Stafford Borough Council

Stafford and Stone Town Centre Retail Capacity - Update

Final Report

May 2013

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EXECUTIVE SUMMARY

WYG Planning & Environment (WYG) has been commissioned by Stafford Borough Council to undertake an update of the principal findings of the previous Stafford and Stone Town Centre Capacity Study, which reported in January 2011. The purpose of this report is to update the retail need capacity assessment to 2031 and to provide an up-to-date assessment of the performance of Stafford and Stone Town Centres to inform the new Local Plan (a Plan for Stafford Borough).

Stafford Vitality and Viability

Since the 2010 Study the number of convenience and comparison goods units and amount of floorspace has decreased slightly. The town remains well represented in terms of convenience goods floorspace; the proportion of comparison goods floorspace and leisure service floorspace is below the national average. Since April 2010, there has been a slight increase the number of retail service, leisure service and financial and business units. This corresponds with a slight decrease in the amount of retail service, leisure service and financial and business floorspace. Vacancy rates in Stafford town centre have increased since April 2010, with both the proportion of vacant units and floorspace above the respective national average figures. This indicates that the health of the town has declined since 2010, some of these vacancies are a result of national multiple company closures or decisions to rationale stores. The closures are therefore a reflection of the national situation rather than the specific viability of Stafford.

Stone Vitality and Viability

Since the 2010 Study the number of convenience goods, comparison goods and retail service units in Stone has remained static, with the number of leisure service and financial and service units has decreasing slightly. The amount of convenience floorspace has increased slightly, with slight decreases in the amount of comparison goods, retail service and financial and business floorspace. There has been a greater decrease in the amount of leisure floorspace, which can be accounted for due to the relocation of the former Bowling Green on Crown Street. Stone remains well represented in terms of convenience goods floorspace with the proportion of comparison goods floorspace in the centre remains below the national average. The majority of units in the centre are operated by independent retailers, with only a small number of national retailer operators present in the centre. The amount of vacant units and floorspace within the centre has increased since the 2010 Study, and the proportion of vacant units and floorspace in the centre still remains well below the national average, thus indicating that Stone remains a vital and viable centre.

Population and Retail Expenditure

Experian Micromarketer G3 data has been utilised to determine the population within each postal code sector zone (2010 estimate) to ensure consistency with 2010 Study. The baseline population has then been projected forward using Experian's population projections, which are derived from mid-year ONS population estimates for each survey zone, revised by Experian to take into account the first release of the 2011 Census data.

The identified Study Area is estimated to contain a resident population of approximately 242,156 people in 2010, rising to 255,774 people at 2015, to 264,422 people at 2021, 271,179 people by 2026 and to 276,603 people at 2031. This represents an increase in population within the Study Area of 34,453 people (equating to a 14.0% rise) between 2010 and 2031.

To calculate convenience and comparison expenditure per person, WYG has again utilised Experian Micromarketer G3 data, to provide detailed information on local consumer expenditure that takes into account the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data.

By applying expenditure estimates to the identified resident population of the Study Area, convenience goods expenditure on main food shopping is approximately £369.8m and 'top up' expenditure is approximately £123.3m at 2010. At 2015 this is expect to increase to £380.4m for main food shopping and £126.8m for top up food shopping.

In 2010, the resident population within the Study Area is identified to generate £735.4m of comparison goods expenditure. Given the forecast growth in population and expenditure, this is expected to increase to £1,285.8m by 2031. This represents an increase of £550.4m (or 75%) between 2010 and 2031. The overall forecast comparison goods expenditure growth is somewhat below the level anticipated by the 2010 Study as a result of the more restricted per capita expenditure growth forecasts, and the application of amended forecasts in respect of special forms of trading.

Market Share

The Update draws upon the 1,000 household telephone interviews undertaken within the defined Study Area in April 2010. Analysing the results from the survey, it is possible to estimate the levels of expenditure which are directed towards Stafford Borough shopping facilities. WYG note that the NEMS survey results have been adjusted to reflect the geographical distribution of population within each of the eight survey zones.

Convenience Goods Capacity

The updated findings verify that there is significant over trading occurring across the Borough, and the four largest stores in the Borough are still overtrading (noticeably the Morrison's in Stone and the Asda store at Queensway, Stafford).

Given that the application of stores' benchmark turnover suggests an 'expected' total turnover originating from within the Study Area of £207.4m, and that the existing convenience goods floorspace is identified to turn over £245.2m, there would appear to be an undersupply of convenience goods floorspace within the Study Area

Overall existing facilities are identified to be trading some £37.8m above expected levels at 2010. Due to forecast expenditure and population growth, this surplus is estimated to grow to £53.5m at 2015, £69.4m at 2021, £85.1m at 2026 and £98.6m at 2031.

With modest new convenience retail floorspace activity since 2010 a number schemes (Tesco Metro, Stone Road, Stafford and the Aldi, Stafford Road, Stone) permitted need to be accounted for. The convenience goods floorspace delivered since 2010 is expected to have an estimated benchmark turnover of £4.2m at 2015. The implemented development has addressed just 8% of the surplus capacity identified between 2010 and 2015 (£53.5m), based on a static market share (i.e. the status quo).

Despite the new floorspace implemented since 2010, WYG understand that there is a further 4,280 sq.m (net) of convenience goods floorspace proposed across the Borough, this includes the new Morrisons at North Walls in Stafford which is expected to be trading by 2015, the extension of the Tesco store at Newport Road, and the new M&S Simply Food within the Riverside scheme. WYG estimate that the proposed floorspace (if fully implemented) will have an estimated turnover of £32.9m that is likely to be drawn from the Study Area at 2015.

After accounting for committed floorspace, the Study has shown that there is still a significant identified quantitative need for additional convenience goods retail provision in the short to medium term – equating to a requirement for between 1,500 sq.m and 3,300 sq.m of additional net convenience goods floorspace at 2015, rising to between 2,900 sq.m (net) and 6,400 sq.m at 2021 (depending on end operator and format).

The results of this update show that there remains a quantitative and qualitative need for new foodstore provision across the Borough in the short (2015) to medium term (2021). The majority of this will be met by both implemented and extant planning commitments that have been secured in Stafford since the 2010 Study was completed. Therefore in the immediate future there is no requirement to actively secure new land for new foodstore provision in Stafford beyond those already identified. However, despite the introduction of Aldi in Stone there remains a capacity for a new foodstore in Stone to help address the current over trading of the Morrisons store.

Comparison Goods Capacity

Comparable with 2010, the main focus of comparison goods floorspace with the Borough is Stafford town centre, with 35,075 sq.m of floorspace, with a further 9,810 sq.m at Hough Retail Park, 15,900 sq.m at Queens Retail Park and a further 14,090 sq.m at Madford Retail Park. The results show that there is now more comparison goods floorspace in the existing retail warehouse parks than in Stafford town centre.

Our analysis of the market share of facilities in the Borough indicates that the level of trade passing through non-food facilities originating from inside the Study Area is £346.7m at 2010. This represents a market share 47.1% of the total comparison goods expenditure generated from within the defined Study Area. This lower market share (previously 48.4% in 2010) in this update reflects the current position in internet spending as well as the readjustments NEMS have made to the survey results to better represent the population distribution across the Borough.

Stafford town centre is still the most popular destination for comparison goods shopping, retaining just under a third of available expenditure within the wider Study Area. Queens Retail Park is the second most popular destination with a market share of 5% followed by Hough Retail Park which is strongly influenced by the B&Q Mini Warehouse (at 3.9%).

WYG estimates that between 2010 and 2015, an additional £80.6m originating from the Study Area will be spent on all comparison goods (bulky and non-bulky) within the Borough. This identified surplus is relatively modest due to the limited increases in comparison goods spending and increases in the level of expenditure committed via special forms of trading. This expenditure surplus is then forecast to increase to £109.2m by 2021, to £155.1 by 2026 and £201.0 by 2031.

Since 2010 there has been only modest implemented new comparison goods retail development across the Borough, this mainly relates to the comparison goods floorspace contained with the two foodstore developments (Aldi in Stone and the Tesco Metro in Stafford), as well as the floorspace at Staffordshire Place on Tipping Street, Stafford.

After these implemented developments and the reduction in vacancies are taken into account, it is estimated that between 10,200 sq.m and 19,500 sq.m of additional net comparison goods floorspace could be supported by 2015, assuming that the existing (47.1%) market share will be maintained. This will increase to 13,200 sq.m and 24,500 sq.m by 2021.

Since 2010, there is a further 17,000 sq.m (net) of comparison goods floorspace permitted across the Borough. WYG estimate that the proposed floorspace will have an estimated turnover of £70.0m if all were implemented and fully trading at 2015. Most of this floorspace is provided through the 13,600 sq.m (net) of the new Riverside and Kingsmead schemes. Other comparison floorspace is proposed across a variety of out-of-centre locations around Stafford (mainly Queens Retail Park). After taking account of implemented schemes and extant planning permissions and reductions in vacancies, these commitments will negate any identified need for major new comparison goods development up to until 2021, based on the existing market share being retained.

With less growth now estimated in comparison goods expenditure; higher claims for Special Forms of Trading spend; implemented and extant planning permissions, and allowing for future strategies to occupy existing vacant floorspace, WYG estimate that the level of future capacity is significantly lower than that found in the 2010 Study with capacity now estimated at 5,600 sq.m (net) compared to 36,000 sq.m (net) at 2026.

As with the 2010 Study, this update has also identified that any need for additional comparison goods floorspace across the Borough, is in part, met by implemented schemes since 2010, but will also be met by existing planning commitments in the short to medium term. Stafford should be the main focus of this capacity and will be met by the implementation of the Riverside scheme.

Retail Strategy

The Study has provided a number of recommendations in relation to the retail hierarchy, primary shopping areas and threshold policy for the Borough in line with the NPPF and taking into account local circumstances and the identified capacity for both town centres.

Stafford remains a strong sub regional centre and whilst shows signs of vitality and viability, there are signs of increased stress on the town centre with an increase in vacancies occurring, which is mainly as a result of wider UK administrations. The update confirms that despite more suppressed availability of expenditure from that identified in 2010, there is still sufficient capacity to accommodate both implemented and extant comparison goods related development in the Borough, and especially in Stafford through the proposed Riverside scheme. The Riverside scheme will help reverse past trends which have seen the gradual increase in popularity of satellite retail parks and ensure that suitable commercial retail accommodation is provided in a more centralised location that is more conducive to modern retail requirements. The priority for Stafford is to focus on the delivery of both the Riverside scheme in the short to medium term whilst also addressing the increasing number of vacancies in the rest of the town centre.

The update verifies that the proposed new Morrison's store at Kingsmead will address the current over trading that is occurring in the town and will help rebalance local convenience shopping patterns as well as enhancing choice and competition in this sector. WYG recommend that this position is monitored in the future and once implemented.

In terms of Stone town centre, the update confirms that capacity still exists for the introduction of a new medium sized foodstore in the short to medium term, to help address the current over–trading of the existing Morrisons at Mill Street. WYG have outlined the preferred location for a new foodstore at Westbridge Park to help address this capacity in accordance with the NPPF but also to ensure that linked trips with the rest of the town centre are not significantly lost. In terms of comparison goods, the update finds that there is nominal need in quantitative terms, however, despite low vacancies levels within the town centre, priority should still be prioritised on the re-occupation of such space in the short term. However, there may be scope in qualitative terms to provide well positioned comparison goods floorspace around the town centre; however, this would need to be considered against the sequential approach to site selection.

1.0 INTRODUCTION

Objectives of Study

1.01 WYG Planning & Environment (WYG) has been commissioned by Stafford Borough Council to undertake an update of the principal findings of the previous Stafford and Stone Town Centre Capacity Study, which reported in January 2011. The purpose of this report is to update the retail need capacity assessment to 2031 and to provide an up-to-date assessment of the performance of Stafford and Stone Town Centres to inform the new Local Plan (a Plan for Stafford Borough).

Methodology

1.02 This update utilises the empirical data which informed the 2010 Study, namely the telephone shopping survey of 1,000 households which was undertaken by NEMS Market Research Limited in April 2010. WYG, in discussions with NEMS, have re-coded the survey to weight the responses according to population distribution.

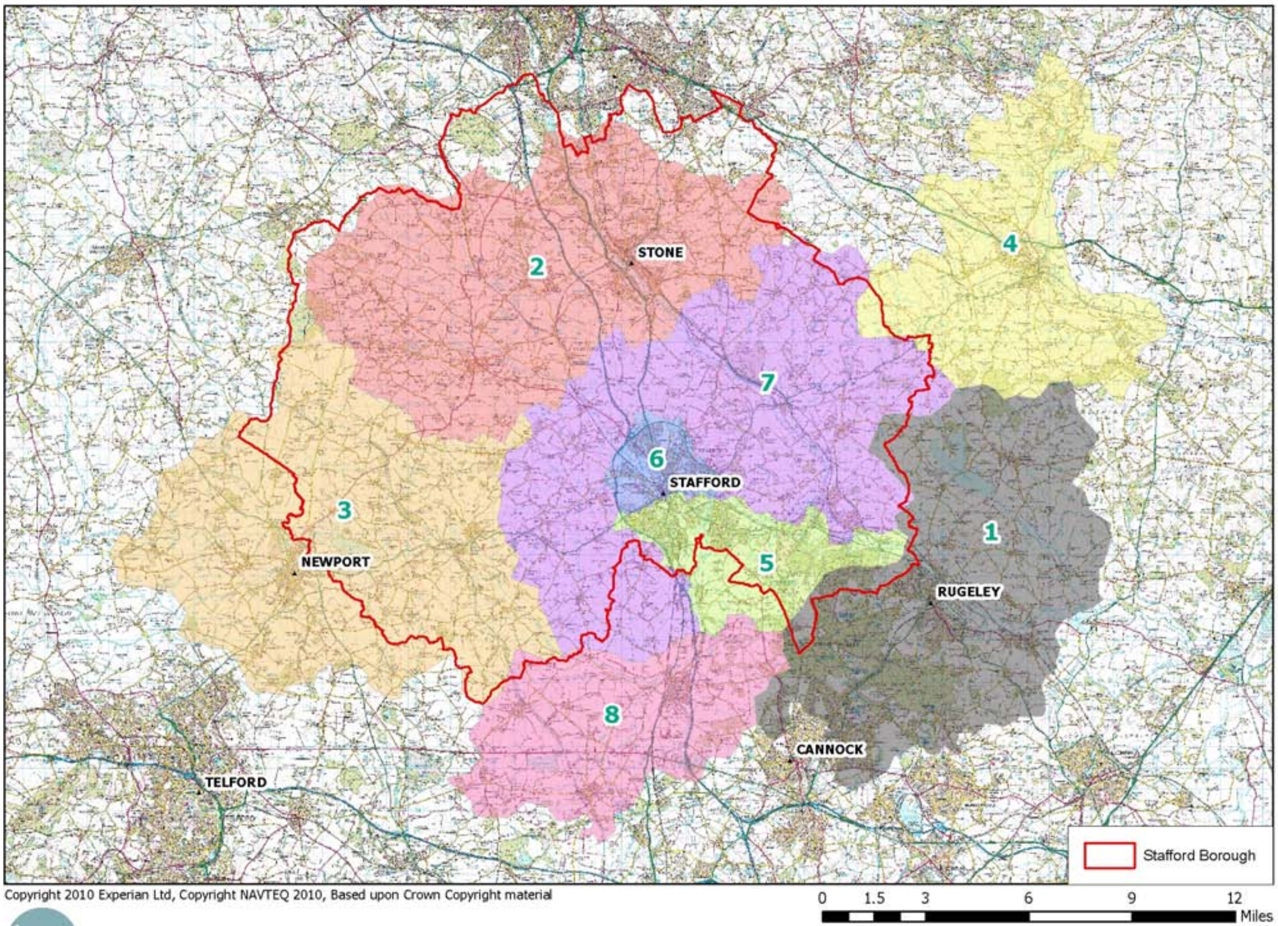
1.03 The defined catchment comprises eight survey zones. **Table 1.1** below sets out the post code areas which comprise each zone.

Table 1.1: Post Codes by Survey Zone

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

1.04 The questions and full (weighted) tabulation of results from the Stafford Telephone Household Survey are provided at **Appendix 1**.

Figure 1.1: Study Area and Zones for Stafford & Stone Study



Format of Report

1.05 The remainder of the report is structured as follows:

- Section 2 provides an general update of current and emerging retail trends that are affecting our town and city centres;
- Section 3 updates the current planning policy context that has changed significantly since 2010;
- Section 4 updates the main changes to the vitality and viability of Stafford and Stone town centres since the 2010 Study was completed;
- Section 5 sets out our updated assumptions on population and expenditure based on the latest data available;
- Section 6 sets out our updated assessment of quantitative need for further convenience and comparison goods floorspace in the periods to 2015, 2021, 2026 and 2031, taking into account changes and proposed changes in retailer representation since the reporting of the last Study; and

- Section 7 provides an update to our previous recommendations in respect of the Council's future retail policy strategy to ensure that the above capacity can be implemented over the plan period to ensure the Borough's residents are well provided for.

2.0 CURRENT AND EMERGING RETAIL TRENDS

Introduction

2.01 The retail property landscape across the UK has evolved significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of retail warehouse parks and out-of-town regional shopping malls. For most of this time, retail and leisure sectors have both experienced considerable expenditure growth, which has been attributed to a number of factors, including greater disposable income, availability of credit, cheaper prices, new technology and a general overall increase in our standard of living. However, recent economic conditions have had a clear impact on expenditure and per capita convenience goods spending. The way in which goods are purchased has also altered due to the maturity of 'e-tailing', which now claims more than one in every ten pounds spent in the UK[1].

2.02 The retail market and the need for new development is continually changing as a result of numerous factors including demographics, consumer demands, car ownership, planning policy and technological advancements, such as e-tailing. The share of retail spending has undergone a significant shift in the decade since 2002, with Verdict identifying that town centre spending declined from 47.7% to 39.9% by 2012. In contrast, spending in out-of-centre locations has increased by 2.1% and non-store locations by 6.6%[2]. These changes have had a major impact on the format and location of retail and leisure floorspace and have been recognised in the 'town centre first' policy approach which has been pursued by recent Governments and which is now outlined in the National Planning Policy Framework (NPPF) which was published in March 2012.

Current Retail Picture

2.03 Research undertaken by Colliers[3] provides information on recent trends together with forecasts for the future of retailing in the UK. The findings confirm that the retail sector has been significantly affected by the wider economic climate and there is considerable uncertainty about the strength and durability of future growth. It is noted that whilst sales volumes and footfall were high at the start of 2011, the UK economy entered a double dip recession in the latter months of 2011 and the retail market has since continued to decline. The significant reduction in Government spending due to the recent

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[1] Experian Retail Planner Briefing Note 10, September 2012
[2] 'UK Out of town Retailing,' Verdict Datamonitor, April 2012
[3] 'Great Britain Retail: Autumn 2012', Colliers, October 2012

austerity measures is also impacting on economic growth, with the UK unemployment rate recorded at 8.1% in July 2012.

2.04 These factors have had a significant impact on the public's general confidence, thereby reducing their propensity to spend their earnings on retail goods. Furthermore, since 2010 there have been increases in taxation (for example in VAT, national insurance contributions and capital gains tax) which also suggest that growth in household spending is unlikely to counterbalance any reduced public sector spending. Furthermore, inflation had risen to such a level that it quickly outpaced average earnings growth; however, inflation is stabilising and is now at its lowest level in three years at 2.2% (October 2012).

2.05 The current economic conditions are resulting in significant structural changes to the high street, whereby the pressure on retailers to remain solvent has meant that many are showing increased signs of caution in investment decisions. In particular, retailers are rationalising their physical store portfolios by reducing the number of their stores, abandoning their representation in weaker centres and concentrating on acquiring sites in city centres and major regional shopping centres. These steps have been taken by many well-known high street operators (including Optical Express which announced the closure of 40 stores in October 2012 and Thorntons which announced plans to close 180 stores in June 2011) and are recognised as being necessary in order to secure their future. The Local Data Company[4] (LDC) reports that the national vacancy rates equate to over 23,000 vacant shops in the top national town centres. However, these figures should be viewed with caution as they only relate to units and not floorspace (also LDC only survey the top 650 town centres). In addition, the national increase in voids results in a lack of investment in the upkeep of premises which in some cases is having a negative impact on the overall attractiveness of certain centres and secondary retail areas.

2.06 To address this, many retailers are re-negotiating their lease terms with landlords in order to enable them to switch from quarterly rents to monthly agreements, with Colliers[5] identifying several high street firms (including Monsoon and New Look) who are trying to ease the cash flow burden of paying rent three months in advance. Furthermore, some retailers are finding it increasingly difficult to justify being represented in every town in the UK and in less profitable markets. As a consequence, demand

[4] 'Q2 2012 Shop Vacancy Snapshot,' Local Data Company, July 2012
[5] Great Britain Retail: Autumn 2012', Colliers, October 2012

has reduced considerably for 'poorer quality premises' in secondary locations and in many smaller towns with a commensurate drop in value (and often rent). Large cities and towns are likely to suffer less compared to smaller centres, given that they provide an enhanced choice for customers and offer a greater retail and leisure 'experience' that consumers desire. In terms of prime retail rental values, Colliers[6] note that national rates fell by an average of -0.9% in 2011, with levels falling further by -1.2% in 2012, with the average national prime retail rent £110 per sq. ft. Colliers also report that there is a marked regional variation in the rental rates, with London the only region to achieve rental growth over the 12 months to June 2012. Despite the difficult economic conditions, rental values in prime locations are expected to continue to rise, alongside increasing competition and demand for space in key locations. In Central London, for example, rates increased by 9.4% between June 2011 and June 2012, with the average prime rent £341 per sq. ft, rising to £1,000 per sq. ft at Old Bond Street. In contrast, several other regions experienced significant reductions in their average prime rental values during the 12 months, notably in Wales (-8.4%), the East Midlands (-5.7%), West Midlands (-3.7%), North West (-2.1%) and Yorkshire and the Humber (-1.8%).

2.07 In summary, there has been a marked polarisation and divergence in retailer spending, characterised by diminishing demand for secondary premises in smaller peripheral centres and increasing interest for well located and appropriately configured floorspace in key centres. Colliers[7] also note that whilst Central London, regional city centres and regional shopping malls are relatively stable, a significant number of small and medium sized towns need to implement innovative ideas in order to improve spending rates and reduce trade leakage.

2.08 Given current spending patterns and the wider uncertain economic climate, it is unsurprising that Experian, which monitors and forecasts retail consumer expenditure in the UK, has reviewed its forecast growth rates for both convenience and comparison goods expenditure in recent years. Experian's[8] forecast annual per capita convenience goods growth rate is now +0.1% at 2012, -0.1% at 2013 and +0.0% at 2014. However, forecast annual per capita comparison goods growth rates[9] are slightly more positive than in previous years, with growth of +1.4% forecast at 2012, +1.8% at 2013 and +2.4% at 2014. Whilst this is encouraging, it is evident that these forecast growth rates are well below the growth which was recorded prior to the economic downturn.

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6 Ibid
7 Ibid
8 Experian Retail Planner Briefing Note 10.1, September 2012
9 Ibid

2.09 It was widely reported that a number of high street retailers suffered poor trading figures during 2009 and 2010, resulting in many operators going into administration. Indeed, despite heavy discounting over the 2008 festive period and the reduction in VAT from 17.5% to 15.0% until January 2010, a significant number of 'big name' retailers went into administration in 2008 and 2009, including Woolworths, Adams and Zavvi. Whilst retail administrations fell considerably in 2010, further high street brands affected included Envy, Ethel Austin, Habitat, Faith Shoes and Suits You. Colliers[10] report that the number of companies going into administration has fallen from 54 in 2008 (affecting a total of 5,800 stores) to 31 in 2011 (affecting 2,500 stores). In the first five months of 2012, 30 retailers had gone into administration affecting 3,000 stores. In 2012, there have been several other high profile retailers who have struggled, including Blacks Leisure (300 stores), GAME (333 stores) and Peacocks (550 stores). In the second quarter of 2012, Clinton Cards went into administration, though 397 stores were subsequently purchased by Lakeshore, a subsidiary of supplier American Greetings. JJB Sports also fell into administration in September 2012, and whilst 20 of the stores were sold to Sports Direct, the remaining 133 units have closed.

2.10 Despite the difficulties outlined above and the general decline in the comparison goods sector, specific types of goods continue to perform well. The market for recreational goods (including DVDs, CDs, toys, computers and books) has, on the whole, performed well in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year-on-year. However, the increasing popularity of the internet to purchase, in particular, books and music has had a notable impact on the composition of town centres, with such stores all but disappearing from the high street.

Trends in Comparison Goods Shopping

2.11 Whilst it is anticipated that growth in retail spending over the next ten years will not mirror that of the last decade, there will continue to be some growth in comparison goods expenditure. Consequently, there is increasing impetus from retailers to achieve more efficient use of floorspace, particularly given the recent poor performance of certain national multiples, many of which have been affected by the significant increase in e-tailing (on line purchasing) and high rental levels secured before 2008. As a result of the current economic climate, retailers are more reluctant to commit to new development than they have been in previous decades. Instead, they are more selective and are holding out for

[10] 'Midsummer Retail Report 2012,' Colliers, July 2012

accommodation that is appropriate both in terms of location and the type of premises provided. Indeed, retailers are seeking to occupy larger units in order to achieve more efficient use of floorspace and attract shoppers from a wider area. These larger floorplates enable retailers to provide a greater range of goods; for example, in 2011, Primark opened 1 million sq. ft of new retail space.

2.12 International market conditions and price deflation in some key sectors has also meant that many high street names are becoming increasingly vulnerable to takeovers. Colliers reports that consolidation and cost reduction in relation to high street property continues to be a priority for many retailers. This is being pursued through disposals, company voluntary administrations (CVAs), informal arrangements with landlords, lease expiries and break options. More generally, whilst there is likely to be continued demand for larger, modern retail units in the future, increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will increasingly be rejected. Many national retailers, who would have previously considered smaller/lower order centres in order to increase their market share, are now assessing the performance and their future strategies given the ongoing downturn in the economy. Consequently, many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes if they are to attract high quality retailers.

Trends in Food Retailing

2.13 In the aftermath of the growth in the number of edge and out-of-centre large format supermarkets during the 1990s, development of such facilities is now more limited due to stricter planning laws (following the publication of PPS4 and subsequently the NPPF) and a lack of suitable sites. As a result, the national multiples in the food retailing sector are finding a range of other measures to improve their market share. These include:

- Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
- Developing a wide range of retail models, for example small-format convenience stores in town centres (e.g. Sainsbury's Local, Tesco Express), smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores (e.g. Tesco) and hypermarkets (e.g. Tesco Extra, Asda Supercentres);
- Extended opening hours;

- Offering cheap products and no-frills service;
- Providing an attractive and powerful brand image; and
- Offering a home delivery service.

2.14 Verdict[11] identifies that the 'credit crunch' and subsequent recession – allied with a period of higher inflation – has had an impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers and more and more shoppers are looking at value for money. Shoppers now realise that they are able to 'trade down' and switch to own-label ranges to save money without sacrificing on quality. Indeed, customers are mixing value and premium in the same basket. Verdict reports that, as weekly food budgets fall and consumers alter their shopping habits, growth will be limited and the battle for market share will intensify further. Winning a share of consumer spend will require more than low prices, with shoppers increasingly seeking to source high-quality, good value food.

2.15 Verdict also states that changing UK demographics is having a major impact on the food and grocery sector. For example, there has been a rise in single occupancy young professional households who are 'time poor' and relatively 'cash rich'. Though their baskets might be small, they tend to buy higher value items, therefore providing an opportunity to boost volume and value growth. Elsewhere, an ageing population profile is leading to a rise in time rich consumers who are likely to make more frequent small trips rather than do large weekly shops. The contrasting requirements of these markets means that retailers are seeking both to add additional small stores to their portfolio and to open (and expand existing) larger stores. Verdict indicates that, as the race for space intensifies, format flexibility will be essential.

2.16 Verdict[12] estimates that the food and grocery sector will be worth £130.0 billion in 2011, equating to annual growth of 3.2%, representing 43.7% of total retail spend. The four key supermarket chains in the UK have market shares of 31.0% (Tesco), 17.5% (Asda), 16.5% (Sainsbury's) and 11.4% (Morrisons).[13] National multiple retailers, including the Co-op (6.8%), Waitrose (4.7%) and Aldi (2.9%), represent a total grocery market share of 97.8%.

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[11] 'UK Food & Grocery Retailers', Verdict, September 2011
[12] Ibid
[13] 'Grocery Market Share UK,' Kantar Worldpanel, 9th October 2012

2.17 More recently, there has been a slowdown in the growth plans of the majority of the major supermarket groups. Tesco in particular has indicated that its net new space growth in 2012 will be 38% lower than in 2011, with the company instead focusing on developing medium size units and investing around £1 billion on improving its current stores. Asda is the second largest supermarket retailer in the UK, with more than 500 stores nationwide. In 2011, Asda opened 22 new stores and acquired 193 Netto stores which allowed the company to increase its smaller store portfolio. However, as a result of Competition commission laws, Asda was required to sell 47 of the stores to other retailers, including Morrisons. Asda has recently focused investment on its smallest store formats (the Asda Supermarket), with the company having aspirations to deliver 250 Supermarkets by 2015. Morrisons intend to deliver 2.5 million sq. ft of new retail floorspace by 2013/2014, both through the continued development of large foodstore schemes and the new small scale M-Local convenience format store. Due to the success of the initial trials, Morrisons now intend to open 50 new M-Local stores by 2013/2014. The discount supermarket chain Aldi made a pre-tax profit of £57.8m in 2011 and it accounted for 4.1% of UK grocery spending. The retailer opened 29 new UK stores in 2011 and it is currently seeking to develop a further 40 stores by the end of 2013, thus bringing its total number of UK stores to over 500.

2.18 The role of supermarkets also continues to develop, with the large operators now offering a greater diversity of goods and services, via a larger number of formats and locations. Food and non-food sales are also increasingly being driven by large supermarket growth, with half of town centres now competing with five or more supermarkets within a two mile radius[14]. Whilst the impact of new supermarkets into an area is open to debate, it is evident, as noted by BCSC, that there has been a significant decline in the number of independent food retailers, including a reduction of 45% of greengrocers between 1996 and 2007, whilst the market share of total retail sales of the supermarkets has increased from 38% to 42% over the same period.

Out-of-Centre

2.19 Despite the 'pro-town' centre planning policies which were incorporated in Government guidance, research undertaken by Verdict[15] indicates that between 2007 and 2012, the amount of out-of-centre floorspace increased by 23%. However, more recently, Colliers notes that the demand for out-of-centre representation has been limited, with those retailers seeking to acquire stores, having a pick of

[14] 'What Does the future Hold for town centres?', BCSC, September 2011
[15] 'UK Out of town Retailing,' Verdict Datamonitor, April 2012

vacant stock which has been made available through the administration of MFI (in November 2008), Land of Leather (in January 2009) and Focus DIY (in May 2011), amongst others. Only four out-of-town retailers have failed since June 2011, namely Allied Carpets, Clintons, GAME and Peacocks, with these operators trading from 114 retail park stores. Overall, the vacancy rate in out-of-centre retail warehouses in 2012 is 3.9%, an increase of 0.3% since 2011. Some of the voids created by the administrations remain un-let and the flooding of the market with so much unwanted space has acted to reduce rents. Retailers who have had their pick of the best stores include Dunelm, Pets at Home, Dreams, Matalan, Dixons Group, Go Outdoors, B&M, Mothercare, Next Home and TK Maxx.

2.20 Looking forward, Colliers indicate that whilst out-of-centre locations have witnessed low levels of development during the last two years, it is estimated that one million sq. ft of new space is to be completed in 2012. There are also an increasing number of retailers acquiring larger stores, including several department-store type format operators including John Lewis Home, M&S and Primark. The large out-of-centre Oakgate scheme which was recently approved by the city of York Council, for example, will accommodate M&S, John Lewis and Next stores.

Shopping Centre Development

2.21 It is evident that shopping centre retail development is at a virtual standstill and, as a result, little activity is anticipated over the next few years. Colliers have indicated that the UK will never see a return to the level of shopping centre openings that was evident in recent times, with no major new centres due to open in 2012. The Trinity development in Leeds city centre, which is due to open in spring 2013, is the only scheme over 200,000 sq. ft which is currently under construction. There are currently six other schemes which have a floorspace of between 100,000 and 200,000 sq. ft which give a total floorspace of development currently under construction at 1.67 million sq. ft. BCSC[16] note that these centres are being developed as they have achieved the thresholds, development finance and conditionality necessary to progress the schemes. In contrast to the average level of completions over the last five years (3.9 million sq. ft per annum), this level of shopping centre development is deemed to be very modest. In 2008, for example, almost 8 million sq. ft of new floorspace opened across 14 new schemes nationwide.

2.22 Viability is considered almost impossible to achieve no matter how well designed or well located a scheme is. There are three types of scheme which may still be successful in the current challenging

[16] 'Shopping centre Development Pipeline 2012,' BCSC, June 2012

economic climate. The first of these will be where a town has a large, affluent catchment and an acknowledged undersupply of retail floorspace in both town centre and out-of-town locations. The second scenario relates to schemes which were very close to happening before the recession took hold, which may be revised to better meet the current needs of the market. Barnsley, Macclesfield, and Lichfield are all examples of such schemes. The third opportunity relates to development where the key anchor is a foodstore and, as a result, demand remains strong.

2.23 Proposed schemes which conform to one of these models are considered to be few and far between and for development to begin again in earnest, it will be necessary for improvements in retailer demand, a strengthening of rental levels, further improvement into the investment market and, critically, the availability of finance. For those towns without an oversupply of floorspace and with sites which can be brought forward without excessive levels of cost, some development may be able to be brought forward within the next five years. However, such opportunities may be the exception rather than the rule.

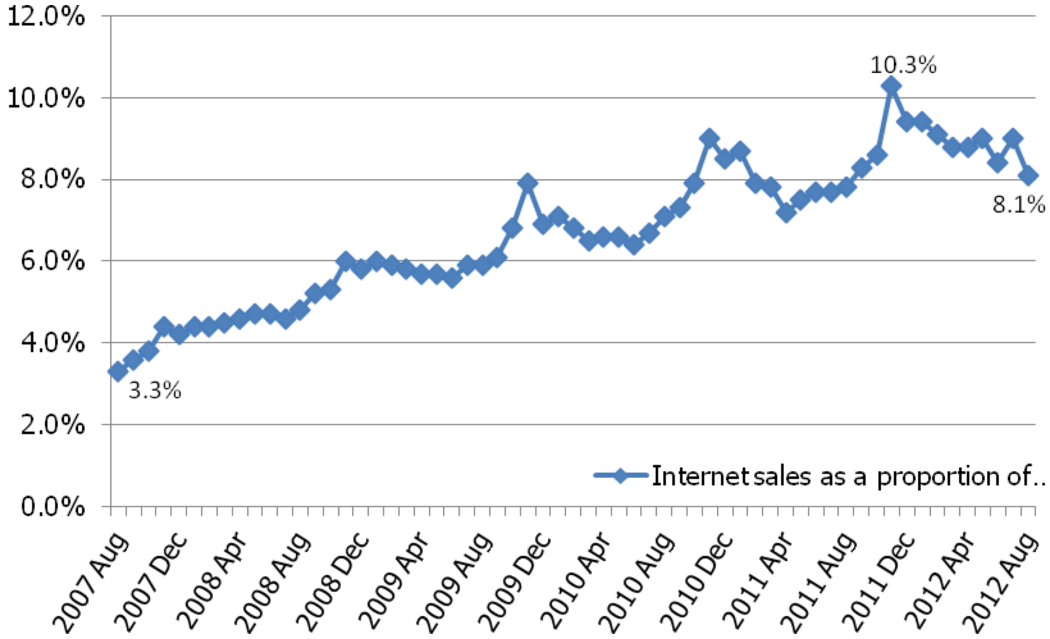
2.24 In addition to experiencing their retail offer, consumers are increasingly travelling to larger centres for their overall experience and to use the leisure facilities. Colliers notes that the largest destinations draw from a wider catchment, hence the need to retain consumers for as long as possible. In the past, it was recognised that non-retail uses typically occupied less than 10% of the space, though this has increased in recent schemes, including Westfield in Stratford where catering and leisure units occupy over 20% of the space.

Growth in E-tailing ('E-commerce')

2.25 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. It is estimated that internet sales now account for 8.1% of all UK retail spending[17] and this trend is set to continue, with Experian[18] predicting that this will rise to 11.3% in 2016 (£39 billion). The rise in recent years of e-commerce has had a major impact upon retailers, developers and investors alike, with the top 10 e-retailers including Amazon UK, Argos, and Next. As access to the internet/online shopping continues to grow through digital televisions, tablets and mobile phones, proportionally less money is anticipated to be spent in the high street or at retail parks.

[17] 'Retail Sales', Office for National Statistics, August 2012
[18] Ibid

Figure 2.1: **Internet Sales as a Proportion of All Retailing**



Source: 'Retail Sales,' Office for National Statistics, August 2012

2.26 The growth in internet as a sales medium has been enabled through increased access to the internet by households, rising from 57% in 2006, 77% in 2011 and 80% in 2012.[19] A total of 21 million households in Great Britain now have internet access (August 2012), an increase of 7.1 million since 2006. In addition, the proportion of households with access to the internet is expected to increase further over the coming years, alongside the growth in mobile phone and tablets with internet access. This has supported the strong growth recorded, together with improved consumer confidence in the security of online payment, deliveries and heavy demand for expensive electrical products available online. The option of using the internet to 'click and collect' in-store is also increasing in popularity, with the service accounting for 20% of John Lewis internet orders.

2.27 Online spending continues to be the key growth opportunity for national and independent retailers, accounting for increasing proportions of total sales. For example online sales at Next in 2011 accounted for 44% of operating profit and 32% of group sales. With regard to foodstore operators, food accounts for 20.5% of all internet sales, whilst the internet captures 3.1% of food sales[20].

[19] Ibid
[20] 'Shop Expansion and the Internet', CBRE, May 2012

Verdict's research identifies that, with the exception of Morrisons (which does not trade online), major retailers have seen their online business grow as online shopping has increased and as a result, the likes of Asda and Sainsbury's have improved their geographical coverage and capacity. In particular, online sales at Tesco currently exceed £2 billion, with Colliers noting that the operator has a reported 48% online grocery market share.

2.28 Office for National Statistics (ONS) data[21] indicates that the number of people using the internet to purchase goods continues to rise, with 66% of the UK population purchasing products over the internet in 2011, compared to 53% at 2007. The most popular online purchases were clothes/sports goods, with 46% of internet users buying these items. In addition, 21% of users bought food or groceries and 38% bought household goods. Additional research conducted by the Interactive Media in Retail Group (IMRG) and analysts Capgemini[22] indicates that British shoppers spent £5.8 billion online in August 2012, a year-on-year growth of 11%. IMRG also state that all key retail sectors experienced improvements in sales between July 2011 and July 2012, particularly in the health and beauty (+30%), electrical (+30%) and gifts (+27%) sectors.

2.29 It is evident that internet shopping as a whole is having an impact upon traditional high streets, in light of increased competition and lower prices. Consequently, there is a possibility that online retailing will put some pressure on retail rental growth over the next five to ten years. However, it will be difficult to understand the true impact as the current economic downturn is also having a significant impact on rental levels. Having said that, it would appear that the smaller the centre, the greater the impact will be felt from online retailing. Within small shopping centres (sized between 5,000 sq.m and 20,000 sq.m), including those in market towns, it is likely that the growth of online shopping could reduce turnover notwithstanding any future growth in disposable income.

2.30 Despite some variance in the estimated future growth of online shopping, it is clear that e-tailing will not replace the shopping experience as shopping is a social activity. In this regard, retailers are already adopting innovative approaches to encourage people to visit their store through 'try before you buy' concepts, for example Ellis Bingham, have installed Vertical Chill indoor ice climbing walls at five stores for customers to try equipment and to interact with products. For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand

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[21] 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2011
[22] 'IMRG Capgemini e-retail Sales Index', September 2012

generated through physical channels whilst high-street outlets can benefit from reaching a wider customer base through the internet. Clearly, those retailers who are likely to have a healthy future are those which combine a strong high street presence with an interesting and closely related e-tail offer.

3.0 PLANNING POLICY CONTEXT

Introduction

3.01 Given that this study seeks to provide important evidence to assist in the production of the Plan for Stafford Borough which will cover the plan period to 2031, it is important to review key policy advice and explore how the current and emerging national planning documentation may impact upon the delivery of Local Plan policies. It should be noted that only those documents which have been adopted since the previous 2010 Study was completed are reviewed as part of this 2013 Update Study, namely the National Planning Policy Framework and the emerging Pre-Submission to Plan for Stafford Borough publication.

3.02 Since the 2010 Study, the "Portas Review - An independent review into the future of our high streets" and the Government's response to this review, "High Streets at the Heart of our Communities" have been published. New Government guidance in relation to neighbourhood parades has also been released, "Parades of Shops - Towards an Understanding of Performance & Prospects" and "Parades of Shops to be Proud of: Strategies to Support Local Shops". A review of these documents is also provided below.

National Planning Policy Framework

3.03 The National Planning Policy Framework (NPPF) was published on 27th March 2012. The Framework replaces all former Planning Policy Statements, Planning Policy Guidance Notes and some Circulars with this single consolidated document.

3.04 While the NPPF supersedes PPS4, the PPS4 Practice Guidance on need, impact and the sequential approach has not been withdrawn and remains a material consideration.

3.05 The main theme of the Framework is that there should be 'a presumption in favour of sustainable development'. In terms of plan-making it is stated that Local Planning authorities should positively seek opportunities to meet the development needs of their area, with an emphasis on Local Plans having sufficient flexibility to adapt to rapid change.

3.06 In terms of economic development, it is set out within the NPPF's core principles that planning should proactively drive and support economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. It is emphasised that every effort should be made to objectively identify and then meet the business and other development needs of an area, with positive responses made to wider opportunities for growth.

3.07 The Framework stresses the Government's commitment to securing economic growth in order to create jobs and prosperity, with the Government seeking to ensure that the planning system does everything it can to support sustainable economic growth. The need for planning to encourage and not to act as an impediment to sustainable growth is stated and therefore it is prescribed that significant weight should be placed on the need to support economic growth through the planning system. The NPPF seeks to ensure that Local Planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st century.

3.08 The NPPF still recognises the need to promote the vitality and viability of towns and cities through the promotion of competition and growth management during the plan period. Paragraph 23 of the NPPF provides guidance for Local Planning authorities in drawing up Local Plans and states that they should:

- recognise town centres as the heart of their communities and pursue policies to support their vitality and viability;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centre. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;

- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, Local Planning authorities should plan positively for their future to encourage economic activity".

3.09 Paragraph 23 also indicates that needs for retail, leisure, office and other main town centre uses should be met in full and should not be compromised by limited site availability.

3.10 Paragraph 24 requires Local Planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up-to-date Local Plan

3.11 Paragraph 26 indicates that Local Planning authorities should require an impact assessment for retail, leisure and office development outside of town centres which are not in accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default will be 2,500 sq.m.

3.12 It also recognises that retail activity should still, where possible, be focused in existing town centres. Retail and leisure proposals which cannot be accommodated in or adjacent to the town centre should have to satisfy an impact test and the sequential approach. In addition, consideration should also be taken of the impact on the vitality and viability of the area, including local consumer choice and trade in the town centre and the wider area, up to five years from the time of the application and up to ten years for major schemes where the full impact will not be realised in five years.

Other Material Consideration

Planning for Town Centres: Practice Guidance on Need, Impact and the Sequential Approach

3.13 The Practice Guidance also confirms that an up to date assessment of the need for additional or replacement floorspace to accommodate town centre uses is a fundamental component of the evidence base to underpin policy making. Paragraph 3.2 indicates that both quantitative and qualitative need will have a role to play in reaching an overall judgement about the scale and form of development which should be planned for and facilitated through development plans. Quantitative need is identified as being that which arises as a result of forecast expenditure growth (either through population growth or increases in spending), or by imbalance between the existing facilities and the current level of available expenditure in an area. Qualitative need includes that which is related to customer choice, the appropriate distribution of facilities and the needs of those living in deprived areas.

3.14 Paragraph 3.4 of the Practice Guidance sets out the five key stages which will underpin an assessment of quantitative retail need, these being:

- the definition of the catchment/study area;
- the assessment of current/future spend;
- the assessment of current shopping patterns and market shares;
- the comparison of current and forecast turnover with existing floorspace; and
- the identification of future expenditure capacity and need for new floorspace.

3.15 Whilst the study area has already been determined and informs the 2010 household survey, the latter four stages are of direct relevance to this Update and are used to estimate the capacity which exists at 2013 to support additional retail floorspace.

The Plan for Stafford Borough (Pre-Submission)

3.16 The Plan for Stafford Borough sets out the future direction for Stafford Borough. The purpose of the document is to outline the vision, place-shaping objectives, targets and policies to ensure that new development meets local needs in line with national policy, whilst protecting and enhancing the existing high quality of life in the Borough. Once adopted, the document, along with a detailed site specific document (which will be produced during 2014) will form the new Local Plan for Stafford.

