Park in April 2019 – LPA Ref. 18/28213/FUL). |
| Scale of Development  | Small scale – up to 500 sq. m gross.  |
| Development Constraints   | Loss of car parking could create car park congestion issues.  |
| Access  | Vehicle access from North Walls.  |
| Overall Development Prospects   | Good.   |

## Police Station, Stafford

| Evaluation Criteria   | Comment  |
|---|--|
|  |  |
| Site Size   | Greater than 0.1 hectare.  |
| Current Use   | Police station.  |
| Sequential Status   | In centre on eastern fringe of town centre.  |
| Availability  | The site is currently occupied as a Police Station. Across Staffordshire, the police are going through a reorganisation process which included shutting the front desk of the Stafford Town Centre police station. There is the potential for Staffordshire Police to be relocated to a less prominent location. |
| Potential Uses  | Potential for A1 (shops) or A3 (food and drink) uses at ground level and residential use at first floor level. Alternatively, the site could be re-developed for mixed-use, residential-led medium or high density development. Potential for larger development site if combined with the Magistrate's Court.   |
| Scale of Development  | Medium scale – up to 1,200 sq. m gross.  |
| Development Constraints   | Need to provide a new site for a police station.   |
| Access  | Vehicle access from Eastgate Street.   |
| Overall Development Prospects   | Reasonable.  |

**Shire Hall, Stafford**

| Evaluation Criteria   | Comment   |
|---|---|
|  |   |
| Site Size   | Approximately 900 sq. m gross.  |
| Current Use   | Vacant art gallery.   |
| Sequential Status   | In centre in the heart of the town centre.  |
| Availability  | The site is owned by Staffordshire County Council but does not appear to be currently actively marketed.                      |
| Potential Uses  | Potential for community use, A1 (shops) or A3 (food and drink) uses.  |
| Scale of Development  | Medium scale – up to 900 sq. m gross.   |
| Development Constraints   | Grade II* listed building – any change which affected the listed fabric of the building will require listed building consent. |
| Access  | Pedestrian access from Greengate Street.  |
| Overall Development Prospects   | Reasonable.   |

**Former Marks & Spencer Unit, 32 Gaolgate Street, Stafford**

| Evaluation Criteria   | Comment  |
|---|--|
|  |  |
| Site Size   | Approximately 750 sq. m gross.   |
| Current Use   | Vacant retail unit (formerly occupied by Marks & Spencer).   |
| Sequential Status   | In centre in the heart of the town centre.   |
| Availability  | Privately owned (sold at auction to current owner in March 2018) but does not appear to be currently actively marketed to let.   |
| Potential Uses  | Potential for A1 (shops), A3 (food and drink) and D2 (assembly and leisure) – subdivision is possible.   |
| Scale of Development  | Medium scale – up to 750 sq. m gross at ground level.  |
| Development Constraints   | Re-use rather than re-development of the unit is likely to be only option. The unit could be taken by a discount variety store and / or subdivided into separate units and uses. |
| Access  | Pedestrian access from Gaolgate Street.  |
| Overall Development Prospects   | Reasonable / good.   |

## Indoor Market and Multi-Storey Car Park, Stafford

| Evaluation Criteria   | Comment  |
|---|--|
|  |  |
| Site Size   | Approximately 2,600 sq. m gross                              |
| Current Use   | Indoor market (only 50% occupied) and multi-storey car park. |
| Sequential Status   | In centre.   |
| Availability  | Council owned and in use as a market.                        |
| Potential Uses  | Potential for more upmarket / food & beverage offer.         |
| Scale of Development  | Large scale – up to 2,600 sq. m gross.                       |
| Development Constraints   | Public investment required.                                  |
| Access  | Pedestrian access from Broad Street and Chapel Street.       |
| Overall Development Prospects   | Reasonable but public investment required.                   |

## Magistrates Court, Stafford

| Evaluation Criteria   | Comment  |
|---|--|
|  |  |
| Site Size   | Approximately 1,500 sq. m gross.   |
| Current Use   | Vacant building (former Magistrates Court).  |
| Sequential Status   | In centre on eastern fringe of town centre.  |
| Availability  | The building is vacant, although it does not appear to be actively marketed.   |
| Potential Uses  | Potential for A1 (shops) or A3 (food and drink) uses at ground level and residential use at first floor level. Alternatively, the site could be re-developed for mixed-use, residential-led medium or high density development. Potential for larger development site if combined with the police station. |
| Scale of Development  | Medium scale – up to 1,500 sq. m gross.  |
| Development Constraints   | Re-development of the site is more likely than re-using the existing building.   |
| Access  | Vehicle access from Tipping Street.  |
| Overall Development Prospects   | Reasonable.  |

**Former Co-op Unit, Princes Street, Stafford**

| Evaluation Criteria   | Comment  |
|---|--|
|  |  |
| Site Size   | Approximately 5,250 sq. m net.   |
| Current Use   | Vacant retail unit over two levels (formerly occupied by Co-op).   |
| Sequential Status   | In centre in the heart of the town centre.   |
| Availability  | Privately owned and actively marketed to let / for re-development with adjacent units.   |
| Potential Uses  | Potential for A1 (shops), A3 (food and drink) and D2 (assembly and leisure) – subdivision is possible. In the current market, only the ground floor is likely to be occupied by retail uses. |
| Scale of Development  | Large scale – up to 5,250 sq. m net.   |
| Development Constraints   | Re-use is more likely than re-development. The unit is large and there is little appetite in the current market for department stores to open new stores.                                    |
| Access  | Pedestrian access from Gaolgate Street.  |
| Overall Development Prospects   | Reasonable / good.   |

## Stone Town Centre

### Former Police Station, Stone

| Evaluation Criteria  | Comment   |
|--|---|
|  |   |
| Site Size  | Approximately 250 sq. m gross   |
| Current Use  | Vacant police station   |
| Sequential Status  | In centre on northern fringe of town centre   |
| Availability   | Publicly owned and actively marketed for sale   |
| Potential Uses   | Potential for A1 (shops) or A3 (food and drink) uses at ground level and residential use at first floor level |
| Scale of Development   | Small scale – up to 250 sq. m gross   |
| Development Constraints  | Change of use is likely to be only viable option / located in a peripheral area of the town centre            |
| Access   | Vehicle access from the rear off Station Road   |
| Overall Development Prospects  | Good  |

## Eccleshall Local Centre

### Former Police Station, Eccleshall

| Evaluation Criteria   | Comment   |
|---|---|
|  |   |
| Site Size   | Approximately 300 sq. m   |
| Current Use   | Vacant Police Station   |
| Sequential Status   | In centre site on western fringe of local centre (based on our proposed town centre boundary) |
| Availability  | Publicly owned and actively marketed for sale   |
| Potential Uses  | Potential for A1 (shops) or A3 (food and drink) uses  |
| Scale of Development  | Small scale – up to 300 sq. m gross   |
| Development Constraints   | Change of use is likely to be only viable option  |
| Access  | Existing access from High Street  |
| Overall Development Prospects   | Good  |