3.17 Chapter 4 of the document sets out the key issues and challenges facing the Stafford area over the plan period (up to 2031). One of these issues is the need to 'bring necessary regeneration benefits to the Borough including those that will contribute to the success of its town and other settlements'. It is stated that it is important that Stafford Borough's towns and village centres continue to thrive as the primary focus for shopping, services and facilities to meet the commercial and community needs to sustain the viability and vitality of these centres and their rural hinterlands. It is highlighted that this is a difficult challenge given the structural shift in retailing to ever larger centres outside the Borough with a much greater retail offer. It is stated that a key task of the new Local Plan will be to address the need for regeneration of the larger settlements of Stafford and Stone, whilst also strengthening and enhancing, where appropriate, local services and facilities in the appropriate villages/settlements.

3.18 The key objectives for Stafford and Stone are set out at paragraph 5.2 of the Plan for Stafford Borough. Objective 8 seeks to deliver major new mixed use town centre retail schemes to make Stafford a significant sub-regional centre for retailing, leisure and cultural attractions. Objective 17 seeks to deliver new mixed use town centre proposals to enhance Stone as a centre providing for retail, leisure, canal based and community activities.

3.19 **Spatial Principle 3 (SP3)** sets out the sustainable settlement hierarchy for Stafford Borough. It is stated that the majority of future development will be delivered through the Sustainable Settlement Hierarchy as follows:

- County Town of Stafford
- Market Town of Stone
- Key Services Villages of Eccleshall, Gnosall, Hixon, Great Haywood, Little Haywood/Colwich, Haughton, Weston, Woodseaves, Barlaston, Tittensor and Yarnfield

3.20 The accompanying text states that Stafford will have the greatest potential to provide for major new development. It is stated that in Stafford, housing growth should be complemented by employment, retail and leisure growth to ensure Stafford continues to be vibrant and active. Stone is described as having potential for growth, reflecting its size and range of range of facilities.

3.21 **Policy Stafford 1** states that the strategy for Stafford town centre will seek to enhance its role by increasing both the range and quality of services and facilities. It is stated that Stafford town centre's role for the Borough to support the County Town of Stafford will be strengthened by:

- Encouraging the development and expansion of the town centre to provide an increase of 34,000 square metres of non-food (comparison) retailing and 2,000 square metres of food (convenience) retailing and include the level and quality of the offer as well as establish new development opportunities;

- Ensuring that there is 45,000 square metres of new office space and commercial premises within Stafford town centre;
- Promoting mixed use development on larger development sites, particularly those that are within the town centre, through a phased approach for the major regeneration plan on the following sites: Kingsmead and Riverside;
- Strengthening the retail and service function of the primary retail core / shopping area as well as protecting and enhancing its distinctiveness, vitality and viability including the night-time economy;
- Supporting an enhanced range and diversity of educational, health, cultural and community services and facilities in the town centre;
- Improving accessibility to the town centre, particularly by public transport, from the rest of the Borough;
- The use of employment sites for employment purposes other than B1 (b & c) excluding offices (B1a), B2 and B8 will not be permitted unless it can be proved that the proposed use cannot be located within Stafford town centre.

3.22 The explanatory text states that as Stafford is at the top of the Sustainable Settlement Hierarchy, and that the town centre will have significant retail development, large scale office development and uses that attract large numbers of people, including major cultural, indoor sport, tourist, social, leisure and community venues. Stafford is described as a strong sub-regional centre, which clearly shows signs of vitality and viability. However, it is stated that if the town is to enhance its retail and leisure role in the future, it is evident that there is a clear need for development / redevelopment to take place in close proximity to the established retail core to enable key retail and leisure operators to enter the local market and to ensure that such attractions will be closely linked, thereby maximising the benefits of such investment. It is explained that without this development, there is a danger that further investment will occur outside Stafford Town Centre, thereby further exacerbating the reduction in market share identified over the last 10 years, detailed in the Stafford & Stone Town Centre Capacity Assessment.

3.23 It is stated at paragraph 7.14 that Stafford town centre could be much stronger and could benefit from additional retail development in the right location. It is explained that there is currently a lack of quality modern accommodation which meets retailers' requirements in the centre and in order to rectify this situation, two town centre locations for new development at Riverside and Kingsmead have been identified to meet the anticipated future need over the next plan period.

3.24 It is explained at paragraph 7.15 that the need for a primary and secondary frontages policy will be considered in the Site Allocations Development Plan Document.

3.25 **Policy Stone 1** states that the strategy for Stone town centre will seek to enhance its role by increasing both its range and quality of services and facilities. The Plan for Stafford Borough aims to strengthen Stone town centre's role as a Market Town within the Sustainable Settlement Hierarchy by:

- Encouraging the development and expansion of the town centre to provide a vibrant place where people can meet, shop, eat and spend leisure time in a safe and pleasant environment including provision of mixed use development at Westbridge Park;
- Providing for 1,400 sq.m of new convenience (food) retailing and 2,200 sq.m of new comparison (non-food) retailing at Stone town centre;
- Increase the levels of office space and commercial premises within Stone town centre;
- Enhancing different uses in the primary shopping area as well as protecting and enhancing its distinctiveness, vitality and viability through a greater diversity of independent specialist and niche retailers;
- Improving and strengthening both the range and diversity of educational, health, cultural and community services and facilities in the town;
- Facilitating improvements to the streetscape and the public realm through the enhancement of public spaces that are locally distinctive and strengthen local identity;
- Ensuring that new development around the railway station is reserved for employment uses.

3.26 It is explained at paragraph 8.14 that the Town Centre Capacity Assessment identified retail capacity at Stone, although there are no specific proposals to provide for this provision.

3.27 **Policy E8 Town, Local and Other Centres** explains that support will be given to maintaining and enhancing the functions, vitality and viability of the following hierarchy of town, local and other centres, key objectives include:

- Stafford Town Centre, as the primary comparison and convenience shopping destination.

- Stone Town Centre, as a key service centre and market town.
- Eccleshall Local Centre, as a key service centre.
- Village and Neighbourhood Shops, which serve their immediate locality.

3.28 Policy E8 explains that the use of town centres should be increased through measures which maintain and improve the quality and diversity of retail provision, maintain and promote a diversity of uses, including the provision of entertainment and cultural activities and retain and increase the amount of attractive residential in the town centres, through new build and conversion.

3.29 The policy explains that no new development for retail warehouses and superstores is required in edge-of-centre or out-of-centre locations. It is stated that if planning permission is granted for retail development in such locations, the range of goods sold at the developments may be restricted either through planning conditions or legal agreement.

The Portas Review - An Independent Review Into the Future of Our High Streets and the Government's Response - High Streets at the Heart of our Communities

3.30 The Portas Review (December 2011) is an independent review undertaken by Mary Portas into the state of Britain's high streets and town centres. The review looks at the reasons why retail spending on the high street is falling, why there has been a decline of Britain's high streets and the benefits that can be brought about through the protection of Britain's high streets. Portas puts forward 28 recommendations including actions that Government, businesses and other organisations should take in order to create diverse, sustainable high streets where retailers can thrive.

3.31 The Government released a response to the Portas Review in March 2012. The response acknowledges that in response to the challenges facing the high street, namely out-of-centre retail development and online retailing, the high street will have to offer something new and different in order to create a diverse and competitive environment. In their response, the Government accepts the majority of recommendations put forward in the Portas Review including: the implementation of a town Team: a visionary, strategic and strong operational management team for high streets; the provision of funding to pilot areas who are judged to have the best ideas for improving their town centres and high streets; investing in Business Improvement districts; and supporting a new National Market Day. The Government's response encourages areas to think creatively about how their town centres can be reformed in order to entice people back including through the redesign of high streets and promoting the evening and night time economy.

Parades of Shops - Towards an Understanding of Performance & Prospects" and "Parades of Shops to be Proud of: Strategies to Support Local Shops"

3.32 This guidance highlights the important role that neighbourhood parades play in serving localised community needs, making an important contribution to sustainable communities and providing local facilities particularly for the elderly, disadvantaged and less mobile residents. The Government raises concerns in response to the findings of a number of case studies that the role of neighbourhood parades in supporting communities and contributing to local economic resilience is being underplayed. The guidance concludes that local policy should be focussed on supporting the retention and ongoing viability of neighbourhood parades.

4.0 CURRENT PERFORMANCE OF STAFFORD & STONE TOWN CENTRES

4.01 The National Planning Policy Framework (NPPF) (March 2012) states that local authorities should set out policies for the management and growth of centres over the plan period. The NPPF also requires local authorities to recognise that town centres are at the heart of their communities and to pursue policies that support their viability and vitality. It is noted that competitive town centre environments should be promoted in order to enhance customer choice, provide a diverse retail offer and to reflect the individuality of town centres.

4.02 The commentary below provides an updated analysis of the health of Stafford and Stone since the previous Town Centre Capacity Assessment (January 2011). As the last survey of the centres was conducted in April 2010, a site visit was undertaken by WYG in March 2013 to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. It should be noted for the purposes of this analysis and in order to enable comparisons between the national average figures, WYG have adopted the Goad defined town centre boundary, rather than the boundary identified in the previous adopted development plan.

Stafford Town Centre

4.03 Stafford town centre is located in Zone 6 of the defined Study Area. The town is situated approximately 12km to the south of Stone. It is ranked as a Sub-Regional Centre by Venuescore (2011) and is ranked 141st of all UK shopping venues. The town's ranking has remained relatively stable since the 2010 Study was completed, at which time the centre was ranked 140th.

4.04 The main shopping area in Stafford is concentrated along the pedestrianised routes of Greengate Street, Market Square, Goalgate Street and within the Guildhall Shopping Centre. Additional shops and services are present on Crabbery Street, Princes Street, Gaolgate Place, Mill Street and Salter Street. The main foodstore provision in the town is provided by the Tesco Extra (8,160 sq.m gross) on Newport Road, the Asda (6,990 sq.m gross) on Queensway and the Sainsbury's (6,240 sq.m gross) on Chell Road. The largest comparison goods units are the Co-op department store (2,330 sq.m gross) and the Marks and Spencer's store (2,120 sq.m gross) which are both located on Gaolgate Street. Stafford Indoor Market is located within the Guildhall Shopping Centre.

Diversity of Uses

4.05 **Table 4.1** indicates the composition of Stafford town centre, based on the Goad defined town centre boundary. It also compares the composition of the centre with the national average, both in terms of the proportion of outlets and floorspace. **Table 4.2** also indicates the amount of retail, service and vacant floorspace in Stafford. Both figures show the changes that have occurred in terms of the diversity of uses in Stafford town centre between March 2009 and March 2013.

Table 4.1: Diversity of Uses in Stafford Town Centre

	March 2009		April 2010		March 2013		
	No.	Stafford	No.	Stafford	No.	Stafford	UK
Convenience	26	6.5%	29	7.3%	26	6.5%	8.0%
Comparison	140	35.2%	143	35.8%	135	33.7%	33.0%
Retail Service	61	15.3%	59	14.8%	60	15.0%	13.6%
Leisure Service	74	18.6%	76	19.0%	77	19.2%	21.9%
Financial & Business	44	11.1%	44	11.0%	47	11.7%	11.0%
Vacant	53	13.3%	49	12.3%	56	14.0%	12.2%
Total	**398**	**100%**	**400**	**100%**	**401**	**100%**	**100%**

Source: Experian Goad March 2009, April 2010 and updated by WYG in March 2013

Based on the Goad defined town centre boundary - the data includes ground floor information only

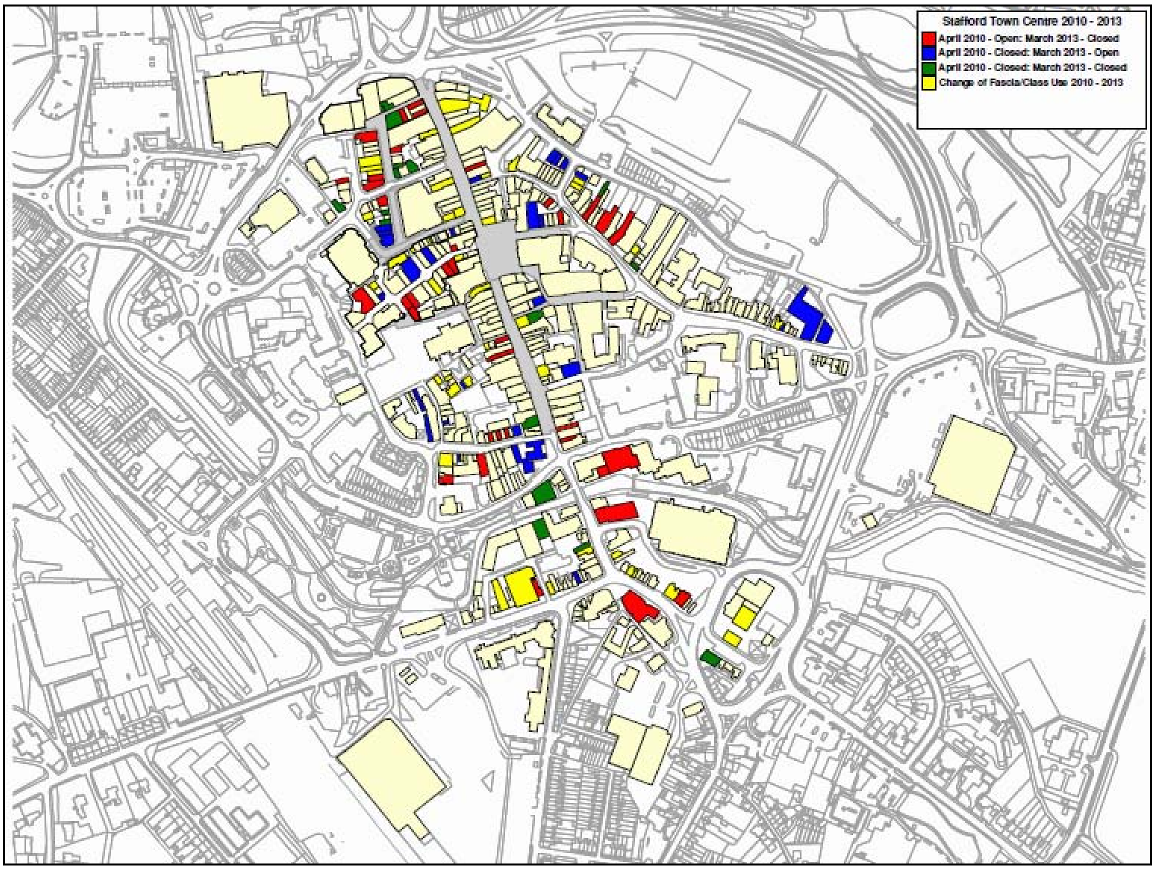
Table 4.2: Amount of Floorspace in Stafford Town Centre

	March 2009		April 2010		March 2013		
	Sq.m	Stafford	Sq.m	Stafford	Sq. m	Stafford	UK
Convenience	27,480	24.9%	27,680	25.1%	27,150	24.8%	14.4%
Comparison	34,570	31.4%	35,370	32.1%	35,075	32.1%	36.4%
Retail Service	7,100	6.4%	6,760	6.1%	6,590	6.0%	7.2%
Leisure Service	19,750	17.9%	19,960	18.1%	18,150	16.6%	22.7%
Financial & Business	7,740	7.0%	7,800	7.1%	7,770	7.1%	8.3%
Vacant	13,550	12.3%	12,490	11.3%	14,605	13.4%	10.1%
Total	**110,190**	**100%**	**110,060**	**100%**	**109,340**	**100%**	**100%**

Source: Experian Goad March 2009, April 2010 and updated by WYG in March 2013

Based on the Goad defined town centre boundary - the data includes ground floor information only

Figure 4.1: Changes to the Diversity of Uses in Stafford Town Centre between 2010 and 2013



4.06 The survey indicates that since April 2010 the number of convenience goods units in Stafford town centre has decreased by three units, from 29 units in 2010 to 26 units in 2013. Convenience goods units at March 2013 occupied 6.5% of units in the town centre, which is below the national average of 8.0%. However, the proportion of convenience goods floorspace in Stafford is currently 24.8%, which is substantially greater than the national average of 14.4%. The amount of convenience goods floorspace has remained relatively stable since 2010, decreasing by only 530 sq.m gross. The high proportion of convenience goods floorspace can be accounted for due to the presence of three supermarkets (run by the national operators) being located in the town centre, namely, Tesco, Asda and Sainsbury's. Other convenience goods units present in the centre include eight bakers and confectioners, three CTNs (confectionery, tobacco and news) and three shoe repair and key cutting businesses.

4.07 The number of comparison goods units in Stafford has decreased by 8 units since April 2010, from 143 units in 2010 to 135 units in 2013. In spite of this decrease in units, the proportion of comparison goods units in Stafford town centre (33.7%) is comparable to the national average of 33.0%. During the same period the amount of comparison goods floorspace has remained relatively stable, decreasing by only 295 sq.m gross (from 35,370 sq.m in 2010 to 35,075 sq.m in 2013). However, the proportion of comparison goods floorspace (32.1%) is below the national average figure of 36.4%. There is a mix of both national multiple and independent comparison goods retailers present in Stafford. The largest national multiple comparison goods retailers present in the town centre include the Co-operative Department Store[23] and Marks and Spencers on Gaolgate Street and the PC World and TKMaxx at the Friary Retail Park. Whilst comparison goods retailers can be found throughout the town centre, the majority of the national multiple retailers can be found within the Guildhall indoor shopping centre, along Greengate Street, Gaolgate Street and at Market Square.

4.08 Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 15% of outlets (60 units) and 6.0% of floorspace (6,590 sq.m gross) in Stafford town centre. The proportion of retail service units (15.0%) is slightly above the national average of 13.6%, while the proportion of floorspace (6.0%) is slightly below the national average of 7.2%. The number of retail services units and floorspace has remained relatively stable since April 2010, with the number of units increasing by one unit and the amount of floorspace decreasing by 170 sq.m gross. 'Health and beauty' traders are particularly dominant in this sector, with a total of 36 such businesses. A Post Office is located in WHSmith on Greengate Street. The retail service units comprise a variety of national and independent retailers, with national operators including Boots Opticians, Johnsons Cleaners and Thomas Cook.

4.09 The leisure services in the centre, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. The number of leisure service units in Stafford has increased by one unit since the 2010 Study was undertaken, from 76 units in 2010 to 77 units in 2013. During the same period the amount of floorspace has decreased by 1,810 sq.m. Both the proportion of leisure service units (19.2%) and floorspace (16.6%) is below the national average figures of 21.9% and 22.7% respectively. The most common type of leisure service units in Stafford are take aways (17), public houses (16) and cafes (15). There are several national operators in the centre, including Café Nero, Ladbrokes and Subway.

4.10 In terms of financial and business services in Stafford, since April 2010 the number of units has increased from 44 units to 47 units (an increase of three units). However, during this period the

[23] Midlands Co-operative has announced that its department stores, including the Stafford store, will be part of a closure programme commencing in April 2013.

proportion of financial and business units has remained stable, with the current proportion of units (11.7%) being comparable to the national average of 11.0%. During the same period, the amount of financial and business floorspace has remained relatively stable; decreasing by only 30 sq.m gross, from 7,800 sq.m in 2010 to 7,770 sq.m in 2013. The proportion of financial and business floorspace (7.1%) is slightly below the national average figure (8.3%). There are a total of 15 property service units in the centre, as well as 11 financial services units and 10 retail banks (including Barclays, Halifax and Santander).

4.11 In addition to the retail services on offer within the town centre, there are a number of non-retail uses, including 12 government and municipal buildings and 13 medical services units. In addition there are significant cultural and educational facilities located across the town including Stafford College main campus and the Ancient High House.

Edge and Out of Centre Retail Provision

4.12 In addition to the commercial provision in Stafford town centre which has already been reviewed, there are also a number of units located in edge-of-centre and out-of-centre locations. The following section summarises the distribution and scale of these facilities.

4.13 The NPPF defines that retail units at edge-of-centre locations are well connected and up to 300 metres of the Primary Shopping Area of the town centre, whilst for all other main town centre uses these should be located within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances. Out-of-centre locations are identified as being not in or on the edge of a centre but not necessarily outside the urban area.

4.14 There are several retail parks located outside of the Goad defined town centre boundary which accommodate a number of retail and leisure operators.

4.15 The Greyfriars Place and Madford Retail Parks are both located to the north of the Goad defined centre boundary. The 14 commercial units include Currys, Lidl, Halfords, Magnet and a tenpin bowling alley. Since April 2010, there has been four key changes in the two retail parks, with the former vacant unit on Greyfriars Way now occupied by Dunelm Mill whilst the vacant unit in Madford Retail Park is now occupied by Penparc Pet Centre. In addition, two of the stores are now operated by different companies, namely the Halfords (former Nationwide) and Screwfix (former Bensons for Beds) stores.

4.16 The Hough Retail Park is located approximately 1km to the south of the Goad-defined town centre boundary, with the main access via Lichfield Road (A34). It accommodates seven active commercial units, namely: Argos (1,030 sq.m gross), Bensons for Beds (1,030 sq.m gross), B&Q (6,950 sq.m gross), Frankie & Bennys (260 sq.m gross), Pizza Hut (430 sq.m gross), SCS (800 sq.m gross) and Travelodge (670 sq.m gross). Since the previous site visit in April 2010, the former Kindergarten has been redeveloped as a hotel, a previously vacant unit is now occupied by Bensons for Beds and the former Comet store (1,330 sq.m gross) is now vacant (due to national administration).

4.17 The Queens Retail Park is located to the south of the Hough Retail Park and also accommodates a number of national operators, including B&M Bargains, Boots, Gala Clubs, Matalan and New Look. Since April 2010, the former Dunelm Mill has been re-occupied by Asda Living, the former Instore is now occupied by Poundstretcher and the former Peacocks unit is occupied by Poundland. The Costa and Carphone Warehouse units opened in 2011 (LPA Ref. 10/14348/FUL).

Vacancy Levels

4.18 The site visit in March 2013 identified that both the rate of vacant outlets (14.0%) and proportion of vacant floorspace (13.4%) are above the respective national average figures of 12.2% and 10.1%. The number of vacant units in Stafford has increased by seven units (or 14%) since the 2010 Study was undertaken, from 49 units in 2010 to 56 in 2013. The amount of vacant floorspace has also increased by 2,115 sq.m gross (or 17%), from 12,490 sq.m in 2010 to 14,605 sq.m in 2013.

4.19 The vacant units within the centre vary in size from 10 sq.m gross to 4,920 sq.m gross. The largest vacant unit is located on Bridge Street[24]. This unit was also vacant when the 2010 Study was undertaken. The second largest vacant unit (830 sq.m gross) is located on South Walls and the third largest vacant unit in the centre is the former Green Performing Arts Centre (790 sq.m gross) on Lichfield Road. This unit was not vacant when the previous Study was produced. There a number of units within the Guildhall Shopping Centre, which have become vacant since 2010, these include the former Waterstones (Unit 38-39); Carphone Warehouse (Unit 29) and Julian Graves health food store (Unit 28). Vacancies have also increased in the peripheral shopping areas including Mill Street and Eastgate.

[24] This is vacant as it is part of the planned Riverside development and will provide a new multi-storey car park for the development.

Summary

4.20 Since the 2010 Study was undertaken the number of convenience and comparison goods units and amount of floorspace has decreased slightly. The town remains well represented in terms of convenience goods floorspace; however the proportion of comparison goods floorspace and leisure service floorspace is below the national average. Since April 2010, there has been a slight increase the number of retail service, leisure service and financial and business units. However, this has corresponded with a slight decrease in the amount of retail service, leisure service and financial and business floorspace. Vacancy rates in Stafford town centre have increased since April 2010, with both the proportion of vacant units and floorspace above the respective national average figures. Although this could indicate that the health of the town has declined since 2010, some of these vacancies (2) are a result of national multiple company closures or decisions to rationale stores, for example Waterstones and Julian Graves. The closures are therefore a reflection of the national situation rather than the specific viability of Stafford.

Stone Town Centre

4.21 Stone is located in zone 2 of the defined Study Area. The town is situated approximately 12km to the north of Stafford. It is ranked as a Local Centre by Venuescore (2011) and is ranked 1,496th of all UK shopping venues. There has been a decrease in the town's ranking of 365 places since 2010, at which time the centre was ranked 1,131st.

4.22 The main shopping area in Stone is concentrated along the pedestrianised High Street. Additional shopping facilities are provided on Lichfield Street, Station Road and Radford Street. The town is anchored by a Morrisons supermarket (3,600 sq.m gross) located off Mill Street.

Diversity of Uses

4.23 **Table 4.3** indicates the composition of Stone town centre, based on the Goad defined centre boundary. It also compares the composition of the centre with the national average, both in terms of the proportion of outlets and floorspace. **Table 4.4** indicates the amount of retail, service and vacant floorspace in Stone. Both figures show the changes that have occurred in terms of the diversity of uses in Stone town centre between April 2010 and March 2013.

Table 4.3: Diversity of Uses in Stone Town Centre

	Feb 2001		April 2010		March 2013		
	No.	Stone	No.	Stone	No.	Stone	UK
Convenience	13	8.7%	13	8.4%	13	8.6%	8.0%
Comparison	52	34.7%	52	33.8%	52	34.2%	33.0%
Retail Service	28	18.7%	25	16.2%	25	16.4%	13.6%
Leisure Service	27	18.0%	34	22.1%	31	20.4%	21.9%
Financial & Business	20	13.3%	21	13.6%	20	13.2%	11.0%
Vacant	10	6.7%	9	5.8%	11	7.2%	12.2%
Total	**150**	**100%**	**154**	**100%**	**152**	**100.0%**	**100%**

Source: Experian Goad February 2001, April 2010 and updated by WYG in March 2013

Based on the Goad defined town centre boundary - the data includes ground floor information only

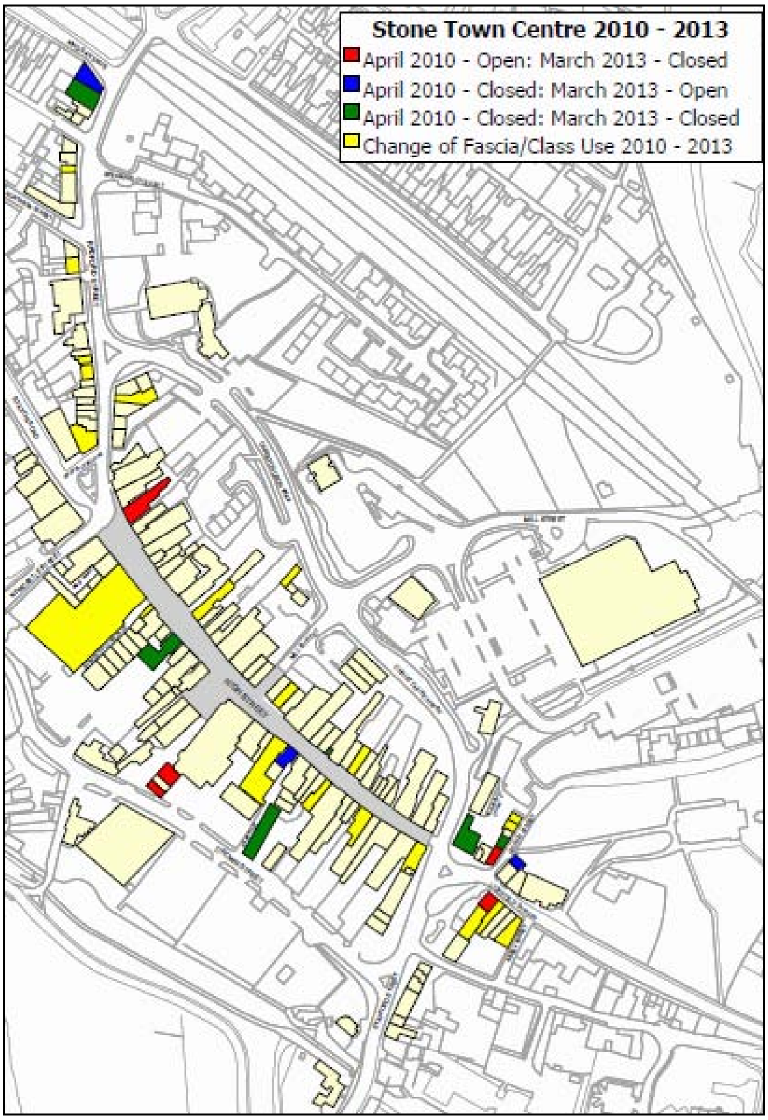
Table 4.4: Amount of Floorspace in Stone Town Centre

	Feb 2001		April 2010		March 2013		
	Sq.m	Stone	Sq.m	Stone	Sq. m	Stone	UK
Convenience	6,490	25.1%	6,270	24.0%	6,570	26.6%	14.4%
Comparison	6,910	26.8%	6,540	25.1%	6,330	25.7%	36.4%
Retail Service	2,720	10.5%	2,240	8.6%	2,080	8.4%	7.2%
Leisure Service	6,340	24.6%	7,500	28.8%	5,990	24.3%	22.7%
Financial & Business	2,510	9.7%	2,470	9.5%	2,420	9.8%	8.3%
Vacant	840	3.3%	1,060	4.1%	1,280	5.2%	10.1%
Total	**25,810**	**100%**	**26,080**	**100%**	**24,670**	**100.0%**	**100%**

Source: Experian Goad February 2001, April 2010 and updated by WYG in March 2013

Based on the Goad defined town centre boundary - the data includes ground floor information only

Figure 4.2: Changes to the Diversity of Uses in Stone Town Centre between 2010 and 2013



4.24 Since April 2010, the number of convenience goods units has remained static, with 13 units recorded in 2010 and 2013. During the same period, the amount of convenience goods floorspace has also remained relatively stable, increasing by 300 sq.m gross, from 6,270 sq.m in 2010 to 6,570 sq.m in 2013. The proportion of convenience goods units (8.6%) in the centre is comparable to the national average (8.0%), however, the proportion of convenience goods floorspace (26.6%) is considerable greater than the national average (14.4%). The Morrisons supermarket (3,600 sq.m gross) which is located off Mill Street is the largest convenience goods retailer, with further provision offered by the

Co-operative Food store (1,790 sq.m gross). In addition, there are six bakers and confectioners, a butchers, a frozen food retailer, a greengrocers, an off-licence and a shoe repairs and key cutting unit present in the centre. There is a well balanced mix of both national multiple and independent convenience goods retailers present in the centre, with national multiple retailers including Greggs, Bargain Booze and Thorntons.

4.25 The number of comparison goods units in Stone has also remained static, at 52 units, since April 2010. During this period the amount of comparison goods floorspace has decreased by 210 sq.m gross from 6,540 sq.m to 6,330 sq.m. Although the proportion of comparison goods units (34.2%) in Stone is comparable to the national average figure (33.0%), the proportion of comparison goods floorspace (25.7%) is substantially lower than the national average figure (36.4%). Most comparison goods units in Stone are small to medium sized and range from a floorspace of 20 sq.m gross to 460 sq.m gross. The largest comparison goods units in the centre are the Boots (460 sq.m gross), Baileys hardware store (340 sq.m gross) and Hylands electrical store (300 sq.m gross) which are all located on High Street. Most comparison goods units in the centre are occupied by independent retailers, with a number of national multiple retailers including Hallmark, Superdrug and WHSmith, which are all located on High Street.

4.26 The number of retail service units in Stone has remained static since April 2010, with 25 units present in the centre in 2010 and 2013. The town is well represented in terms of retail service units, with the proportion of units (16.4%) greater than the national average (13.6%). The proportion of retail service floorspace (8.4%) is also slightly above the national average (7.2%). Since the 2010 Study, the Post Office which was previously located on High Street has closed, with the former building currently vacant. However, a Post Office is now provided in the Co-operative Food store. There are 18 health and beauty units present in Stone, along with two opticians and two travel agents. The majority of retail service units in the centre are operated by independent retailers, with only two units operated by national multiples, namely the Morrisons petrol filling station and the Thomson travel agents.

4.27 Since the 2010 Study was undertaken, the number of leisure service units in Stone has decreased by three, from 34 units in 2010 to 31 units in 2013. During this period there has also been a decrease (1,510 sq.m gross) in the amount of leisure service floorspace, from 7,500 sq.m in 2010 to 5,990 sq.m in 2013. A substantial amount (1,260 sq.m gross) of this loss in leisure service floorspace can be accounted for due to the closure of the Bowling Club on Crown Street, with the club having relocated to Uttoxeter Road following the sites purchase by developers Milwood Homes. The proportion of leisure service units (20.4%) in Stone is only slightly below the national average (21.9%), while the proportion of leisure service floorspace (24.3%) is slightly above the national average (22.7%). The majority of leisure service units in Stone are operated by independent retailers; however there are a number of national multiples including Betfred and Ladbrokes.

4.28 The 20 financial and business units in Stone, which provide 2,420 sq.m gross floorspace, account for 13.2% of the total units in the centre and 9.8% of the total floorspace. The proportion of units and floorspace are slightly greater than the respective national average figures of 11.0% and 8.3%. The number of financial and business units has decreased by one unit since the 2010 Study and the amount of floorspace has decreased by just 50 sq.m. The financial and business units in the centre including six properties services and five retail banks, namely Barclays Bank, HSBC, Lloyds TSB, Natwest and Yorkshire Building Society.

4.29 In addition to the retail services on offer within the town centre, there are a number of non-retail uses, including four medical services units and an information centre.

Vacancy Levels

4.30 Since April 2010, the number of vacant units in Stone has increased by two, from 9 to 11. However, the proportion of vacant units (7.2%) continues to be well below the national average figure of 12.2%. The amount of vacant floorspace has also increased, by 220 sq.m gross, from 1,060 sq.m at 2010 to 1,280 sq.m at 2013. The vacant units in the centre vary in size from 10 sq.m gross to 220 sq.m gross. The largest vacant unit (220 sq.m gross) is located at 30 Crown Street; this unit was also vacant in 2010.

4.31 Six of the eleven units which were recorded as vacant in 2013 were also vacant in April 2010 (55% long term vacancies), with five of the units becoming vacant more recently. Three of the units which were previously vacant in April 2010 have since been brought back into use, namely the office on Radford Street, Oak Furniture (30 High Street) and The Barbers Shop on Church Street.

Summary

4.32 Since the 2010 Study was undertaken the number of convenience goods, comparison goods and retail service units in Stone has remained static, whilst the number of leisure service and financial and service units has decreased slightly. During this period, the amount of convenience floorspace has increased slightly, with slight decreases in the amount of comparison goods, retail service and financial and business floorspace. There has been a greater decrease (1,510 sq.m) in the amount of leisure floorspace, which can be accounted for due to the relocation of the former Bowling Green on

Crown Street. Stone is well represented in terms of convenience goods floorspace. However, the proportion of comparison goods floorspace in the centre is below the national average. The majority of units in the centre are operated by independent retailers, with only a small number of national retailer operators present in the centre.

4.33 Although the amount of vacant units and floorspace within the centre has increased since the 2010 Study, by two units and 220 sq.m of floorspace, the proportion of vacant units and floorspace in the centre still remains well below the national average, thus indicating that Stone remains a vital and viable centre.

5.0 POPULATION AND EXPENDITURE

5.01 This section of the report re-assesses the population and expenditure generated (both convenience and comparison goods) within the defined Study Area.

Study Area Population

5.02 Experian Micromarketer G3 data has been utilised to determine the population within each postal code sector zone (2010 estimate) to ensure consistency with 2010 Study. The baseline population has then been projected forward using Experian's population projections, which are derived from mid-year ONS population estimates for each survey zone, revised by Experian to take into account the first release of the 2011 Census data.

5.03 Population figures are provided for each of the eight survey zones. For the purpose of this Update, population and expenditure has been calculated at five-year intervals to 2031 (i.e. at 2010, 2015, 2021, 2026 and 2031) to ensure sure consistency with the 2010 Study.

5.04 On this basis, the identified Study Area is estimated to contain a resident population of approximately 242,156 people in 2010, rising to 255,774 people at 2015, to 264,422 people at 2021, 271,179 people by 2026 and to 276,603 people at 2031. This represents an increase in population within the Study Area of 34,453 people (equating to a 14.0% rise) between 2010 and 2031.

5.05 In this regard, it should be noted that the estimated level of population growth is somewhat comparable to that identified in the 2010 Study, whereby the Study found the 2010 population to be 242,150 people. However, the 2015 population in the 2010 Study was identified at 249,080 persons, which is approximately 6,700 people below that estimated for 2015 based on latest population estimates in 2013. The Experian data is considered more reliable given the Census 2011 adjustment therefore demonstrating that the 2010 Study represented a 'cautious' estimation of population growth.

5.06 **Table 5.1** provides a detailed breakdown of the forecast population change within each survey zone in the period through to 2031.

Table 5.1: Population by Survey Zone (2010 to 2031)

Zone	2010	2015	2021	2026	2031
Zone 1: Rugeley	*69,451*	71,677	73,772	75,364	76,595
Zone 2: Stone	*29,544*	31,109	31,974	32,684	33,224
Zone 3: Newport/Gnosall	*24,996*	26,078	26,535	26,906	27,152
Zone 4: Uttoxeter	*20,044*	21,297	22,385	23,224	23,914
Zone 5: Brocton	*37,235*	39,567	41,038	42,228	43,273
Zone 6: Stafford	*29,712*	33,243	35,293	37,028	38,478
Zone 7: Weston	*16,300*	16,811	17,182	17,331	17,440
Zone 8: Wheaton Aston/Penkridge	*14,868*	15,992	16,243	16,414	16,527
Total	***242,150***	**255,774**	**264,422**	**271,179**	**276,603**

Source: Experian Micromarketer G3 data (2011)

Retail Expenditure

5.07 In order to calculate convenience and comparison expenditure per person, WYG has again utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes into account the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG (and other consultants) in retail studies of this type.

5.08 The base year for the Experian expenditure data is 2011. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 10.1, which was published in September 2012. For the purposes of this study, the following annual growth forecasts have been applied and adjusted to reflect the forecast in the proportion of expenditure that will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. For this Update, we have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation.

5.09 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). Accordingly, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations. Appendix 3 of Experian Retail Planner Briefing Note 10.1 states that:

'Since the non-store retailing figures include supermarkets and other retailers that source internet goods sales from store space, the share of non-store retailing is over-stated from the point of view of those interested in physical retail outlets, particularly for convenience goods.'

5.10 Due to this 'over-statement', in making an allowance for expenditure committed via special forms of trading, we adopt Experian's adjusted figure (provided at Appendix 3 of the Briefing Note) which accounts for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at **Table 5.2** is 'stripped out' of the identified expenditure as it is not available to tangible stores within the Study Area.

Table 5.2: Experian per Capita Expenditure Growth Forecasts

Year	Convenience	Comparison
2010	1.5%	8.9%
2015	2.7%	12.2%
2021	3.9%	15.8%
2026	4.4%	16.0%
2031*	4.7%	16.1%

Source: Experian Retail Planner Briefing Note 10.1 (September 2012)
*Taken from 2029 (as data ends at 2029)

5.11 Using the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone under each population growth scenario at 2010, 2015, 2021, 2026 and 2031. In doing so, our assessment takes into account both per capita retail expenditure growth and population change, as well as an allowance to exclude expenditure which is committed through Special Forms of Trading.

Table 5.3: Expenditure and Special Forms of Trading Growth Forecasts (per annum)

Year	Comparison (%)	Convenience (%)
2010	1.7	-0.9
2011	0.1	-3.5
2012	0.4	-0.1
2013	0.9	-0.3
2014	1.6	-0.2
2015	2.2	0.1
2016	2.2	0.4

2017	2.0	0.5
2018	2.1	0.5
2019	2.2	0.6
2020	2.3	0.7
2021	2.4	0.7
2022	2.6	0.8
2023	2.8	0.8
2024	2.9	0.8
2025	3.0	0.8
2026-2029	2.9 per annum	0.7 per annum

Source: Experian Retail Planner Briefing Note 10.1 (September 2012)

5.12 The latest forecasts suggest that the current downturn in the economy will continue to impact upon future levels of available expenditure, at least in the short term. However, over the medium to long term it is expected that the forecast levels of growth will increase as the economy recovers to levels broadly commensurate with those identified prior to the recession. In terms of convenience goods, Experian forecasts relatively modest average per annum expenditure increases of between nil and 0.5% between 2011 and 2013, before identifying increased anticipated growth of between 0.1% and 0.5% per annum between 2015 and 2018, and between 0.6% and 0.8% per annum between 2019 and 2028. However, WYG considers that the growth in expenditure forecast in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. This can be re-assessed at the next five year review interval.

5.13 Using the above growth rates (adjusted for Special Forms of Trading gains) it is possible to produce expenditure estimates for each survey zone in 2010, 2015, 2021, 2026 and 2031. The assessment takes into account both retail expenditure growth and population change as well as allowance for estimated increases in Special Forms of Trading growth. Given the availability of more reliable data being available on Special Forms of Trading allowance, than previously available in 2010, this update has ensured that the rapid growth experienced in this key growing sector has been accounted for in any future capacity assessment.

Convenience Goods Expenditure

5.14 It is estimated that, in 2010, the resident population of the Study Area generates some £493.1m of convenience goods expenditure[25]. This is forecast to increase to £609.2m by 2031, which represents an increase of £116.2m (or 23.6%) between 2010 and 2031. This compares to £409.9m (2007 Price base) identified at 2010 in the 2010 Study (which adjusted to 2010 Prices equals £477.9m at 2010, £535.1m at 2015 and £542.3m at 2021). The results show that the level of convenience goods expenditure has to reduced in real terms between 2015 and 2021 compared to that identified in 2010 (decline of £16.2m).

Table 5.4: Total Available Expenditure – Convenience (£m)

2010	2015	2021	2026	2031	Growth 2010-2015	Growth 2010-2021	Growth 2010-2026	Growth 2010-2031
493.1	507.2	542.3	577.9	609.2	14.1	49.2	84.8	116.2

Source: Table 2a of Appendix 2

Main Food and 'Top-Up' Shopping

5.15 For the purposes of this Update, the proportion of convenience goods expenditure directed to respondents' main food shopping destination has been derived directly from a specific question in the Household Survey (consistent with the 2010 Study) whereby a 75/25 split has been provided across each of the eight survey zones.

5.16 By applying these expenditure estimates to the identified resident population of the Study Area, convenience goods expenditure on main food shopping is approximately £369.8m and 'top up' expenditure is approximately £123.3m at 2010. At 2015 this is expect to increase to £380.4m for main food shopping and £126.8m for top up food shopping.

Comparison Goods Expenditure

5.17 In 2010, the resident population within the Study Area is identified to generate £735.4m of comparison goods expenditure. Given the forecast growth in population and expenditure, this is expected to increase to £1,285.8m by 2031. This represents an increase of £550.4m (or 75%) between 2010 and 2031. Whilst this is clearly a very significant increase, the overall forecast

[25] Expressed in 2010 prices, as is every subsequent monetary reference.

comparison goods expenditure growth is somewhat below the level anticipated by the 2010 Study as a result of the more restricted per capita expenditure growth forecasts, and the application of amended forecasts in respect of special forms of trading.

Table 5.5 Total Available Expenditure – Comparison (£m)

2010	2015	2021	2026	2031	Growth 2010-2015	Growth 2010-2021	Growth 2010-2026	Growth 2010-2031
735.5	809.3	950.7	1,115.1	1,285.8	73.9	215.2	379.7	550.4

Source: Table 8 of Appendix 2

5.18 For the purposes of this study, comparison goods expenditure has been divided into nine sub-categories: 'Furniture', 'DIY', 'Electrical' and 'Garden Centre' (collectively referred to as bulky goods), and 'Clothing & Footwear', 'Books, CDs, DVDs, etc', 'Household Goods', 'Toys, Bicycles and Other Recreational Goods' and 'Chemist Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zone by zone basis. However, across the Study Area, the expenditure directed to each sub-category by residents within the Study Area is as follows.

Bulky Goods

'Furniture' – 11.4%

'DIY' – 7.1%

'Electrical' – 14.8%

'Garden' – 2.3%

Sub-Total – 35.5%

Non-Bulky Goods

'Clothing & Footwear' – 25.2%

'Books, CDs, DVDs, etc.' – 7.3%

'Household Goods' – 15.8%

'Toys, Bicycles and Other Recreation Goods' – 13.8%

'Chemist Goods' – 2.4

Sub-Total – 64.5%

Stafford Borough's Market Share

5.19 This Update again draws upon the 1,000 household telephone interviews undertaken within the defined Study Area in April 2010. By analysing the results from the survey, it is possible to estimate the levels of expenditure which are directed towards Stafford Borough shopping facilities. WYG note that the NEMS survey results have been adjusted to reflect the geographical distribution of population within each of the eight survey zones, and therefore these market shares may differ slightly to that shown in the 2010 Study.

5.20 The market shares for the various expenditure categories are highlighted below in Tables 5.6 and 5.7, with commentary following thereafter.

Table 5.6: Stafford Boroughs Current Market Share – Convenience (2010)

Zone	Market Share (%)		
	Main Convenience	'Top-Up' Convenience	Total^
Zone 1: Rugeley	2.0	5.2	2.8
Zone 2: Stone	92.2	88.9	91.4
Zone 3: Newport/Gnosall	26.1	25.8	26.0
Zone 4: Uttoxeter	3.2	3.1	3.1
Zone 5: Brocton	97.2	98.6	97.6
Zone 6: Stafford	99.0	97.3	98.6
Zone 7: Weston	83.9	78.8	82.6
Zone 8: Wheaton Aston/Penkridge	37.0	5.5	29.1
TOTAL	**50.1**	**48.7**	**49.7**

Source: Derived from Statistical Tables Provided at Table 3 in Appendix 2
^ Based on cumulative market share of main and 'top-up' food shopping (derived from Table 4, Appendix 2)
Based on market share of expenditure

Table 5.7: Stafford Borough's Current Market Share – Comparison (2010)

Zone	Market Share (%)									
	Clothing & Footwear	Books, CDs, etc.	Household Goods	Toys, etc.	Chemist	Electrical	Furniture	DIY	Garden Centre	Total ^
Zone 1: Rugeley	32.0	21.3	23.1	16.9	7.9	9.4	5.7	15.8	53.1	20.2
Zone 2: Stone	48.9	68.7	48.4	43.8	87.1	73.2	50.4	65.6	70.1	56.0
Zone 3: Newport/Gnosall	31.8	34.7	32.6	30.5	26.5	28.7	19.2	21.1	68.2	30.0
Zone 4: Uttoxeter	9.8	4.7	13.9	7.6	3.3	12.7	0.0	0.0	8.1	8.2
Zone 5: Brocton	73.7	88.6	83.3	87.3	98.6	94.3	74.2	98.9	83.5	83.8
Zone 6: Stafford	83.4	98.2	85.0	87.7	99.1	97.0	81.0	98.5	88.1	88.7
Zone 7: Weston	65.1	91.0	56.4	70.7	83.1	83.2	63.4	96.2	87.7	72.1
Zone 8: Wheaton Aston/Penkridge	41.0	53.2	41.4	44.7	36.4	32.7	17.7	27.8	74.5	38.4
TOTAL	**48.3**	**56.6**	**45.7**	**45.0**	**52.6**	**49.8**	**36.3**	**50.7**	**65.0**	**47.1**

Source: Derived from Expenditure Tables (11, 13, 15, 17, 19, 21, 23 and 25) provided at Appendix 2
^ Based on cumulative market share of all comparison goods (this is a aggregated market share of other comparison goods sub categories (derived from Table 4, Appendix 2)

Forecast Growth in Expenditure Attracted to Study Area

5.21 With forecast growth in convenience goods expenditure predicted to increase at an average of 0.32%[26] per annum across the whole of the period from 2010 to 2031, and with the Study Area population expected to grow from 242,156 to 276,603 people over the same period, it is estimated that the Study Area will experience an increase to convenience goods expenditure of approximately £609.2m by 2031. Assuming a constant Study Area market share of 49.7%, this equates to an increase to retained (within Stafford Borough) convenience goods expenditure of approximately £302.8m by 2031.

5.22 The significant forecast increase in expenditure on comparison goods (an average of 2.2%[29] per annum increase in the period 2010 to 2031) would result in £1,285.8m of comparison goods expenditure being generated within the Study Area by 2031. Assuming a constant comparison goods market share of 47.1%, existing facilities within Stafford Borough will seek to capture around an approximately £605.6m of comparison goods expenditure by 2031.

5.23 This analysis is based on 'rolling forward' the current market share within the Study Area for each category of goods. This approach of rolling forward existing market share is in line with standard practice and does not take into account the desirability or need to 'claw back' leakage directed to centres elsewhere, which might be achieved through improvements in retail provision. However, in this regard it should be noted that the current comparison goods market share of the Study Area is considered reasonably healthy (47.1% market share for Stafford Borough), particularly high retention (+60%) of comparison goods spend is apparent in the 'core' Zones (2, 5, 6 and 7) covering facilities in Stafford Borough.

5.24 In order for the Study Area to capture the significant growth in retail expenditure which is forecast (particularly for comparison goods), it is likely that there will be a need to enhance future retail provision, thereby ensuring that this growth is not lost to competing centres and that the future Study Area retention rate does not decline.

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[26] Growth rates taken from Appendix 3 of Experian Retail Planner Briefing Note 10.1 (September 2012), and are adjusted to take into consideration Special Forms of Trading allowances.

5.25 If an excess of comparison or convenience goods expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:

- Existing development proposals;
- Expected changes in shopping patterns;
- The current capacity and efficiency of retail floorspace within the established centres;
- Future changes in business productivity and current development commitments; and
- Potential changes in forecast expenditure growth in the future.

6.0 RETAIL CAPACITY STAFFORD AND STONE TOWN CENTRES

6.01 The quantitative modelling for the capacity assessment has been undertaken for both convenience and comparison goods shopping. This approach is advocated by the Practice Guidance on Need, Impact and the Sequential Approach, which states that quantitative need assessments should have regard to relevant market information and economic data, and should include an assessment of existing and forecast population levels, forecast expenditure for specific classes of goods to be sold within the broad categories of comparison and convenience goods and forecast improvements in retail sales density.

6.02 For the purposes of this capacity exercise, WYG has primarily examined the need for new convenience and comparison goods floorspace. Indicative capacity assessments are provided for 2015, together with 2021, 2026 and 2031, but any assessment in the long-term should be viewed with caution. Any need or capacity identified beyond 2015 is not justification for new retail floorspace outside of centres, as this could prejudice the implementation of emerging town centre redevelopment strategies and the development of more central sites which, although not available for retail development at present, may become available between now and 2015 or after at 2021. Tables providing full details of inputs and the step-by-step application of the methodology set out below are provided at **Appendix 2**.

Capacity Formula

6.03 For all types of capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is Expenditure (£m) – allowing for population change and retail growth – *less* Turnover (£m) – allowing for improved 'productivity' – *equals* Surplus / Deficit (£m).

Expenditure (£m) – The expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The expenditure is estimated with reference to a number of factors, namely:

- Growth in population;
- Growth in expenditure per person per annum; and
- Special Forms of Trading (e.g. catalogue shopping / internet).

Turnover (£m) – The turnover figure relates to the annual turnover generated by existing retail facilities with the Study Area. The turnover of existing facilities is calculated using the Mintel Retail Rankings and Verdict UK Grocery Retailers reports – independent analysis which lists the sales density for all major multiple retailers.

Surplus / Deficit (£m) – This represents the difference between the expenditure and turnover figures outlined above. Clearly, a surplus figure will represent an under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace is required), whereas a deficit would suggest an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).

6.04 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, electrical retailers such as Currys (which is considered a bulky goods retailer) have a much higher sales density than other bulky goods retailers such as B&Q, and clothing and footwear (non-bulky goods) operators generally have a higher sales density than bulky goods retailers.

Capacity for Future Convenience Goods Floorspace

6.05 In order to ascertain the likely need for additional convenience goods floorspace within the principal towns within the Borough, namely Stafford and Stone, it is first necessary to consider the current provision. Since the 2010 Study was completed the level of scale of convenience goods facilities hasn't changed significantly to that set out in paragraph 5.09, with only the opening of a new Tesco Metro on Stone Road in Stafford and the new Aldi store at the former Buffer Depot on Stafford Road, Stone.

6.06 Based on the current market share of all existing facilities within the Borough, which includes Stafford and Stone town centres, local centres, local shopping parades and freestanding stores, our analysis has found that these existing facilities retain a convenience goods turnover of £245.2m at 2010 (previously £204.6m (2007 Prices), adjusted to 2010 prices is £236.2m).

6.07 The updated trading performance of the existing facilities across the Borough is set out in **Table 6.1** below. When 'benchmark' company turnover to floorspace ratios are applied to the net floorspace figures for existing retail facilities within the PCA, an estimate of each store's current convenience goods turnover is provided. The trading performance of existing facilities is based on a comparison of the survey derived turnover (based on the findings of the Household Survey) with the expected 'benchmark' turnover (based on nationally published trading information from Mintel and Verdict) of existing provision. The 'benchmark' turnover differs for each operator based on its average turnover per square metre through the country.

Table 6.1: Trading Performance of Current Foodstores in Stafford Borough

Store	Net F'space (sq.m)	Net Con-venience F'space (sq.m)	T'over per sq.m (£)	Bench-mark Turnover (£m)	Survey Estimate (£m)
Stafford Town Centre					
Marks & Spencer, Gaolgate Street	675	642	10,798	6.9	**6.7**
Iceland, Hunters Row	616	597	6,257	3.7	**2.0**
Local Shops	3,682	3,682	3,500	12.9	**4.5**
Market,					**0.5**
Edge-of-Centre/Out-of-Centre					
Asda, Queensway	4,292	2,871	11,783	33.8	**61.5**
Tesco Extra, Newport Road	4,647	3,346	11,152	37.3	**50.2**
Sainsbury's, Chell Road,	4,213	3,356	12,048	40.4	**43.2**
Lidl, Madford Retail Park	929	743	3,485	2.6	**1.1**
Stone Town Centre	-				
Co-Op, High Street	1,114	974	7,807	7.6	**4.5**
Local Shops	616	616	2,500	1.5	**1.0**
Market					**0.0**
Edge-of-Centre/Out-of-Centre					
Morrisons, Mill Street	2,118	2,006	10,798	21.7	**38.4**
Somerfield, Eccleshall Road	269	235	7,807	1.8	**0.4**
Zone 2	-				
Co-op, Stafford Street, Eccleshall	1,005	879	7,807	6.9	**3.7**
Local Shops, Eccleshall	100	100	3,500	0.4	**1.5**
Local Shops, Barlaston	100	100	2,000	0.2	**1.8**
Local Shops, Walton-On-The-Hill	100	100	2,000	0.2	**0.2**
Zone 3	-				
Co-op, High Street, Gnosall	252	220	7,807	1.7	**1.0**
Local Shops, Gnosall	100	100	2,000	0.2	**0.6**
	-				
Zone 5	-				
Co-op, Cannock Road, Stafford	897	784	7,807	6.1	**5.4**

Co-op, Stone Road, Stafford	278	243	7,807	1.9	**2.9**
Co-op, Bodmin Av, Weeping Cross	135	118	7,807	0.9	**1.4**
Co-op, Burton Square, Rising Brook	773	676	7,807	5.3	**2.9**
Tesco Express, Wolverhampton Rod	181	163	11,152	1.8	**0.5**
Spar, Cape Avenue, Stafford	266	239	7,319	1.8	**0.4**
Spar, Westways, Stafford	45	40	7,319	0.3	**0.4**
Zone 6	-				
Co-op, Holmcroft Road, Stafford	186	163	7,807	1.3	**1.3**
Co-op, Silkmore Lane, Stafford	989	865	7,807	6.8	**4.0**
Co-op, Weston Road, Stafford	297	259	7,807	2.0	**0.7**
Zone 7	-				
Spar, Main Road, Great Haywood	70	63	7,319	0.5	**0.6**
Local Shops, Great Haywood	100	100	2,000	0.2	**0.2**
Local Shops, Haughton	100	100	2,000	0.2	**0.6**
Local Shops, Hixon	100	100	2,000	0.2	**0.8**
Local Shops, Weston	100	100	2,000	0.2	**0.2**
Total				**207.4**	**245.2**

Source: Table 5, Appendix 2
At 2010 prices

6.08 The updated findings verify that there is significant over trading occurring across the Borough, and the four largest stores in the Borough are still overtrading (noticeably the Morrison's in Stone and the Asda store at Queensway, Stafford). Whilst survey results are commonly accepted as a means of identifying existing shopping patterns, their findings should be treated with a 'note of caution' as they tend to have a bias towards larger stores and understate the role of smaller stores and independent retailers. WYG note that many of the smaller stores (such as Co-operative Food) are under trading when compared with national benchmark but still trade at modest turnover levels, making them profitable stores.

6.09 Given that the application of stores' benchmark turnover suggests an 'expected' total turnover originating from within the Study Area of £207.4m, and that the existing convenience goods floorspace is identified to turn over £245.2m, there would appear to be an undersupply of convenience goods floorspace within the Study Area. Indeed, accepting the above caveat (para 6.08), our analysis of the performance of existing provision within the Study Area suggests that the edge-of-centre Morrisons store at Stone, Asda store at Queensway and the Tesco store at Newport Road are overtrading by 77%, 82% and 35% respectively. It should be noted that although the level of overtrading is high, such trading performances are not uncommon and will occur at numerous stores operated by the 'big four' supermarket retailers.

6.10 Although the survey results suggest that elsewhere some smaller stores are trading below expected levels, overall existing facilities are identified to be trading some £37.8m above expected levels at 2010. Due to forecast expenditure and population growth, this surplus is estimated to grow to £53.5m at 2015, £69.4m at 2021, £85.1m at 2026 and £98.6m at 2031.

Table 6.2: Estimated Capacity for Convenience Goods Facilities in Stafford Borough

Year	Turnover - £m[1]	Available Expenditure - £m[2]	Surplus Expenditure - £m[2]
2010	207.4	245.2	37.8
2015	198.8	252.3	53.5
2021	200.4	269.7	69.4
2026	202.4	287.4	85.1
2031	204.4	303.0	98.6

Table 6 (Table 1) of Appendix 2

6.11 **Table 6.2** below sets out the convenience goods surplus available to Stafford Borough, **Table 6.3** provides an indication as to the quantum of floorspace which could be supported by the estimated surplus. As set out earlier, there has been modest new convenience retail floorspace activity since 2010 as well as a number schemes (Tesco Metro, Stone Road, Stafford and the Aldi, Stafford Road, Stone) permitted which need to be taken into account. The convenience goods floorspace delivered since 2010 is expected to have an estimated benchmark turnover of £4.2m at 2015.

Table 6.3: Baseline Quantitative Need for Convenience Goods Floorspace in Stafford Borough – Extant Planning Consents

Year	Convenience Goods				
	£m			Floorspace Requirement (sq. m net)	
	Residual (Taken from 6.2)	Implemented	Residual	Min	Max
2010	37.8				
2015	53.5	4.2	49.3	4,500	10,000
2021	69.4	4.2	65.1	5,800	13,000
2026	85.1	4.3	80.8	7,200	16,000
2031	98.6	4.3	94.3	8,300	18,500

Table 6 (Table 1b) of Appendix 2

6.12 As shown in **Table 6.3**, the implemented development has addressed just 8% of the surplus capacity identified between 2010 and 2015 (£53.5m), based on a static market share (i.e. the status quo). However, it is evident that there is still residual expenditure available at 2015 and 2021 to support additional food retail provision. Indeed, a residual of £49.3m at 2015 rising to £65.1m at 2021 increasing to £80.8m at 2026 is identified. This would be sufficient to support further convenience goods floorspace. Following this, **Table 6.4** considers the effect existing retail commitments will have on this residual.

6.13 Despite the new floorspace implemented since 2010, WYG understand that there is a further 4,280 sq.m (net) of convenience goods floorspace proposed across the Borough, this includes the new Morrisons at North Walls in Stafford which is expected to be trading by 2015, the extension of the Tesco store at Newport Road, and the new M&S Simply Food within the Riverside scheme. WYG estimate that the proposed floorspace (if fully implemented) will have an estimated turnover of £32.9m that is likely to be drawn from the Study Area at 2015. As shown in **Table 6.4**, after taking account of the implemented schemes, the extant permissions will leave a residual capacity of £16.4m at 2015, increasing to £32.0m at 2021, based on the existing market share being retained.

Table 6.4: Quantitative (Benchmark) Need for Additional Convenience Goods Floorspace in Stafford Borough – Post Implementation of Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq. m net)	
	Residual (Taken from 6.3)	Extant Permissions	Residual	Min	Max
2010					
2015	49.3	32.9	16.4	1,500	3,300
2021	65.1	33.2	32.0	2,900	6,400
2026	80.8	33.5	47.3	4,200	9,400
2031	94.3	33.8	60.5	5,300	11,900

Table 6 (Table 1b) of Appendix 2

6.14 After accounting for committed floorspace, **Table 6.4** indicates that there is still a significant identified quantitative need for additional convenience goods retail provision in the short to medium term – equating to a requirement for between 1,500 sq.m and 3,300 sq.m of additional net convenience goods floorspace at 2015, rising to between 2,900 sq.m (net) and 6,400 sq.m at 2021 (depending on end operator and format). We reiterate that the long-term need estimate should be viewed with some caution given the uncertainties with forecasting expenditure and population over such a long period of time. The Borough wide capacity provides a useful context to the wider needs moving forward over the plan period, however, it is important to understand more localised needs in the key two settlements within the Borough, below we will consider the capacity in both Stafford and Stone.

Stafford Town

6.15 **Table 6.5** indicates that, at 2010, an residual expenditure of £25.7m (above the expected benchmark turnover) is attracted to facilities within Stafford town centre as well as on edge and out-of-centre locations). This residual is largely caused by the overtrading experienced at the Asda, Tesco and Sainsbury's stores.

Table 6.5: Estimated Capacity for Convenience Goods Facilities in Stafford (town)

Year	Turnover - £m	Available Expenditure - £m	Surplus Expenditure - £m
2010	164.0	189.7	25.7
2015	157.1	195.2	38.0
2021	158.4	208.7	50.3
2026	160.0	222.4	62.4
2031	161.6	234.4	72.8

Table 6 (Table 2) of Appendix 2

6.16 As stated above, since 2010, Stafford has seen the implementation of the new Tesco Metro store at Stone Road which was completed in 2012 and comprised a net convenience floor area of 182 sq.m (net). WYG estimate that this implemented floorspace has an estimated benchmark turnover of £0.7m at 2015 (WYG assume that 100% of the trade will be drawn from the Study Area). As shown in **Table 6.6**, the implemented developments will absorb just 2% of the capacity up to 2015, with a residual capacity at 2015 in Stafford of £37.3m, increasing to a residual of £49.5m at 2021.

Table 6.6: Quantitative Need for Additional Convenience Goods Floorspace in Stafford – Post Implementation of Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq. m net)	
	Surplus	Implemented	Residual	Min	Max
2010	25.7				
2015	38.0	0.7	37.3	3,400	7,700
2021	50.3	0.7	49.5	4,400	9,900
2026	62.4	0.7	61.6	5,500	12,200
2031	72.8	0.7	72.1	6,300	14,100

Table 6 (Table 2b) of Appendix 2

6.17 Despite limited convenience goods retail floorspace increases in recent years, WYG estimate that there is 4,280 sq.m (net) of 'additional convenience good floorspace' committed through extant permissions. This relates to the new Morrison's store at Kingsmead (3,167 sq.m net) on the edge of Stafford town centre, the new M&S Simply Food (790 sq.m net) within the proposed Riverside scheme, and the Tesco extension on Newport Road. WYG estimate that the proposed floorspace would have a turnover of £32.9m if trading at 2015 (it is assumed that 90% of the new Morrisons and M&S Food store turnovers will be derived from the Study Area, it is also assumed that the Tesco extension will only trade at 50% of its benchmark).

6.18 As shown in **Table 6.7**, after allowing for these three extant planning permissions, there is limited capacity for new convenience goods floorspace in Stafford at 2015 at £4.4m. Residual capacity available at 2021 will be £16.4m, increasing to £28.1m at 2026 and £38.2m up to 2031, based on the existing market share being retained. However, the Council should monitor this especially after the implementation of Riverside and Kingsmead to assess the post development impact on local convenience shopping patterns, as it is likely that the Morrisons will address the current over trading within the three major foodstores, but the degree to which this over trading will be reduced should be re-assessed. Subject to these findings there could be scope to accommodate relatively modest provision.

Table 6.7: Baseline Quantitative Need for Convenience Goods Floorspace in Stafford (town) – Extant Planning Consents

Year	Convenience Goods				
	£m			Floorspace Requirement (sq. m net)	
	Residual (Taken from 6.6)	Extant	Residual	Min	Max
2010					
2015	37.3	32.9	4.4	400	900
2021	49.5	33.2	16.4	1,500	3,300
2026	61.6	33.5	28.1	2,500	5,600
2031	72.1	33.8	38.2	3,400	7,500

Table 6 (Table 2b) of Appendix 2

Stone Town

6.19 **Table 6.8** sets out Stone's survey-derived convenience goods turnover and compares this with the expected benchmark turnover of the existing provision. The results have found that existing facilities are overtrading by £11.7m. This is principally based on the overtrading currently occurring at the edge-of-centre Morrisons store. The store is turning over £38.4m compared to a benchmark of £21.7m, which is 77% above it expected benchmark turnover. However, it should be noted that despite this over trading, other provision in the town, namely the Co-operative Food on the High Street has a derived turnover of £4.5m this is compared to a national benchmark turnover of £7.6m, showing that the store is trading at 60% of expected national levels. Whilst this may appear low when compared to national benchmarks, this does not necessarily mean that the store is not profitable, and with a derived turnover of £4.5m the store is still considered viable. Based on the cumulative over trading, there is an expenditure surplus of £11.7m identified at 2010, rising to £14.3m by 2015, to £17.2m by 2021, £20.1m at 2026 and to £22.6m by 2031.

Table 6.8: Quantitative Need for Additional Convenience Goods Floorspace in Stone

Year	Turnover - £m	Available Expenditure - £m	Surplus Expenditure - £m
2010	32.6	44.3	11.7
2015	31.3	45.6	14.3
2021	31.5	48.7	17.2
2026	31.8	51.9	20.1
2031	32.2	54.7	22.6

Table 6 (Table 3) of Appendix 2

6.20 Since 2010, Stone has seen the introduction of a new Aldi store at an out-of-centre site on Stafford Road (providing an additional estimated 820 sq.m net of convenience goods sales floorspace). This is estimated to have a benchmark turnover of £3.5m at 2015. Accordingly, WYG believe that the opening of this store will have absorbed around 24% of the identified quantitative need for additional food retail provision in the town in the short term (2015). Therefore, despite the new Aldi, there still remains a residual capacity of £10.8m at 2015 which will increase to £13.7m by 2021, to £16.5m by 2026 and £19.0m by 2031 based on the existing market share remaining constant at 9.0%.

Table 6.9: Quantitative Need for Additional Convenience Goods Floorspace in Stone (Town) – Post Implementation of Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq. m net)	
	Surplus	Implemented	Residual	Min	Max
2010	11.7				
2015	14.3	3.5	10.8	1,000	2,200
2021	17.2	3.5	13.7	1,200	2,700
2026	20.1	3.6	16.5	1,500	3,300
2031	22.6	3.6	19.0	1,700	3,700

Table 6 (Table 3b) of Appendix 2

6.21 With the opening of the Aldi addressing some of the previously identified quantitative and qualitative needs identified in 2015, there are no further extant planning consents for new foodstore in Stone at present. **Table 6.9** shows that between 2015 and 2021 there is capacity for a new foodstore of between 1,000 and 1,200 sq.m (net) of convenience goods floorspace. This remains consistent with the findings of the 2010 Study. There may also be some scope to increase the current convenience goods market share by improved foodstore provision, which will help to claw back expenditure that is currently spent at facilities in Stoke-on-Trent to the north and, to a lesser extent, to Stafford to the south.

6.22 WYG is aware that there are a variety of sites now being considered within the town to help address the previously identified capacity in the 2010 Study. This update identifies a comparable quantitative capacity to that found in 2010.

6.23 In conclusion, the results of this update show that there remains a quantitative and qualitative need for new foodstore provision across the Borough in the short (2015) to medium term (2021). The majority of this will be met by both implemented and extant planning commitments that have been secured in Stafford since the 2010 Study was completed. Therefore in the immediate future there is no requirement to actively secure new land for new foodstore provision in Stafford beyond those already identified. However, despite the introduction of Aldi in Stone there remains a capacity for a new foodstore in Stone to help address the current over trading of the Morrisons store.

Capacity for Future Comparison Goods Floorspace

6.24 As identified in 2010, the main focus for comparison goods floorspace within the Borough is Stafford town centre. In 2010, WYG identified that the town centre comprises some 35,370 sq.m of comparison goods floorspace. This update identifies that the level of comparison goods floorspace has reduced slightly to 35,075 sq.m.

6.25 In terms of out-of-centre provision, there is 9,810 sq.m (gross) of comparison goods floorspace located at Hough Retail Park in four retail warehouse units, accommodating B&Q, SCS, Argos and Benson for Beds. The largest provision of out-of-centre comparison goods floorspace is found at Queens Retail Park with 15,900 sq.m (gross) in fifteen large units. Queens Retail Park includes Boots, B&M, Matalan, Asda Living, Next Home, Next, New Look, Carpetright, Pets at Home. The second largest is located at Madford Retail Park at Foregate Street with 14,090 sq.m (gross) distributed across 10 retail warehouse units, accommodating Wickes, Homebase, Currys, Magnet, Dreams, Screwfix, Dunelm Mill and Halfords. The results show that there is now more comparison goods floorspace in the existing retail warehouse parks than in Stafford town centre.

6.26 Our analysis of the market share of facilities in the Borough indicates that the level of trade passing through non-food facilities originating from inside the Study Area is £346.7m at 2010. This represents a market share 47.1% of the total comparison goods expenditure generated from within the defined Study Area. This lower market share (previously 48.4% in 2010) in this update reflects the current position in internet spending as well as the readjustments NEMS have made to the survey results to better represent the population distribution across the Borough. **Table 6.10** below provides a breakdown of the comparison goods market share by different shopping destinations across the Borough.

Table 6.10: Comparison Goods Market Share and Turnover within the Study Area (2010)

Destination	Market Share (%)	Survey Estimate Turnover (£m)
Stafford		
Town Centre	32.2	236.5
Edge-of-Centre / Out-of-Centre		
Supermarkets	0.7	5.2
Hough Retail Park	3.9	28.9
Madford Retail Park	2.0	14.9
Queens Retail Park	5.0	36.6
Other Out-of-Centre	0.3	1.9
Sub-Total	***44.0***	***323.9***
Stone		
Town Centre	1.5	10.7
Other	0.0	0.2
Sub-Total	***1.5***	***10.9***
Other (Zone 2, 3, 5 and 7)	1.6	11.9
Sub-Total	***1.2***	***11.9***
TOTAL	**47.1**	**346.7**

Notes: Based on findings of the Stafford Household Survey (2010), taken from Tables 27 and 28 of Appendix 2
Based on market share of expenditure
At 2010 prices

6.27 Despite the level of comparison goods floorspace being higher within the three main retail parks, the town centre is still the most popular destination for comparison goods shopping, retaining just under a third of available expenditure within the wider Study Area. Queens Retail Park is the second most popular destination with a market share of 5% followed by Hough Retail Park which is strongly influenced by the B&Q Mini Warehouse (at 3.9%).

6.28 As highlighted in 2010 and this study, the Household Survey appears to overestimate the market share of existing centres (notably Stafford) and underestimated the role of retail provision elsewhere (retail parks). Therefore, in assessing future capacity, our assessment is based on the turnover of all comparison floorspace within the Borough.

6.29 On this basis, WYG has 'rolled forward' Stafford Borough's current 47.1% market share to examine the likely level of comparison goods floorspace required to maintain its current role and function and position within the hierarchy.

6.30 Accordingly, given the increases in forecast comparison goods expenditure, rises in Special Forms of Trading and projected increases in the Study Area population, WYG estimates that between 2010 and 2015, an additional £80.6m originating from the Study Area will be spent on all comparison goods (bulky and non-bulky) within the Borough. This identified surplus is relatively modest due to the limited increases in comparison goods spending and increases in the level of expenditure committed via special forms of trading (forecast by Retail Planner Briefing Note 10.1 over the short term). However, **Table 6.11** identifies that the expenditure surplus is then forecast to increase to £109.2m by 2021, to £155.1 by 2026 and £201.0 by 2031.

Table 6.11: Estimated Capacity for Comparison Goods Facilities in Stafford Borough

Year	Turnover - £m[1]	Available Expenditure - £m[2]	Surplus Expenditure
2010	278.9	346.7	67.8
2015	301.0	381.5	80.6
2021	339.0	448.2	109.2
2026	370.6	525.7	155.1
2031	405.2	606.2	201.0

Table 29 (Table 1) of Appendix 2

6.31 Since the 2010 Study, we understand that there has been only a modest level of implemented retail (comparison goods) development across the Borough, equating to a net increase of 1,300 sq.m of new comparison goods floorspace. This mainly relates to the comparison goods floorspace contained within new foodstore developments (Aldi (Stone) and Tesco Metro (Stafford)) as well as the new floorspace at Staffordshire Place on Tipping Street. WYG estimate that implemented development would have an estimated turnover of £5.2m at 2015 rising to £5.9m at 2021.

6.32 In addition to the above implemented floorspace, WYG note that there is existing floorspace available within the town centre that could absorb future capacity. However, even during more prosperous economic times there is a natural vacancy level of around 9%[27] of floorspace in most town centres. Drawing on past vacancy rates in Stafford and Stone town centres, we estimate that there is

[27] GOAD Experian results in Appendix 8 of the S&STCC (2011) show that the proportion of vacant floorspace in Stafford town centre has fluctuated between 7% and 13% since 2001 (very low vacancies occur in Stone). Even during more prosperous periods there has been a natural vacancy rate of around 9% in UK town centres. WYG has assumed that once more favourable economic conditions occur then there will be a pool of vacant retail accommodation that could be occupied and re-used to absorb future capacity and an allowance for this vacancy take up has been included in the future capacity figures. WYG note that the historical vacancy figures for Stafford and Stone vary considerably and this is reflected in the above Borough vacancy take up figure, as no allowance has been made for Stone given the historical low vacancy rates. WYG note that of the total vacancies, some of this space may be used for convenience or retail or leisure services and therefore this is considered a worse case position.

approximately 3,800 sq.m of vacant floorspace across both town centres (the majority in Stafford) that could be recycled once more favourable economic conditions arise. This approach takes into account natural vacancies that have persisted for a prolonged period in both centres. Therefore, WYG has made some allowance for vacancies reducing in the future. This will ensure that any future planning strategy to reduce vacancy rates in existing town centres is accounted for in this capacity assessment.

6.33 As shown in **Table 6.12** below, these implemented developments would absorb just 6% of the identified need for additional comparison goods floorspace in the period to 2015. After these implemented developments and the reduction in vacancies are taken into account, it is estimated that between 10,200 sq.m and 19,500 sq.m of additional net comparison goods floorspace could be supported by 2015, assuming that the existing (47.1%) market share will be maintained. This will increase to 13,200 sq.m and 24,500 sq.m by 2021.

Table 6.12: Quantitative Need for Additional Comparison Goods Floorspace in Stafford Borough - Post Implementation of Commitments

	Comparison Goods					
	£m		Natural Vacancy Take Up		Floorspace Requirement (sq. m net)	
	Surplus	Implemented	Residual	13% to 9%	Min	Max
2010	67.8			3,800		
2015	80.6	5.2	75.3	3,800	10,200	19,500
2021	109.2	5.9	103.3	3,800	13,200	24,500
2026	155.1	6.4	148.7	3,800	18,600	33,500
2031	201.0	7.0	194.0	3,800	22,900	40,700

Table 29 (Table 1b) of Appendix 2

6.34 Whilst the Borough has experienced new implemented floorspace since 2010, WYG understand there is a further 17,000 sq.m (net) of comparison goods floorspace proposed across the Borough (through extant consents). WYG estimate that the proposed floorspace will have an estimated turnover of £70.0m if all were implemented and fully trading at 2015. Most of this floorspace is provided through the 13,600 sq.m (net) of the new Riverside and Kingsmead schemes. Other comparison floorspace is proposed across a variety of out-of-centre locations around Stafford (mainly Queens Retail Park). As shown in **Table 6.13** and after taking account of implemented schemes and extant planning permissions and reductions in vacancies, these commitments will negate any identified need for major new comparison goods development up to until 2021, based on the existing market share being retained.

Table 6.13: Quantitative Need for Additional Comparison Goods Floorspace in Stafford Borough – Extant Planning Consents

Year	Comparison Goods					
	£m		Natural Vacancy Take Up		Floorspace Requirement (sq. m net)	
	Residual (Taken from 6.12)	Extant	Residual	13% to 9%	Min	Max
2010				3,800		
2015	75.3	70.0	5.3	3,800	-2,800	-2,200
2021	103.3	78.8	24.5	3,800	200	2,900
2026	148.7	86.2	62.5	3,800	5,600	11,900
2031	194.0	94.2	99.8	3,800	9,900	19,100

Table 29 (Table 1b) of Appendix 2

6.35 The results show that given the extent of extant planning permissions across the Borough (if implemented), this would address all of the residual capacity identified up to 2021 based on the current market share being retained.

6.36 In conclusion, with less growth now estimated in comparison goods expenditure; higher claims for Special Forms of Trading spend; implemented and extant planning permissions, and allowing for future strategies to occupy existing vacant floorspace, WYG estimate that the level of future capacity is significantly lower than that found in the 2010 Study (Figure 5.2, page 51) with capacity now estimated at 5,600 sq.m (net) compared to 36,000 sq.m (net) at 2026.

6.37 The assessment will now consider the estimated capacity for each of main two town centres within the Borough, namely Stafford and Stone.

Stafford Town

6.38 Our analysis indicates that the comparison goods facilities in and around Stafford (including Queens Madford and Hough Retail Parks) retain £323.9m of comparison goods expenditure, equating to a 44% market share. This is compared to a benchmark turnover of existing facilities of £254.8m, showing that existing facilities are over trading by some £69.1m

6.39 Assuming this market share is maintained and 'rolled forward'; we estimate that by 2015 an additional £81.5m originating from the Study Area will be spent on comparison goods (both bulky and non-bulky) in Stafford. After allowing for increases in the turnover efficiencies of existing floorspace, a surplus of £109.0m is available at 2021 to support additional floorspace. This identified surplus is forecast to increase to £152.6m at 2026 and to £196.2m by 2031.

Table 6.14: Estimated Capacity for Comparison Goods Facilities in Stafford

Year	Turnover - £m[1]	Available Expenditure - £m[2]	Surplus Expenditure
2010	254.8	323.9	69.1
2015	275.0	356.5	81.5
2021	309.7	418.7	109.0
2026	338.6	491.1	152.6
2031	370.2	566.3	196.2

Table 29 (Table 2) of Appendix 2

6.40 However, since 2010, Stafford has benefited from additional new comparison goods floorspace being implemented. With this implemented development estimated to have a turnover of £4.3m at 2015 rising to £4.8m at 2021, it will absorb just 6% of the capacity identified between 2010 and 2015 (£81.5m). WYG estimate after implemented schemes are taken into account, the residual capacity will be £77.2m at 2015 increasing to £104.2m at 2021. After allowing for a reduction in vacancy rates from 13% to 9%, WYG estimates that there is approximately 3,800 sq.m (net) of current vacant floorspace that could be re-used across the town centre which could absorb future capacity. After taking into account both implemented and existing vacant floorspace, WYG estimate that between 10,500 and 20,000 sq.m (net) of new floorspace could be accommodated in Stafford town centre based on the current market share being retained at 2015. This will increase to between 13,300 and 24,800 sq.m (net) at 2021.

Table 6.15: Quantitative Need for Additional Comparison Goods Floorspace in Stafford - Post Implementation of Commitments

	Comparison Goods					
	£m			Natural Vacancy Take Up	Floorspace Requirement (sq. m net)	
	Surplus	Implemented	Residual	9% to 13%	Min	Max
2010	69.1			3,800		
2015	81.5	4.3	77.2	3,800	10,500	20,000
2021	109.0	4.8	104.2	3,800	13,300	24,800
2026	152.6	5.3	147.3	3,800	20,400	36,600
2031	196.2	5.8	190.4	3,800	24,900	44,000

Table 29 (Table 2b) of Appendix 2

6.41 However, since 2010, a significant level of floorspace has been granted planning permission; mainly provided through the Riverside redevelopment site (LPA Ref: 11/16363/FUL). There are also some sizeable planning permissions at Queens Retail Park and Greyfriars as well as the Tesco Extension on Newport Road. Together there is over 17,000 sq.m of new comparison goods floorspace proposed in Stafford. WYG estimate that proposed floorspace will have a total estimated turnover of £70.0m if trading at 2015. This would leave a residual capacity of £7.2m at 2015 based on the existing market share remaining constant at 44%. After taking into account a reduction in vacancy rates, WYG estimate that there is no capacity for further comparison goods retailing in Stafford in the short term based on existing market share being retained. In the long term capacity is expected to increase to between 7,500 sq.m and 16,600 sq.m at 2021 and between 14,000 sq.m and 28,300 sq.m by 2031.

6.42 The results show that the implemented and existing extant planning permissions and existing vacant floorspace can meet most of the identified capacity in the short to medium term (2015 to 2021). In reality, and once the Riverside redevelopment is completed and fully trading by 2015, we would expect the current market share to increase by a number of percentage points as it encourages more shoppers to the town.

Table 6.16: Quantitative Need for Additional Comparison Goods Floorspace in Stafford– Extant Planning Consents

Year	Comparison Goods					
	£m			Reduction in Vacancy Rates	Floorspace Requirement (sq. m net)	
	Residual (Taken from 6.15)	Extant	Residual	13% to 9%	Min	Max
2010				3,800		
2015	77.2	70.0	7.2	3,800	-2,500	-1,400
2021	104.2	78.8	25.4	3,800	900	4,700
2026	147.3	86.2	61.1	3,800	7,500	16,600
2031	190.4	94.2	96.2	3,800	14,000	28,300

Table 29 (Table 2b) of Appendix 2

Stone

6.43 Existing comparison goods retailers in Stone retain comparison goods expenditure of around £10.7m, equating to 1.5% of all such expenditure generated within the Study Area. For the purposes of estimating capacity and given that there is no retail warehousing within Stone we have not sought to consider the benchmark turnover for the town. The derived comparison goods sales density is estimated at around £2,300 per sq.m. Assuming this market share is maintained and 'rolled forward', increases in comparison goods expenditure and projected increases in population will result in an additional £0.2m originating from the Study Area to be spent on comparison goods at 2015. After allowing for increases in the turnover efficiency of existing floorspace, a surplus of £0.8m is available at 2021 to support additional floorspace, rising to £2.0m at 2026 and £3.2m at 2031.

Table 6.17: Estimated Capacity for Comparison Goods Facilities in Stone

Year	Turnover - £m[1]	Available Expenditure - £m[2]	Surplus Expenditure
2010	10.7	10.7	0.0
2015	11.6	11.8	0.2
2021	13.0	13.9	0.8
2026	14.3	16.3	2.0
2031	15.6	18.8	3.2

Table 29 (Table 3) of Appendix 2

6.44 Since 2010, Aldi has opened a new store on Stafford Road with a comparison goods floorspace of approximately 300 sq.m. WYG estimate that this would have a benchmark turnover of £0.9m at 2015. As shown in **Table 6.18** the implemented scheme will absorb any identified capacity up to 2021 based on the existing market share being retained (i.e. the status quo). In light of implemented development we estimate that any capacity for comparison goods can be absorb in the town centre, based on the existing market share being retained. WYG can confirm that there are no extant planning consents in Stone.

Table 6.18: Quantitative Need for Additional Comparison Goods Floorspace in Stone - Post Implementation of Commitments

	Comparison Goods				
	£m			Floorspace Requirement (sq. m net)	
	Surplus	Implemented	Residual	Min	Max
2010	0.0				
2015	0.2	0.9	-0.7	-100	-200
2021	0.8	1.1	-0.2	0	-100
2026	2.0	1.2	0.9	200	300
2031	3.2	1.3	1.9	400	600

Table 29 (Table 3b) of Appendix 2

Summary

6.45 As in 2010, this update has identified that there is a demonstrable need for further retail floorspace within the Borough, despite suppressed growth of available expenditure. In terms of convenience goods floorspace, this update has found that both implemented and extant planning permission for new convenience goods floorspace will meet any future capacity in Stafford, with the proposed new Morrison's ensuring that the current over trading of existing provision is addressed in the short term. This update also confirms that there remains capacity for a medium sized foodstore in Stone (above that realised by the new Aldi store) in the immediate future.

6.46 As with the 2010 Study, this update has also identified that any need for additional comparison goods floorspace across the Borough, is in part, met by implemented schemes since 2010, but will also be met by existing planning commitments in the short to medium term.

7.0 FUTURE RETAIL STRATEGY STAFFORD BOROUGH

7.01 Whilst the previous section of this report has provided an updated picture in terms of the likely growth in expenditure and the capacity which will occur in the future, it is important to reflect upon the future strategy for Stafford and Stone Town Centres when deciding where any future growth or demand should be directed.

7.02 Since the publication of the Stafford & Stone Town Centre Capacity Study in 2010, the UK economy has moved into an extended period of recession and low growth. This has ultimately had an impact on the level of expenditure available across the Borough in the short to medium term. This update has also drawn on more up to date Special Forms of Trading (spend via the internet) figures which underline the increased importance of this key retail sector since 2010. This has meant that expenditure previously spent in traditional shops, high streets and retail parks is now spent at home and distributed by home delivery.

7.03 The NPPF requires LPAs as part of their Local Plan to set out a strategy for the management and growth of centres over the plan period. As part of their strategy, LPAs should, inter alia:

- Recognise town centres as the heart of their communities and pursue policies to support the viability and vitality;
- Define a network and hierarchy of centre this resilient to change to anticipated future economic changes;
- Define the extent of town centres and primary shopping areas, based on clear definition primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centre that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable site to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;

- Allocate appropriate edge of centre sites for main town centre that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre site cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre; and
- Set policies for the consideration of proposal for main town centre uses which cannot be accommodated in or adjacent to town centres.

7.04 Each of the above requirements is considered below in relation to Stafford Borough and its principal town, district and local centres, where relevant.

Hierarchy

7.05 The current retail strategy for Stafford Borough is set out by the 'saved' policies of the Stafford Borough Local Plan, which was adopted in October 1998, with relevant policies being 'saved' to remain part of the statutory development plan in September 2007 under the provisions of the Planning and Compulsory Purchase Act 2004. The Local Plan designates Stafford and Stone as town centres.

7.06 The Plan for Stafford Borough Pre-Submission Draft produced in 2013 sets out (through Policy E8) the overall retail hierarchy for Stafford Borough which can be summarised as follows:

- **Town centres:** Stafford and Stone
- **Local centre:** Eccleshall
- **Village & Neighbourhood centres**:

Village	Neighbourhood Centres-Stafford
Barlaston	Baswich
Eccleshall	Holmcroft
Gnosall	Parkside
Great and Little Heywood	Rising Brook
Hixon	Wildwood
Tittensor	Weston Road
Weston	**Neighbourhood Centres-Stone**
Woodseaves	Walton
Yarnfield	

7.07 This update to the 2010 study reaffirms that Stafford is the most important retail centre which caters for the majority of the Study Area's convenience and comparison goods needs, as well as cultural and leisure needs. Accordingly, it is considered that emerging retail policy satisfactorily emphasises Stafford's role as a sub-regional town which should be a focus for significant additional main town centre uses over the plan period.

7.08 For Stone town centre, Draft Policy E8 recognises the difference in role, function and scale between Stafford and Stone town centres, and that Stone acts a key service centre and market town for the north of the Borough.

7.09 WYG considers the hierarchy proposed by the Draft Policy E8 to be generally appropriate and considers that the wording makes appropriate provision to direct significant main town centre uses to the key centres and builds on the previous advice in the 2010 Study. The extent of Stafford and Stone town centres are defined on the accompanying maps within the Pre-Submission Plan For Stafford Borough, and WYG can confirm that these correspondence with the recommendations within the 2010 Study (Appendix 10 and 11). This update does not recommend any changes to those previous recommendations.

Primary Shopping Area

7.10 As indicated at paragraph 5.01 above, it is necessary for LPA's to identify the primary shopping area of existing centres as this forms the basis in terms of the application of the sequential approach to development. In this respect, Annex 2 of the NPPF provides the following definitions for the primary shopping area, the primary frontage and the secondary frontage.

- Primary Shopping Area
  'Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage)'.

- Primary Frontage
  'Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses'.

7.11 The policies map in the pre-submission Plan for Stafford Borough define the extent of the Stafford and Stone primary shopping area, these broadly follow the recommendations in the 2010 Study. From review of the current functionality of both town centres, WYG do not recommend any changes to these.

7.12 Although the NPPF identifies that primary and secondary shopping boundaries should be defined, WYG can confirm that primary and secondly frontages for Stafford and Stone town centres were previously recommended in the 2010 Study (Appendix 10 and 11). WYG consider that, given the current economic climate and the current high vacancies experienced, such definitions can often be considered too restrictive and can act to discourage new development investment, and changes of use in town centres. Traditionally, such tools have been used to guard against increasing leisure and financial service provision. Although well intentioned, the application of such frontage policy can often be counter-productive in terms of fostering activity and growth through other land uses, which still add to the vitality of a town centre. Therefore, WYG recommend that a defined primary shopping area should be the principal tool to direct future retail development in the future.

7.13 As part of the Pre Submission consultation to the Plan for Stafford Borough, the Council have received representations from Sainsbury's in Stafford and Morrison's in Stone to request the inclusion of both stores in the primary shopping area for the respective town centres.

7.14 WYG recognise the importance of both stores in serving the convenience goods needs of Stafford residents as well as drawing people in to the town centre. Their role in underpinning the vitality and viability of the centre as a whole is recognised by both stores being located within the defined town centre boundary. However, in order to consider whether they should be treated as part of the primary shopping area, a view must be taken as to whether or not the areas within which the stores operate are predominantly occupied by main town centre uses or they are adjacent the primary shopping area. WYG do not believe that the location of either store adjoins the primary or secondary frontages (i.e. is contiguous with other retail frontages) or is adjacent to the established primary shopping area and therefore should be considered edge of centre. They are both located within the town centre boundary, but not within the primary shopping area. Whilst both sites offer the opportunity for shoppers to walk to the primary shopping area there is a clear physical barrier (in the form of the town centre ring road) which must be crossed before entering the shopping core.

7.15 However, and drawing on the representations made by Morrison's, the evidence clearly demonstrates that the customer car park does form part of the town centre supporting infrastructure, and therefore

WYG would recommend that the entire car park should be included within the town centre boundary and therefore WYG agree that the southern car parking area should be incorporated into the town centre boundary, but for the reasons set our above is not considered to form part of the primary shopping area.

Thresholds

7.16 In accordance with best practice, it is appropriate to identify thresholds for the scale of edge-of-centre and out-of-centre development which should be subject to an impact assessment. WYG does not consider that a blanket threshold is suitable for all types of centre across an administrative area. For example, a 500 sq.m convenience store (which could be operated by Tesco Express or Sainsbury's Local) will have a greater impact on a small village or neighbourhood centre (i.e. Parkside, Rising Brook) than a similar facility would on Stafford or Stone town centre. Therefore, in developing the policy in the future, it is more appropriate to have a range of thresholds, depending upon which centre the development applies to.

7.17 Accordingly, policy should advocate a tiered approach whereby the threshold applied to planning applications at edge-of-centre and out-of-centre locations varies in relation to the role and function of the particular centre.

7.18 For a centre of the size of Stafford town centre, performing the role that it does, it is recommended that development proposals providing greater than 1,000 sq.m gross floorspace for town centre uses in an edge or out-of-centre location should be the subject of an impact assessment. It is considered appropriate to reduce the threshold for Stone to development proposals greater than 500 sq.m gross, and for local centre, village and neighbourhood development proposals that are greater than 300 sq.m gross. In our experience, it will only generally be development of a scale greater than these thresholds which will lead to a 'significant adverse' impact, which could merit the refusal of an application for town centre uses in accordance with the provisions of paragraph 26 of the NPPF.

7.19 The proposed thresholds at town, local, village and neighbourhood centre level are considered to reflect the relatively small size of some of the centres at the lower end of the retail hierarchy and their consequent potential susceptibility to alternative 'out-of-centre' provision. In WYG's experience a 300 sq.m operation located outside but in proximity to a defined local centre may well impact on its performance.

Future Need for Convenience Goods Floorspace

7.20 Section 4 of this report identifies a short term need for additional convenience goods floorspace within Stafford. Whilst this need grows throughout the period to 2031 as a result of forecast increases in population and per capita convenience goods expenditure, it is evident that some existing stores are currently 'overtrading' and that the existing convenience goods expenditure surplus apparent at 2010 could support additional convenience goods floorspace.

7.21 From a qualitative perspective, the Stafford area remains well represented and contains three of the four major food operators (Asda, Sainsbury's and Tesco) which are reflected by the high convenience goods market share achieved within the primary catchment area. However, as previously advised, there is a qualitative need to address the current over trading occurring in Stafford's existing stores and this will now be met by the introduction of the proposed new Morrison store at Kingsmead and a new improved M&S Simply Food store (as part of larger M&S store) within the Riverside scheme. The key priority will be to ensure delivery of the Kingsmead and Riverside sites by 2015 in accordance with the emerging Draft Policy Stafford 1 of the Plan for Stafford Borough.

7.22 Since 2010, Stone has seen the opening of a new out-of-centre Aldi store on the A34. This update has re-confirmed the need to provide another medium sized foodstore (1,000 to 1,200s sq.m[28] net) in Stone in the short (2015) to medium term (2021). This new provision will help address the current over trading that occurs in the town and help to provide greater improved choice and competition in the town. In early 2013, the Council, through the Pre-Submission of the Plan for Stafford Borough, have allocated a mixed use area known as Westbridge Park (under draft Policy Stone 1) to help strengthen the town centre's future role (although we note this is not set out on the draft policies map).

7.23 This update confirms that there are very limited site opportunities within the town centre to accommodate such a level of floorspace. As set out in Appendix 13 of the 2010 Study, WYG identified that the most suitable site to accommodate the identified future 'foodstore' capacity would be the previously developed land at the edge of Westbridge Park which is currently used as a leisure centre and car parking. With no centrally located sites within the town centre WYG recommend that the edge

[28] The capacity relates to convenience goods floorspace only, and does not include an element of non-food (or comparison goods) that is found in foodstores.

of centre[29] Westbridge Park site is sequentially the most suitable, available and viable location to secure any future foodstore development that can accommodate the estimated growth in the short to medium term.

7.24 WYG understand that two other foodstore site locations have been identified by third parties in response to the pre-submission Plan for Stafford Borough. The first relates to Trent Vision Trust's site located adjacent the existing fire station located off the A34. This includes improved pedestrian links to the town centre. The second relates to the land at the A51/A34 roundabout junction referred to a 'Bowers' land. WYG can confirm that both sites are considered out-of-centre for the purposes of the sequential approach to site selection (even with improved linkages). WYG can also confirm that both suggested sites are actually located outside the urban area and are therefore considered out of town, as defined in Annex 2 of the NPPF.

7.25 Westbridge Park is considered an accessible site given that it is well positioned and located less than 200 metres walk from the defined primary shopping area . WYG advise that if a foodstore is allocated at Westbridge Park then it will facilitate improved linked trips with the rest of the town centre, similar to those levels currently occurring with the Morrison's store[30]. Such linked trips would be unlikely to be encouraged and facilitated at both the Trent Vision Trust and Bowers sites given the distance from the town centre. WYG therefore recommend that, given the that there are no obvious 'in centre' sites that could accommodate the proposed capacity then the next best sequential option is to focus convenience goods retailing at Westbridge Park. To increase the propensity of linked trips, WYG would recommend that existing pedestrian routes between Westbridge Park and the southern area of the town centre be improved and enhanced. WYG would also recommend that the orientation of any foodstore at Westbridge Park needs to be carefully considered to ensure customer entrances are focused closest to the town centre to ensure encourage pedestrian links and interaction with the town centre.

Future Need for Comparison Goods Floorspace

7.26 Unlike the need identified for future convenience goods floorspace, the need for comparison goods floorspace is driven by the forecast growth in expenditure and population. Given that this study identifies significantly less comparison goods growth than the 2010 Retail Study, the identified need

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[29] The NPPF confirms that edge of centre for retail purposes, is a location that is well connected and up to 300 metres of the primary shopping area. Out-of-centre is a location which not in or edge of a centre but not necessarily outside the urban area.
[30] WYG note the NEMS Exit Survey commissioned by Morrison in December 2012.

for additional comparison goods facilities is relatively limited especially given the scale of extant planning permissions that have since been permitted.

7.27 Indeed, the level of implemented and existing comparison goods retail commitments is such that they effectively meet all the quantitative need for further floorspace until after 2021 on the basis that the existing market share is maintained.

7.28 Whilst in quantitative terms there has been a significant reduction in the need for further comparison retail floorspace since the 2010 Study, the qualitative benefits of comparison goods retail provision should also be considered in planning for future provision, especially where this would result in wider regeneration benefits for the town centre It is considered that the proposed Riverside development represents a 'once in a generation' opportunity to provide the type of modern, bespoke retail accommodation which specifically caters for major high street multiple retailers. The failure to appropriately accommodate such operators is considered to be Stafford town centre's principal qualitative deficiency, and the delivery of a successful scheme is therefore vital in safeguarding the long-term health of the centre.

7.29 The new Riverside development, which is subject to a extant planning permission, proposes a net retail floorspace increase of approximately 17,800 sq.m (gross). This proposal is anchored by a relocated M&S store with potential for a new department store complemented by shops, restaurants and cafes, new multi-storey car park, and public realm improvements creating a new pedestrian circuit between North Walls and Bridge Street. It is evident that the principle of a major town centre retail scheme in the Riverside area is broadly supported by the Council's Pre-Submission to the Plan for Stafford Borough.

7.30 The delivery of such a complex scheme is far from straightforward in the current economic climate and careful consideration should therefore be given to the ability of proposals to integrate with the rest of Stafford town centre to improve the viability and delivery of the new Riverside scheme.

7.31 Without such a comprehensive redevelopment opportunity, it is evident that Stafford will be faced with increased pressure for retail development in out-of-centre locations.

7.32 It is evident from the research undertaken as part of this update that the established retail parks within Stafford perform an important role and function within the local comparison goods retail hierarchy. Over time the role of the retail parks (particularly Queens Retail Park) have changed whereby the traditional 'bulky goods' function has been replaced with retailers that were commonly found in the high street. Operators such as Next, Poundland, New Look, Carphone Warehouse, and Argos now operate a 'retail park' format store which often complements their existing town centre offer, particularly where the opportunities for that offer to be improved within the town centre are limited.

7.33 Whilst the retail parks form an important complementary function to Stafford Town Centre, their future role will need to be managed carefully so as this continues to be the case. Any significant change in the range/offer and size of the retail parks could alter this complementary role and strengthen the retail parks competitive position whereby the vitality and viability of the town centre begins to suffer, this is already pertinent.

7.34 Whilst it is imperative that all opportunities for additional comparison goods floorspace within the town centre are pursued, if the Riverside opportunity is not delivered then increasing pressure will emanate from widening the goods to be sold from existing retail parks to capture some of this anticipated growth rather than it being lost elsewhere. The key short term priority is to deliver the Riverside scheme whilst also taking positive planning and fiscal intervention as well as other soft management mechanism (see Portas review) to address the increasing propensity of vacancies in the town centre and encourage enterprise, but to also to provide such centralised commercial accommodation with a more favourable trading platform.

Summary

7.35 In summary, Stafford remains a strong sub regional centre and whilst shows signs of vitality and viability, there are signs of increased stress on the town centre with an increase in vacancies occurring, which is mainly as a result of wider UK administrations. However, this update confirms that despite more suppressed availability of expenditure from that identified in 2010, there is still sufficient capacity to accommodate both implemented and extant comparison goods related development in the Borough, and especially in Stafford through the proposed Riverside scheme. WYG can confirm that the Riverside scheme will help reverse past trends which have seen the gradual increase in popularity of satellite retail parks and ensure that suitable commercial retail accommodation is provided in a more centralised location that is more conducive to modern retail requirements. The priority for Stafford is to focus on the delivery of both the Riverside scheme in the short to medium term whilst also addressing the increasing number of vacancies in the rest of the town centre.

7.36 This update has confirmed that the proposed new Morrison's store at Kingsmead will address the current over trading that is occurring in the town and will help rebalance local convenience shopping patterns as well as enhancing choice and competition in this sector. WYG recommend that this position is monitored in the future and once implemented.

7.37 In terms of Stone town centre, this update has confirmed that capacity still exists for the introduction of a new medium sized foodstore in the short to medium term, to help address the current over – trading that occurs at the existing Morrisons at Mill Street. WYG have outlined the preferred location for a new foodstore to help address this need in accordance with the NPPF but also to ensure that linked trips with the rest of the town centre are not significantly lost. In terms of comparison goods, this update finds that there is nominal need in quantitative terms, however, despite low vacancies levels within the town centre, priority should still be prioritised on the re-occupation of such space in the short term. However, there may be scope in qualitative terms to provide well positioned comparison goods floorspace around the town centre; however, this would need to be considered against the sequential approach to site selection.

Appendices

Appendix 1 – Household Survey (NEMS)

Q01 Where do you normally go for your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Market Street, Rugeley	0.6%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Newcastle Road, Stoke-on-Trent	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.3%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	4.6%	39	11.6%	29	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	10
Asda, Queensway, Stafford	15.0%	127	1.0%	3	11.8%	13	8.6%	7	1.6%	1	33.1%	42	34.7%	35	27.2%	16	18.2%	10
Asda, St Georges Road, Donnington Wood	1.7%	14	0.0%	0	0.0%	0	16.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, The Border, Telford	1.1%	9	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Co-op, Bodmin Avenue, Weeping Cross	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
Co-op, Cannock Road, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Co-op, Holmcroft Road, Stafford	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
Co-op, Market Street, Penkridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Co-op, Silkmore Lane, 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, Stafford Street, Eccleshall	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
Co-op, Stone Road, Stafford	0.4%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Iceland, Hunters Row, Stafford	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Iceland, Market Square, Rugeley	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland, The Maltings, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Gaolgate Street, Stafford	1.0%	8	0.0%	0	0.0%	0	2.1%	2	0.0%	0	3.6%	5	2.0%	2	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	1.6%	14	5.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Penderford	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Morrisons, Market Street, Rugeley	7.8%	65	24.4%	60	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	5	0.0%	0
Morrisons, Mill Street, Cannock	2.6%	22	7.3%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.7%	3
Morrisons, Mill Street, Stone	8.7%	74	0.0%	0	61.4%	68	0.0%	0	0.0%	0	0.8%	1	1.0%	1	6.9%	4	0.0%	0
Sainsburys, Anders Square, Perton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Sainsburys, Chell Road, Stafford	10.3%	87	0.0%	0	5.4%	6	6.0%	5	0.0%	0	18.7%	24	33.7%	34	23.6%	14	9.4%	5
Sainsburys, Voyager Drive, Cannock	4.2%	36	10.7%	26	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.1%	1	11.1%	6
Somerfield, High Street, Newport	0.5%	4	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, Penkridge	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Tesco Express, Brookside Road, Uttoxeter	6.3%	53	0.4%	1	0.0%	0	0.0%	0	79.8%	51	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Tesco Express, New Road, Uttoxeter	0.4%	4	0.4%	1	0.0%	0	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Baths Road, Stoke-on-Trent	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
Tesco Extra, Newport Road, Stafford	12.3%	104	0.9%	2	4.5%	5	7.0%	6	0.0%	0	37.0%	47	23.3%	23	26.3%	15	8.4%	5
Tesco, Heath Hayes District Centre, Cannock	6.7%	57	22.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Lysander Road, Stoke-on-Trent	0.7%	6	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, New Hall Street, 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, Silver Street, Walsall	0.1%	1	0.3%	1	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	3.0%	26	0.0%	0	0.0%	0	30.2%	25	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waitrose, Darwin Park, Lichfield	0.7%	6	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Eccleshall	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
Other	0.5%	4	0.5%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-Op, High Street, Stone	0.7%	6	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Uttoxeter	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Drayton	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
Morrisons, High Street, Burntwood	1.3%	11	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wellington Road, Burton	0.5%	5	0.9%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Brewood	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
Local Shops Hednesford	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
Local Shops Lichfield	0.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Shrewsbury	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 Tamworth	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Telford	0.8%	7	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Weighted base:		844		246		110		82		64		128		100		58		56
Sample:		845		222		91		81		77		111		86		88		89

Q02 What is the main reason you choose (STORE / DESTINATION MENTIONED AT Q01) to do your main food and grocery shopping?
Not answered by those who said Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Accessibility by public transport	0.9%	8	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	4	2.4%	2	0.0%	0	1.3%	1
Car parking prices	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Car parking provision	3.5%	31	1.6%	4	3.7%	4	2.0%	2	2.1%	1	3.4%	5	6.6%	7	12.5%	7	1.3%	1
Choice of food goods available	7.3%	63	8.5%	21	8.4%	10	6.3%	5	11.7%	7	5.0%	7	7.1%	7	3.4%	2	5.3%	3
Choice of shops nearby selling non-food goods	1.1%	9	0.9%	2	1.0%	1	1.0%	1	1.1%	1	1.9%	3	0.9%	1	0.0%	0	1.3%	1
Choice of shops selling food goods	0.5%	4	0.9%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.4%	3	0.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment/events	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
Habit / always use it / preference for retailer	14.7%	127	10.7%	27	11.0%	12	10.3%	9	6.4%	4	22.2%	29	24.1%	25	19.3%	11	16.3%	9
Lower prices	10.2%	88	8.8%	22	8.9%	10	14.4%	12	3.7%	2	16.6%	22	8.0%	8	9.0%	5	10.3%	6
Near to home	38.6%	333	43.2%	109	45.6%	51	29.6%	25	63.7%	40	24.8%	33	33.0%	34	31.8%	19	39.2%	22
Near to work	3.0%	26	3.2%	8	0.0%	0	8.6%	7	2.7%	2	2.5%	3	1.4%	1	3.4%	2	3.0%	2
Provision of leisure facilities nearby	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
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Public information, signposts and public facilities	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
Quality of food goods available	5.3%	46	4.8%	12	4.1%	5	5.6%	5	0.0%	0	10.1%	13	6.6%	7	5.6%	3	1.3%	1
Quality of shops selling food goods	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	1	0.9%	1	0.0%	0	0.0%	0
Safety (during the day)	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
Safety (during the evening / night time)	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
Shopping environment	1.0%	9	1.0%	2	0.0%	0	1.3%	1	1.6%	1	1.0%	1	1.4%	1	2.3%	1	0.0%	0
Staff discount /work there	1.3%	12	2.5%	6	0.0%	0	1.3%	1	2.1%	1	1.7%	2	0.0%	0	1.2%	1	0.0%	0
Value for money	5.9%	51	6.7%	17	8.3%	9	10.6%	9	1.1%	1	3.0%	4	3.3%	3	2.3%	1	10.3%	6
Other	2.1%	18	2.0%	5	4.7%	5	0.0%	0	2.1%	1	0.0%	0	2.8%	3	2.3%	1	3.7%	2
Size of store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Convenient	0.7%	6	0.9%	2	1.7%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Clubcard points	0.7%	6	0.9%	2	0.7%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Delivery	0.9%	8	1.1%	3	0.0%	0	2.4%	2	0.0%	0	0.8%	1	0.0%	0	2.3%	1	1.0%	1
Easy to get to	0.5%	4	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Friendly	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.3%	1	1.0%	1
(Don't know / no reason in particular)	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:		864		252		113		85		63		133		103		58		57
Sample:		863		227		93		84		76		116		89		88		90

Q03 What if anything is the one thing you most dislike about your main food shopping destination (STORE / DESTINATION MENTIONED AT Q01)?
Not answered by those who said Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Difficult / expensive parking	1.6%	14	0.5%	1	1.0%	1	2.2%	2	0.0%	0	3.2%	4	2.3%	2	3.4%	2	1.0%	1
Difficult to get to	1.5%	13	0.9%	2	1.7%	2	2.3%	2	0.0%	0	2.9%	4	2.3%	2	1.1%	1	0.0%	0
Expensive	2.5%	21	2.2%	6	0.7%	1	4.2%	4	8.4%	5	0.8%	1	2.3%	2	1.1%	1	3.4%	2
Lack of cycle parking	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
Lack of parking	0.5%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	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
Limited range of goods	4.5%	39	2.6%	7	3.9%	4	3.0%	3	11.0%	7	6.7%	9	6.1%	6	0.0%	0	6.4%	4
No petrol station	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
Poor internal layout	1.5%	13	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.9%	2	5.4%	3	0.0%	0
Poor quality	1.8%	16	2.6%	6	3.2%	4	1.2%	1	1.0%	1	1.7%	2	0.0%	0	1.1%	1	2.0%	1
Preference for retailer	0.4%	3	0.4%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.9%	2	0.0%	0	0.0%	0
Too far away	0.3%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Too small	2.5%	22	4.1%	10	2.1%	2	2.2%	2	0.0%	0	1.9%	3	1.9%	2	3.3%	2	1.0%	1
Nothing	71.8%	624	74.4%	188	77.5%	87	70.6%	60	68.6%	44	66.1%	88	66.8%	69	71.4%	43	77.9%	44
Other	4.0%	35	4.3%	11	6.2%	7	2.3%	2	6.3%	4	2.7%	4	3.3%	3	3.3%	2	4.0%	2
Access in and out of the car park	1.3%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	6	0.9%	1	4.5%	3	1.0%	1
Aisles too narrow	0.8%	7	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long queues	1.2%	10	0.0%	0	0.7%	1	4.5%	4	0.0%	0	1.0%	1	3.4%	3	0.0%	0	1.3%	1
Too big	0.4%	4	0.0%	0	0.0%	0	1.2%	1	1.6%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Too busy	1.3%	11	0.9%	2	1.0%	1	1.3%	1	2.1%	1	0.8%	1	1.9%	2	3.3%	2	0.0%	0
Not enough checkouts	0.4%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0	0.0%	0
Can't always get what you want	0.4%	3	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Staff doing internet shopping in store	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	3	0.0%	0	0.0%	0
(Don't know)	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:		869		253		113		85		64		133		104		60		57
Sample:		869		228		93		84		78		116		90		91		89

Q04 Which retailer do you normally purchase your main food internet / home delivery shopping from?
Only answered by those who said Internet / Home Delivery at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	38.2%	11	33.9%	3	0.0%	0	60.7%	3	0.0%	0	61.9%	3	33.1%	1	25.0%	1	0.0%	0
Iceland	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
Ocado	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
Sainsburys	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
Tesco	61.8%	17	66.1%	5	100.0%	2	39.3%	2	100.0%	1	38.1%	2	66.9%	3	75.0%	2	100.0%	1
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
Varies	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)	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:		28		7		2		5		1		5		4		3		1
Sample:		28		6		2		5		1		5		4		4		1

Q05 How frequently do you buy main food and grocery shopping trips from (STORE / DESTINATION MENTIONED AT Q01)?
Not answered by those who said Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.8%	7	1.3%	3	1.5%	2	0.0%	0	1.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
At Least two times a week	10.8%	94	14.4%	37	8.7%	9	6.2%	5	5.8%	4	9.9%	13	14.9%	16	9.8%	6	7.3%	4
At least once a week	73.3%	636	71.2%	180	76.4%	82	71.9%	63	86.2%	55	78.0%	104	73.4%	76	70.5%	43	57.1%	33
At least once a fortnight	9.7%	84	7.7%	20	10.3%	11	15.7%	14	3.7%	2	8.4%	11	6.1%	6	13.1%	8	20.0%	11
At least once a month	5.2%	45	5.3%	14	3.1%	3	6.2%	5	1.6%	1	3.6%	5	4.7%	5	5.5%	3	15.6%	9
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less often	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
Have only visited once	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
Varies	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)	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:		867		253		108		87		64		133		104		61		57
Sample:		871		228		92		86		77		116		90		92		90

Column %ges.

Q06 How do you normally travel to (STORE / DESTINATION MENTIONED AT Q01)?
Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	72.7%	605	72.7%	177	80.7%	85	87.1%	71	81.7%	51	62.5%	79	58.0%	58	85.3%	50	62.2%	34
Car / van (as passenger)	17.2%	143	17.5%	43	9.4%	10	8.6%	7	14.5%	9	23.5%	30	21.5%	21	12.5%	7	28.9%	16
Bus, minibus or coach	4.0%	34	4.6%	11	1.9%	2	1.3%	1	0.0%	0	6.8%	9	8.8%	9	2.3%	1	1.4%	1
Motorcycle, scooter or moped	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walk	5.2%	43	4.6%	11	8.0%	8	3.1%	3	3.8%	2	5.6%	7	7.8%	8	0.0%	0	6.2%	3
Taxi	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	3	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
Metro	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
Bicycle	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
Other	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
Varies	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)	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:		832		244		105		81		63		127		100		58		55
Sample:		832		220		85		80		76		110		86		88		87

Q07 How long did your journey take to (STORE / DESTINATION MENTIONED AT Q01)?
Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
0-5 minutes	26.9%	225	35.8%	88	29.1%	32	24.4%	20	49.7%	31	16.6%	21	26.2%	26	1.1%	1	12.4%	7
6-10 minutes	34.8%	291	35.0%	86	36.4%	40	25.1%	21	32.9%	20	45.4%	57	44.1%	43	24.9%	14	16.2%	9
11-15 minutes	21.9%	183	16.6%	41	18.8%	21	23.1%	19	8.6%	5	27.8%	35	18.3%	18	44.2%	26	34.3%	19
16-20 minutes	12.1%	101	9.4%	23	10.9%	12	14.6%	12	8.7%	5	9.3%	12	8.4%	8	24.0%	14	26.7%	15
21-30 minutes	3.6%	30	2.3%	6	4.8%	5	11.5%	9	0.0%	0	0.8%	1	2.0%	2	4.6%	3	7.6%	4
31-60 minutes	0.7%	6	0.8%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.8%	2
Over 60 minutes	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
(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	0.0%	0
Mean:		*12.1*		*10.9*		*11.5*		*14.3*		*8.8*		*11.7*		*11.3*		*16.8*		*16.7*
Weighted base:		838		246		110		82		62		125		98		58		55
Sample:		838		222		91		81		75		109		85		88		87

Q08 When you go main food shopping is your shopping trip part of another journey?
Not answered by those who said Internet / Home Delivery or Varies or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – travelling to work	1.5%	13	1.3%	3	1.0%	1	3.5%	3	0.0%	0	1.6%	2	1.5%	1	3.5%	2	0.0%	0
Yes – travelling from work	7.7%	64	7.8%	19	5.2%	6	14.2%	12	8.8%	5	6.2%	8	7.3%	7	5.7%	3	7.5%	4
Yes – travelling to school /college	1.8%	15	1.1%	3	4.5%	5	2.6%	2	0.0%	0	2.0%	3	1.0%	1	2.3%	1	0.0%	0
Yes – travelling from school /college	1.7%	14	0.5%	1	3.5%	4	0.0%	0	3.9%	2	1.8%	2	2.4%	2	1.1%	1	2.4%	1
Yes – Other	1.2%	10	1.4%	3	1.0%	1	0.0%	0	1.6%	1	2.6%	3	0.0%	0	2.3%	1	0.0%	0
No	78.9%	660	82.3%	201	78.6%	87	67.4%	55	82.3%	50	77.5%	98	78.6%	78	74.9%	44	85.0%	48
Other shopping	2.2%	19	1.9%	5	2.0%	2	0.0%	0	3.3%	2	1.8%	2	4.9%	5	4.6%	3	0.0%	0
Other non food shopping	0.9%	7	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.4%	4	0.0%	0	1.0%	1
Leisure activity	1.0%	9	0.5%	1	0.7%	1	3.4%	3	0.0%	0	2.6%	3	0.0%	0	1.1%	1	0.0%	0
Visiting friends / family	2.5%	21	2.7%	7	2.0%	2	9.0%	7	0.0%	0	0.8%	1	0.0%	0	2.3%	1	4.1%	2
Visit bank / post office	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.3%	1	0.0%	0
Giving someone a lift	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	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:		837		244		110		82		61		126		100		58		56
Sample:		837		220		91		80		74		110		86		88		88

Q09 When do you do your main food shopping?
Not answered by those who said Don't do main food shoppping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Weekdays during the day	60.7%	481	61.1%	142	54.9%	58	61.6%	49	46.2%	25	57.2%	68	61.6%	58	78.2%	43	72.0%	40
Weekdays during the evening	18.4%	146	18.3%	43	21.5%	23	20.1%	16	22.8%	12	24.1%	28	13.5%	13	8.5%	5	12.4%	7
Saturday	16.3%	129	17.5%	41	16.2%	17	13.5%	11	23.5%	12	14.0%	17	20.3%	19	8.5%	5	14.6%	8
Sunday	4.5%	36	3.1%	7	7.5%	8	4.8%	4	7.6%	4	4.7%	6	4.7%	4	4.8%	3	1.0%	1
Varies	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)	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:		792		233		106		79		53		118		93		55		55
Sample:		793		209		87		79		66		103		80		83		86

Q10 When you go main food shopping is your trip linked with any other activity? [MR]

Not answered by those who said Internet / Home delivery or Don't do main food shopping at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – non-food shopping	16.3%	147	15.0%	39	11.0%	13	10.2%	9	19.9%	14	20.8%	29	21.3%	22	16.5%	10	18.5%	11
Yes – leisure activity	6.5%	59	7.7%	20	7.4%	9	4.1%	4	7.7%	5	5.7%	8	2.4%	2	8.7%	5	8.3%	5
Yes – visiting services such as banks and other financial institutions	8.0%	72	9.7%	25	12.8%	15	4.6%	4	0.0%	0	11.0%	15	5.2%	5	8.9%	5	1.9%	1
Yes – Other activity	6.1%	55	5.1%	13	8.6%	10	6.0%	5	8.2%	6	4.0%	6	7.7%	8	6.7%	4	4.1%	2
Varies	3.2%	29	4.2%	11	3.5%	4	4.2%	4	2.9%	2	1.8%	3	1.9%	2	4.4%	3	1.0%	1
No	62.6%	565	62.2%	164	59.5%	70	70.9%	65	62.7%	43	61.4%	85	63.5%	65	54.9%	33	67.2%	40
(Don't know)	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:		902		263		117		92		69		138		103		60		60
Sample:		903		237		99		90		84		120		88		91		94

Q11 Where do you do this linked trip?

Not answered by those who said Internet / Home delivery or Don't do main food shopping at Q01 and only answered by those who said they link their shopping at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Burton-upon-Trent	1.4%	4	1.2%	1	0.0%	0	0.0%	0	14.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	10.8%	34	33.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	20.0%	4
Eccleshall	0.7%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	3.8%	12	13.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	0.7%	2	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	2.7%	8	0.0%	0	0.0%	0	34.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	9.5%	30	32.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Stafford	45.1%	141	5.2%	5	30.3%	14	25.5%	6	7.3%	2	92.8%	46	100.0%	37	82.6%	22	48.4%	9
Stoke-on-Trent	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	8.3%	26	0.0%	0	52.3%	24	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.0%	1	0.0%	0
Telford	1.7%	5	0.0%	0	0.0%	0	19.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Walsall	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	0.8%	3	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Brewery Street Shopping Centre, Rugeley	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	6	5.5%	5	1.8%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulford	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
Uttoxeter	6.3%	20	1.2%	1	0.0%	0	0.0%	0	77.9%	18	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Walton-On-The-Hill	0.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Gnosall	0.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Hednesford	0.7%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops Penkridge	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	18.9%	3
Local Shops Shrewsbury	0.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops 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
Local Shops Telford	0.3%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		312		88		45		24		23		50		37		27		18
Sample:		309		77		35		24		28		43		32		41		29

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	76.9%	769	76.4%	215	84.2%	103	74.1%	76	81.1%	67	72.6%	112	79.1%	101	66.0%	44	81.5%	52
No	23.1%	231	23.6%	66	15.8%	19	25.9%	27	18.9%	15	27.4%	42	20.9%	27	34.0%	23	18.5%	12
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

Q13 Where do you normally go for this 'top-up' shopping?
Only answered by those who said they do top up shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldi, Market Street, Rugeley	0.7%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Aldi, Walsall Road, 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
Aldi, Wellington Road, Telford	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock	1.4%	9	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.8%	1
Asda, Queensway, Stafford	5.3%	35	0.0%	0	0.0%	0	1.6%	1	3.1%	2	6.2%	6	21.8%	19	14.1%	5	2.8%	1
Asda, St Georges Road, Donnington Wood	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bodmin Avenue, Weeping Cross	0.6%	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
Co-op, Burton Square, Rising Brook, Stafford	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	13	0.0%	0	3.4%	1	0.0%	0
Co-op, Cannock Road, Stafford	3.4%	23	1.4%	2	0.0%	0	0.0%	0	0.0%	0	21.5%	20	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Gnosall	0.8%	5	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Holmcroft Road, Stafford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	3	1.7%	1	0.0%	0
Co-op, Market Street, Penkridge	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1	24.6%	12
Co-op, Silkmore Lane, Stafford	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	13	1.1%	1	0.0%	0	0.0%	0
Co-op, Stafford Street, Eccleshall	2.3%	15	0.0%	0	14.6%	13	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stone Road, Stafford	1.6%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.4%	9	0.0%	0	0.0%	0
Co-op, Weston Road, Stafford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.3%	3	0.0%	0	0.0%	0
Farmfoods, Cannock Shopping Centre, 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	2.8%	1
Iceland, Hunters Row, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Iceland, Market Square, Rugeley	1.9%	13	6.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Iceland, The Maltings, Uttoxeter	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Stafford	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.9%	4	0.0%	0	0.0%	0
Lidl, Town Meadow Way, Uttoxeter	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 1 AB, 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
Marks & Spencer, Dean Street, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1
Marks & Spencer, Gaolgate Street, Stafford	2.5%	17	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3	9.9%	9	8.8%	3	0.0%	0
Morrisons, Beacon Street, Lichfield	0.9%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Penderford	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
Morrisons, Market Street, Rugeley	6.1%	40	20.7%	37	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Morrisons, Mill Street, Cannock	1.1%	7	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Mill Street, Stone	4.9%	32	0.0%	0	32.4%	29	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.4%	2	0.0%	0
Sainsburys, Chell Road, Stafford	4.4%	29	0.6%	1	0.0%	0	4.8%	3	0.0%	0	7.0%	7	17.4%	16	6.9%	3	0.0%	0
Sainsburys, London Road, Stoke-on-Trent	1.0%	6	0.7%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Rookery Street, 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	1.6%	1
Sainsburys, Voyager Drive, Cannock	0.7%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Somerfield, High Street, Newport	1.7%	11	0.0%	0	0.0%	0	17.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, Penkridge	2.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	28.5%	14
Spar, Cape Avenue, 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
Spar, Westways, Stafford	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brookside Road, Uttoxeter	3.0%	20	0.0%	0	0.0%	0	0.0%	0	34.6%	19	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Express, New Road,	1.2%	8	0.0%	0	0.0%	0	0.0%	0	14.2%	8	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	
Uttoxeter																		
Tesco Express, Wolverhampton Road, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express,Cannock Road, Burntwood	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
Tesco Extra, Newport Road, Stafford	3.5%	23	0.0%	0	1.3%	1	0.0%	0	0.0%	0	13.0%	12	7.0%	6	7.1%	3	1.2%	1
Tesco, Heath Hayes District Centre, Cannock	4.3%	28	15.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco, Lysander Road, Stoke-on-Trent	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
Tesco, Newcastle Road, Stoke-on-Trent	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	3.5%	23	0.0%	0	0.0%	0	35.2%	22	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local Shops, Stafford	3.8%	25	2.6%	5	0.0%	0	3.2%	2	0.0%	0	3.8%	4	13.0%	12	6.9%	3	0.0%	0
Local Shops, Stone	0.8%	6	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Eccleshall	0.8%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Stafford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Other	3.3%	22	7.4%	13	0.0%	0	6.9%	4	5.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-Op, High Street, Stone	1.5%	10	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Uttoxeter	1.3%	9	0.0%	0	0.0%	0	0.0%	0	16.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.3%	8	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Eccleshall Road, Stone	0.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Main Road, Great Haywood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Spar, School Road, Wheaton Aston	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Local Shops, Barlaston	1.5%	10	0.0%	0	11.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Brewood	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	7
Local Shops, Cannock	1.0%	6	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Codsall	0.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Local Shops, Gnosall	0.5%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Great Haywood	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
Local Shops, Haughton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	1.6%	1
Local Shops, Hednesford	2.6%	17	9.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hixon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0
Local Shops, 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
Local Shops, Newport	0.6%	4	0.0%	0	0.0%	0	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Penkridge	0.3%	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
Local Shops, Rugeley	1.7%	11	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, 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
Local Shops, Uttoxeter	1.4%	9	0.0%	0	0.0%	0	0.0%	0	15.4%	8	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local Shops, Walton-On-The-Hill	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
Local Shops, Weston	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
Weighted base:		655		178		89		63		54		94		90		38		48
Sample:		650		160		71		63		66		81		75		57		77

Q14 How often do you make ‘top up’ shopping trips to (STORE / DESTINATION MENTIONED AT Q13)
Only answered by those who said they do top up shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	6.8%	53	4.7%	10	8.3%	9	1.3%	1	6.6%	4	8.6%	10	12.2%	12	10.5%	5	3.7%	2
Two or more times a week	44.5%	342	40.6%	87	49.2%	50	49.8%	38	44.5%	30	45.6%	51	42.4%	43	33.3%	15	54.2%	28
At least once a week	35.2%	271	38.4%	82	31.9%	33	34.2%	26	32.8%	22	36.5%	41	32.8%	33	32.1%	14	38.1%	20
At least once a fortnight	5.7%	44	9.1%	20	1.9%	2	5.0%	4	4.0%	3	2.9%	3	5.8%	6	13.7%	6	1.5%	1
At least once a month	1.9%	15	3.3%	7	0.0%	0	2.5%	2	2.5%	2	0.9%	1	1.0%	1	3.0%	1	1.1%	1
Less often	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
Have only visited once	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
Varies	5.7%	44	3.9%	8	8.7%	9	7.2%	5	9.6%	6	4.3%	5	5.8%	6	7.5%	3	1.5%	1
(Don’t know)	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:		769		215		103		76		67		112		101		44		52
Sample:		765		193		86		77		81		96		84		66		82

Q15 Which retailer do you normally purchase your top-up food internet / home delivery shopping from?
Only answered by those who said Internet / Home Delivery at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	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
Iceland	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
Ocado	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
Sainsburys	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
Tesco	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
Other	100.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	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)	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:		1		0		1		0		0		0		0		0		0
Sample:		1		0		1		0		0		0		0		0		0

Q16 Of all the money you spend on food and household groceries what percentage share goes to your main food shop?
Not answered by those who said they don't do top up shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
76% to 100%	59.7%	413	61.7%	119	58.0%	52	64.4%	45	55.9%	35	64.6%	65	51.8%	45	56.9%	22	59.1%	30
51% to 75%	26.4%	183	35.0%	67	25.7%	23	26.3%	19	21.5%	13	19.9%	20	22.9%	20	24.1%	9	22.0%	11
25% to 50%	7.6%	52	2.7%	5	13.6%	12	2.7%	2	8.1%	5	8.2%	8	10.1%	9	6.9%	3	16.3%	8
1% to 24%	1.0%	7	0.0%	0	1.8%	2	0.0%	0	1.6%	1	1.0%	1	1.1%	1	5.2%	2	0.0%	0
None	5.4%	37	0.6%	1	0.9%	1	6.5%	5	12.9%	8	6.4%	6	14.0%	12	6.9%	3	2.7%	1
(Don't know)	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:		692		193		90		71		63		100		87		38		50
Sample:		695		174		77		72		76		86		73		58		79

Q17 Where did you last go to buy clothing or footwear goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	2.9%	26	2.8%	7	2.5%	3	5.5%	5	1.5%	1	3.5%	5	0.0%	0	6.0%	3	3.8%	2
Burton-upon-Trent	3.0%	26	3.8%	9	0.0%	0	0.0%	0	20.0%	14	0.7%	1	0.0%	0	3.7%	2	0.0%	0
Cannock	6.2%	55	20.1%	48	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.4%	1	4.8%	3
Eccleshall	0.4%	3	0.5%	1	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	4.1%	36	0.0%	0	18.2%	20	0.0%	0	7.4%	5	0.9%	1	7.9%	9	1.2%	1	0.0%	0
Lichfield	2.2%	19	8.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.4%	4	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	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
Newport	1.7%	15	0.0%	0	0.0%	0	16.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rugeley	1.5%	13	4.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Stafford	40.0%	350	25.6%	62	38.6%	43	28.5%	25	8.8%	6	56.0%	78	76.4%	85	51.7%	28	37.1%	22
Stoke-on-Trent	0.7%	6	0.0%	0	4.2%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	0.4%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	8.5%	74	2.8%	7	1.0%	1	37.0%	32	0.0%	0	7.3%	10	4.8%	5	7.1%	4	23.8%	14
Walsall	2.3%	20	5.8%	14	1.9%	2	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	2
Wolverhampton	1.6%	14	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	1.2%	1	11.6%	7
Cannock Shopping Centre, Cannock	0.6%	5	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Festival Retail Park, Stoke-on-Trent	0.3%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	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
Hough Retail Park, Stafford	0.5%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.4%	3	0.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Orbital Retail Park, Cannock	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	5.6%	49	5.3%	13	2.8%	3	1.2%	1	1.0%	1	13.1%	18	4.8%	5	9.7%	5	3.8%	2
Three Spires Shopping Centre, Lichfield	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
Wulfrun Shopping Centre, Wolverhampton	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other	6.7%	58	4.7%	11	15.4%	17	2.1%	2	12.7%	9	8.1%	11	1.3%	1	7.2%	4	4.5%	3
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	1.0%	1
Asda, Queensway, Stafford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.9%	1	1.2%	1	0.0%	0
Tesco, Newport Road, Stafford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.3%	1	0.0%	0	0.0%	0
Trentham Garden Centre, Stone Road, Trentham	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Ashbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley	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
Burntwood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.7%	6	0.5%	1	0.7%	1	0.0%	0	2.5%	2	0.7%	1	0.0%	0	1.2%	1	1.0%	1
Derby	1.0%	9	1.1%	3	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford	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
Longton	0.5%	5	0.0%	0	2.2%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shrewsbury	0.7%	7	0.9%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Solihull	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.4%	12	4.5%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Uttoxeter	2.4%	21	0.4%	1	0.0%	0	0.0%	0	29.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		874		240		112		88		69		139		112		55		59
Sample:		871		216		95		87		82		121		94		83		93

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?

Not answered by those who said Internet / Home delivery or Don't know or Dont do this kind of shopping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – food shopping	7.5%	62	8.1%	19	8.2%	9	7.5%	6	9.7%	6	3.6%	5	10.8%	11	3.8%	2	7.0%	4
Yes – non-food shopping	12.8%	106	8.7%	20	9.5%	10	13.7%	11	8.7%	6	18.0%	23	18.1%	19	14.8%	8	15.7%	9
Yes – leisure activity	8.0%	66	10.4%	24	7.6%	8	6.5%	5	5.6%	4	11.7%	15	1.4%	1	11.3%	6	5.5%	3
Yes – visiting services such as banks and other financial institutions	2.5%	21	3.3%	8	2.1%	2	0.0%	0	0.0%	0	2.6%	3	1.9%	2	2.5%	1	7.1%	4
Yes – other activity	6.4%	52	6.4%	15	9.8%	10	4.7%	4	9.7%	6	3.2%	4	4.3%	4	7.4%	4	7.7%	5
Varies	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
No	62.8%	518	63.1%	146	62.8%	66	67.5%	54	66.2%	43	60.8%	77	63.6%	67	60.2%	32	57.1%	34
(Don’t know)	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:		825		231		105		80		66		126		105		53		59
Sample:		827		208		90		79		78		110		89		80		93

Q19 Where did you last go to buy Books, CD's or DVD's?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	2.3%	13	4.1%	6	5.9%	4	3.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent	2.3%	13	3.0%	5	0.0%	0	0.0%	0	16.5%	7	1.0%	1	0.0%	0	1.8%	1	0.0%	0
Cannock	8.4%	48	30.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.8%	1
Eccleshall	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	3.1%	18	0.0%	0	18.9%	14	0.0%	0	6.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield	2.9%	16	9.7%	15	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Merry Hill	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
Newport	1.6%	9	0.0%	0	0.0%	0	17.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	3.8%	22	13.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Stafford	51.4%	293	20.5%	31	49.9%	36	32.8%	17	4.7%	2	84.6%	87	89.2%	72	85.6%	32	51.4%	17
Stoke-on-Trent	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stone	2.5%	14	0.0%	0	18.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Telford	6.1%	35	3.8%	6	0.0%	0	40.6%	21	0.0%	0	4.5%	5	0.0%	0	0.0%	0	10.7%	3
Walsall	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
Wolverhampton	1.1%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	5
Cannock Shopping Centre, 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
Guildhall Shopping Centre, Stafford	1.1%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	2.4%	2	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.2%	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
Orbital Retail Park, 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
Three Spires Shopping Centre, Lichfield	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
Wulfrun Shopping Centre, Wolverhampton	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Other	2.0%	12	2.8%	4	3.8%	3	1.9%	1	2.4%	1	2.5%	3	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	4.1%	1
Asda, Queensway, Stafford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0
Ashbourne	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
Burntwood	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
Derby	1.0%	6	1.0%	2	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	0.1%	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
Penkridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Sainsburys, Chell Road, Stafford	0.2%	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
Tamworth	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
Tesco, Newport Road, Stafford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	1.8%	1
Tixall	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
Uttoxeter	4.6%	26	0.0%	0	0.0%	0	0.0%	0	59.3%	26	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Weighted base:		571		150		73		53		43		102		81		37		32
Sample:		560		134		58		53		52		88		69		56		50

Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	3.5%	20	3.0%	5	8.2%	6	8.8%	4	0.0%	0	1.6%	1	0.0%	0	3.8%	1	3.9%	1
Burton-upon-Trent	2.9%	16	2.6%	4	1.1%	1	0.0%	0	20.6%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Cannock	9.7%	54	28.0%	47	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2	3.8%	1	8.8%	3
Eccleshall	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
Hanley	2.8%	16	0.0%	0	15.4%	12	0.0%	0	6.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Lichfield	2.5%	14	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Merry Hill	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Newport	0.6%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	3.0%	17	9.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Stafford	31.2%	175	13.7%	23	32.5%	25	26.6%	13	11.2%	6	54.6%	42	61.6%	42	43.2%	15	24.3%	8
Stoke-on-Trent	1.7%	10	0.0%	0	4.2%	3	0.0%	0	2.0%	1	0.0%	0	1.4%	1	7.5%	3	5.0%	2
Stone	0.5%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	5.4%	30	2.7%	5	0.0%	0	39.2%	20	0.0%	0	1.3%	1	0.0%	0	7.4%	3	6.7%	2
Walsall	2.1%	12	4.3%	7	1.5%	1	0.0%	0	0.0%	0	1.6%	1	2.8%	2	0.0%	0	1.7%	1
Wolverhampton	1.0%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	7.8%	3
Cannock Shopping Centre, Cannock	1.1%	6	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Guildhall Shopping Centre, Stafford	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
Hough Retail Park, Stafford	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.8%	2	1.9%	1	0.0%	0
Longford Retail Park, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, 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
Orbital Retail Park, Cannock	1.5%	8	3.6%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.9%	1
Queens Retail Park, Stafford	10.5%	59	8.5%	14	8.0%	6	6.0%	3	2.6%	1	21.9%	17	14.1%	10	9.4%	3	12.1%	4
Three Spires Shopping Centre, 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
Other	4.5%	25	2.7%	4	7.8%	6	0.0%	0	16.6%	8	3.3%	3	0.0%	0	3.8%	1	7.2%	2
Asda, Queensway, Stafford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.0%	2
Ashbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	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
Chester	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, Greengate Street, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0
Derby	0.7%	4	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Business Park, Stafford	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
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
Ikea, Park Lane, Wednesbury	1.9%	11	0.6%	1	2.6%	2	0.0%	0	0.0%	0	3.3%	3	3.0%	2	3.8%	1	5.5%	2
Longton	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
Market Drayton	0.5%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	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
Sainsburys, Chell 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
Shrewsbury	0.7%	4	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.9%	5	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1
Tamworth	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, Newport Road, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0
Trentham Garden Centre, Stone Road, Trentham	0.9%	5	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter	2.8%	16	0.0%	0	0.0%	0	0.0%	0	31.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.7%	4	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Weighted base:		560		167		76		51		51		78		69		35		34
Sample:		557		150		62		50		60		67		60		53		55

Column %ges.

Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	1.0%	4	1.7%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Burton-upon-Trent	1.8%	7	0.9%	1	0.0%	0	0.0%	0	16.4%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Cannock	10.0%	39	28.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	11.2%	3
Hanley	4.2%	17	0.0%	0	29.8%	13	0.0%	0	3.3%	1	2.0%	1	2.1%	1	0.0%	0	0.0%	0
Lichfield	3.3%	13	10.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.5%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Newcastle-under-Lyme	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.4%	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
Rugeley	4.3%	17	11.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0
Stafford	35.5%	139	15.9%	20	33.2%	15	24.1%	8	5.4%	2	57.9%	37	74.3%	35	64.1%	13	37.5%	9
Stoke-on-Trent	1.4%	5	0.0%	0	1.8%	1	0.0%	0	3.3%	1	3.6%	2	0.0%	0	6.4%	1	0.0%	0
Stone	0.7%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	4.7%	18	0.0%	0	0.0%	0	42.6%	14	0.0%	0	2.0%	1	0.0%	0	0.0%	0	12.1%	3
Walsall	2.9%	11	6.4%	8	0.0%	0	5.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.4%	1
Wolverhampton	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	10.4%	2
Brewery Street Shopping Centre, 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
Cannock Shopping Centre, Cannock	0.6%	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
Festival Retail Park, Stoke-on-Trent	3.2%	13	0.0%	0	14.8%	7	3.1%	1	7.6%	2	0.0%	0	3.1%	1	3.3%	1	2.4%	1
Guildhall Shopping Centre, Stafford	0.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hough Retail Park, Stafford	2.1%	8	0.0%	0	4.4%	2	0.0%	0	0.0%	0	5.6%	4	4.1%	2	3.3%	1	0.0%	0
Linkway Retail Park, Cannock	0.9%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Longford Retail Park, Cannock	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
Madford Retail Park, Stafford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	0.7%	3	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Queens Retail Park, Stafford	5.0%	19	1.0%	1	0.0%	0	0.0%	0	2.2%	1	19.1%	12	7.2%	3	3.3%	1	4.8%	1
Three Spires Shopping Centre, Lichfield	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
Other	1.6%	6	0.0%	0	3.6%	2	0.0%	0	6.5%	2	1.6%	1	2.1%	1	0.0%	0	2.4%	1
Asda, Queensway, Stafford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.4%	1
Ashbourne	0.3%	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
Burntwood	0.6%	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
Derby	1.2%	5	0.0%	0	0.0%	0	0.0%	0	15.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford	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	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
Shrewsbury	1.4%	6	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.2%	1
Solihull	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	3.7%	14	11.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.5%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Uttoxeter	3.3%	13	1.7%	2	0.0%	0	0.0%	0	34.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		391		127		45		33		31		64		47		21		24
Sample:		384		115		36		32		37		55		40		31		38

Column %ges.

Q22 Where did you last go to buy chemist goods (including health and beauty products)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.3%	2	0.3%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent	0.7%	6	1.3%	3	0.0%	0	0.0%	0	2.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cannock	11.1%	99	37.3%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	11.0%	6
Eccleshall	1.1%	10	0.5%	1	6.6%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	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
Lichfield	2.1%	19	7.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Newport	5.6%	50	0.0%	0	0.0%	0	57.1%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	9.3%	83	30.9%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0
Stafford	38.3%	343	7.5%	19	20.7%	24	21.7%	19	3.3%	2	82.4%	119	91.8%	105	61.9%	37	31.7%	18
Stoke-on-Trent	0.9%	8	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	6.8%	61	0.0%	0	50.0%	58	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	2	1.3%	1
Telford	1.7%	15	0.4%	1	0.0%	0	12.4%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.0%	2
Walsall	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.5%	5	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Cannock Shopping Centre, Cannock	0.4%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Festival Retail Park, 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
Guildhall Shopping Centre, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0
Orbital Retail Park, 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
Queens Retail Park, Stafford	2.5%	22	0.0%	0	0.0%	0	1.2%	1	0.0%	0	10.9%	16	0.0%	0	7.8%	5	1.0%	1
Other	1.9%	17	3.3%	8	1.7%	2	0.0%	0	1.0%	1	0.0%	0	0.9%	1	2.2%	1	6.4%	4
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	2.0%	1
Asda, Queensway, Stafford	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	2.6%	3	1.1%	1	1.0%	1
Barlaston	1.1%	10	0.0%	0	8.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	5
Burntwood	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	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
Codsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Derby	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
Gnosall	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
Great Haywood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0
Hednesford	1.4%	13	5.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton	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
Market Drayton	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
Penkridge	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	10
Rising Brook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsburys, Chell Road, Stafford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tamworth	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, Newport Road, Stafford	0.7%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.7%	1	2.1%	2	1.1%	1	1.3%	1
Uttoxeter	7.4%	66	0.4%	1	0.0%	0	0.0%	0	91.4%	65	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Walton-On-The-Hill	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
Weighted base:		896		248		115		87		71		144		114		60		57
Sample:		895		223		98		87		87		125		96		90		89

Column %ges.

Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	0.8%	6	1.0%	2	0.0%	0	2.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Burton-upon-Trent	1.8%	13	3.2%	6	0.0%	0	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	10.0%	69	30.3%	61	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	13.4%	6
Eccleshall	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	1.8%	12	0.6%	1	9.4%	9	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lichfield	1.4%	10	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	0.1%	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
Newport	2.4%	17	0.0%	0	0.0%	0	25.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	4.5%	31	13.0%	26	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.1%	3	0.0%	0
Stafford	29.5%	204	6.2%	13	29.5%	27	17.9%	12	6.9%	4	55.5%	60	68.4%	55	54.1%	26	19.7%	9
Stoke-on-Trent	0.8%	6	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1	1.3%	1
Stone	3.7%	26	0.0%	0	27.1%	25	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	4.5%	32	0.6%	1	0.0%	0	35.4%	24	0.0%	0	0.0%	0	0.0%	0	1.4%	1	13.5%	6
Walsall	1.4%	10	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Wolverhampton	0.7%	5	0.6%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.4%	1	1.7%	1
Brewery Street Shopping Centre, Rugeley	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
Cannock Shopping Centre, Cannock	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Festival Retail Park, Stoke-on-Trent	1.4%	9	0.0%	0	8.1%	7	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hough Retail Park, Stafford	5.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	20	9.1%	7	11.2%	5	5.0%	2
Linkway Retail Park, Cannock	0.5%	4	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Retail Park, Cannock	1.8%	13	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	5
Madford Retail Park, Stafford	6.1%	43	1.6%	3	7.8%	7	6.1%	4	3.8%	2	7.3%	8	9.7%	8	17.8%	9	4.2%	2
Orbital Retail Park, Cannock	6.2%	43	16.8%	34	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1	1.3%	1	14.3%	6
Quasar Centre, Walsall	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
Queens Retail Park, Stafford	4.0%	28	1.6%	3	5.7%	5	4.6%	3	0.0%	0	9.9%	11	6.1%	5	0.0%	0	2.5%	1
The Octagon Retail Park, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Three Spires Shopping Centre, Lichfield	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	16	2.7%	5	3.9%	4	0.0%	0	8.8%	5	1.2%	1	0.0%	0	0.0%	0	2.9%	1
Asda, Queensway, Stafford	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
Co-Op, Greengate Street, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1	0.0%	0	0.0%	0
Codsall	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
Derby	0.8%	6	0.0%	0	0.0%	0	0.0%	0	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Business Park, Stafford	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
Market Drayton	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Park, Stoke	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	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penkridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Shrewsbury	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
Solihull	0.4%	3	0.5%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	4	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	0.0%	0	1.3%	1
Uttoxeter	3.9%	27	1.1%	2	0.0%	0	0.0%	0	46.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		694		202		91		66		53		108		80		48		45
Sample:		692		182		76		66		63		93		69		72		71

Column %ges.

Q24 Where did you last go to buy DIY goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Mini Warehouse, Festival Park, Hanley	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&Q Mini Warehouse, Lichfield Road, Stafford	28.7%	218	12.4%	26	24.8%	24	14.6%	11	0.0%	0	73.1%	83	32.3%	32	62.8%	33	18.9%	9
B&Q Mini Warehouse, Vine Lane, Cannock	11.6%	89	30.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.3%	24
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.9%	7	0.5%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
B&Q Warehouse, Whittle Road, Stoke-on-Trent	3.0%	23	0.0%	0	13.9%	13	0.0%	0	14.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Audley Avenue, Newport	5.4%	41	0.0%	0	0.0%	0	53.6%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove Brownhills, Walsall	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
Focus, Springfield Park, Newcastle-under-Lyme	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
Focus, Uttoxeter Retail Park, Uttoxeter	5.0%	38	0.5%	1	0.0%	0	0.0%	0	55.2%	36	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homebase, Brook Lane, Newcastle-under-Lyme	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
Homebase, Greyfriars Business Park, Stafford	4.9%	37	0.0%	0	7.9%	7	2.6%	2	0.0%	0	4.0%	5	17.8%	17	8.7%	5	1.6%	1
Homebase, the Orbital Retail Centre, Cannock	2.8%	21	9.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.5%	2
Homebase, Wolstanton Retail Park, Newcastle-under-Lyme	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
Homebase, Wrekin Retail Park, Telford	0.4%	3	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	3.1%	24	10.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Wickes, Madford Retail Park, Stafford	4.4%	33	0.7%	2	7.5%	7	2.4%	2	0.0%	0	4.3%	5	12.3%	12	8.5%	5	2.3%	1
Wickes, Victoria Road, 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
Birmingham City 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
Burton-upon-Trent	0.9%	7	1.6%	3	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	3.0%	23	10.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Lichfield	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	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	0.7%	5	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	2.8%	21	10.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	9.6%	73	2.7%	6	17.4%	16	1.4%	1	0.0%	0	10.3%	12	30.0%	29	12.4%	7	5.0%	2
Stoke-on-Trent	0.9%	7	0.7%	2	1.7%	2	0.0%	0	3.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Stone	1.1%	8	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Telford	1.1%	9	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Wolverhampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	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
Hough Retail Park, Stafford	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	4.0%	4	1.3%	1	0.0%	0
Linkway Retail Park, 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	1.0%	1	1.3%	1	0.0%	0
Orbital Retail Park, Cannock	0.4%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Queens Retail Park, Stafford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Other	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
B & Q, Axletree Way, Wednesbury	0.5%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1
B & Q, Meir Park, Stoke	0.6%	5	0.0%	0	1.7%	2	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	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
Hednesford	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	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
Meir Park, Stoke	0.2%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	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
Tamworth	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
Uttoxeter	1.4%	11	1.0%	2	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		760		209		95		77		65		114		98		53		49

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	760	190	77	77	79	97	83	80	77

Q25 Where did you last go to buy furniture, carpets and floor coverings?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B&Q Mini Warehouse, Lichfield Road, Stafford	2.2%	13	2.5%	4	2.8%	2	1.9%	1	0.0%	0	4.0%	4	0.0%	0	4.6%	2	0.0%	0
B&Q Mini Warehouse, Vine Lane, Cannock	1.0%	6	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B&Q Supercentre, Telford Bridge Retail Park, 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	1.9%	1
B&Q Warehouse, Whittle Road, Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Audley Avenue, Newport	0.1%	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
Focus, Uttoxeter Retail Park, 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
Homebase, Greyfriars Business Park, Stafford	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, the Orbital Retail Centre, 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	1.4%	1
IKEA, Park Lane, Wednesbury	2.1%	13	2.1%	4	5.6%	5	1.6%	1	0.0%	0	1.1%	1	2.7%	2	1.5%	1	0.0%	0
Wickes, Lichfield Road, 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
Wickes, Madford Retail Park, Stafford	0.6%	4	0.5%	1	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Birmingham City Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	4.6%	2	0.0%	0
Burton-upon-Trent	1.0%	6	0.6%	1	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cannock	16.3%	100	38.2%	68	0.0%	0	3.4%	2	0.0%	0	10.6%	9	6.5%	5	12.2%	5	26.8%	11
Hanley	2.3%	14	0.0%	0	14.2%	12	0.0%	0	3.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lichfield	0.9%	6	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Merry Hill	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
Newcastle-under-Lyme	1.4%	9	0.0%	0	9.4%	8	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	3.7%	23	0.0%	0	0.0%	0	43.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	5.8%	36	17.8%	32	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	3.1%	1	0.0%	0
Stafford	22.2%	136	1.3%	2	29.1%	24	13.7%	7	0.0%	0	39.0%	35	58.8%	44	45.2%	20	10.5%	4
Stoke-on-Trent	2.6%	16	0.7%	1	8.1%	7	0.0%	0	8.2%	4	1.1%	1	1.3%	1	3.1%	1	1.4%	1
Stone	1.1%	7	0.0%	0	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	2.6%	16	1.2%	2	0.0%	0	21.9%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.8%	2
Walsall	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
Wolverhampton	0.9%	5	0.6%	1	0.0%	0	1.9%	1	0.0%	0	1.4%	1	1.9%	1	0.0%	0	1.4%	1
Brewery Street Shopping Centre, Rugeley	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
Cannock Shopping Centre, 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	0.0%	0
Festival Retail Park, Stoke-on-Trent	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
Hough Retail Park, Stafford	1.9%	11	0.0%	0	1.0%	1	1.9%	1	0.0%	0	8.0%	7	2.6%	2	0.0%	0	1.4%	1
Linkway Retail Park, Cannock	0.7%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Longford Retail Park, Cannock	1.3%	8	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	7.2%	3
Madford Retail Park, Stafford	1.1%	7	0.0%	0	3.6%	3	0.0%	0	0.0%	0	1.1%	1	3.9%	3	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	5.1%	31	12.3%	22	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	13.9%	6
Quasar Centre, Walsall	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
Queens Retail Park, Stafford	5.3%	32	1.4%	3	1.0%	1	0.0%	0	0.0%	0	18.0%	16	10.4%	8	7.6%	3	4.3%	2
The Octagon Retail Park, Stoke-on-Trent	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
Wulfrun Shopping Centre, Wolverhampton	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
Other	3.7%	23	3.8%	7	8.0%	7	2.1%	1	7.0%	4	0.0%	0	1.3%	1	4.5%	2	3.4%	1
Astonfields Industrial Estate, Stafford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
B & Q, Axletree Way, Wednesbury	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
B & Q, Meir Park, Stoke	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
Derby	0.9%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Business Park, Stafford	1.5%	9	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.4%	1	2.6%	2	5.9%	3	0.0%	0
Hednesford	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
Ikea, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Longton	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Penkridge	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	3
Shrewsbury	0.4%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Solihull	0.4%	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
Tamworth	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
Uttoxeter	5.0%	31	0.6%	1	0.0%	0	0.0%	0	53.2%	28	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Wednesbury	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
Weighted base:		613		178		82		52		53		89		75		44		40
Sample:		609		160		65		53		63		77		62		66		63

Q26 When non-food shopping how do you usually travel?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	68.6%	657	67.1%	183	84.0%	99	81.9%	78	71.9%	58	59.9%	88	52.0%	63	80.5%	52	61.0%	36
Car / van (as passenger)	18.3%	175	19.9%	54	10.0%	12	11.8%	11	20.1%	16	21.9%	32	20.9%	25	12.3%	8	27.5%	16
Bus, minibus or coach	8.2%	79	9.2%	25	3.7%	4	3.7%	4	5.4%	4	12.5%	18	12.6%	15	6.2%	4	6.1%	4
Motorcycle, scooter or moped	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Walk	3.5%	33	1.2%	3	2.3%	3	2.6%	3	2.5%	2	4.2%	6	12.2%	15	0.0%	0	3.2%	2
Taxi	0.9%	9	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.0%	1	0.0%	0
Train	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
Metro	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
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1
Other	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
Varies	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)	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 do non-food shopping)	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:		958		273		117		95		80		146		121		65		60
Sample:		955		245		99		94		97		127		102		98		93

Q27 Do you use garden centres to buy plants, shrubs, garden furniture, etc?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	58.8%	534	57.6%	151	61.8%	68	69.1%	62	66.0%	46	54.4%	78	45.8%	50	61.9%	38	65.7%	41
No	41.2%	374	42.4%	111	38.2%	42	30.9%	28	34.0%	24	45.6%	66	54.2%	59	38.1%	23	34.3%	21
Weighted base:		907		262		110		90		69		144		108		61		63
Sample:		912		235		95		89		85		125		93		92		98

Q28 Which garden centre do you normally go to?
Only answered by those who said they use garden centres at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Amerton Garden Centre, Amerton, Stafford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	1.8%	1	0.0%	0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	6.8%	36	2.4%	4	0.0%	0	7.3%	5	0.0%	0	17.8%	14	13.7%	7	15.4%	6	3.2%	1
Dobbie's Garden World, Watling Street, Gailey	13.4%	71	8.2%	12	1.2%	1	3.1%	2	3.7%	2	22.4%	18	15.7%	8	1.8%	1	69.4%	29
Fletcher's Garden & Leisure Centre, Stone Road, Eccleshall	11.1%	59	0.0%	0	55.0%	37	3.3%	2	0.0%	0	5.8%	5	21.5%	11	12.0%	5	0.0%	0
Greenheart Plants, Hopton Hall Lane, Hopton	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Hills Water Gardens, Oak Lane, Bradley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Johnson Hall Nurseries, Newport Road, Eccleshall	1.9%	10	0.0%	0	1.2%	1	9.5%	6	0.0%	0	1.6%	1	2.9%	1	1.7%	1	0.0%	0
Proctor's Nursery, High Lane, Stoke-on-Trent	0.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Roseacre Nursery, Main Road, Great Haywood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Rugeley Garden Centre, Wolseley Bridge, Stafford	14.9%	80	31.2%	47	1.7%	1	4.8%	3	0.0%	0	17.6%	14	3.9%	2	33.8%	13	0.0%	0
Swan Pit Nurseries, Swan Pit, Gnosall	1.7%	9	0.0%	0	0.0%	0	11.5%	7	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.0%	0
Other	2.0%	11	0.6%	1	7.3%	5	1.4%	1	6.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1
B & Q, Meir Park, Stoke	0.5%	2	0.0%	0	1.2%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Mini Warehouse, Lichfield Road, Stafford	2.5%	14	1.6%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	4	13.7%	7	1.8%	1	0.0%	0
B&Q Mini Warehouse, Vine Lane, Cannock	1.2%	7	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Barlaston	0.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Bridgemere Garden World, Bridgemere, Nantwich	3.6%	19	0.0%	0	14.3%	10	5.7%	4	2.2%	1	2.9%	2	2.9%	1	3.6%	1	0.0%	0
Bury Bank Nurseries, Bury Bank, Stone	1.2%	6	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.7%	1	0.0%	0
Byrkley Garden Centre, Rangemore, Burton-On-Trent	2.9%	15	3.6%	6	0.0%	0	0.0%	0	19.9%	9	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Codsall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Fosters Nurseries, Bradley, Stafford	1.1%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.9%	2	0.0%	0	0.0%	0
Greyfriars Business Park, 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
Hollybush, Warstone Road, Shareshill	8.5%	46	24.8%	37	0.0%	0	0.0%	0	0.0%	0	5.8%	5	2.0%	1	0.0%	0	6.5%	3
Newport	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piper & Sons, Watling Street, Gailey	1.7%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	1.7%	1	10.6%	4
Trentham Garden Centre, Stone Road, Trentham	2.5%	13	0.7%	1	7.1%	5	0.0%	0	2.2%	1	3.9%	3	2.9%	1	5.3%	2	0.0%	0
Uttoxeter	4.9%	26	0.0%	0	0.0%	0	0.0%	0	57.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Madford Retail Park, Stafford	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 Wolseley Bridge, Stafford	4.4%	24	7.3%	11	0.0%	0	0.0%	0	4.4%	2	4.6%	4	2.9%	1	14.3%	5	0.0%	0
Cannock	1.8%	10	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	3.0%	16	2.1%	3	0.0%	0	20.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	3.8%	20	0.0%	0	1.2%	1	28.7%	18	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.9%	1
Tamworth	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
Lichfield	0.8%	4	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		534		151		68		62		46		78		50		38		41
Sample:		535		136		56		61		54		67		40		57		64

Q29 Do you ever use facilities in any of the following centres? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stafford	70.5%	705	55.9%	157	68.6%	84	55.0%	57	34.0%	28	96.2%	149	96.2%	123	87.9%	58	77.9%	50
Stone	21.2%	212	2.3%	6	77.7%	95	8.6%	9	10.3%	8	16.3%	25	35.9%	46	28.0%	19	6.9%	4
Do not use	26.9%	269	44.1%	124	12.4%	15	45.0%	46	63.5%	52	3.8%	6	3.8%	5	11.1%	7	21.2%	14
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

Q30 Which centre do you visit most often?
Only answered by those who said they use either Stafford or Stone at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Stafford	88.4%	646	100.0%	157	29.3%	31	100.0%	57	89.9%	27	98.6%	147	100.0%	123	93.2%	55	100.0%	50
Stone	11.6%	85	0.0%	0	70.7%	75	0.0%	0	10.1%	3	1.4%	2	0.0%	0	6.8%	4	0.0%	0
Weighted base:		731		157		107		57		30		149		123		59		50
Sample:		730		144		89		59		36		129		104		89		80

Q31 What are the main reasons for using (LOCATION MENTIONED AT Q30)? [MR]
Only answered by those who said they use either Stafford or Stone at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Café / restaurants / pubs	16.8%	117	10.9%	16	11.5%	12	16.0%	8	26.6%	7	21.7%	32	19.7%	23	22.2%	12	13.5%	6
Doctor / dentist	7.2%	50	0.0%	0	3.0%	3	0.0%	0	0.0%	0	18.0%	26	13.4%	16	5.8%	3	4.4%	2
Food and grocery shopping	37.0%	258	19.1%	29	32.9%	34	31.7%	16	33.0%	9	47.1%	68	56.0%	65	43.3%	24	25.4%	12
Hairdressers / barbers	3.5%	25	0.7%	1	0.8%	1	2.0%	1	0.0%	0	9.1%	13	3.4%	4	8.3%	5	0.0%	0
Market	10.1%	71	5.0%	7	4.2%	4	13.1%	7	7.6%	2	11.4%	17	17.6%	20	19.8%	11	4.0%	2
Non-food Shopping	64.3%	450	81.3%	122	48.7%	51	66.2%	34	59.4%	16	67.1%	97	56.3%	66	59.9%	34	63.0%	30
Services, such as banks, estate agents, Post Office	23.3%	163	3.1%	5	32.9%	34	7.8%	4	12.6%	3	41.9%	61	27.5%	32	31.8%	18	11.9%	6
Social / leisure activities	15.4%	107	5.3%	8	11.1%	12	26.2%	14	0.0%	0	24.3%	35	19.7%	23	18.8%	11	11.1%	5
Work / school / college	6.0%	42	7.6%	11	9.0%	9	7.2%	4	10.1%	3	3.0%	4	5.4%	6	2.4%	1	5.9%	3
Other	1.4%	10	0.0%	0	0.8%	1	1.6%	1	5.1%	1	0.7%	1	0.0%	0	1.2%	1	10.7%	5
Close to home	3.2%	22	0.0%	0	13.4%	14	2.0%	1	0.0%	0	1.8%	3	1.7%	2	2.4%	1	2.8%	1
Convinent	0.5%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1
Hospital	0.4%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Library	1.0%	7	0.0%	0	0.8%	1	0.0%	0	3.8%	1	3.1%	5	0.0%	0	1.2%	1	0.0%	0
Locaility	1.6%	11	0.0%	0	4.9%	5	0.0%	0	0.0%	0	1.6%	2	0.0%	0	3.6%	2	3.6%	2
Visit family / friends	0.8%	6	0.0%	0	2.1%	2	2.0%	1	2.5%	1	0.7%	1	0.0%	0	0.0%	0	1.6%	1
(Don't know / no reason in particular)	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:		699		149		105		52		27		145		116		56		48
Sample:		695		137		87		54		32		126		98		85		76

Q32 How do you usually travel to (LOCATION MENTIONED AT Q30)?
Only answered by those who said they use either Stafford or Stone at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	65.0%	475	73.6%	116	72.7%	78	79.1%	45	75.3%	23	56.0%	83	41.3%	51	83.2%	49	63.2%	32
Car / van (as passenger)	12.1%	89	17.1%	27	5.5%	6	3.6%	2	22.4%	7	11.9%	18	14.2%	17	6.6%	4	15.9%	8
Bus, minibus or coach	11.7%	85	7.2%	11	2.6%	3	15.5%	9	0.0%	0	18.8%	28	19.0%	23	7.9%	5	12.5%	6
Motorcycle, scooter or moped	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
Walk	7.1%	52	0.0%	0	13.9%	15	0.0%	0	0.0%	0	8.0%	12	20.3%	25	0.0%	0	0.0%	0
Taxi	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	2	1.1%	1	0.0%	0
Train	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
Bicycle	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
Tram	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
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
Varies	3.3%	24	2.1%	3	5.4%	6	1.8%	1	2.2%	1	3.9%	6	2.8%	3	1.1%	1	7.2%	4
(Don't know)	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:		731		157		107		57		30		149		123		59		50
Sample:		730		144		89		59		36		129		104		89		80

Q33 How frequently do you visit (LOCATION MENTIONED AT Q30)?
Only answered by those who said they use either Stafford or Stone at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	9.2%	65	4.3%	7	10.9%	11	5.4%	3	5.7%	2	10.7%	15	20.9%	25	3.4%	2	1.2%	1
Once a week or more	42.8%	304	9.6%	15	73.2%	74	27.4%	15	0.0%	0	62.7%	91	55.9%	67	57.6%	34	17.4%	8
Less than once a week	8.8%	63	6.4%	10	4.8%	5	8.4%	5	7.0%	2	9.0%	13	12.6%	15	9.1%	5	16.2%	8
Less than once a fortnight	12.2%	87	15.4%	23	5.8%	6	12.0%	7	14.9%	4	12.8%	19	5.7%	7	15.0%	9	25.3%	12
Less than once a month	27.0%	192	64.3%	98	5.3%	5	46.9%	26	72.4%	21	4.9%	7	4.9%	6	14.9%	9	39.9%	19
(Don't know / varies)	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:		711		152		102		57		29		145		120		58		48
Sample:		713		139		88		59		35		126		101		88		77

Q34 Why do you not use facilities at either Stafford or Stone? [MR]
Only answered by those who said they do not use either Stafford or Stone at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Accessibility by public transport	6.7%	12	8.5%	7	31.5%	2	2.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Car parking provision	12.0%	22	16.1%	14	0.0%	0	11.0%	4	1.9%	1	0.0%	0	0.0%	0	37.5%	2	13.6%	2
Cleanliness	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
Facilities closer to home	65.6%	118	65.1%	56	40.1%	3	75.2%	25	71.8%	25	0.0%	0	0.0%	0	37.5%	2	69.5%	8
Lack of choice	8.8%	16	9.8%	8	11.7%	1	5.4%	2	3.9%	1	100.0%	2	0.0%	0	12.5%	1	5.1%	1
Poor accessibility	3.0%	5	5.3%	5	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services	0.5%	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
Provision of services, such as banks	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
Quality of shops	1.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Safety	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
Shopping environment	2.4%	4	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Other	8.6%	15	6.9%	6	16.7%	1	6.6%	2	6.8%	2	0.0%	0	100.0%	1	25.0%	1	13.6%	2
Cant get there / too far away	3.0%	5	1.4%	1	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Don't know the area	1.8%	3	0.0%	0	0.0%	0	2.6%	1	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / no reason in particular)	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:		181		86		7		33		35		2		1		5		11
Sample:		179		76		6		29		41		2		1		8		16

Q35 Does your household make use of electronic home shopping (i.e. Internet or TV Shopping)? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes, Internet	49.5%	491	42.5%	119	63.3%	74	63.0%	65	56.5%	46	46.8%	72	43.2%	55	43.1%	29	49.5%	32
Yes, TV Shopping	2.1%	21	2.5%	7	3.2%	4	1.0%	1	0.0%	0	1.3%	2	2.3%	3	3.1%	2	3.6%	2
Yes, both	3.9%	39	5.7%	16	2.5%	3	1.6%	2	6.6%	5	2.8%	4	3.4%	4	4.0%	3	2.1%	1
No	45.7%	453	50.2%	140	34.6%	40	35.4%	36	36.9%	30	49.8%	76	52.2%	67	50.9%	34	45.7%	29
(Don't know)	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:		993		280		117		103		82		153		128		66		64
Sample:		997		251		103		102		100		133		108		100		100

Q36 Which goods or services does your household currently purchase via electronic home shopping? [MR]
Only answered by those who said their household makes use of electronic home shopping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banking	5.9%	31	4.6%	6	13.3%	10	7.3%	5	2.1%	1	6.0%	5	0.0%	0	4.1%	1	9.4%	3
Books	39.0%	204	36.7%	49	41.8%	31	42.4%	27	35.8%	17	42.0%	32	23.2%	14	48.6%	15	51.7%	18
CD’s, music, videos	46.9%	245	48.5%	65	32.8%	25	59.6%	38	53.8%	26	44.6%	34	40.1%	23	52.8%	17	49.5%	17
Clothes	32.6%	170	32.6%	44	32.8%	25	23.7%	15	30.4%	15	40.3%	31	29.3%	17	36.3%	11	36.3%	13
DIY goods	2.2%	12	1.4%	2	2.6%	2	1.6%	1	1.4%	1	3.0%	2	4.1%	2	2.2%	1	1.6%	1
Food	11.2%	59	12.5%	17	10.0%	7	14.6%	9	3.4%	2	8.2%	6	11.6%	7	17.2%	5	14.8%	5
Furniture / Carpets	5.8%	30	5.6%	7	4.4%	3	4.1%	3	11.0%	5	4.6%	4	8.3%	5	6.4%	2	3.3%	1
Garden items	2.9%	15	2.5%	3	4.3%	3	1.6%	1	1.4%	1	3.0%	2	4.9%	3	2.2%	1	3.3%	1
Holiday and / or Travel Tickets	12.2%	64	12.2%	16	10.7%	8	8.7%	6	15.2%	7	13.9%	11	9.1%	5	17.1%	5	14.8%	5
Jewellery	4.3%	22	5.7%	8	5.0%	4	1.3%	1	3.5%	2	2.6%	2	8.3%	5	0.0%	0	4.9%	2
Major electrical items	18.3%	95	13.6%	18	13.2%	10	10.4%	7	29.0%	14	20.5%	16	21.5%	13	29.6%	9	25.8%	9
Small electrical items	25.1%	131	21.5%	29	31.0%	23	19.7%	12	26.9%	13	24.8%	19	24.2%	14	36.2%	11	25.3%	9
Small household goods	6.3%	33	5.7%	8	5.4%	4	4.5%	3	3.5%	2	10.6%	8	2.5%	1	10.6%	3	10.4%	4
Sports goods	4.8%	25	4.4%	6	4.3%	3	8.4%	5	5.5%	3	4.6%	4	3.3%	2	4.3%	1	3.3%	1
Toys	10.4%	54	11.2%	15	6.6%	5	11.5%	7	16.5%	8	7.6%	6	11.6%	7	12.7%	4	7.1%	2
Other	4.5%	23	4.7%	6	4.8%	4	1.6%	1	2.1%	1	4.6%	4	6.6%	4	2.1%	1	9.9%	3
Arts and crafts	0.9%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	4.1%	2	2.2%	1	0.0%	0
Beauty products / cosmetics	3.2%	17	3.5%	5	2.6%	2	4.1%	3	2.8%	1	3.0%	2	4.1%	2	2.2%	1	1.6%	1
Vehicle parts	1.2%	6	2.9%	4	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	2.2%	1	0.0%	0
Computer games / products	2.0%	10	0.7%	1	1.1%	1	0.0%	0	3.5%	2	5.6%	4	3.5%	2	2.1%	1	0.0%	0
Dvds	1.5%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	1.6%	1
Flowers	0.5%	3	0.7%	1	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	1.5%	8	1.5%	2	2.2%	2	4.4%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Insurance	0.8%	4	0.9%	1	0.0%	0	1.3%	1	2.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
(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	0.0%	0
Weighted base:		522		134		75		63		49		77		59		31		35
Sample:		526		122		67		61		58		68		48		47		55

Column %ges.

Q37 Which goods or services might your household purchase in the future via electronic home shopping? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Banking	1.5%	13	0.5%	1	7.7%	8	1.2%	1	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.9%	1
Books	8.1%	70	5.2%	12	10.0%	10	5.1%	4	10.9%	8	11.9%	16	7.0%	8	8.6%	5	10.3%	6
CD’s, music, videos	10.4%	90	7.7%	18	9.8%	10	9.5%	8	19.0%	14	11.7%	16	11.4%	13	10.8%	7	8.1%	5
Clothes	8.7%	75	7.8%	18	14.4%	14	4.4%	4	11.9%	8	6.9%	9	8.4%	9	6.5%	4	11.8%	7
DIY goods	0.8%	7	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.7%	1	2.2%	2	1.1%	1	0.0%	0
Food	3.4%	29	3.5%	8	2.7%	3	5.4%	5	0.0%	0	4.3%	6	1.3%	1	5.5%	3	5.3%	3
Furniture / Carpets	1.6%	14	0.8%	2	0.0%	0	3.1%	3	3.8%	3	1.7%	2	2.2%	2	0.0%	0	3.4%	2
Garden items	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.9%	1
Holiday and / or Travel Tickets	6.5%	56	6.6%	15	3.9%	4	4.5%	4	6.6%	5	6.7%	9	3.9%	4	12.1%	7	12.2%	7
Jewellery	0.7%	6	0.0%	0	0.8%	1	0.0%	0	2.4%	2	0.9%	1	2.2%	2	0.0%	0	0.0%	0
Major electrical items	5.9%	50	5.4%	13	5.8%	6	1.2%	1	13.3%	9	6.3%	9	4.7%	5	6.4%	4	5.9%	4
Small electrical items	5.1%	44	4.8%	11	4.7%	5	0.0%	0	9.0%	6	6.0%	8	5.7%	6	6.4%	4	5.6%	3
Small household goods	1.7%	15	0.4%	1	1.6%	2	0.0%	0	1.4%	1	5.4%	7	0.0%	0	2.2%	1	4.4%	3
Sports goods	1.0%	9	0.0%	0	2.4%	2	2.2%	2	1.4%	1	1.7%	2	0.0%	0	2.2%	1	0.0%	0
Toys	1.7%	15	0.5%	1	1.9%	2	3.1%	3	2.8%	2	2.6%	4	2.6%	3	1.1%	1	0.0%	0
None	45.4%	391	49.4%	115	25.6%	26	41.5%	36	42.2%	30	50.2%	69	55.6%	62	48.7%	30	38.6%	24
No more services that currently purchasing	23.3%	201	26.9%	63	35.2%	35	35.8%	31	17.5%	12	13.9%	19	11.7%	13	21.8%	13	23.3%	14
Other	0.5%	4	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Arts and crafts	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0
Beauty products / cosmetics	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Vehicle parts	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0
Computer games / products	0.7%	6	0.3%	1	0.0%	0	0.0%	0	1.4%	1	2.6%	4	0.0%	0	1.1%	1	0.0%	0
Dvds	0.9%	8	0.0%	0	0.8%	1	0.0%	0	1.4%	1	3.9%	5	0.0%	0	0.0%	0	0.9%	1
Flowers	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
Gifts	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
Insurance	0.4%	4	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0
(Don't know)	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:		861		233		100		86		71		137		112		61		61
Sample:		864		207		86		84		86		119		94		92		96

Column %ges.

Q38 Which facility / centre do you normally visit for indoor sports or health and fitness activity?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Active Images, Cardigan Place, Cannock	0.7%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alleyne's Sports Centre, Oulton Road, Stone	2.7%	8	0.0%	0	20.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beaconside Sports Centre, Beaconside, Stafford	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.8%	1	3.0%	1	0.0%	0
Cannons Health Club, East Cannock Road, Hednesford	1.2%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Leisure Centre, Stafford Road, Cannock	4.4%	13	13.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2
Elite 2000 Fitness Centre, St Patricks Street, Stafford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Fitness First, Lichfield Road, Walsall	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Stafford Park, Telford	0.9%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Wyrley Brook Road, Cannock	1.0%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Greens Health & Fitness Club, George Eastham Avenue, Stoke-on-Trent	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym & Tonic, Queensville Retail Park, Stafford	3.0%	9	0.0%	0	0.0%	0	7.1%	2	3.1%	1	7.6%	3	3.8%	1	5.8%	1	0.0%	0
Gymophobics, High Street, Newcastle-under-Lyme	0.8%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Penkridge Leisure Centre, Cannock Road, Penkridge	2.7%	8	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	29.9%	5
Quality Living Health Club, Pinfold Lane, Penkridge	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.5%	1
Riverside Recreation Centre, Lammascote Road, Stafford	11.5%	34	0.0%	0	7.3%	3	7.1%	2	0.0%	0	37.0%	16	18.8%	5	35.0%	8	0.0%	0
Rugeley Leisure Centre, Burnt Hill Lane, Rugeley	8.4%	25	27.6%	23	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Stafford Gymophobics, Greyfriars, Stafford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Stafford Sports Arena, Queensville Retail Park, Stafford	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	5	7.9%	2	5.8%	1	0.0%	0
Total Fitness, Newcastle Road, Newcastle-under-Lyme	1.1%	3	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbridge Park Fitness Centre, Westbridge Park, Stafford	2.8%	8	0.0%	0	18.1%	7	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Wow Fitness, Canal View Business Park, Rugeley	1.3%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-upon-Trent	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	5.3%	15	17.2%	14	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Lichfield	2.8%	8	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0
Merry Hill	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Rugeley	0.9%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	10.9%	32	1.2%	1	7.8%	3	5.9%	2	5.1%	2	21.2%	9	45.1%	12	11.5%	3	6.6%	1
Stoke-on-Trent	0.4%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	3.0%	9	0.0%	0	0.0%	0	30.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Wolverhampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	3.3%	1
Other	3.8%	11	1.4%	1	8.7%	3	0.0%	0	9.2%	3	2.9%	1	0.0%	0	3.0%	1	8.9%	2
Burntwood	2.2%	6	7.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	1.3%	4	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	3
Newport	3.1%	9	0.0%	0	0.0%	0	31.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.6%	2	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	1.6%	5	0.0%	0	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tamworth	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter	10.2%	30	1.3%	1	0.0%	0	0.0%	0	82.6%	27	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Esporta Fitness Centre, Stafford	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	11.2%	3	3.0%	1	3.3%	1
Penkridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
Wheaton Aston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Yarnfield	0.7%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		291		82		38		29		33		43		26		23		17

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Sample:		292		74		34		27		38		37		21		34		27

Q39 Which cinema do you normally visit?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Apollo Cinema, Newport Road, Stafford	26.2%	118	7.1%	8	17.9%	13	6.9%	3	2.1%	1	62.9%	48	60.5%	29	50.1%	12	14.0%	5
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	8.8%	39	16.2%	18	0.0%	0	0.0%	0	0.0%	0	3.4%	3	4.0%	2	0.0%	0	52.6%	17
Cineworld, Broad Street, Birmingham	1.0%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.2%	2	0.0%	0	0.0%	0
Cineworld, Middle Way Park, Burton-on-Trent	3.2%	14	8.4%	9	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Odeon, Bolebridge Street, Tamworth	4.0%	18	16.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Brierley Hill, Dudley	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
Odeon, Etruria Road, Stoke-on-Trent (Festival Park)	3.6%	16	0.0%	0	14.9%	10	0.0%	0	1.4%	1	1.3%	1	3.0%	1	8.4%	2	1.7%	1
Odeon, Forgegate, Telford	9.5%	43	1.1%	1	0.0%	0	81.9%	34	0.0%	0	1.3%	1	0.0%	0	5.4%	1	15.9%	5
Showcase Cinema, Bentley Mill Way, Walsall	13.8%	62	34.0%	37	0.0%	0	2.5%	1	0.0%	0	14.1%	11	16.1%	8	2.7%	1	14.0%	5
VUE Cinema, High Street, Newcastle-under-Lyme	13.5%	61	0.0%	0	63.8%	45	0.0%	0	0.0%	0	8.0%	6	12.1%	6	16.4%	4	0.0%	0
VUE Cinema, Star City, Birmingham	1.2%	6	3.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1
Other	2.2%	10	2.0%	2	2.3%	2	2.0%	1	3.6%	2	4.7%	4	0.0%	0	0.0%	0	0.0%	0
Cinebowl, Dovefields Retail Park, Uttoxeter	9.9%	45	0.0%	0	1.1%	1	0.0%	0	83.6%	39	1.3%	1	0.0%	0	14.2%	3	0.0%	0
Electric Palace, Walsall Road, Cannock	2.2%	10	9.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.4%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		449		109		70		41		47		76		48		24		33
Sample:		455		102		63		41		58		65		39		36		51

Q40 Where do you normally visit for ten-pin bowling?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cinebowl, Dovefields Retail Park, Uttoxeter	12.2%	32	0.0%	0	0.0%	0	0.0%	0	90.1%	31	0.0%	0	0.0%	0	10.2%	1	0.0%	0
GT Leisure Bowl, Revival Street, Walsall	1.6%	4	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strykers Bowling, Shaw Road, Wolverhampton	2.7%	7	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	5
Tenpin, Festival Park, Stoke on Trent	2.8%	7	0.0%	0	12.4%	5	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Tenpin, Greyfriars Place, Stafford	74.6%	196	77.9%	50	87.6%	36	72.2%	15	4.9%	2	100.0%	36	100.0%	31	89.8%	12	62.2%	13
Other	0.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Shrewsbury	0.3%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.7%	7	10.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	2.5%	7	0.0%	0	0.0%	0	23.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Weighted base:		263		64		42		21		34		36		31		13		21
Sample:		276		62		39		22		41		32		27		20		33

Q41 Where do you normally visit for bingo?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Gala Bingo, Anchor Road, Walsall	2.0%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Queensville Retail Park, Stafford	66.5%	24	63.3%	6	0.0%	0	34.7%	1	0.0%	0	100.0%	6	67.7%	6	100.0%	2	57.0%	3
Gala Bingo, Whitmore Street, Wolverhampton	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Hollywood Clubs, Victoria Street, Hednesford	2.0%	1	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Southwater Square, Telford	2.3%	1	0.0%	0	0.0%	0	28.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.0%	3	11.0%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Rugeley	3.0%	1	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brewood	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Stafford	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	3	0.0%	0	0.0%	0
Uttoxeter	1.8%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gnosall	2.9%	1	0.0%	0	0.0%	0	36.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		37		10		0		3		1		6		9		2		5
Sample:		39		10		0		3		2		5		8		3		8

Q42 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	19.1%	93	24.3%	30	6.7%	4	27.6%	13	12.9%	5	14.8%	12	15.4%	9	24.5%	8	26.3%	11
Burton-upon-Trent	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
Cannock	2.8%	13	10.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Dudley	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
Hanley	8.9%	43	1.0%	1	34.3%	20	4.4%	2	18.6%	8	8.0%	6	5.8%	3	6.0%	2	1.4%	1
Lichfield	3.8%	18	13.6%	17	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
London	11.2%	54	15.7%	20	8.8%	5	6.3%	3	15.3%	6	7.7%	6	9.9%	6	8.2%	3	12.9%	5
Manchester	1.1%	5	0.0%	0	1.4%	1	2.1%	1	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme	0.8%	4	0.0%	0	4.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
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
Stafford	22.3%	108	4.2%	5	6.5%	4	14.0%	7	9.7%	4	51.0%	40	56.8%	34	26.3%	9	13.3%	6
Stoke-on-Trent	11.7%	57	0.8%	1	35.3%	21	9.9%	5	28.2%	12	5.5%	4	6.5%	4	28.9%	9	2.8%	1
Telford	0.7%	4	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.3%	1	0.0%	0	2.1%	1	0.0%	0
Walsall	0.8%	4	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Wolverhampton	9.1%	44	17.2%	21	0.0%	0	18.5%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	1	32.3%	13
Other	5.9%	29	10.7%	13	2.8%	2	1.8%	1	8.9%	4	4.5%	4	5.7%	3	0.0%	0	5.6%	2
Shrewsbury	0.7%	4	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter	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
Hanley	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
Weighted base:		485		125		58		48		42		79		60		32		41
Sample:		490		111		53		48		47		68		49		49		65

Q43 When participating in leisure activities how do you usually travel?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	63.3%	456	63.7%	126	80.8%	71	68.4%	52	70.0%	45	53.7%	57	49.0%	44	72.6%	35	51.8%	27
Car / van (as passenger)	20.1%	145	22.7%	45	12.7%	11	19.3%	15	18.1%	12	21.9%	23	21.8%	19	12.2%	6	27.6%	14
Bus, minibus or coach	5.6%	40	3.7%	7	4.3%	4	2.5%	2	2.1%	1	10.1%	11	8.8%	8	5.6%	3	8.8%	5
Motorcycle, scooter or moped	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
Walk	3.3%	24	1.1%	2	0.0%	0	2.2%	2	4.1%	3	6.5%	7	10.5%	9	0.0%	0	2.2%	1
Taxi	1.2%	9	1.2%	2	0.0%	0	1.1%	1	0.0%	0	1.2%	1	3.3%	3	1.4%	1	1.1%	1
Train	6.0%	43	7.0%	14	0.9%	1	6.5%	5	3.1%	2	6.7%	7	6.6%	6	8.3%	4	8.5%	4
Metro	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
Bicycle	0.4%	3	0.6%	1	0.0%	0	0.0%	0	2.6%	2	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
Varies	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)	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 participate in leisure activities)	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:		721		197		88		76		65		106		89		48		52
Sample:		726		177		76		76		78		91		74		73		81

Column %ges.

Q44 Which centre / facility do you normally visit for nightlife such as bars, pubs and nightclubs?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	2.5%	12	3.7%	5	0.0%	0	4.5%	2	0.0%	0	3.2%	3	0.0%	0	7.0%	2	2.7%	1
Burton-upon-Trent	0.5%	2	0.6%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	11.7%	55	40.1%	52	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.4%	1	4.0%	1
Eccleshall	2.0%	9	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Hanley	0.4%	2	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	2.3%	11	8.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Newcastle-under-Lyme	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
Newport	3.7%	17	0.0%	0	0.0%	0	41.8%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Rugeley	7.1%	33	24.0%	31	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.7%	1	0.0%	0
Stafford	35.0%	164	5.3%	7	7.0%	5	20.7%	8	5.9%	2	89.1%	71	94.3%	56	39.2%	11	13.3%	4
Stoke-on-Trent	1.5%	7	0.0%	0	7.1%	5	0.0%	0	3.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stone	11.2%	53	0.0%	0	67.7%	48	0.0%	0	2.9%	1	1.6%	1	0.0%	0	7.0%	2	2.0%	1
Telford	0.5%	2	0.9%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	1.0%	5	1.8%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Wolverhampton	0.9%	4	0.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.7%	1
Other	5.4%	25	6.1%	8	0.0%	0	15.8%	6	20.5%	7	0.0%	0	0.0%	0	7.0%	2	8.0%	2
Brewood	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	5
Burntwood	0.8%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Gnosall	0.6%	3	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Great Haywood	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0
Haughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Hednesford	0.8%	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
Hilderstone	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hixon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Little Haywood	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
Penkridge	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	12
Seighford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Shrewsbury	0.4%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swynnerton	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
Uttoxeter	4.7%	22	0.8%	1	0.0%	0	0.0%	0	60.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Wheaton Aston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Weighted base:		468		129		71		39		34		79		60		28		29
Sample:		467		117		62		38		42		69		51		43		45

Q45 How do you normally travel to (DESTINATION MENTIONED AT Q44)?

Not answered by those who said they Don't know / can't remember or Dont do this kind of activity regarding nightlife at Q44

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	27.0%	122	30.3%	37	19.8%	13	29.2%	10	28.0%	9	22.8%	18	18.2%	11	51.1%	14	33.4%	9
Car / van (as passenger)	14.6%	66	20.8%	26	14.7%	10	24.9%	9	6.0%	2	11.4%	9	10.8%	6	9.6%	3	5.6%	2
Bus, minibus or coach	4.8%	22	5.3%	7	0.0%	0	0.0%	0	6.0%	2	14.0%	11	2.5%	1	2.5%	1	0.0%	0
Motorcycle, scooter or moped	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	40.0%	180	25.5%	31	54.0%	36	38.0%	13	53.0%	18	33.2%	26	51.8%	30	31.9%	9	59.0%	16
Taxi	11.3%	51	14.2%	17	11.4%	8	7.9%	3	4.0%	1	13.7%	11	16.8%	10	2.5%	1	2.1%	1
Train	2.3%	10	3.8%	5	0.0%	0	0.0%	0	3.0%	1	4.9%	4	0.0%	0	2.5%	1	0.0%	0
Metro	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
Bicycle	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
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
Varies	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)	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:		450		123		67		35		34		78		59		27		27
Sample:		447		112		58		34		41		68		50		41		43

Q46 Which centre / facility do you normally visit for restaurants?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Birmingham City Centre	1.9%	12	0.4%	1	0.0%	0	6.3%	4	0.0%	0	4.0%	4	2.3%	2	3.5%	1	1.7%	1
Burton-upon-Trent	0.5%	3	0.6%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	11.1%	72	36.3%	64	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	11.2%	5
Eccleshall	1.5%	10	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1
Lichfield	5.0%	32	15.4%	27	0.0%	0	0.0%	0	2.1%	1	2.6%	3	0.0%	0	3.6%	1	0.0%	0
London	1.4%	9	3.0%	5	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill	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
Newcastle-under-Lyme	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
Newport	3.4%	22	0.0%	0	0.0%	0	38.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	6.0%	39	20.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.3%	1
Stafford	35.7%	230	7.8%	14	13.0%	12	22.8%	13	2.1%	1	80.7%	78	93.4%	84	48.9%	18	20.7%	9
Stoke-on-Trent	0.9%	6	0.0%	0	5.3%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stone	11.7%	76	0.5%	1	65.6%	62	0.0%	0	7.8%	4	1.3%	1	1.6%	1	14.2%	5	1.3%	1
Telford	1.8%	12	1.5%	3	0.0%	0	14.2%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Walsall	0.6%	4	1.2%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Wolverhampton	1.4%	9	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	14.7%	6
Other	5.5%	35	9.0%	16	1.2%	1	6.4%	4	13.5%	6	1.3%	1	1.6%	1	8.8%	3	5.2%	2
Acton Trussell	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	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
Burntwood	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
Codsall	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
Derrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Eccleshall	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
Gnosall	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
Great Haywood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.3%	1
Haughton	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
Hednesford	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
Milford	0.5%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Penkridge	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	31.4%	14
Ranton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Shrewsbury	0.5%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Uttoxeter	5.5%	35	0.6%	1	1.2%	1	0.0%	0	68.1%	32	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Weston	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
Wheaton Aston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Weighted base:		644		177		95		56		47		96		90		38		44
Sample:		639		158		83		56		57		83		75		57		70

Q47 How do you normally travel to (DESTINATION MENTIONED AT Q46)?

Not answered by those who said they Don't know / can't remember or Dont do this kind of activity regarding restaurants at Q46

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	31.7%	309	32.4%	88	30.3%	36	33.3%	33	35.1%	28	25.3%	38	30.2%	38	39.7%	26	35.0%	22
Car / van (as passenger)	15.9%	155	19.0%	52	14.7%	17	10.1%	10	9.7%	8	19.0%	29	18.9%	24	10.3%	7	14.4%	9
Bus, minibus or coach	1.9%	18	2.7%	7	0.0%	0	0.8%	1	0.0%	0	5.2%	8	1.9%	2	0.0%	0	0.0%	0
Motorcycle, scooter or moped	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	10.5%	102	4.0%	11	27.5%	32	8.1%	8	11.3%	9	6.4%	10	13.7%	17	6.1%	4	16.9%	10
Taxi	3.0%	29	4.4%	12	3.0%	4	0.8%	1	0.8%	1	3.7%	6	3.9%	5	1.0%	1	2.2%	1
Train	1.2%	12	0.6%	2	1.8%	2	0.0%	0	0.0%	0	3.4%	5	1.6%	2	1.0%	1	0.0%	0
Metro	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
Bicycle	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
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
Varies	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)	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
No response	35.8%	349	37.0%	101	22.7%	27	46.8%	47	43.1%	35	37.0%	56	29.8%	37	41.8%	27	31.6%	20
Weighted base:		975		272		118		100		80		151		126		65		62
Sample:		973		244		100		99		98		131		106		98		97

AGE Can I just ask, how old are you?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18-24 years	1.8%	18	1.8%	5	0.0%	0	4.5%	5	3.7%	3	2.1%	3	0.8%	1	0.0%	0	1.2%	1
25-34 years	4.4%	44	6.2%	17	0.7%	1	1.6%	2	7.4%	6	5.8%	9	3.8%	5	2.0%	1	4.2%	3
35-44 years	16.7%	167	15.9%	45	27.2%	33	17.5%	18	21.3%	17	12.6%	20	15.7%	20	11.9%	8	9.3%	6
45-54 years	24.4%	244	20.5%	58	35.0%	43	27.8%	29	24.7%	20	24.7%	38	22.5%	29	25.1%	17	18.5%	12
55-64 years	16.9%	169	19.2%	54	6.7%	8	16.3%	17	11.5%	9	20.7%	32	12.6%	16	22.1%	15	28.1%	18
65 plus	34.6%	346	35.3%	99	26.4%	32	31.4%	32	31.5%	26	33.3%	51	44.6%	57	36.9%	24	37.6%	24
(Refused)	1.2%	12	1.1%	3	4.1%	5	0.8%	1	0.0%	0	0.8%	1	0.0%	0	2.0%	1	1.2%	1
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

GEN Gender of respondent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	30.6%	306	30.2%	85	40.5%	49	27.9%	29	32.4%	27	27.6%	43	27.9%	36	31.9%	21	26.9%	17
Female	69.4%	694	69.8%	196	59.5%	73	72.1%	74	67.6%	56	72.4%	112	72.1%	92	68.1%	45	73.1%	47
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

ETH What is your ethnicity?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
White	98.3%	983	99.2%	279	97.5%	119	98.2%	101	100.0%	82	97.7%	151	98.1%	125	97.0%	64	96.7%	62
Indian	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
Pakistani	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
Bangladeshi	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
Other Asian	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.2%	1
Black Caribbean	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
Black African	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
Other Black	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
Chinese	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
Mixed Race	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
Other Ethnic Group	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
(Refused)	1.1%	11	0.8%	2	1.6%	2	1.8%	2	0.0%	0	0.0%	0	1.1%	1	3.0%	2	2.1%	1
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

OCC What is the occupation of the main income earner of the household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Occupation	75.9%	759	76.2%	214	82.4%	100	76.3%	78	82.0%	67	74.2%	115	69.1%	88	74.1%	49	74.3%	47
Basic state pension ONLY	16.5%	165	16.6%	47	10.0%	12	12.5%	13	11.4%	9	18.6%	29	23.3%	30	18.8%	12	20.3%	13
(Refused)	7.5%	75	7.2%	20	7.7%	9	11.2%	12	6.6%	5	7.3%	11	7.6%	10	7.0%	5	5.4%	3
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

INC Is the main income earner full-time or part-time?

Not answered by those who said they were on State pension only or refused to answer at INC

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Full-time	63.8%	485	67.0%	144	68.2%	68	70.7%	55	66.5%	45	59.6%	68	62.6%	55	51.3%	25	50.2%	24
Part-time	8.1%	62	6.8%	15	3.5%	4	9.5%	7	3.5%	2	8.0%	9	12.7%	11	8.2%	4	19.3%	9
No main income earner	27.1%	206	26.2%	56	25.3%	25	19.8%	15	29.0%	20	31.5%	36	24.8%	22	35.1%	17	30.5%	14
(Refused)	1.0%	7	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.9%	1	0.0%	0	5.4%	3	0.0%	0
Weighted base:		759		214		100		78		67		115		88		49		47
Sample:		762		192		88		78		82		100		73		74		75

HOM Do you own you own home, whether on a mortgage or outright?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	85.7%	857	86.1%	242	88.2%	107	86.6%	89	95.1%	78	80.3%	124	81.3%	104	89.0%	59	85.0%	54
No	10.7%	107	9.5%	27	6.4%	8	10.9%	11	2.9%	2	16.4%	25	15.7%	20	9.0%	6	11.7%	7
(Refused)	3.6%	36	4.4%	12	5.4%	7	2.5%	3	2.1%	2	3.3%	5	3.0%	4	2.0%	1	3.3%	2
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

ADU How many adults, including yourself, live in your household (16 years and above)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
One	19.3%	193	21.4%	60	15.6%	19	14.4%	15	20.9%	17	15.6%	24	25.3%	32	17.0%	11	21.8%	14
Two	58.1%	581	56.8%	160	58.3%	71	58.3%	60	57.4%	47	62.8%	97	54.8%	70	59.9%	40	57.3%	37
Three	14.4%	144	13.9%	39	15.0%	18	16.9%	17	14.7%	12	13.6%	21	14.2%	18	15.0%	10	12.2%	8
Four	4.1%	41	2.8%	8	6.3%	8	7.0%	7	5.4%	4	2.1%	3	2.3%	3	5.0%	3	7.4%	5
Five	1.2%	12	1.8%	5	0.7%	1	0.0%	0	0.0%	0	2.5%	4	1.1%	1	0.0%	0	1.2%	1
Six or more	0.3%	3	0.4%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.6%	26	2.8%	8	4.1%	5	2.5%	3	0.8%	1	3.3%	5	2.3%	3	3.1%	2	0.0%	0
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

CHI How many children live in your household, aged 15 years and under?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	74.4%	744	73.1%	205	61.1%	74	78.7%	81	68.9%	57	74.8%	116	79.8%	102	82.9%	55	86.0%	55
One	10.8%	108	9.5%	27	18.8%	23	7.9%	8	13.9%	11	12.5%	19	8.4%	11	7.0%	5	6.9%	4
Two	9.4%	94	10.2%	29	15.4%	19	8.1%	8	12.7%	10	7.1%	11	8.0%	10	5.0%	3	6.0%	4
Three	2.3%	23	4.0%	11	0.7%	1	1.8%	2	2.5%	2	2.3%	4	1.5%	2	2.0%	1	0.0%	0
Four	0.4%	4	0.4%	1	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Five	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
Six or more	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
(Refused)	2.6%	26	2.8%	8	4.1%	5	2.5%	3	0.8%	1	3.3%	5	2.3%	3	3.1%	2	0.0%	0
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

CAR How many cars does your household own or have the use of?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
None	10.5%	105	12.1%	34	6.9%	8	2.6%	3	5.3%	4	16.1%	25	17.5%	22	5.1%	3	8.4%	5
One	39.1%	391	36.9%	104	37.5%	46	32.6%	34	42.6%	35	34.4%	53	54.3%	69	39.9%	26	38.5%	25
Two	36.3%	363	37.7%	106	32.4%	39	45.1%	46	42.6%	35	39.1%	61	19.0%	24	40.0%	26	39.1%	25
Three or more	11.5%	115	9.6%	27	19.1%	23	17.9%	18	8.7%	7	7.1%	11	8.0%	10	13.0%	9	14.0%	9
(Refused)	2.6%	26	3.7%	10	4.1%	5	1.7%	2	0.8%	1	3.3%	5	1.1%	1	2.0%	1	0.0%	0
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

SEG Socio-economic group

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
A	3.2%	32	2.8%	8	5.2%	6	1.9%	2	6.2%	5	3.1%	5	0.0%	0	5.0%	3	3.9%	2
B	11.1%	111	6.0%	17	11.9%	14	10.5%	11	21.4%	18	14.5%	22	9.6%	12	10.0%	7	16.1%	10
C1	23.7%	237	19.9%	56	28.5%	35	28.2%	29	20.5%	17	25.8%	40	22.1%	28	22.1%	15	27.2%	17
C2	28.8%	288	37.2%	105	19.7%	24	34.9%	36	24.6%	20	20.7%	32	30.9%	39	28.1%	19	21.5%	14
D	8.5%	85	9.8%	28	16.2%	20	0.8%	1	9.4%	8	7.9%	12	6.5%	8	8.0%	5	5.7%	4
E	17.1%	171	17.0%	48	10.9%	13	12.5%	13	11.4%	9	20.7%	32	23.3%	30	19.8%	13	20.3%	13
(Refused)	7.5%	75	7.2%	20	7.7%	9	11.2%	12	6.6%	5	7.3%	11	7.6%	10	7.0%	5	5.4%	3
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	28.1%	281	100.0%	281	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.2%	122	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.3%	103	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	8.2%	82	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	15.5%	155	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	155	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.8%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	0.0%	0	0.0%	0
Zone 7	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	66	0.0%	0
Zone 8	6.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

Column %ges.

PC Postcode

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
ST129	1.5%	15	0.0%	0	12.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST145	1.9%	19	0.0%	0	0.0%	0	0.0%	0	23.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST147	3.8%	38	0.0%	0	0.0%	0	0.0%	0	45.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST148	2.5%	25	0.0%	0	0.0%	0	0.0%	0	31.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST150	3.6%	36	0.0%	0	29.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST158	4.8%	48	0.0%	0	39.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST161	5.5%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.1%	55	0.0%	0	0.0%	0
ST162	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0
ST163	6.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.5%	64	0.0%	0	0.0%	0
ST170	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.9%	45	0.0%	0	0.0%	0	0.0%	0
ST174	4.7%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	47	0.0%	0	0.0%	0	0.0%	0
ST179	6.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	63	0.0%	0	0.0%	0	0.0%	0
ST180	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	65.1%	43	0.0%	0
ST189	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.9%	23	0.0%	0
ST195	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.0%	37
ST199	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	27
ST200	2.8%	28	0.0%	0	0.0%	0	26.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST216	2.4%	24	0.0%	0	19.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF107	4.4%	44	0.0%	0	0.0%	0	42.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF108	1.8%	18	0.0%	0	0.0%	0	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF109	1.4%	14	0.0%	0	0.0%	0	13.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS120	1.2%	12	4.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS121	2.2%	22	7.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS122	2.6%	26	9.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS123	1.8%	18	6.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS124	6.2%	62	22.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS151	3.9%	39	14.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS152	5.5%	55	19.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS153	1.7%	17	6.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS154	2.8%	28	9.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		281		122		103		82		155		128		66		64
Sample:		1000		252		104		102		100		134		108		100		100

Appendix 2 – Capacity Tables

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2010	2015	2021	2026	2031	*2010*	2015	2021	2026	2031
1	*69,451*	71,677	73,772	75,364	76,595	*2,007*	1,927	1,994	2,073	2,143
2	*29,544*	31,109	31,974	32,684	33,224	*2,189*	2,146	2,220	2,308	2,386
3	*24,996*	26,078	26,535	26,906	27,152	*2,071*	2,030	2,100	2,183	2,257
4	*20,044*	21,297	22,385	23,224	23,914	*1,969*	1,930	1,997	2,076	2,146
5	*37,235*	39,567	41,038	42,228	43,273	*2,072*	2,031	2,101	2,184	2,258
6	*29,712*	33,243	35,293	37,028	38,478	*1,842*	1,805	1,868	1,942	2,007
7	*16,300*	16,811	17,182	17,331	17,440	*2,189*	2,146	2,220	2,308	2,386
8	*14,868*	15,992	16,243	16,414	16,527	*2,034*	1,993	2,063	2,144	2,217
TOTAL	*242,150*	**255,774**	**264,422**	**271,179**	**276,603**					

Notes:

a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015, 2021 and 2026 to reflect Census 2011. 2010 population figure taken from Table 1 of Appendix 6 of Stafford and Stone Town Centre Capacity Study (S&STCCS)
c. Per Capita expenditure from Experian G3 Micromarketer (2010 data), adjusted to exclude SFt at 2010 in accordance with Appendix 3 of Retail Planner Briefing Note 10.1.
d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Table in Appendix 3 of Retail Planner Briefing Note 10.1 taking into account estimated growth rates and allowances for SFT growth (at excluding 30% allowance) of convenience goods SfT is taken from a tanglible stores' shelves

2010 PRICES

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m) CONVENIENCE					GROWTH CONVENIENCE			
	2010	2015	2021	2026	2031	10-'15	10-'21	10-'26	10-'31
1	139.4	138.1	147.1	156.2	164.1	-1.3	7.7	16.8	24.8
2	64.7	66.8	71.0	75.4	79.3	2.1	6.3	10.8	14.6
3	51.8	52.9	55.7	58.7	61.3	1.2	4.0	7.0	9.5
4	39.5	41.1	44.7	48.2	51.3	1.6	5.2	8.7	11.9
5	77.1	80.4	86.2	92.2	97.7	3.2	9.1	15.1	20.6
6	54.7	60.0	65.9	71.9	77.2	5.3	11.2	17.2	22.5
7	35.7	36.1	38.1	40.0	41.6	0.4	2.5	4.3	5.9
8	30.2	31.9	33.5	35.2	36.6	1.6	3.3	5.0	6.4
TOTAL	493.1	507.2	542.3	577.9	609.2	14.1	49.2	84.8	116.1

TABLE 2B: MAIN / TOP-UP SPLIT (2010)

ZONE	EXPENDITURE £(m) CONVENIENCE - 2010		
	MAIN	TOP-UP	TOTAL
1	104.5	34.8	**139.4**
2	48.5	16.2	**64.7**
3	38.8	12.9	**51.8**
4	29.6	9.9	**39.5**
5	57.9	19.3	**77.1**
6	41.0	13.7	**54.7**
7	26.8	8.9	**35.7**
8	22.7	7.6	**30.2**
TOTAL	369.8	123.3	493.1

TABLE 3B: MAIN / TOP-UP SPLIT (2015)

ZONE	EXPENDITURE £(m) CONVENIENCE - 2015		
	MAIN	TOP-UP	TOTAL
1.0	103.6	34.5	**138.1**
2.0	50.1	16.7	**66.8**
3.0	39.7	13.2	**52.9**
4.0	30.8	10.3	**41.1**
5.0	60.3	20.1	**80.4**
6.0	45.0	15.0	**60.0**
7.0	27.1	9.0	**36.1**
8.0	23.9	8.0	**31.9**
TOTAL	380.4	126.8	507.2

Notes:

a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015, 2021 and 2026 to reflect Census 2011. 2010 population figure taken from Table 1 of Appendix 6 of Stafford and Stone Town Centre Capacity Study (S&STCCS)

c. Per Capita expenditure from Experian G3 Micromarketer (2010 data), adjusted to exclude SFt at 2010 in accordance with Appendix 3 of Retail Planner Briefing Note 10.1.

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Table in Appendix 3 of Retail Planner Briefing Note 10.1 taking into account estimated growth rates and allowances for SFT growth (at excluding 30% allowance) of convenience goods SfT is taken from a tanglible stores' shelves

2010 PRICES

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 3: SHOPPING PATTERNS (CONVENIENCE) (AS AT 2010)

	TOTAL		1		2		3		4		5		6		7		8	
DESTINATION	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
STAFFORD BOROUGH																		
Stafford Town Centre																		
Marks & Spencer, Gaolgate Street, Stafford	**1.0**	**2.5**	0.0	0.6	0.0	0.0	2.1	0.0	0.0	0.0	3.6	3.5	2.0	9.9	0.0	8.8	0.0	0.0
Iceland, Hunters Row, Stafford	**0.5**	**0.4**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	2.9	2.7	0.0	0.0	0.0	0.0
Local Shops, Stafford	**0.0**	**3.8**	0.0	2.6	0.0	0.0	0.0	3.2	0.0	0.0	0.0	3.8	0.0	13.0	0.0	6.9	0.0	0.0
Market, Stafford	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.6	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre																		
Asda, Queensway, Stafford	**15.0**	**5.3**	1.0	0.0	11.8	0.0	8.6	1.6	1.6	3.1	33.1	6.2	34.7	21.8	27.2	14.1	18.2	2.8
Tesco Extra, Newport Road, Stafford	**12.3**	**3.5**	0.9	0.0	4.5	1.3	7.0	0.0	0.0	0.0	37.0	13.0	23.3	7.0	26.3	7.1	8.4	1.2
Sainsburys, Chell Road, Stafford	**10.3**	**4.4**	0.0	0.6	5.4	0.0	6.0	4.8	0.0	0.0	18.7	7.0	33.7	17.4	23.6	6.9	9.4	0.0
Lidl, Madford Retail Park, Stafford	**0.0**	**1.0**	0.0	0.0		0.0		0.0		0.0		2.4		4.9		0.0		0.0
Sub-Total	***39.1***	***21.3***	***2.0***	***3.9***	***21.7***	***1.3***	***24.9***	***9.6***	***1.6***	***3.1***	***92.4***	***37.4***	***96.6***	***78.3***	***77.0***	***43.7***	***36.0***	***3.9***
Stone Town Centre																		
Co-Op, High Street, Stone	**0.7**	**1.5**	0.0	0.0	5.7	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Stone	**0.0**	**0.8**	0.0	0.0	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Stone	**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	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre																		
Morrisons, Mill Street, Stone	**8.7**	**4.9**	0.0	0.0	61.4	32.4	0.0	0.0	0.0	0.0	0.8	0.0	1.0	1.1	6.9	5.4	0.0	0.0
Somerfield (no Co-Op), Eccleshall Road, Stone	**0.0**	**0.4**	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***9.5***	***7.5***	***0.0***	***0.0***	***67.2***	***51.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.8***	***0.0***	***1.0***	***1.1***	***6.9***	***5.4***	***0.0***	***0.0***
Zone 2																		
Co-op, Stafford Street, Eccleshall	**0.3**	**2.3**	0.0	0.0	2.0	14.6	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Eccleshall	**0.1**	**0.8**	0.0	0.0	0.0	6.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Barlaston	**0.0**	**1.5**	0.0	0.0	0.0	11.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Walton-On-The-Hill	**0.0**	**0.2**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.4***	***4.8***	***0.0***	***0.0***	***2.0***	***33.2***	***1.2***	***3.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3																		
Co-op, High Street, Gnosall	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Gnosall	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***13.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5																		
Co-op, Cannock Road, Stafford	**0.2**	**3.4**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0	21.5	0.0	0.0	0.0	0.0	1.0	0.0
Co-op, Stone Road, Stafford	**0.4**	**1.6**	0.0	0.0	1.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5	10.4	0.0	0.0	0.0	0.0
Co-op, Bodmin Avenue, Weeping Cross	**0.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Burton Square, Rising Brook, Stafford	**0.0**	**2.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	0.0	0.0	0.0	3.4	0.0	0.0
Tesco Express, Wolverhampton Road, Stafford	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Cape Avenue, Stafford	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Westways, Stafford	**0.0**	**0.3**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.7***	***8.7***	***0.0***	***1.4***	***1.5***	***2.6***	***0.0***	***0.0***	***0.0***	***0.0***	***2.0***	***44.7***	***1.5***	***10.4***	***0.0***	***3.4***	***1.0***	***0.0***
Zone 6																		
Co-op, Holmcroft Road, Stafford	**0.1**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	1.4	0.0	3.2	0.0	1.7	0.0	0.0
Co-op, Silkmore Lane, Stafford	**0.3**	**2.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	13.8	0.0	1.1	0.0	0.0	0.0	0.0
Co-op, Weston Road, Stafford	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	3.3	0.0	0.0	0.0	0.0
Sub-Total	***0.4***	***3.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.6***	***0.0***	***2.0***	***16.5***	***0.0***	***7.6***	***0.0***	***1.7***	***0.0***	***0.0***
Zone 7																		
Spar, Main Road, Great Haywood	**0.0**	**0.4**	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	7.1	0.0	0.0
Local Shops, Great Haywood	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Local Shops, Haughton	**0.0**	**0.4**	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	5.1	0.0	1.6
Local Shops, Hixon	**0.0**	**0.5**	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	8.9	0.0	0.0
Local Shops, Weston	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Sub-Total	***0.0***	***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***	***24.7***	***0.0***	***1.6***
SUB-TOTAL STAFFORD BOROUGH	**50.1**	**48.7**	**2.0**	**5.2**	**92.2**	**88.9**	**26.1**	**25.8**	**3.2**	**3.1**	**97.2**	**98.6**	**99.0**	**97.3**	**83.9**	**78.8**	**37.0**	**5.5**
OUTSIDE STAFFORD BOROUGH																		
South Staffordshire																		
Local Shops Brewood	**0.1**	**1.1**	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	0.0	1.4	14.2
Spar, School Road, Wheaton Aston	**0.0**	**0.5**	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	0.0	0.0	6.3
Local Shops, Codsall	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Co-op, Market Street, Penkridge	**0.4**	**2.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.7	6.0	24.6
Somerfield, Wolverhampton Road, Penkridge	**0.5**	**2.2**	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	1.7	7.0	28.5
Local Shops, Penkridge	**0.0**	**0.3**	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	0.0	0.0	3.5
Sub-Total	***1.0***	***6.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***	***0.0***	***0.0***	***3.4***	***14.4***	***83.5***
Cannock Chase																		
Aldi, Market Street, Rugeley	**0.6**	**0.7**	1.9	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.0	0.0
Aldi, Walsall Road, Cannock	**0.3**	**0.4**	1.0	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	0.0
Asda, Avon Road, Cannock	**4.6**	**1.4**	11.6	4.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	16.8	2.8
Farmfoods, Cannock Shopping Centre, Cannock	**0.0**	**0.2**	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	0.0	0.0	2.8
Iceland, Market Place, 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	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Market Square, Rugeley	**0.2**	**1.9**	0.5	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.0	0.0
Morrisons, Market Street, Rugeley	**7.8**	**6.1**	24.4	20.7	0.0	0.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	5.4	0.0	0.0
Morrisons, Mill Street, Cannock	**2.6**	**1.1**	7.3	3.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	4.7	1.2
Sainsburys, Voyager Drive, Cannock	**4.2**	**0.7**	10.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	1.6	1.1	0.0	11.1	0.0
Tesco, Heath Hayes District Centre, Cannock	**6.7**	**4.3**	22.9	15.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2
Local Shops Hednesford	**0.3**	**2.6**	0.9	9.4	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	0.0
Local Shops, Cannock	**0.0**	**1.0**	0.0	3.7	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	0.0
Local Shops, Rugeley	**0.0**	**1.7**	0.0	6.2	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	0.0
Sub-Total	***27.3***	***22.0***	***81.2***	***75.1***	***0.0***	***0.9***	***2.3***	***0.0***	***0.0***	***0.0***	***2.0***	***0.0***	***1.0***	***1.6***	***11.5***	***10.7***	***33.7***	***7.8***
Stoke-on-Trent																		
Aldi, Newcastle Road, Stoke-on-Trent	**0.2**	**0.0**	0.0	0.0	1.8	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
Tesco Extra, Baths Road, Stoke-on-Trent	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Lysander Road, Stoke-on-Trent	**0.7**	**0.3**	0.0	0.0	5.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, New Hall Street, Stoke-on-Trent	**0.1**	**0.0**	0.0	0.0	0.7	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
Tesco, Newcastle Road, Stoke-on-Trent	**0.0**	**0.3**	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, London Road, Stoke-on-Trent	**0.0**	**1.0**	0.0	0.7		5.6		0.0		0.0		0.0		0.0		0.0		0.0
Sub-Total	***1.1***	***1.6***	***0.0***	***0.7***	***7.8***	***10.2***	***0.0***	***0.0***	***1.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Telford																		
Aldi, Wellington Road, Telford	**0.3**	**0.1**	0.0	0.0	0.0	0.0	3.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood	**1.7**	**0.1**	0.0	0.0	0.0	0.0	16.6	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Asda, The Border, Telford	**1.1**	**0.1**	0.0	0.0	0.0	0.0	7.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0
Marks & Spencer, Dean Street, Telford	**0.0**	**0.2**	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	1.8	0.0	1.6
Somerfield, High Street, Newport	**0.5**	**1.7**	0.0	0.0	0.0	0.0	5.4	17.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	**3.0**	**3.5**	0.0	0.0	0.0	0.0	30.2	35.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.7	0.0	0.0
Local Shops Telford	**0.8**	**0.3**	0.0	0.0	0.0	0.0	6.3	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
Local Shops, Newport	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***7.5***	***6.7***	***0.0***	***0.0***	***0.0***	***0.0***	***69.4***	***66.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.1***	***3.5***	***9.5***	***1.6***
East Staffordshire																		
Iceland, The Maltings, Uttoxeter	**0.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	3.2	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Brookside Road, Uttoxeter	**6.3**	**3.0**	0.4	0.0	0.0	0.0	0.0	0.0	79.8	34.6	0.0	0.0	0.0	0.0	2.3	1.8	0.0	0.0
Tesco Express, New Road, Uttoxeter	**0.4**	**1.2**	0.4	0.0	0.0	0.0	0.0	0.0	2.7	14.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, High Street, Uttoxeter	**0.2**	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.2	16.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Town Meadow Way, Uttoxeter	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Uttoxeter	**0.0**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.4	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Morrisons, Wellington Road, Burton	**0.5**	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***7.8***	***7.8***	***1.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***92.6***	***91.4***	***0.8***	***0.0***	***0.0***	***0.0***	***2.3***	***3.6***	***0.0***	***0.0***
Lichfield																		
Aldi, Church Street, Lichfield	**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	0.0	0.0	0.0	0.0	0.0
Local Shops Lichfield	**0.4**	**0.3**	1.3	1.2	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	0.0
Marks & Spencer Simply Food, Unit 1 AB, Lichfield	**0.0**	**0.2**	0.0	0.9	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	0.0
Morrisons, Beacon Street, Lichfield	**1.6**	**0.9**	5.5	3.5	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	0.0
Morrisons, High Street, Burntwood	**1.3**	**1.3**	4.5	4.6	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	0.0
Tesco Express, Cannock Road, Burntwood	**0.0**	**0.2**	0.0	0.9	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	0.0
Waitrose, Darwin Park, Lichfield	**0.7**	**0.0**	2.3	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	0.0	0.0
Sub-Total	***3.9***	***3.0***	***13.5***	***11.0***	***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***	***0.0***
Other Outside Study Area																		
Morrisons, Blaydon Road, Penderford	**0.2**	**0.1**	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Sainsburys, Rookery Street, Wolverhampton	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Sainsburys, Anders Square, Perton	**0.3**	**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	0.0	0.0	4.1	0.0
Tesco, Silver Street, Walsall	**0.1**	**0.0**	0.3	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	0.0	0.0
Other	**0.5**	**3.3**	0.5	7.4	0.0	0.0	0.0	6.9	3.2	5.5	0.0	0.0	0.0	1.1	1.2	0.0	0.0	0.0
Iceland, Cheshire Street, Market Drayton	**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	0.0	0.0	0.0	0.0	0.0
Local Shops Shrewsbury	**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	0.0	0.0	0.0	0.0	0.0
Local Shops Tamworth	**0.1**	**0.0**	0.4	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	0.0	0.0
Sub-total	***1.4***	***3.5***	***1.6***	***7.9***	***0.0***	***0.0***	***2.3***	***6.9***	***3.2***	***5.5***	***0.0***	***0.0***	***0.0***	***1.1***	***1.2***	***0.0***	***5.4***	***1.6***
SUB-TOTAL OUTSIDE STAFFORD BOROUGH	**49.9**	**51.3**	**98.0**	**94.8**	**7.8**	**11.1**	**73.9**	**74.2**	**96.8**	**96.9**	**2.8**	**1.4**	**1.0**	**2.7**	**16.1**	**21.2**	**63.0**	**94.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares for 'main' and 'top-up' shopping derived directly from Stafford Household Survey (April 2010) and weighted/filtered (dated March 2013)
c. Excludes 'don't know/ varies' and internet sales

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TABLE 4: RETAINED (2010) EXPENDITURE BY DESTINATION (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD £m	TOTAL TOP UP £m	TOTAL TOTAL £m	1 MAIN FOOD £m	1 TOP UP £m	1 TOTAL £m	2 MAIN FOOD £m	2 TOP UP £m	2 TOTAL £m	3 MAIN FOOD £m	3 TOP UP £m	3 TOTAL £m	4 MAIN FOOD £m	4 TOP UP £m	4 TOTAL £m	5 MAIN FOOD £m	5 TOP UP £m	5 TOTAL £m	6 MAIN FOOD £m	6 TOP UP £m	6 TOTAL £m	7 MAIN FOOD £m	7 TOP UP £m	7 TOTAL £m	8 MAIN FOOD £m	8 TOP UP £m	8 TOTAL £m
STAFFORD BOROUGH																											
Stafford Town Centre																											
Marks & Spencer, Gaolgate Street, Stafford	3.7	3.0	6.7	0.0	0.2	0.2	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	2.1	0.7	2.8	0.8	1.3	2.2	0.0	0.8	0.8	0.0	0.0	0.0
Iceland, Hunters Row, Stafford	1.7	0.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Stafford	0.0	4.5	4.5	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.7	0.7	0.0	1.8	1.8	0.0	0.6	0.6	0.0	0.0	0.0
Market, Stafford	0.0	0.5	0.5	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	0.3	0.3	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre																											
Asda, Queensway, Stafford	55.4	6.2	61.5	1.1	0.0	1.1	5.7	0.0	5.7	3.3	0.2	3.5	0.5	0.3	0.8	19.1	1.2	20.3	14.2	3.0	17.2	7.3	1.3	8.5	4.1	0.2	4.3
Tesco Extra, Newport Road, Stafford	45.8	4.4	50.2	1.0	0.0	1.0	2.2	0.2	2.4	2.7	0.0	2.7	0.0	0.0	0.0	21.4	2.5	23.9	9.6	1.0	10.5	7.0	0.6	7.7	1.9	0.1	2.0
Sainsburys, Chell Road, Stafford	38.0	5.2	43.2	0.0	0.2	0.2	2.6	0.0	2.6	2.3	0.6	2.9	0.0	0.0	0.0	10.8	1.4	12.2	13.8	2.4	16.2	6.3	0.6	6.9	2.1	0.0	2.1
Lidl, Madford Retail Park, Stafford	0.0	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*144.6*	*25.2*	169.8	*2.1*	*1.3*	3.4	*10.5*	*0.2*	10.7	*9.7*	*1.2*	10.9	*0.5*	*0.3*	0.8	*53.5*	*7.2*	60.7	*39.6*	*10.7*	50.3	*20.6*	*3.9*	24.5	*8.2*	*0.3*	8.5
Stone Town Centre																											
Co-Op, High Street, Stone	2.8	1.7	4.5	0.0	0.0	0.0	2.8	1.7	4.5	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	0.0	0.0	0.0	0.0	0.0
Local Shops, Stone	0.0	1.0	1.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Stone	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	0.0	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
Edge-of-Centre/Out-of-Centre																											
Morrisons, Mill Street, Stone	32.5	5.9	38.4	0.0	0.0	0.0	29.8	5.2	35.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.4	0.1	0.6	1.8	0.5	2.3	0.0	0.0	0.0
Somerfield (no Co-Op), Eccleshall Road, Stone	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4	0.4	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	0.0	0.0	0.0	0.0	0.0
Sub-Total	*35.3*	*9.0*	44.3	*0.0*	*0.0*	0.0	*32.6*	*8.4*	41.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.5*	*0.0*	0.5	*0.4*	*0.1*	0.6	*1.8*	*0.5*	2.3	*0.0*	*0.0*	0.0
Zone 2																											
Co-op, Stafford Street, Eccleshall	1.0	2.8	3.7	0.0	0.0	0.0	1.0	2.4	3.3	0.0	0.4	0.4	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	0.0	0.0
Local Shops, Eccleshall	0.5	1.0	1.5	0.0	0.0	0.0	0.0	1.0	1.0	0.5	0.0	0.5	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	0.0	0.0
Local Shops, Barlaston	0.0	1.8	1.8	0.0	0.0	0.0	0.0	1.8	1.8	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	0.0	0.0	0.0	0.0	0.0
Local Shops, Walton-On-The-Hill	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	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	0.0	0.0	0.0	0.0	0.0
Sub-Total	*1.4*	*5.8*	7.2	*0.0*	*0.0*	0.0	*1.0*	*5.4*	6.3	*0.5*	*0.4*	0.9	*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*	*0.0*	0.0
Zone 3																											
Co-op, High Street, Gnosall	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Gnosall	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	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	0.0	0.0
Sub-Total	*0.0*	*1.7*	1.7	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*1.7*	1.7	*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*	*0.0*	0.0
Zone 5																											
Co-op, Cannock Road, Stafford	0.8	4.6	5.4	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.1	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Co-op, Stone Road, Stafford	1.3	1.6	2.9	0.0	0.0	0.0	0.7	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Bodmin Avenue, Weeping Cross	0.6	0.8	1.4	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	0.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Burton Square, Rising Brook, Stafford	0.0	2.9	2.9	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	2.6	2.6	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0
Tesco Express, Wolverhampton Road, Stafford	0.0	0.5	0.5	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	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Cape Avenue, Stafford	0.0	0.4	0.4	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	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Westways, Stafford	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*2.7*	*11.2*	13.9	*0.0*	*0.5*	0.5	*0.7*	*0.4*	1.1	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*1.2*	*8.6*	9.8	*0.6*	*1.4*	2.0	*0.0*	*0.3*	0.3	*0.2*	*0.0*	0.2
Zone 6																											
Co-op, Holmcroft Road, Stafford	0.5	0.9	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.3	0.3	0.0	0.4	0.4	0.0	0.2	0.2	0.0	0.0	0.0
Co-op, Silkmore Lane, Stafford	1.2	2.8	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.7	3.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Weston Road, Stafford	0.0	0.7	0.7	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	0.3	0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*1.6*	*4.4*	6.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.5*	*0.0*	0.5	*1.2*	*3.2*	4.3	*0.0*	*1.0*	1.0	*0.0*	*0.2*	0.2	*0.0*	*0.0*	0.0
Zone 7																											
Spar, Main Road, Great Haywood	0.0	0.6	0.6	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	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0	0.0
Local Shops, Great Haywood	0.0	0.2	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
Local Shops, Haughton	0.0	0.6	0.6	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	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.1	0.1
Local Shops, Hixon	0.0	0.8	0.8	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	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.0
Local Shops, Weston	0.0	0.2	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
Sub-Total	*0.0*	*2.3*	2.3	*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*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*2.2*	2.2	*0.0*	*0.1*	0.1
SUB-TOTAL STAFFORD BOROUGH	185.6	59.6	245.2	2.1	1.8	3.9	44.7	14.4	59.1	10.1	3.3	13.5	0.9	0.3	1.2	56.2	19.0	75.3	40.6	13.3	53.9	22.5	7.0	29.5	8.4	0.4	8.8
OUTSIDE STAFFORD BOROUGH																											
South Staffordshire																											
Local Shops Brewood	0.3	1.1	1.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	1.4
Spar, School Road, Wheaton Aston	0.0	0.5	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Local Shops, Codsall	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	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	0.5	0.5
Co-op, Market Street, Penkridge	1.4	2.3	3.6	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	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.2	1.4	1.9	3.2
Somerfield, Wolverhampton Road, Penkridge	1.6	2.3	3.9	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	1.6	2.2	3.8
Local Shops, Penkridge	0.0	0.3	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Sub-Total	*3.3*	*7.0*	10.3	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.2*	0.2	*0.0*	*0.0*	0.0	*0.0*	*0.3*	0.3	*0.0*	*0.0*	0.0	*0.0*	*0.3*	0.3	*3.3*	*6.3*	9.6
Cannock Chase																											
Aldi, Market Street, Rugeley	2.3	0.9	3.2	2.0	0.7	2.7	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	0.0	0.0	0.3	0.2	0.5	0.0	0.0	0.0
Aldi, Walsall Road, Cannock	1.0	0.5	1.5	1.0	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Avon Road, Cannock	16.5	1.8	18.2	12.2	1.4	13.6	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	3.8	0.2	4.0
Farmfoods, Cannock Shopping Centre, Cannock	0.0	0.2	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Iceland, Market Place, 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	0.0	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	0.0
Iceland, Market Square, Rugeley	0.8	2.5	3.3	0.5	2.3	2.8	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	0.0	0.0	0.3	0.2	0.5	0.0	0.0	0.0
Morrisons, Market Street, Rugeley	28.0	7.8	35.9	25.5	7.2	32.7	0.0	0.1	0.1	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.5	2.6	0.0	0.0	0.0
Morrisons, Mill Street, Cannock	9.3	1.3	10.6	7.7	1.2	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	1.2
Sainsburys, Voyager Drive, Cannock	15.0	0.8	15.8	11.2	0.6	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.4	0.2	0.6	0.3	0.0	0.3	2.5	0.0	2.5
Tesco, Heath Hayes District Centre, Cannock	24.1	5.5	29.6	23.9	5.4	29.3	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	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.3
Local Shops Hednesford	0.9	3.3	4.2	0.9	3.3	4.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Cannock	0.0	1.3	1.3	0.0	1.3	1.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Rugeley	0.0	2.1	2.1	0.0	2.1	2.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*98.0*	*28.1*	126.1	*84.8*	*26.2*	111.0	*0.0*	*0.1*	0.1	*0.9*	*0.0*	0.9	*0.0*	*0.0*	0.0	*1.2*	*0.0*	1.2	*0.4*	*0.2*	0.6	*3.1*	*1.0*	4.0	*7.6*	*0.6*	8.2
Stoke-on-Trent																											
Aldi, Newcastle Road, Stoke-on-Trent	0.9	0.0	0.9	0.0	0.0	0.0	0.9	0.0	0.9	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	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Baths Road, Stoke-on-Trent	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Lysander Road, Stoke-on-Trent	2.5	0.4	2.9	0.0	0.0	0.0	2.5	0.4	2.9	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	0.0	0.0	0.0	0.0	0.0
Tesco, New Hall Street, Stoke-on-Trent	0.4	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.4	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	0.0	0.0	0.0	0.0	0.0
Tesco, Newcastle Road, Stoke-on-Trent	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.4	0.4	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	0.0	0.0	0.0	0.0	0.0
Sainsburys, London Road, Stoke-on-Trent	0.0	1.2	1.2	0.0	0.2	0.2	0.0	0.9	0.9	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	0.0	0.0	0.0	0.0	0.0
Sub-Total	*4.1*	*1.9*	6.0	*0.0*	*0.2*	0.2	*3.8*	*1.7*	5.4	*0.0*	*0.0*	0.0	*0.3*	*0.0*	0.3	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Telford																											
Aldi, Wellington Road, Telford	1.2	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.2	1.4	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	0.0	0.0
Asda, St Georges Road, Donnington Wood	6.8	0.2	6.9	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.2	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Asda, The Border, Telford	4.2	0.2	4.4	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.2	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2
Marks & Spencer, Dean Street, Telford	0.0	0.3	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.1	0.1
Somerfield, High Street, Newport	2.1	2.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.3	4.3	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	0.0	0.0
Waitrose, Audley Road, Newport	12.0	4.7	16.7	0.0	0.0	0.0	0.0	0.0	0.0	11.7	4.6	16.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.4	0.0	0.0	0.0
Local Shops Telford	3.1	0.4	3.4	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.4	2.8	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	0.0	0.6
Local Shops, Newport	0.0	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9	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	0.0	0.0
Sub-Total	*29.4*	*9.0*	38.3	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*26.9*	*8.5*	35.5	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.3*	*0.3*	0.6	*2.1*	*0.1*	2.3
East Staffordshire																											
Iceland, The Maltings, Uttoxeter	0.9	0.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Brookside Road, Uttoxeter	24.7	3.6	28.3	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	23.6	3.4	27.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	0.8	0.0	0.0	0.0
Tesco Express, New Road, Uttoxeter	1.7	1.4	3.1	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.4	2.2	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, High Street, Uttoxeter	0.9	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Town Meadow Way, Uttoxeter	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Uttoxeter	0.0	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
Morrisons, Wellington Road, Burton	2.0	0.0	2.0	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*30.3*	*9.3*	39.7	*1.8*	*0.0*	1.8	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*27.4*	*9.0*	36.4	*0.5*	*0.0*	0.5	*0.0*	*0.0*	0.0	*0.6*	*0.3*	0.9	*0.0*	*0.0*	0.0
Lichfield																											
Aldi, Church Street, Lichfield	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	0.0	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
Local Shops Lichfield	1.3	0.4	1.7	1.3	0.4	1.7	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Unit 1 AB, Lichfield	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	5.7	1.2	7.0	5.7	1.2	7.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, High Street, Burntwood	4.7	1.6	6.3	4.7	1.6	6.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Cannock Road, Burntwood	0.0	0.3	0.3	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Darwin Park, Lichfield	2.4	0.0	2.4	2.4	0.0	2.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*14.1*	*3.8*	18.0	*14.1*	*3.8*	18.0	*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*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Other Outside Study Area																											
Morrisons, Blaydon Road, Penderford	0.7	0.2	0.9	0.4	0.2	0.6	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	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Sainsburys, Rookery Street, Wolverhampton	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Sainsburys, Anders Square, Perton	0.9	0.0	0.9	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9
Tesco, Silver Street, Walsall	0.3	0.0	0.3	0.3	0.0	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.8	4.2	6.0	0.5	2.6	3.1	0.0	0.0	0.0	0.0	0.9	0.9	0.9	0.5	1.5	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0	0.3	0.0	0.0	0.0
Iceland, Cheshire Street, Market Drayton	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	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	0.0	0.0
Local Shops Shrewsbury	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	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	0.0	0.0
Local Shops Tamworth	0.4	0.0	0.4	0.4	0.0	0.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	*5.0*	*4.5*	9.5	*1.7*	*2.8*	4.4	*0.0*	*0.0*	0.0	*0.9*	*0.9*	1.8	*0.9*	*0.5*	1.5	*0.0*	*0.0*	0.0	*0.0*	*0.1*	0.1	*0.3*	*0.0*	0.3	*1.2*	*0.1*	1.3
SUB-TOTAL OUTSIDE STAFFORD BOROUGH	184.2	63.7	247.9	102.5	33.0	135.5	3.8	1.8	5.6	28.7	9.6	38.3	28.7	9.6	38.2	1.6	0.3	1.9	0.4	0.4	0.8	4.3	1.9	6.2	14.3	7.1	21.4
TOTAL	369.8	123.3	493.1	104.5	34.8	139.4	48.5	16.2	64.7	38.8	12.9	51.8	29.6	9.9	39.5	57.9	19.3	77.1	41.0	13.7	54.7	26.8	8.9	35.7	22.7	7.6	30.2

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)

2010 PRICES

TABLE 5: EXISTING PROVISION (CONVENIENCE) AT 2010

DESTINATION	NET SALES (sq m)	SALES AREA (A)	CONVENIENCE SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOER £m
STAFFORD BOROUGH					
Stafford Town Centre					
Marks & Spencer, Gaolgate Street, Stafford	675	642	10,798	6.9	**6.7**
Iceland, Hunters Row, Stafford	616	597	6,267	3.7	**2.0**
Local Shops, Stafford	3,682	3,682	3,000	11.0	**4.5**
Market, Stafford					**0.5**
Edge-of-Centre/Out-of-Centre					
Asda, Queensway, Stafford	4,292	2,871	11,783	33.8	**61.5**
Tesco Extra, Newport Road, Stafford	4,647	3,346	11,152	37.3	**50.2**
Sainsburys, Chell Road, Stafford	4,213	3,356	12,048	40.4	**43.2**
Lidl, Madford Retail Park, Stafford	929	743	3,485	2.6	**1.1**
Sub-Total				***135.9***	**169.8**
Stone Town Centre					
Co-Op, High Street, Stone	1,114	974	7,807	7.6	**4.5**
Local Shops, Stone	616	616	2,500	1.5	**1.0**
Market, Stone					**0.0**
Edge-of-Centre/Out-of-Centre					
Morrisons, Mill Street, Stone	2,118	2,006	10,798	21.7	**38.4**
Somerfield (no Co-Op), Eccleshall Road, Stone	269	235	7,807	1.8	**0.4**
Sub-Total				***32.6***	**44.3**
Zone 2					
Co-op, Stafford Street, Eccleshall	1,005	879	7,807	6.9	**3.7**
Local Shops, Eccleshall	100	100	3,500	0.4	**1.5**
Local Shops, Barlaston	100	100	2,000	0.2	**1.8**
Local Shops, Walton-On-The-Hill	100	100	2,000	0.2	**0.2**
Sub-Total				***7.6***	**7.2**
Zone 3					
Co-op, High Street, Gnosall	252	220	7,807	1.7	**1.0**
Local Shops, Gnosall	100	100	2,000	0.2	**0.6**
Sub-Total				***1.9***	**1.7**
Zone 5					
Co-op, Cannock Road, Stafford	897	784	7,807	6.1	**5.4**
Co-op, Stone Road, Stafford	278	243	7,807	1.9	**2.9**
Co-op, Bodmin Avenue, Weeping Cross	135	118	7,807	0.9	**1.4**
Co-op, Burton Square, Rising Brook, Stafford	773	676	7,807	5.3	**2.9**
Tesco Express, Wolverhampton Road, Stafford	181	163	11,152	1.8	**0.5**
Spar, Cape Avenue, Stafford	266	239	7,319	1.8	**0.4**
Spar, Westways, Stafford	45	40	7,319	0.3	**0.4**
Sub-Total				***18.1***	**13.9**
Zone 6					
Co-op, Holmcroft Road, Stafford	186	163	7,807	1.3	**1.3**
Co-op, Silkmore Lane, Stafford	989	865	7,807	6.8	**4.0**
Co-op, Weston Road, Stafford	297	259	7,807	2.0	**0.7**
Sub-Total				***10.0***	**6.0**
Zone 7					
Spar, Main Road, Great Haywood	70	63	7,319	0.5	**0.6**
Local Shops, Great Haywood	100	100	2,000	0.2	**0.2**
Local Shops, Haughton	100	100	2,000	0.2	**0.6**
Local Shops, Hixon	100	100	2,000	0.2	**0.8**
Local Shops, Weston	100	100	2,000	0.2	**0.2**
Sub-Total				***1.3***	**2.3**
SUB-TOTAL STAFFORD BOROUGH				**207.4**	**245.2**

Notes:
a. Post code sectors
b. Floorspace figures taken from GOAD 2012 and IGD 2010 database
c. Net floorspace based on WYG judgement (*), IGD Database
d. Net convenience floorspace derived from Verdict Grocer Retailers (2012) where available
e. Sales densities derived from Verdict (2012)or Mintel Retail Rankings (2011) for national multiples and WYG judgement for local shops
f. Survey derived turnover derived from Stafford Household Survey (2010) taken from Table 4
May not add up due to rounding

2010 PRICES

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN STUDY AREA

Table 1: Estimated 'Capacity' for Convenience Goods Facilities in Stafford Borough

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	207.4	245.2	37.8
2015	198.8	252.3	53.5
2021	200.4	269.7	69.4
2026	202.4	287.4	85.1
2031	204.4	303.0	98.6
Market Share		**49.7**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by Stafford (Borough) facilities at 49.7% from Study Area
At 2010 prices

Table 1a: Quantitative Need for Additional Floorspace – Convenience Goods (Stafford Borough

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min[1*]	Max[2*]
2010	37.8	3,400	7,600
2015	53.5	4,900	10,900
2021	69.4	6,200	13,900
2026	85.1	7,500	17,000
2031	98.6	8,700	19,700

Average sales density assumed to be £11,035 per sq.m (based on the average sales density of the leading five supermarkets as identified by (Verdict 2012)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 1b: Net Quantitative Need for Additional Floorspace - Convenience Goods

Year	Convenience Goods								
	£m	£m	£m	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual	Min[1*]	Max[2*]	Extant	Residual	Min[1*]	Max[2*]
2010	37.8								
2015	53.5	4.2	49.3	4,500	10,000	32.9	16.4	1,500	3,300
2021	69.4	4.2	65.1	5,800	13,000	33.2	32.0	2,900	6,400
2026	85.1	4.3	80.8	7,200	16,000	33.5	47.3	4,200	9,400
2031	98.6	4.3	94.3	8,300	18,500	33.8	60.5	5,300	11,900

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 6a below

TABLE 6a: CONVENIENCE GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER WITHIN IDENTIFIED CENTRES (2010)

Reference	Location	Proposal	Gross Retail Floorspace	Net Convenience Retail Floorspace	Estimated Turnover per sq m (£)	Estimated Turnover (£) (2010)	Proportion to Drawn from Study Area	Proportion to Drawn from Study Area	Category	Status
Stafford							%	£m		
08/11081/FUL	Newport Road	Tesco, Extension *	2,041	320	5,892	0.9	100	0.9	Edge-of-centre	Extant
11/15123/FUL	Stone Road	Tesco Metro	371	128	11,783	0.8	100	0.8	Out-of-Centre	Completed in 2012
11/16363/FUL	Riverside Development	M&S (Uplift)	6,038	790	10,500	2.9	90	2.6	In Centre	Estimated Opening 2014
11/162362/FUL	North Walls	Morrisons	6,672	3,167	10,798	34.2	90	30.8	Edge-of-centre	Estimated Opening 2015
Stone										
09/12488/FUL	Former Buffer Depot, Stafford Road, Stone	Aldi Supermarket	1,626	821	4,670	3.8	95	3.6	Out-of-Centre	Completed in 2011
Total			**16,748**	**5,226**		**42.6**		**38.7**		
Implemented			**1,997**	**949**		**4.6**		**4.4**		
Extant			**14,751**	**4,277**		**38.0**		**34.3**		

Source: Stafford Retail Study (2011) adusted to reflect latest Verdict (2012) and 2010 price base
* Assumed mezzanine will trade at 50% of expected benchmark turnover levels
(Asda extension is trading in 2012, but was not open at time of the household survey)
Floorspace figures for Riverside and Kingsmead taken from WYG Planning & Retail Statement (Nov 2011)
Excludes COU applications

Table 2: Estimated 'Capacity' for Convenience Goods Facilities - Stafford (Town)

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	164.0	189.7	25.7
2015	157.1	195.2	38.0
2021	158.4	208.7	50.3
2026	160.0	222.4	62.4
2031	161.6	234.4	72.8
Market Share		**38.5**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by Stafford (Town) facilities at 38.5% from Study Area
At 2010 prices

Table 2a: Quantitative Need for Additional Floorspace in Stafford (Town) – Convenience Goods

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min[1*]	Max[2*]
2010	25.7		
2015	38.0	3,500	7,700
2021	50.3	4,500	10,100
2026	62.4	5,500	12,500
2031	72.8	6,400	14,600

Average sales density assumed to be £11,035 per sq.m (based on the average sales density of the leading five supermarkets as identified by (Verdict 2012)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 2b: Net Quantitative Need for Additional Floorspace in Stafford – Convenience Goods

Year	Convenience Goods								
	£m	£m	£m	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual	Min[1*]	Max[2*]	Extant	Residual	Min[1*]	Max[2*]
2010	25.7								
2015	38.0	0.7	37.3	3,400	7,600	32.9	4.4	400	900
2021	50.3	0.7	49.5	4,400	9,900	33.2	16.4	1,500	3,300
2026	62.4	0.7	61.6	5,500	12,200	33.5	28.1	2,500	5,600
2031	72.8	0.7	72.1	6,300	14,100	33.8	38.2	3,400	7,500

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 6a below

Table 3: Estimated 'Capacity' for Convenience Goods Facilities - Stone (Town)

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	32.6	44.3	11.7
2015	31.3	45.6	14.3
2021	31.5	48.7	17.2
2026	31.8	51.9	20.1
2031	32.2	54.7	22.6
Market Share		**9.0**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by Stafford (Town) facilities at 9% from Study Area
At 2010 prices

Table 3a: Quantitative Need for Additional Floorspace in Stone (Town) – Convenience Goods

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min[1*]	Max[2*]
2010	11.7	1,000	2,300
2015	14.3	1,300	2,900
2021	17.2	1,500	3,400
2026	20.1	1,800	4,000
2031	22.6	2,000	4,500

Average sales density assumed to be £11,035 per sq.m (based on the average sales density of the leading five supermarkets as identified by (Verdict 2012)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 3b: Net Quantitative Need for Additional Floorspace in Stone – Convenience Goods

Year	Convenience Goods								
	£m	£m	£m	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual	Min[1*]	Max[2*]	Extant	Residual	Min[1*]	Max[2*]
2010	11.7								
2015	14.3	3.5	10.8	1,000	2,200	0.0	10.8	1,000	2,200
2021	17.2	3.5	13.7	1,200	2,700	0.0	13.7	1,200	2,700
2026	20.1	3.6	16.5	1,500	3,300	0.0	16.5	1,500	3,300
2031	22.6	3.6	19.0	1,700	3,700	0.0	19.0	1,700	3,700

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 6a below

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TABLE 7: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION 2010	POPULATION 2015	POPULATION 2021	POPULATION 2026
1	69,451	71,677	73,772	75,364
2	29,544	31,109	31,974	32,684
3	24,996	26,078	26,535	26,906
4	20,044	21,297	22,385	23,224
5	37,235	39,567	41,038	42,228
6	29,712	33,243	35,293	37,028
7	16,300	16,811	17,182	17,331
8	14,868	15,992	16,243	16,414
TOTAL	242,150	255,774	264,422	271,179

PER CAPITA EXPENDITURE

2010

ZONE	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	326	59	207	442	758	211	463	425	63	**2,955**
2	380	80	234	495	847	243	537	440	82	**3,340**
3	361	77	227	462	787	233	492	434	79	**3,152**
4	322	64	204	449	749	216	467	422	65	**2,959**
5	338	66	212	420	753	206	470	408	74	**2,948**
6	284	49	179	422	689	186	425	354	60	**2,648**
7	411	95	251	467	841	260	541	478	87	**3,432**
8	364	80	223	466	759	233	481	426	75	**3,106**

2015

ZONE	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	342	61	217	463	794	221	485	445	66	**3,094**
2	398	83	245	519	887	255	563	461	86	**3,497**
3	378	80	238	484	824	244	515	455	83	**3,300**
4	338	66	214	470	785	226	489	442	68	**3,098**
5	354	69	222	440	788	216	492	427	78	**3,087**
6	297	51	188	442	721	195	445	371	63	**2,773**
7	430	100	263	489	881	272	566	500	91	**3,594**
8	381	83	233	488	794	244	503	446	79	**3,252**

2021

ZONE	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	389	70	247	526	902	252	552	506	75	**3,518**
2	453	95	279	590	1,009	290	640	524	98	**3,976**
3	430	91	270	550	937	278	586	517	94	**3,753**
4	384	76	243	534	892	257	556	503	77	**3,523**
5	402	79	253	500	896	245	560	486	88	**3,510**
6	338	58	213	502	820	222	506	422	71	**3,153**
7	489	114	299	557	1,001	309	644	569	104	**4,086**
8	433	95	265	555	903	277	572	507	89	**3,698**

2026

ZONE	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	445	80	282	602	1,033	288	631	579	86	**4,026**
2	518	108	319	675	1,155	331	732	600	112	**4,551**
3	492	105	310	630	1,073	318	670	591	108	**4,295**
4	439	87	279	611	1,021	295	636	575	88	**4,032**
5	460	90	289	573	1,026	281	641	556	101	**4,017**
6	387	66	244	575	939	254	580	482	81	**3,608**
7	560	130	343	637	1,146	354	737	651	119	**4,677**
8	496	108	303	635	1,034	317	655	581	102	**4,232**

2031

ZONE	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	513	92	326	694	1,191	332	728	667	99	**4,643**
2	597	125	368	778	1,332	382	844	691	129	**5,247**
3	567	121	357	726	1,237	367	773	682	124	**4,953**
4	507	100	321	705	1,177	340	734	663	102	**4,649**
5	531	104	334	660	1,183	324	739	641	117	**4,632**
6	446	76	281	663	1,083	293	668	556	94	**4,160**
7	646	150	395	735	1,322	408	850	751	137	**5,393**
8	572	125	350	733	1,192	366	755	670	118	**4,880**

Notes:

a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015, 2021 and 2026 to reflect Census 2011. 2010 population figure taken from Table 1 of Appendix 6 of Stafford and Stone Town Centre Capacity Study (S&STCCS)
c. Per Capita expenditure from Experian G3 Micromarketer (2010 data), adjusted to exclude SFt at 2010 in accordance with Appendix 3 of Retail Planner Briefing Note 10.1.
d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Table in Appendix 3 of Retail Planner Briefing Note 10.1 taking into account estimated growth rates and allowances for SFT growth (at excluding 30% allowance) of convenience goods SfT is taken from a tanglible stores' shelves

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TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

EXPENDITURE £(m) COMPARISON

ZONE	2010 Furniture	2010 Garden	2010 DIY	2010 Electrical	2010 Clothes	2010 CDs etc	2010 Household	2010 Recreation	2010 Chemist	2010 Total
1.0	22.7	4.1	14.4	30.7	52.6	15.2	32.2	29.5	4.4	**205.7**
2.0	11.2	2.4	6.9	14.6	25.0	7.6	15.9	13.0	2.4	**99.0**
3.0	9.0	1.9	5.7	11.5	19.7	6.1	12.3	10.9	2.0	**79.0**
4.0	6.5	1.3	4.1	9.0	15.0	4.6	9.4	8.5	1.3	**59.6**
5.0	12.6	2.5	7.9	15.6	28.0	8.2	17.5	15.2	2.8	**110.2**
6.0	8.4	1.4	5.3	12.5	20.5	6.2	12.6	10.5	1.8	**79.3**
7.0	6.7	1.6	4.1	7.6	13.7	4.4	8.8	7.8	1.4	**56.1**
8.0	5.4	1.2	3.3	6.9	11.3	3.7	7.1	6.3	1.1	**46.4**
TOTAL	**82.5**	**16.3**	**51.7**	**108.6**	**185.9**	**55.8**	**115.8**	**101.7**	**17.2**	**735.4**

ZONE	2015 Furniture	2015 Garden	2015 DIY	2015 Electrical	2015 Clothes	2015 CDs etc	2015 Household	2015 Recreation	2015 Chemist	2015 Total
1.0	24.5	4.4	15.5	33.2	56.9	15.9	34.8	31.9	4.7	**221.8**
2.0	12.4	2.6	7.6	16.1	27.6	7.9	17.5	14.3	2.7	**108.8**
3.0	9.9	2.1	6.2	12.6	21.5	6.4	13.4	11.9	2.2	**86.1**
4.0	7.2	1.4	4.6	10.0	16.7	4.8	10.4	9.4	1.4	**66.0**
5.0	14.0	2.7	8.8	17.4	31.2	8.5	19.5	16.9	3.1	**122.1**
6.0	9.9	1.7	6.2	14.7	24.0	6.5	14.8	12.3	2.1	**92.2**
7.0	7.2	1.7	4.4	8.2	14.8	4.6	9.5	8.4	1.5	**60.4**
8.0	6.1	1.3	3.7	7.8	12.7	3.9	8.1	7.1	1.3	**52.0**
TOTAL	**91.1**	**17.9**	**57.1**	**120.1**	**205.4**	**58.5**	**128.0**	**112.3**	**19.0**	**809.3**

ZONE	2021 Furniture	2021 Garden	2021 DIY	2021 Electrical	2021 Clothes	2021 CDs etc	2021 Household	2021 Recreation	2021 Chemist	2021 Total
1.0	28.7	5.2	18.2	38.8	66.6	18.6	40.7	37.3	5.6	**259.5**
2.0	14.5	3.0	8.9	18.9	32.3	9.3	20.5	16.8	3.1	**127.1**
3.0	11.4	2.4	7.2	14.6	24.9	7.4	15.5	13.7	2.5	**99.6**
4.0	8.6	1.7	5.4	12.0	20.0	5.8	12.4	11.3	1.7	**78.9**
5.0	16.5	3.2	10.4	20.5	36.8	10.1	23.0	19.9	3.6	**144.0**
6.0	11.9	2.0	7.5	17.7	29.0	7.8	17.9	14.9	2.5	**111.3**
7.0	8.4	2.0	5.1	9.6	17.2	5.3	11.1	9.8	1.8	**70.2**
8.0	7.0	1.5	4.3	9.0	14.7	4.5	9.3	8.2	1.5	**60.1**
TOTAL	**107.0**	**21.1**	**67.1**	**141.1**	**241.3**	**68.7**	**150.3**	**131.9**	**22.3**	**950.7**

ZONE	2026 Furniture	2026 Garden	2026 DIY	2026 Electrical	2026 Clothes	2026 CDs etc	2026 Household	2026 Recreation	2026 Chemist	2026 Total
1.0	33.5	6.0	21.3	45.4	77.8	21.7	47.6	43.6	6.5	**303.4**
2.0	16.9	3.5	10.4	22.1	37.7	10.8	23.9	19.6	3.7	**148.7**
3.0	13.2	2.8	8.3	16.9	28.9	8.6	18.0	15.9	2.9	**115.6**
4.0	10.2	2.0	6.5	14.2	23.7	6.8	14.8	13.4	2.0	**93.6**
5.0	19.4	3.8	12.2	24.2	43.3	11.9	27.1	23.5	4.3	**169.6**
6.0	14.3	2.4	9.0	21.3	34.8	9.4	21.5	17.9	3.0	**133.6**
7.0	9.7	2.3	5.9	11.0	19.9	6.1	12.8	11.3	2.1	**81.1**
8.0	8.1	1.8	5.0	10.4	17.0	5.2	10.8	9.5	1.7	**69.5**
TOTAL	**125.5**	**24.7**	**78.7**	**165.5**	**283.0**	**80.5**	**176.4**	**154.7**	**26.1**	**1,115.1**

ZONE	2031 Furniture	2031 Garden	2031 DIY	2031 Electrical	2031 Clothes	2031 CDs etc	2031 Household	2031 Recreation	2031 Chemist	2031 Total
1.0	38.6	6.9	24.5	52.3	89.7	25.0	54.9	50.3	7.5	**349.9**
2.0	19.5	4.1	12.0	25.4	43.5	12.5	27.6	22.6	4.2	**171.5**
3.0	15.3	3.2	9.6	19.5	33.3	9.9	20.8	18.4	3.3	**133.3**
4.0	11.8	2.3	7.5	16.4	27.3	7.9	17.0	15.4	2.4	**108.0**
5.0	22.4	4.4	14.1	27.9	49.9	13.7	31.2	27.1	4.9	**195.6**
6.0	16.5	2.8	10.4	24.5	40.1	10.8	24.7	20.6	3.5	**154.1**
7.0	11.2	2.6	6.8	12.7	22.9	7.1	14.7	13.0	2.4	**93.5**
8.0	9.4	2.1	5.7	12.0	19.6	6.0	12.4	11.0	1.9	**80.1**
TOTAL	**144.7**	**28.5**	**90.7**	**190.9**	**326.4**	**92.9**	**203.4**	**178.3**	**30.1**	**1,285.8**

ZONE	GROWTH ALL COMPARISON .'10-15	.'10-21	.'10-'26	.'10-'31
1.0	16.1	53.8	97.8	144.2
2.0	9.7	28.1	49.7	72.5
3.0	7.0	20.5	36.5	54.2
4.0	6.4	19.3	34.1	48.4
5.0	11.9	33.8	59.4	85.3
6.0	12.8	31.9	54.3	74.7
7.0	4.3	14.1	25.0	37.4
8.0	5.6	13.6	23.0	33.7
TOTAL	**73.9**	**215.2**	**379.7**	**550.4**

Notes:

a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9

c. Per Capita expenditure from Experian G3 Micromarketer (2010 data), adjusted to exclude SFt at 2010 in accordance with Appendix 3 of Retail Planner Briefing Note 10.1.

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Table in Appendix 3 of Retail Planner Briefing Note 10.1 taking into account estimated growth rates and allowances for SFT growth (at excluding 75% allowance) of comparison goods SfT is taken from a tanglible stores' shelves

2010 PRICES

TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**40.0**	25.6	38.6	28.5	8.8	56.0	76.4	51.7	37.1
Guildhall Shopping Centre, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.4**	0.0	0.0	0.0	0.0	1.5	0.9	1.2	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.5**	0.0	1.9	0.0	0.0	1.6	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.4**	0.6	1.0	0.0	0.0	0.0	0.0	1.2	0.0
Queens Retail Park, Stafford	**5.6**	5.3	2.8	1.2	1.0	13.1	4.8	9.7	3.8
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.4**	0.0	0.0	0.0	0.0	1.5	1.3	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***47.4***	***31.5***	***44.4***	***29.7***	***9.8***	***73.7***	***83.4***	***65.1***	***41.0***
Stone Town Centre									
Stone	**0.4**	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.4***	***0.0***	***3.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.4**	0.5	1.0	1.2	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.4***	***0.5***	***1.0***	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.1**	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***1.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**48.3**	**32.0**	**48.9**	**31.8**	**9.8**	**73.7**	**83.4**	**65.1**	**41.0**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Sub-total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.0***
Cannock Chase District									
Asda, Avon Road, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cannock	**6.2**	20.1	0.7	0.0	0.0	0.9	0.0	2.4	4.8
Cannock Shopping Centre, Cannock	**0.6**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Hednesford	**0.1**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**1.5**	4.7	0.0	0.0	0.0	0.0	0.0	3.7	0.0
Sub-total	***8.7***	***27.7***	***0.7***	***0.0***	***0.0***	***0.9***	***0.0***	***6.1***	***6.7***
Stoke on Trent									
Festival Retail Park, Stoke-on-Trent	**0.3**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**4.1**	0.0	18.2	0.0	7.4	0.9	7.9	1.2	0.0
Longton	**0.5**	0.0	2.2	0.0	3.4	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.7**	0.0	4.2	0.0	1.5	0.0	0.0	0.0	0.0
Trentham Garden Centre, Stone Road, Trentham	**0.4**	0.0	1.0	0.0	0.0	0.0	1.8	0.0	0.0
Sub-total	***6.0***	***0.0***	***28.1***	***0.0***	***12.2***	***0.9***	***9.6***	***1.2***	***0.0***
Telford									
Newport	**1.7**	0.0	0.0	16.6	0.0	0.0	0.0	0.0	1.0
Telford	**8.5**	2.8	1.0	37.0	0.0	7.3	4.8	7.1	23.8
Sub-total	***10.2***	***2.8***	***1.0***	***53.6***	***0.0***	***7.3***	***4.8***	***7.1***	***24.8***
Newcastle									
Newcastle-under-Lyme	**0.1**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***
East Staffordshire									
Burton-upon-Trent	**3.0**	3.8	0.0	0.0	20.0	0.7	0.0	3.7	0.0
Uttoxeter	**2.4**	0.4	0.0	0.0	29.2	0.0	0.0	0.0	0.0
Sub-Total	***5.4***	***4.2***	***0.0***	***0.0***	***49.2***	***0.7***	***0.0***	***3.7***	***0.0***
Lichfield									
Burntwood	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**2.2**	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.3**	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***2.6***	***9.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other									
Ashbourne	**0.2**	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Birmingham City Centre	**2.9**	2.8	2.5	5.5	1.5	3.5	0.0	6.0	3.8
Chester	**0.7**	0.5	0.7	0.0	2.5	0.7	0.0	1.2	1.0
Derby	**1.0**	1.1	0.0	0.0	9.2	0.0	0.0	0.0	0.0
Merry Hill	**0.4**	1.2	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Other	**6.7**	4.7	15.4	2.1	12.7	8.1	1.3	7.2	4.5
Shrewsbury	**0.7**	0.9	0.0	4.0	0.0	0.0	0.0	0.0	1.3
Solihull	**0.3**	0.0	0.0	2.0	0.0	0.9	0.0	0.0	0.0
Tamworth	**1.4**	4.5	0.7	0.0	0.0	0.0	0.0	1.2	0.0
Walsall	**2.3**	5.8	1.9	1.0	0.0	0.9	0.0	0.0	3.2
Wolverhampton	**1.6**	1.8	0.0	0.0	0.0	0.7	0.9	1.2	11.6
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sub-total	***18.6***	***23.7***	***21.2***	***14.6***	***28.8***	***15.5***	***2.2***	***16.8***	***26.6***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**51.7**	**68.0**	**51.1**	**68.2**	**90.3**	**26.3**	**16.6**	**34.9**	**59.0**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

TABLE 10: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES) (2010)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**72.7**	13.5	9.7	5.6	1.3	15.7	15.7	7.1	4.2
Guildhall Shopping Centre, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.8**	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.9**	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.8**	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.0
Queens Retail Park, Stafford	**10.3**	2.8	0.7	0.2	0.1	3.7	1.0	1.3	0.4
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.7**	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***86.3***	***16.6***	***11.1***	***5.8***	***1.5***	***20.7***	***17.1***	***8.9***	***4.6***
Stone Town Centre									
Stone	**0.9**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.9***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.7**	0.2	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.7***	***0.2***	***0.3***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.2***	***0.0***	***0.0***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**88.1**	**16.8**	**12.2**	**6.3**	**1.5**	**20.7**	**17.1**	**8.9**	**4.6**
	47.4	***32.0***	***48.9***	***31.8***	***9.8***	***73.7***	***83.4***	***65.1***	***41.0***
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Cannock Chase District									
Asda, Avon Road, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Cannock	**11.9**	10.6	0.2	0.0	0.0	0.3	0.0	0.3	0.5
Cannock Shopping Centre, Cannock	**1.2**	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hednesford	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**3.0**	2.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Sub-total	**16.6**	**14.6**	**0.2**	**0.0**	**0.0**	**0.3**	**0.0**	**0.8**	**0.8**
Stoke on Trent									
Festival Retail Park, Stoke-on-Trent	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**7.7**	0.0	4.6	0.0	1.1	0.3	1.6	0.2	0.0
Longton	**1.1**	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0
Stoke-on-Trent	**1.3**	0.0	1.1	0.0	0.2	0.0	0.0	0.0	0.0
Trentham Garden Centre, Stone Road, Trentham	**0.6**	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0
Sub-total	**11.3**	**0.0**	**7.0**	**0.0**	**1.8**	**0.3**	**2.0**	**0.2**	**0.0**
Telford									
Newport	**3.4**	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.1
Telford	**15.7**	1.5	0.3	7.3	0.0	2.0	1.0	1.0	2.7
Sub-total	**19.1**	**1.5**	**0.3**	**10.5**	**0.0**	**2.0**	**1.0**	**1.0**	**2.8**
Newcastle									
Newcastle-under-Lyme	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**
East Staffordshire									
Burton-upon-Trent	**5.7**	2.0	0.0	0.0	3.0	0.2	0.0	0.5	0.0
Uttoxeter	**4.6**	0.2	0.0	0.0	4.4	0.0	0.0	0.0	0.0
Sub-Total	**10.3**	**2.2**	**0.0**	**0.0**	**7.4**	**0.2**	**0.0**	**0.5**	**0.0**
Lichfield									
Burntwood	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**4.2**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.6**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Ashbourne	**0.4**	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Birmingham City Centre	**5.6**	1.5	0.6	1.1	0.2	1.0	0.0	0.8	0.4
Chester	**1.3**	0.3	0.2	0.0	0.4	0.2	0.0	0.2	0.1
Derby	**2.0**	0.6	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Merry Hill	**0.8**	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Other	**12.6**	2.5	3.8	0.4	1.9	2.3	0.3	1.0	0.5
Shrewsbury	**1.4**	0.5	0.0	0.8	0.0	0.0	0.0	0.0	0.1
Solihull	**0.7**	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.0
Tamworth	**2.7**	2.4	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Walsall	**4.3**	3.1	0.5	0.2	0.0	0.3	0.0	0.0	0.4
Wolverhampton	**2.8**	1.0	0.0	0.0	0.0	0.2	0.2	0.2	1.3
Wulfrun Shopping Centre, Wolverhampton	**0.4**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	***35.1***	***12.5***	***5.3***	***2.9***	***4.3***	***4.4***	***0.4***	***2.3***	***3.0***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**97.8**	**35.8**	**12.8**	**13.4**	**13.6**	**7.4**	**3.4**	**4.8**	**6.7**
TOTAL	**185.9**	**52.6**	**25.0**	**19.7**	**15.0**	**28.0**	**20.5**	**13.7**	**11.3**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 11: SHOPPING PATTERNS (BOOKS, CDS, DVDS, ETC.)

DESTINATION	TOTAL BOOKS, CDS, ETC. (%)	ZONE 1 BOOKS, CDS, ETC. (%)	ZONE 2 BOOKS, CDS, ETC. (%)	ZONE 3 BOOKS, CDS, ETC. (%)	ZONE 4 BOOKS, CDS, ETC. (%)	ZONE 5 BOOKS, CDS, ETC. (%)	ZONE 6 BOOKS, CDS, ETC. (%)	ZONE 7 BOOKS, CDS, ETC. (%)	ZONE 8 BOOKS, CDS, ETC. (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**51.4**	20.5	49.9	32.8	4.7	84.6	89.2	85.6	51.4
Guildhall Shopping Centre, Stafford	**1.1**	0.8	0.0	0.0	0.0	3.0	2.4	0.0	0.0
Co-Op, Greengate Street, 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	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Queensway, Stafford	**0.5**	0.0	0.0	0.0	0.0	1.0	2.4	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Queens Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Tesco, Newport Road, Stafford	**0.5**	0.0	0.0	0.0	0.0	0.0	1.8	1.8	1.8
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**53.8**	**21.3**	**49.9**	**32.8**	**4.7**	**88.6**	**98.2**	**87.4**	**53.2**
Stone Town Centre									
Stone	**2.5**	0.0	18.9	0.0	0.0	0.0	0.0	1.8	0.0
Sub Total	**2.5**	**0.0**	**18.9**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**
Zone 2									
Eccleshall	**0.2**	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.2**	**0.0**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.8***	***0.0***
SUB TOTAL	**56.6**	**21.3**	**68.7**	**34.7**	**4.7**	**88.6**	**98.2**	**91.0**	**53.2**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Sub-total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.1**
Cannock Chase District									
Asda, Avon Road, Cannock	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Cannock	**8.4**	30.5	0.0	0.0	0.0	0.0	1.8	0.0	1.8
Cannock Shopping Centre, Cannock	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.2**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**3.8**	13.4	0.0	0.0	0.0	0.0	0.0	3.6	0.0
Sub-total	**12.7**	**45.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**3.6**	**5.9**
Stoke on Trent									
Hanley	**3.1**	0.0	18.9	0.0	6.2	1.2	0.0	0.0	0.0
Stoke-on-Trent	**0.4**	0.0	1.1	0.0	0.0	1.2	0.0	0.0	0.0
Sub-total	**3.5**	**0.0**	**20.0**	**0.0**	**6.2**	**2.5**	**0.0**	**0.0**	**0.0**
Telford									
Newport	**1.6**	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0
Telford	**6.1**	3.8	0.0	40.6	0.0	4.5	0.0	0.0	10.7
Sub-total	**7.8**	**3.8**	**0.0**	**58.2**	**0.0**	**4.5**	**0.0**	**0.0**	**10.7**
East Staffordshire									
Burton-upon-Trent	**2.3**	3.0	0.0	0.0	16.5	1.0	0.0	1.8	0.0
Uttoxeter	**4.6**	0.0	0.0	0.0	59.3	0.0	0.0	1.8	0.0
Sub-total	**6.9**	**3.0**	**0.0**	**0.0**	**75.8**	**1.0**	**0.0**	**3.6**	**0.0**
Lichfield									
Burntwood	**0.4**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**2.9**	9.7	1.6	0.0	0.0	0.0	0.0	1.7	0.0
Three Spires Shopping Centre, Lichfield	**0.2**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.5**	**11.9**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**
Other									
Ashbourne	**0.1**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Birmingham City Centre	**2.3**	4.1	5.9	3.5	0.0	1.0	0.0	0.0	0.0
Derby	**1.0**	1.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0
Market Drayton	**0.1**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Other	**2.0**	2.8	3.8	1.9	2.4	2.5	0.0	0.0	0.0
Tamworth	**0.7**	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.7**	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**1.1**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	16.7
Wulfrun Shopping Centre, Wolverhampton	**0.4**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Sub-total	***8.7***	***14.6***	***9.7***	***7.1***	***13.3***	***3.5***	***0.0***	***0.0***	***23.2***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**43.4**	**78.7**	**31.3**	**65.3**	**95.3**	**11.4**	**1.8**	**9.0**	**46.8**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q19
c. Excludes 'don't know/ varies'

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 12: SHOPPING EXPENDITURE RETENTION (BOOKS, CDS, DVDS, ETC.) (2010)

DESTINATION	TOTAL BOOKS, CDS, ETC. (£m)	ZONE 1 BOOKS, CDS, ETC. (£m)	ZONE 2 BOOKS, CDS, ETC. (£m)	ZONE 3 BOOKS, CDS, ETC. (£m)	ZONE 4 BOOKS, CDS, ETC. (£m)	ZONE 5 BOOKS, CDS, ETC. (£m)	ZONE 6 BOOKS, CDS, ETC. (£m)	ZONE 7 BOOKS, CDS, ETC. (£m)	ZONE 8 BOOKS, CDS, ETC. (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**27.2**	3.1	3.8	2.0	0.2	6.9	5.5	3.7	1.9
Guildhall Shopping Centre, Stafford	**0.5**	0.1	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Queens Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tesco, Newport Road, Stafford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**28.3**	**3.2**	**3.8**	**2.0**	**0.2**	**7.2**	**6.1**	**3.8**	**2.0**
Stone Town Centre									
Stone	**1.5**	0.0	1.4	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total	**1.5**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 2									
Eccleshall	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesh	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall									
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**30.0**	**3.2**	**5.2**	**2.1**	**0.2**	**7.2**	**6.1**	**4.0**	**2.0**
	53.7	**21.3**	**68.7**	**34.7**	**4.7**	**88.6**	**98.2**	**91.0**	**53.2**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub-total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**
Cannock Chase District									
Asda, Avon Road, Cannock	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Cannock	**4.8**	4.6	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Cannock Shopping Centre, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**2.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-total	**7.4**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.2**	**0.2**
Stoke on Trent									
Hanley	**1.8**	0.0	1.4	0.0	0.3	0.1	0.0	0.0	0.0
Stoke-on-Trent	**0.2**	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Sub-total	**2.0**	**0.0**	**1.5**	**0.0**	**0.3**	**0.2**	**0.0**	**0.0**	**0.0**
Telford									
Newport	**1.1**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Telford	**3.8**	0.6	0.0	2.5	0.0	0.4	0.0	0.0	0.4
Sub-total	**4.9**	**0.6**	**0.0**	**3.5**	**0.0**	**0.4**	**0.0**	**0.0**	**0.4**
East Staffordshire									
Burton-upon-Trent	**1.4**	0.5	0.0	0.0	0.8	0.1	0.0	0.1	0.0
Uttoxeter	**2.8**	0.0	0.0	0.0	2.7	0.0	0.0	0.1	0.0
Sub-total	**4.2**	**0.5**	**0.0**	**0.0**	**3.5**	**0.1**	**0.0**	**0.2**	**0.0**
Lichfield									
Burntwood	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**1.7**	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Three Spires Shopping Centre, Lichfield	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**2.0**	**1.8**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Other									
Ashbourne	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Birmingham City Centre	**1.4**	0.6	0.4	0.2	0.0	0.1	0.0	0.0	0.0
Derby	**0.6**	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Market Drayton	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	**1.1**	0.4	0.3	0.1	0.1	0.2	0.0	0.0	0.0
Tamworth	**0.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.7**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Wulfrun Shopping Centre, Wolverhampton	**0.3**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	***5.1***	***2.2***	***0.7***	***0.4***	***0.6***	***0.3***	***0.0***	***0.0***	***0.9***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**25.8**	**11.9**	**2.4**	**4.0**	**4.4**	**0.9**	**0.1**	**0.4**	**1.7**
TOTAL	**55.8**	**15.2**	**7.6**	**6.1**	**4.6**	**8.2**	**6.2**	**4.4**	**3.7**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 13: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (%)	ZONE 1 HOUSEHOLD (%)	ZONE 2 HOUSEHOLD (%)	ZONE 3 HOUSEHOLD (%)	ZONE 4 HOUSEHOLD (%)	ZONE 5 HOUSEHOLD (%)	ZONE 6 HOUSEHOLD (%)	ZONE 7 HOUSEHOLD (%)	ZONE 8 HOUSEHOLD (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**31.2**	13.7	32.5	26.6	11.2	54.6	61.6	43.2	24.3
Guildhall Shopping Centre, Stafford	**0.2**	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.4**	0.0	0.0	0.0	0.0	1.3	1.4	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.5**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	5.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.9**	0.0	0.0	0.0	0.0	2.9	2.8	1.9	0.0
Madford Retail Park, Stafford	**0.5**	0.9	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Queens Retail Park, Stafford	**10.5**	8.5	8.0	6.0	2.6	21.9	14.1	9.4	12.1
Sainsburys, Chell Road, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Tesco, Newport Road, Stafford	**0.4**	0.0	0.0	0.0	0.0	1.3	2.1	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**44.8**	**23.1**	**42.0**	**32.6**	**13.9**	**83.3**	**85.0**	**56.4**	**41.4**
Stone Town Centre									
Stone	**0.5**	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.5**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Eccleshall	**0.4**	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.4**	**0.0**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**45.7**	**23.1**	**48.4**	**32.6**	**13.9**	**83.3**	**85.0**	**56.4**	**41.4**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**
Cannock Chase District									
Cannock	**9.7**	28.0	0.0	0.0	0.0	1.3	2.8	3.8	8.8
Cannock Shopping Centre, Cannock	**1.1**	2.9	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Hednesford	**0.4**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Retail Park, Cannock	**0.2**	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Orbital Retail Park, Cannock	**1.5**	3.6	0.0	0.0	0.0	1.3	0.0	0.0	3.9
Rugeley	**3.0**	9.4	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub-Total	**15.9**	**45.4**	**0.0**	**0.0**	**0.0**	**4.2**	**2.8**	**7.7**	**16.6**
Stoke on Trent									
Fenton	**0.1**	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**2.8**	0.0	15.4	0.0	6.7	0.0	0.0	1.8	0.0
Longton	**0.3**	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**1.7**	0.0	4.2	0.0	2.0	0.0	1.4	7.5	5.0
Trentham Garden Centre, Stone Road, Trentham	**0.9**	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.8**	**0.0**	**29.3**	**0.0**	**8.7**	**0.0**	**1.4**	**9.4**	**5.0**
Telford									
Newport	**0.6**	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0
Telford	**5.4**	2.7	0.0	39.2	0.0	1.3	0.0	7.4	6.7
Sub-Total	**6.0**	**2.7**	**0.0**	**46.2**	**0.0**	**1.3**	**0.0**	**7.4**	**6.7**
East Staffordshire									
Burton-upon-Trent	**2.9**	2.6	1.1	0.0	20.6	0.0	0.0	1.9	0.0
Uttoxeter	**2.8**	0.0	0.0	0.0	31.0	0.0	0.0	0.0	0.0
Sub-Total	**5.7**	**2.6**	**1.1**	**0.0**	**51.7**	**0.0**	**0.0**	**1.9**	**0.0**
Lichfield									
Burntwood	**0.3**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**2.5**	7.9	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Three Spires Shopping Centre, Lichfield	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.9**	**9.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.4**	0.0	1.1	0.0	0.0	0.0	2.1	0.0	0.0
Sub-Total	**0.4**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**
Other									
Ashbourne	**0.1**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Birmingham City Centre	**3.5**	3.0	8.2	8.8	0.0	1.6	0.0	3.8	3.9
Chester	**0.2**	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Derby	**0.7**	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0
Ikea, Park Lane, Wednesbury	**1.9**	0.6	2.6	0.0	0.0	3.3	3.0	3.8	5.5
Market Drayton	**0.5**	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Square Shopping Centre, Walsall	**0.2**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	**4.5**	2.7	7.8	0.0	16.6	3.3	0.0	3.8	7.2
Shrewsbury	**0.7**	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0
Solihull	**0.9**	2.1	0.0	0.0	0.0	0.0	0.0	1.9	2.2
Tamworth	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**2.1**	4.3	1.5	0.0	0.0	1.6	2.8	0.0	1.7
Wolverhampton	**1.0**	0.7	0.0	0.0	0.0	0.0	1.4	1.9	7.8
Wednesbury	**0.7**	1.9	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-total	***17.3***	***16.8***	***20.1***	***21.2***	***25.8***	***11.1***	***8.7***	***15.3***	***28.2***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**54.3**	**76.9**	**51.6**	**67.4**	**86.1**	**16.7**	**15.0**	**43.6**	**58.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q19
c. Excludes 'don't know/ varies'

TABLE 14: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS) (2010)

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE 1 HOUSEHOLD (£m)	ZONE 2 HOUSEHOLD (£m)	ZONE 3 HOUSEHOLD (£m)	ZONE 4 HOUSEHOLD (£m)	ZONE 5 HOUSEHOLD (£m)	ZONE 6 HOUSEHOLD (£m)	ZONE 7 HOUSEHOLD (£m)	ZONE 8 HOUSEHOLD (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**36.8**	4.4	5.2	3.3	1.0	9.6	7.8	3.8	1.7
Guildhall Shopping Centre, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.4**	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.5**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**1.0**	0.0	0.0	0.0	0.0	0.5	0.4	0.2	0.0
Madford Retail Park, Stafford	**0.5**	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Queens Retail Park, Stafford	**12.3**	2.7	1.3	0.7	0.2	3.8	1.8	0.8	0.9
Sainsburys, Chell Road, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Tesco, Newport Road, Stafford	**0.5**	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***52.7***	***7.4***	***6.7***	***4.0***	***1.3***	***14.6***	***10.7***	***5.0***	***3.0***
Stone Town Centre									
Town Centre	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.6***	***0.0***	***0.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.5**	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.5***	***0.0***	***0.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**53.7**	**7.4**	**7.7**	**4.0**	**1.3**	**14.6**	**10.7**	**5.0**	**3.0**
	46.4	**23.1**	**48.4**	**32.6**	**13.9**	**83.3**	**85.0**	**56.4**	**41.4**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**
Cannock Chase District									
Cannock	**10.6**	9.0	0.0	0.0	0.0	0.2	0.4	0.3	0.6
Cannock Shopping Centre, Cannock	**1.2**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Hednesford	**0.5**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Retail Park, Cannock	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Orbital Retail Park, Cannock	**1.7**	1.2	0.0	0.0	0.0	0.2	0.0	0.0	0.3
Rugeley	**3.4**	3.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub-Total	**17.6**	**14.6**	**0.0**	**0.0**	**0.0**	**0.7**	**0.4**	**0.7**	**1.2**
Stoke on Trent									
Fenton	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**3.2**	0.0	2.4	0.0	0.6	0.0	0.0	0.2	0.0
Longton	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**2.1**	0.0	0.7	0.0	0.2	0.0	0.2	0.7	0.4
Trentham Garden Centre, Stone Road, Trentham	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.8**	**0.0**	**4.7**	**0.0**	**0.8**	**0.0**	**0.2**	**0.8**	**0.4**
Telford									
Newport	**0.9**	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Telford	**7.1**	0.9	0.0	4.8	0.0	0.2	0.0	0.7	0.5
Sub-Total	**7.9**	**0.9**	**0.0**	**5.7**	**0.0**	**0.2**	**0.0**	**0.7**	**0.5**
East Staffordshire									
Burton-upon-Trent	**3.1**	0.8	0.2	0.0	1.9	0.0	0.0	0.2	0.0
Uttoxeter	**2.9**	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Sub-Total	**6.0**	**0.8**	**0.2**	**0.0**	**4.8**	**0.0**	**0.0**	**0.2**	**0.0**
Lichfield									
Burntwood	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**2.7**	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Three Spires Shopping Centre, Lichfield	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.4**	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**
Other									
Ashbourne	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Birmingham City Centre	**4.3**	1.0	1.3	1.1	0.0	0.3	0.0	0.3	0.3
Chester	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Derby	**0.7**	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Ikea, Park Lane, Wednesbury	**2.3**	0.2	0.4	0.0	0.0	0.6	0.4	0.3	0.4
Market Drayton	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Square Shopping Centre, Walsall	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	**5.1**	0.9	1.2	0.0	1.6	0.6	0.0	0.3	0.5
Shrewsbury	**0.9**	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Solihull	**1.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Tamworth	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**2.4**	1.4	0.2	0.0	0.0	0.3	0.4	0.0	0.1
Wolverhampton	**1.1**	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.6
Wednesbury	**0.8**	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub-total	***20.0***	***5.4***	***3.2***	***2.6***	***2.4***	***1.9***	***1.1***	***1.3***	***2.0***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**62.1**	**24.7**	**8.2**	**8.3**	**8.1**	**2.9**	**1.9**	**3.8**	**4.2**
TOTAL	**115.8**	**32.2**	**15.9**	**12.3**	**9.4**	**17.5**	**12.6**	**8.8**	**7.1**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 15: SHOPPING PATTERNS (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (%)	ZONE 1 TOYS (%)	ZONE 2 TOYS (%)	ZONE 3 TOYS (%)	ZONE 4 TOYS (%)	ZONE 5 TOYS (%)	ZONE 6 TOYS (%)	ZONE 7 TOYS (%)	ZONE 8 TOYS (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**35.5**	15.9	33.2	24.1	5.4	57.9	74.3	64.1	37.5
Guildhall Shopping Centre, Stafford	**0.3**	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.4**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	2.4
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**2.1**	0.0	4.4	0.0	0.0	5.6	4.1	3.3	0.0
Madford Retail Park, Stafford	**0.5**	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Queens Retail Park, Stafford	**5.0**	1.0	0.0	0.0	2.2	19.1	7.2	3.3	4.8
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.5**	0.0	0.0	3.1	0.0	1.6	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**44.3**	**16.9**	**37.6**	**30.5**	**7.6**	**87.3**	**87.7**	**70.7**	**44.7**
Stone Town Centre									
Stone	**0.7**	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.7**	**0.0**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**45.0**	**16.9**	**43.8**	**30.5**	**7.6**	**87.3**	**87.7**	**70.7**	**44.7**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Cannock Chase District									
Brewery Street Shopping Centre, Rugeley	**0.3**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**10.0**	28.2	0.0	0.0	0.0	0.0	0.0	3.3	11.2
Cannock Shopping Centre, Cannock	**0.6**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.3**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	**0.9**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Longford Retail Park, Cannock	**0.3**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.7**	0.9	1.8	0.0	0.0	0.0	0.0	0.0	3.2
Rugeley	**4.3**	11.7	0.0	0.0	0.0	0.0	0.0	9.8	0.0
Sub-total	**17.4**	**47.7**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**13.1**	**17.7**
Stoke on Trent									
Fenton	**0.3**	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke-on-Trent	**3.2**	0.0	14.8	3.1	7.6	0.0	3.1	3.3	2.4
Hanley	**4.2**	0.0	29.8	0.0	3.3	2.0	2.1	0.0	0.0
Longton	**0.2**	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Stoke-on-Trent	**1.4**	0.0	1.8	0.0	3.3	3.6	0.0	6.4	0.0
Sub-total	**9.3**	**0.0**	**49.0**	**3.1**	**16.4**	**5.5**	**5.1**	**9.7**	**2.4**
Telford									
Newport	**0.4**	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Telford	**4.7**	0.0	0.0	42.6	0.0	2.0	0.0	0.0	12.1
Sub-total	**5.1**	**0.0**	**0.0**	**47.7**	**0.0**	**2.0**	**0.0**	**0.0**	**12.1**
East Staffordshire									
Burton-upon-Trent	**1.8**	0.9	0.0	0.0	16.4	0.0	0.0	3.3	0.0
Uttoxeter	**3.3**	1.7	0.0	0.0	34.8	0.0	0.0	0.0	0.0
Sub-total	**5.1**	**2.6**	**0.0**	**0.0**	**51.1**	**0.0**	**0.0**	**3.3**	**0.0**
Lichfield									
Burntwood	**0.6**	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**3.3**	10.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.3**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**4.1**	**12.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.2**	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.2**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Ashbourne	**0.3**	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
Birmingham City Centre	**1.0**	1.7	0.0	3.1	0.0	0.0	0.0	3.3	0.0
Derby	**1.2**	0.0	0.0	0.0	15.2	0.0	0.0	0.0	0.0
Merry Hill	**0.5**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Other	**1.6**	0.0	3.6	0.0	6.5	1.6	2.1	0.0	2.4
Shrewsbury	**1.4**	0.0	0.0	10.4	0.0	0.0	3.1	0.0	3.2
Solihull	**0.3**	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0
Tamworth	**3.7**	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**2.9**	6.4	0.0	5.3	0.0	1.6	0.0	0.0	2.4
Wolverhampton	**0.9**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	10.4
Sub-total	***13.8***	***20.0***	***3.6***	***18.8***	***24.9***	***5.1***	***7.2***	***3.3***	***23.2***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**55.0**	**83.1**	**56.2**	**69.6**	**92.4**	**12.7**	**12.3**	**29.3**	**55.3**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q19
c. Excludes 'don't know/ varies'

TABLE 16: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.) (2010)

DESTINATION	TOTAL TOYS (£m)	ZONE 1 TOYS (£m)	ZONE 2 TOYS (£m)	ZONE 3 TOYS (£m)	ZONE 4 TOYS (£m)	ZONE 5 TOYS (£m)	ZONE 6 TOYS (£m)	ZONE 7 TOYS (£m)	ZONE 8 TOYS (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**36.1**	4.7	4.3	2.6	0.5	8.8	7.8	5.0	2.4
Guildhall Shopping Centre, Stafford	**0.4**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**2.1**	0.0	0.6	0.0	0.0	0.8	0.4	0.3	0.0
Madford Retail Park, Stafford	**0.5**	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Queens Retail Park, Stafford	**4.7**	0.3	0.0	0.0	0.2	2.9	0.8	0.3	0.3
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.6**	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***44.6***	***5.0***	***4.9***	***3.3***	***0.6***	***13.3***	***9.2***	***5.5***	***2.8***
Stone Town Centre									
Town Centre	**0.8**	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.8***	***0.0***	***0.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**45.4**	**5.0**	**5.7**	**3.3**	**0.6**	**13.3**	**9.2**	**5.5**	**2.8**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Cannock Chase District									
Brewery Street Shopping Centre, Rugeley	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**9.3**	8.3	0.0	0.0	0.0	0.0	0.0	0.3	0.7
Cannock Shopping Centre, Cannock	**0.6**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	**0.8**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Longford Retail Park, Cannock	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.7**	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.2
Rugeley	**4.2**	3.4	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-total	**16.5**	**14.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.1**
Stoke on Trent									
Fenton	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke-on-Trent	**3.6**	0.0	1.9	0.3	0.6	0.0	0.3	0.3	0.2
Hanley	**4.7**	0.0	3.9	0.0	0.3	0.3	0.2	0.0	0.0
Longton	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Stoke-on-Trent	**1.6**	0.0	0.2	0.0	0.3	0.5	0.0	0.5	0.0
Sub-total	**10.4**	**0.0**	**6.4**	**0.3**	**1.4**	**0.8**	**0.5**	**0.8**	**0.2**
Telford									
Newport	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Telford	**5.7**	0.0	0.0	4.6	0.0	0.3	0.0	0.0	0.8
Sub-total	**6.2**	**0.0**	**0.0**	**5.2**	**0.0**	**0.3**	**0.0**	**0.0**	**0.8**
East Staffordshire									
Burton-upon-Trent	**1.9**	0.3	0.0	0.0	1.4	0.0	0.0	0.3	0.0
Uttoxeter	**3.5**	0.5	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Sub-total	**5.3**	**0.8**	**0.0**	**0.0**	**4.3**	**0.0**	**0.0**	**0.3**	**0.0**
Lichfield									
Burntwood	**0.5**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**3.0**	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.8**	**3.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Ashbourne	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Birmingham City Centre	**1.1**	0.5	0.0	0.3	0.0	0.0	0.0	0.3	0.0
Derby	**1.3**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Merry Hill	**0.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other	**1.6**	0.0	0.5	0.0	0.6	0.2	0.2	0.0	0.2
Shrewsbury	**1.7**	0.0	0.0	1.1	0.0	0.0	0.3	0.0	0.2
Solihull	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Tamworth	**3.3**	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**2.9**	1.9	0.0	0.6	0.0	0.2	0.0	0.0	0.2
Wolverhampton	**0.9**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.7
Sub-total	***13.8***	***5.9***	***0.5***	***2.0***	***2.1***	***0.8***	***0.8***	***0.3***	***1.5***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**56.2**	**24.5**	**7.3**	**7.5**	**7.8**	**1.9**	**1.3**	**2.3**	**3.5**
TOTAL	**101.7**	**29.5**	**13.0**	**10.9**	**8.5**	**15.2**	**10.5**	**7.8**	**6.3**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)	ZONE 7 CHEMIST (%)	ZONE 8 CHEMIST (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**38.3**	7.5	20.7	21.7	3.3	82.4	91.8	61.9	31.7
Guildhall Shopping Centre, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.7	0.9	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**1.0**	0.0	0.0	0.0	0.0	3.2	2.6	1.1	1.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	**2.5**	0.0	0.0	1.2	0.0	10.9	0.0	7.8	1.0
Sainsburys, Chell Road, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Tesco, Newport Road, Stafford	**0.7**	0.0	0.0	1.2	0.0	0.7	2.1	1.1	1.3
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**42.8**	**7.5**	**20.7**	**24.1**	**3.3**	**97.9**	**99.1**	**71.9**	**35.1**
Stone Town Centre									
Stone	**6.8**	0.0	50.0	0.0	0.0	0.7	0.0	3.3	1.3
Sub Total	**6.8**	**0.0**	**50.0**	**0.0**	**0.0**	**0.7**	**0.0**	**3.3**	**1.3**
Zone 2									
Eccleshall	**1.1**	0.5	6.6	1.2	0.0	0.0	0.0	0.0	0.0
Barlaston	**1.1**	0.0	8.7	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher’s Garden & Leisure Centre, Stone Road, Ecclesh	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**2.3**	**0.5**	**16.3**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.1**	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Dobbie’s Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***6.8***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**52.6**	**7.9**	**87.1**	**26.5**	**3.3**	**98.6**	**99.1**	**83.1**	**36.4**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Brewood	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4
Codsall	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Penkridge	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.0
Sub-total	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**30.1**
Cannock Chase									
Asda, Avon Road, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Cannock	**11.1**	37.3	0.0	0.0	0.0	0.0	0.0	1.1	11.0
Cannock Shopping Centre, Cannock	**0.4**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Hednesford	**1.4**	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.6**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**9.3**	30.9	0.0	0.0	0.0	0.0	0.0	11.3	0.0
Sub-total	**22.9**	**76.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.4**	**15.7**
Stoke-on-Trent									
Festival Retail Park, Stoke-on-Trent	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**0.2**	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Longton	**0.1**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.9**	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.4**	**0.0**	**10.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Telford									
Newport	**5.6**	0.0	0.0	57.1	0.0	0.0	0.0	0.0	0.0
Telford	**1.7**	0.4	0.0	12.4	0.0	0.0	0.0	1.1	4.0
Sub-total	**7.2**	**0.4**	**0.0**	**69.5**	**0.0**	**0.0**	**0.0**	**1.1**	**4.0**
East Staffordshire									
Burton-upon-Trent	**0.7**	1.3	0.0	0.0	2.9	0.7	0.0	0.0	0.0
Uttoxeter	**7.4**	0.4	0.0	0.0	91.4	0.0	0.0	1.1	0.0
Sub-total	**8.1**	**1.7**	**0.0**	**0.0**	**94.3**	**0.7**	**0.0**	**1.1**	**0.0**
Lichfield									
Burntwood	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**2.1**	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**2.3**	**8.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Birmingham City Centre	**0.3**	0.3	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Chester	**0.1**	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Derby	**0.1**	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Market Drayton	**0.2**	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.2**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Other	**1.9**	3.3	1.7	0.0	1.0	0.0	0.9	2.2	6.4
Tamworth	**0.1**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.2**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.5**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	6.0
Sub-total	***3.6***	***5.4***	***2.4***	***4.0***	***2.4***	***0.7***	***0.9***	***2.2***	***13.8***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**47.4**	**92.1**	**12.9**	**73.5**	**96.7**	**1.4**	**0.9**	**16.9**	**63.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from QXX
c. Excludes 'don't know/ varies'

TABLE 18: SHOPPING EXPENDITURE RETENTION (CHEMIST GOODS) (2010)

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)	ZONE 7 CHEMIST (£m)	ZONE 8 CHEMIST (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**6.4**	0.3	0.5	0.4	0.0	2.3	1.6	0.9	0.4
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	**0.4**	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.0
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***7.2***	***0.3***	***0.5***	***0.5***	***0.0***	***2.7***	***1.8***	***1.0***	***0.4***
Stone Town Centre									
Town Centre	**1.3**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.3***	***0.0***	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Eccleshal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.4***	***0.0***	***0.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**9.1**	**0.3**	**2.1**	**0.5**	**0.0**	**2.7**	**1.8**	**1.2**	**0.4**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Brewood	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Codsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penkridge	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**
Cannock Chase									
Asda, Avon Road, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**1.8**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Cannock Shopping Centre, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**1.5**	1.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-total	***3.7***	***3.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.2***	***0.2***
Stoke-on-Trent									
Festival Retail Park, Stoke-on-Trent	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.3**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Telford									
Newport	**1.1**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Telford	**0.3**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.5**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Staffordshire									
Burton-upon-Trent	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter	**1.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-total	**1.3**	**0.1**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Lichfield									
Burntwood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.4**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Birmingham City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	**0.3**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tamworth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	***0.6***	***0.2***	***0.1***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.2***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**8.1**	**4.0**	**0.3**	**1.5**	**1.3**	**0.0**	**0.0**	**0.2**	**0.7**
TOTAL	**17.2**	**4.4**	**2.4**	**2.0**	**1.3**	**2.8**	**1.8**	**1.4**	**1.1**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 19: SHOPPING PATTERNS (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**29.5**	6.2	29.5	17.9	6.9	55.5	68.4	54.1	19.7
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.3**	0.0	0.0	0.0	0.0	0.9	1.2	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.1**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**5.0**	0.0	0.0	0.0	0.0	18.6	9.1	11.2	5.0
Madford Retail Park, Stafford	**6.1**	1.6	7.8	6.1	3.8	7.3	9.7	17.8	4.2
Queens Retail Park, Stafford	**4.0**	1.6	5.7	4.6	0.0	9.9	6.1	0.0	2.5
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.6**	0.0	0.0	0.0	0.0	2.1	1.2	0.0	1.3
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**45.8**	**9.4**	**43.8**	**28.7**	**10.7**	**94.3**	**97.0**	**83.2**	**32.7**
Stone Town Centre									
Stone	**3.7**	0.0	27.1	0.0	1.9	0.0	0.0	0.0	0.0
Sub Total	**3.7**	**0.0**	**27.1**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Eccleshall	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.3**	**0.0**	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**49.8**	**9.4**	**73.2**	**28.7**	**12.7**	**94.3**	**97.0**	**83.2**	**32.7**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Codsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Penkridge	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Sub-total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**
Cannock Chase									
Brewery Street Shopping Centre, Rugeley	**0.2**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**10.0**	30.3	0.0	0.0	0.0	1.2	0.0	1.4	13.4
Cannock Shopping Centre, Cannock	**0.2**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Linkway Retail Park, Cannock	**0.5**	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Retail Park, Cannock	**1.8**	4.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1
Orbital Retail Park, Cannock	**6.2**	16.8	0.0	0.0	0.0	0.9	1.2	1.3	14.3
Rugeley	**4.5**	13.0	0.0	0.0	0.0	1.2	0.0	7.1	0.0
Sub-total	**23.3**	**66.8**	**0.0**	**0.0**	**0.0**	**3.3**	**1.2**	**9.8**	**39.1**
Stoke-on-Trent									
Festival Retail Park, Stoke-on-Trent	**1.4**	0.0	8.1	0.0	3.8	0.0	0.0	0.0	0.0
Hanley	**1.8**	0.6	9.4	0.0	3.8	0.0	0.0	1.4	0.0
Meir Park, Stoke	**0.1**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.8**	0.0	3.3	0.0	0.0	0.0	1.8	1.4	1.3
The Octagon Retail Park, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-total	**4.2**	**0.6**	**21.6**	**0.0**	**7.6**	**0.0**	**1.8**	**4.2**	**1.3**
Telford									
Newport	**2.5**	0.0	0.0	26.5	0.0	0.0	0.0	0.0	0.0
Telford	**4.5**	0.6	0.0	35.4	0.0	0.0	0.0	1.4	13.5
Sub-total	**7.1**	**0.6**	**0.0**	**61.9**	**0.0**	**0.0**	**0.0**	**1.4**	**13.5**
East Staffordshire									
Burton-upon-Trent	**1.8**	3.2	0.0	0.0	11.5	0.0	0.0	0.0	0.0
Uttoxeter	**3.9**	1.1	0.0	0.0	46.8	0.0	0.0	0.0	0.0
Sub-total	**5.7**	**4.3**	**0.0**	**0.0**	**58.2**	**0.0**	**0.0**	**0.0**	**0.0**
Lichfield District									
Lichfield	**1.4**	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.2**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.6**	**5.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.1**	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.1**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Birmingham City Centre	**0.8**	1.0	0.0	2.6	1.9	0.0	0.0	0.0	1.7
Derby	**0.8**	0.0	0.0	0.0	10.8	0.0	0.0	0.0	0.0
Market Drayton	**0.3**	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Other	**2.3**	2.7	3.9	0.0	8.8	1.2	0.0	0.0	2.9
Quasar Centre, Walsall	**0.1**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Solihull	**0.4**	0.5	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Tamworth	**0.6**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**1.4**	4.5	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Wednesbury	**0.3**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.7**	0.6	1.3	0.0	0.0	1.2	0.0	1.4	1.7
Sub-total	***7.9***	***12.8***	***5.2***	***7.9***	***21.5***	***2.4***	***0.0***	***1.4***	***9.3***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**50.2**	**90.6**	**26.8**	**71.3**	**87.3**	**5.7**	**3.0**	**16.8**	**67.3**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from QXX
c. Excludes 'don't know/ varies'

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2010)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**31.7**	1.9	4.3	2.1	0.6	8.7	8.6	4.1	1.4
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.3**	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Business Park, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**5.3**	0.0	0.0	0.0	0.0	2.9	1.1	0.9	0.3
Madford Retail Park, Stafford	**6.7**	0.5	1.1	0.7	0.3	1.1	1.2	1.4	0.3
Queens Retail Park, Stafford	**4.3**	0.5	0.8	0.5	0.0	1.5	0.8	0.0	0.2
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.6**	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.1
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***49.1***	***2.9***	***6.4***	***3.3***	***1.0***	***14.8***	***12.1***	***6.3***	***2.3***
Stone Town Centre									
Town Centre	**4.1**	0.0	4.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	***4.1***	***0.0***	***4.0***	***0.0***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**53.6**	**2.9**	**10.7**	**3.3**	**1.1**	**14.8**	**12.1**	**6.3**	**2.3**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Codsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Penkridge	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**
Cannock Chase									
Brewery Street Shopping Centre, Rugeley	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**10.5**	9.3	0.0	0.0	0.0	0.2	0.0	0.1	0.9
Cannock Shopping Centre, Cannock	**0.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Linkway Retail Park, Cannock	**0.5**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Retail Park, Cannock	**1.9**	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Orbital Retail Park, Cannock	**6.5**	5.1	0.0	0.0	0.0	0.1	0.2	0.1	1.0
Rugeley	**4.7**	4.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0
Sub-total	***24.6***	***20.5***	***0.0***	***0.0***	***0.0***	***0.5***	***0.2***	***0.7***	***2.7***
Stoke-on-Trent									
Festival Retail Park, Stoke-on-Trent	**1.5**	0.0	1.2	0.0	0.3	0.0	0.0	0.0	0.0
Hanley	**2.0**	0.2	1.4	0.0	0.3	0.0	0.0	0.1	0.0
Meir Park, Stoke	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.9**	0.0	0.5	0.0	0.0	0.0	0.2	0.1	0.1
The Octagon Retail Park, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-total	**4.7**	**0.2**	**3.2**	**0.0**	**0.7**	**0.0**	**0.2**	**0.3**	**0.1**
Telford									
Newport	**3.1**	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0
Telford	**5.3**	0.2	0.0	4.1	0.0	0.0	0.0	0.1	0.9
Sub-total	**8.4**	**0.2**	**0.0**	**7.1**	**0.0**	**0.0**	**0.0**	**0.1**	**0.9**
East Staffordshire									
Burton-upon-Trent	**2.0**	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Uttoxeter	**4.5**	0.3	0.0	0.0	4.2	0.0	0.0	0.0	0.0
Sub-total	**6.5**	**1.3**	**0.0**	**0.0**	**5.2**	**0.0**	**0.0**	**0.0**	**0.0**
Lichfield District									
Lichfield	**1.5**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Spires Shopping Centre, Lichfield	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.7**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle-under-Lyme									
Newcastle-under-Lyme	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.2**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Birmingham City Centre	**0.9**	0.3	0.0	0.3	0.2	0.0	0.0	0.0	0.1
Derby	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Market Drayton	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Other	**2.6**	0.8	0.6	0.0	0.8	0.2	0.0	0.0	0.2
Quasar Centre, Walsall	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Solihull	**0.5**	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Tamworth	**0.6**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**1.5**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wednesbury	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.8**	0.2	0.2	0.0	0.0	0.2	0.0	0.1	0.1
Sub-total	***8.7***	***3.9***	***0.8***	***0.9***	***1.9***	***0.4***	***0.0***	***0.1***	***0.6***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**55.0**	**27.8**	**3.9**	**8.2**	**7.9**	**0.9**	**0.4**	**1.3**	**4.7**
TOTAL	**108.6**	**30.7**	**14.6**	**11.5**	**9.0**	**15.6**	**12.5**	**7.6**	**6.9**

Notes:

a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 21: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)	ZONE 7 DIY (%)	ZONE 8 DIY (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**9.6**	2.7	17.4	1.4	0.0	10.3	30.0	12.4	5.0
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**28.7**	12.4	24.8	14.6	0.0	73.1	32.3	62.8	18.9
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**4.9**	0.0	7.9	2.6	0.0	4.0	17.8	8.7	1.6
Hough Retail Park, Stafford	**1.4**	0.0	0.0	0.0	0.0	5.1	4.0	1.3	0.0
Madford Retail Park, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	1.0	1.3	0.0
Queens Retail Park, Stafford	**0.4**	0.0	0.0	0.0	0.0	2.0	1.0	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**4.4**	0.7	7.5	2.4	0.0	4.3	12.3	8.5	2.3
Sub Total	**49.6**	**15.8**	**57.6**	**21.1**	**0.0**	**98.9**	**98.5**	**95.0**	**27.8**
Stone Town Centre									
Stone	**1.1**	0.0	8.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub Total	**1.1**	**0.0**	**8.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**50.7**	**15.8**	**65.6**	**21.1**	**0.0**	**98.9**	**98.5**	**96.2**	**27.8**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Cannock Chase									
B&Q Mini Warehouse, Vine Lane, Cannock	**11.6**	30.7	0.0	0.0	0.0	0.0	0.0	0.0	49.3
Cannock	**3.0**	10.4	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Cannock Shopping Centre, Cannock	**0.1**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.4**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, the Orbital Retail Centre, Cannock	**2.8**	9.0	0.0	0.0	0.0	0.0	0.0	1.2	3.5
Linkway Retail Park, Cannock	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.4**	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Rugeley	**2.8**	10.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**3.1**	10.1	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Sub-total	**24.5**	**74.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**61.2**
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.6**	0.0	1.7	0.0	4.6	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Festival Park, Hanley	**0.3**	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Whittle Road, Stoke-on-Trent	**3.0**	0.0	13.9	0.0	14.4	0.0	0.0	0.0	0.0
Meir Park, Stoke	**0.2**	0.0	0.9	0.0	1.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.9**	0.7	1.7	0.0	3.1	0.0	1.5	0.0	0.0
Wickes, Victoria Road, Stoke-on-Trent	**0.1**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**5.0**	**0.7**	**21.3**	**0.0**	**23.2**	**0.0**	**1.5**	**0.0**	**0.0**
Telford									
B&Q Supercentre, Telford Bridge Retail Park, Telford	**0.9**	0.5	0.0	4.5	0.0	0.0	0.0	0.0	4.7
Focus, Audley Avenue, Newport	**5.4**	0.0	0.0	53.6	0.0	0.0	0.0	0.0	0.0
Homebase, Wrekin Retail Park, Telford	**0.4**	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0
Newport	**0.7**	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0
Telford	**1.1**	0.0	0.0	8.2	0.0	0.0	0.0	0.0	4.7
Sub-total	**8.5**	**0.5**	**0.0**	**76.7**	**0.0**	**0.0**	**0.0**	**0.0**	**9.4**
East Staffordshire									
Burton-upon-Trent	**0.9**	1.6	0.0	0.0	5.7	0.0	0.0	0.0	0.0
Focus, Uttoxeter Retail Park, Uttoxeter	**5.0**	0.5	0.0	0.0	55.2	0.0	0.0	1.3	0.0
Uttoxeter	**1.4**	1.0	0.0	0.0	13.4	0.0	0.0	0.0	0.0
Sub-total	**7.3**	**3.1**	**0.0**	**0.0**	**74.2**	**0.0**	**0.0**	**1.3**	**0.0**
Lichfield District									
Lichfield	**0.3**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.3**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle Under Lyne									
Focus, Springfield Park, Newcastle-under-Lyme	**0.2**	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Brook Lane, Newcastle-under-Lyme	**0.7**	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Wolstanton Retail Park, Newcastle-under-Lym	**0.7**	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle-under-Lyme	**0.1**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.6**	**0.0**	**13.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
B & Q, Axletree Way, Wednesbury	**0.5**	1.1	0.0	0.0	0.0	0.0	0.0	1.3	1.6
Birmingham City Centre	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby	**0.2**	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0
Focus, Ferrie Grove Brownhills, Walsall	**0.1**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton	**0.2**	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Other	**0.3**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury	**0.2**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Tamworth	**0.1**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.1**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***2.1***	***4.7***	***0.0***	***2.2***	***2.6***	***1.1***	***0.0***	***1.3***	***1.6***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**49.3**	**84.2**	**34.4**	**78.9**	**100.0**	**1.1**	**1.5**	**3.8**	**72.2**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from QXX
c. Excludes 'don't know/ varies'

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2010)

DESTINATION	TOTAL DIY (£m)	ZONE 1 DIY (£m)	ZONE 2 DIY (£m)	ZONE 3 DIY (£m)	ZONE 4 DIY (£m)	ZONE 5 DIY (£m)	ZONE 6 DIY (£m)	ZONE 7 DIY (£m)	ZONE 8 DIY (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**4.8**	0.4	1.2	0.1	0.0	0.8	1.6	0.5	0.2
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**15.0**	1.8	1.7	0.8	0.0	5.8	1.7	2.6	0.6
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**2.4**	0.0	0.5	0.2	0.0	0.3	0.9	0.4	0.1
Hough Retail Park, Stafford	**0.7**	0.0	0.0	0.0	0.0	0.4	0.2	0.1	0.0
Madford Retail Park, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Queens Retail Park, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**2.2**	0.1	0.5	0.1	0.0	0.3	0.7	0.3	0.1
Sub-Total	***25.3***	***2.3***	***4.0***	***1.2***	***0.0***	***7.8***	***5.2***	***3.9***	***0.9***
Stone Town Centre									
Town Centre	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	***0.6***	***0.0***	***0.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**25.9**	**2.3**	**4.5**	**1.2**	**0.0**	**7.8**	**5.2**	**3.9**	**0.9**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Cannock Chase									
B&Q Mini Warehouse, Vine Lane, Cannock	**6.1**	4.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Cannock	**1.6**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Cannock Shopping Centre, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, the Orbital Retail Centre, Cannock	**1.5**	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Linkway Retail Park, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley	**1.5**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**1.6**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	**12.7**	**10.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.3**	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Festival Park, Hanley	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Whittle Road, Stoke-on-Trent	**1.6**	0.0	1.0	0.0	0.6	0.0	0.0	0.0	0.0
Meir Park, Stoke	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**0.4**	0.1	0.1	0.0	0.1	0.0	0.1	0.0	0.0
Wickes, Victoria Road, Stoke-on-Trent	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**2.6**	**0.1**	**1.5**	**0.0**	**0.9**	**0.0**	**0.1**	**0.0**	**0.0**
Telford									
B&Q Supercentre, Telford Bridge Retail Park, Telford	**0.5**	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.2
Focus, Audley Avenue, Newport	**3.0**	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Homebase, Wrekin Retail Park, Telford	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Newport	**0.4**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Telford	**0.6**	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.2
Sub-total	***4.7***	***0.1***	***0.0***	***4.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
East Staffordshire									
Burton-upon-Trent	**0.5**	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Focus, Uttoxeter Retail Park, Uttoxeter	**2.4**	0.1	0.0	0.0	2.3	0.0	0.0	0.1	0.0
Uttoxeter	**0.7**	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub-total	**3.5**	**0.4**	**0.0**	**0.0**	**3.0**	**0.0**	**0.0**	**0.1**	**0.0**
Lichfield District									
Lichfield	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Newcastle Under Lyne									
Focus, Springfield Park, Newcastle-under-Lyme	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Brook Lane, Newcastle-under-Lyme	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Wolstanton Retail Park, Newcastle-under-Lym	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle-under-Lyme	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.9**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
B & Q, Axletree Way, Wednesbury	**0.3**	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Birmingham City Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Focus, Ferrie Grove Brownhills, Walsall	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Other	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tamworth	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***1.1***	***0.7***	***0.0***	***0.1***	***0.1***	***0.1***	***0.0***	***0.1***	***0.1***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**25.8**	**12.1**	**2.4**	**4.5**	**4.1**	**0.1**	**0.1**	**0.2**	**2.4**
TOTAL	**51.7**	**14.4**	**6.9**	**5.7**	**4.1**	**7.9**	**5.3**	**4.1**	**3.3**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**22.2**	1.3	29.1	13.7	0.0	39.0	58.8	45.2	10.5
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.3**	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**2.2**	2.5	2.8	1.9	0.0	4.0	0.0	4.6	0.0
Greyfriars Business Park, Stafford	**1.5**	0.0	3.8	0.0	0.0	1.4	2.6	5.9	0.0
Homebase, Greyfriars Business Park, Stafford	**0.3**	0.0	1.0	0.0	0.0	1.1	0.0	0.0	0.0
Hough Retail Park, Stafford	**1.9**	0.0	1.0	1.9	0.0	8.0	2.6	0.0	1.4
Madford Retail Park, Stafford	**1.1**	0.0	3.6	0.0	0.0	1.1	3.9	0.0	0.0
Queens Retail Park, Stafford	**5.3**	1.4	1.0	0.0	0.0	18.0	10.4	7.6	4.3
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.6**	0.5	0.0	1.6	0.0	1.4	0.0	0.0	1.4
Sub Total	**35.2**	**5.7**	**42.2**	**19.2**	**0.0**	**74.2**	**81.0**	**63.4**	**17.7**
Stone Town Centre									
Stone	**1.1**	0.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.1**	**0.0**	**8.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**36.3**	**5.7**	**50.4**	**19.2**	**0.0**	**74.2**	**81.0**	**63.4**	**17.7**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.7**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	7.6
Sub-total	**0.7**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.6**
Cannock Chase District									
B&Q Mini Warehouse, Vine Lane, Cannock	**1.0**	3.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Brewery Street Shopping Centre, Rugeley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Cannock	**16.3**	38.2	0.0	3.4	0.0	10.6	6.5	12.2	26.8
Cannock Shopping Centre, Cannock	**0.2**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.2**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, the Orbital Retail Centre, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Linkway Retail Park, Cannock	**0.7**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Longford Retail Park, Cannock	**1.3**	2.2	0.0	0.0	0.0	1.1	0.0	0.0	7.2
Orbital Retail Park, Cannock	**5.1**	12.3	0.0	0.0	0.0	4.0	0.0	0.0	13.9
Quasar Centre, Walsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Rugeley	**5.8**	17.8	0.0	0.0	0.0	1.4	1.9	3.1	0.0
Wickes, Lichfield Road, Cannock	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**31.1**	**76.8**	**0.0**	**3.4**	**0.0**	**17.2**	**8.5**	**16.8**	**57.4**
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Whittle Road, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Fenton	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke-on-Trent	**0.3**	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0
Hanley	**2.3**	0.0	14.2	0.0	3.2	0.0	1.3	0.0	0.0
Longton	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**2.6**	0.7	8.1	0.0	8.2	1.1	1.3	3.1	1.4
The Octagon Retail Park, Stoke-on-Trent	**0.2**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Sub-total	**6.2**	**0.7**	**26.5**	**0.0**	**16.4**	**2.3**	**2.6**	**3.1**	**1.4**
Telford									
B&Q Supercentre, Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Focus, Audley Avenue, Newport	**0.1**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Newport	**3.7**	0.0	0.0	43.3	0.0	0.0	0.0	0.0	0.0
Telford	**2.6**	1.2	0.0	21.9	0.0	1.1	0.0	0.0	3.8
Sub-total	**6.6**	**1.2**	**0.0**	**66.7**	**0.0**	**1.1**	**0.0**	**0.0**	**5.8**
East Staffordshire									
Burton-upon-Trent	**1.0**	0.6	0.0	0.0	8.2	0.0	0.0	1.5	0.0
Focus, Uttoxeter Retail Park, Uttoxeter	**0.4**	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0
Uttoxeter	**5.0**	0.6	0.0	0.0	53.2	0.0	0.0	3.1	0.0
Sub-total	**6.4**	**1.2**	**0.0**	**0.0**	**65.9**	**0.0**	**0.0**	**4.6**	**0.0**
Lichfield District									
Lichfield	**0.9**	2.9	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-total	**0.9**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Newcastle under Lyne									
Newcastle-under-Lyme	**1.4**	0.0	9.4	1.9	0.0	0.0	0.0	0.0	0.0
Sub-total	**1.4**	**0.0**	**9.4**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
B & Q, Axletree Way, Wednesbury	**0.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.8**	0.0	0.0	0.0	0.0	1.4	1.9	4.6	0.0
Derby	**0.9**	0.0	0.0	0.0	10.7	0.0	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	**2.1**	2.1	5.6	1.6	0.0	1.1	2.7	1.5	0.0
Ikea, Park Lane, Wednesbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Merry Hill	**0.2**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Other	**3.7**	3.8	8.0	2.1	7.0	0.0	1.3	4.5	3.4
Shrewsbury	**0.4**	0.0	0.0	3.2	0.0	0.0	0.0	0.0	1.9
Solihull	**0.4**	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	**0.3**	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Wednesbury	**0.2**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.9**	0.6	0.0	1.9	0.0	1.4	1.9	0.0	1.4
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***10.4***	***10.8***	***13.6***	***8.8***	***17.7***	***5.2***	***7.9***	***12.1***	***8.6***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**63.7**	**94.3**	**49.6**	**80.8**	**100.0**	**25.8**	**19.0**	**36.6**	**82.4**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from QXX
c. Excludes 'don't know/ varies'

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2010)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**18.2**	0.3	3.3	1.2	0.0	4.9	5.0	3.0	0.6
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**1.9**	0.6	0.3	0.2	0.0	0.5	0.0	0.3	0.0
Greyfriars Business Park, Stafford	**1.2**	0.0	0.4	0.0	0.0	0.2	0.2	0.4	0.0
Homebase, Greyfriars Business Park, Stafford	**0.3**	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Hough Retail Park, Stafford	**1.6**	0.0	0.1	0.2	0.0	1.0	0.2	0.0	0.1
Madford Retail Park, Stafford	**0.9**	0.0	0.4	0.0	0.0	0.1	0.3	0.0	0.0
Queens Retail Park, Stafford	**4.3**	0.3	0.1	0.0	0.0	2.3	0.9	0.5	0.2
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.5**	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.1
Sub-Total	***29.1***	***1.3***	***4.7***	***1.7***	***0.0***	***9.3***	***6.8***	***4.2***	***1.0***
Stone Town Centre									
Town Centre	**0.9**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.9***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Ecclesha	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fosters Nurseries, Bradley, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Wolseley Bridge, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**30.1**	**1.3**	**5.7**	**1.7**	**0.0**	**9.3**	**6.8**	**4.2**	**1.0**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Penkridge	**0.6**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Sub-total	***0.6***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.4***
Cannock Chase District									
B&Q Mini Warehouse, Vine Lane, Cannock	**0.8**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Brewery Street Shopping Centre, Rugeley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Cannock	**13.1**	8.7	0.0	0.3	0.0	1.3	0.6	0.8	1.4
Cannock Shopping Centre, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, the Orbital Retail Centre, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Linkway Retail Park, Cannock	**0.6**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Longford Retail Park, Cannock	**1.0**	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.4
Orbital Retail Park, Cannock	**4.1**	2.8	0.0	0.0	0.0	0.5	0.0	0.0	0.8
Quasar Centre, Walsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Rugeley	**4.6**	4.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0
Wickes, Lichfield Road, Cannock	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**24.8**	**17.4**	**0.0**	**0.3**	**0.0**	**2.2**	**0.7**	**1.1**	**3.1**
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Whittle Road, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Fenton	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke-on-Trent	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Hanley	**1.9**	0.0	1.6	0.0	0.2	0.0	0.1	0.0	0.0
Longton	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	**2.1**	0.2	0.9	0.0	0.5	0.1	0.1	0.2	0.1
The Octagon Retail Park, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub-total	**5.0**	**0.2**	**3.0**	**0.0**	**1.1**	**0.3**	**0.2**	**0.2**	**0.1**
Telford									
B&Q Supercentre, Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Focus, Audley Avenue, Newport	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Newport	**3.9**	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0
Telford	**2.6**	0.3	0.0	2.0	0.0	0.1	0.0	0.0	0.2
Sub-total	**6.7**	**0.3**	**0.0**	**6.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.3**
East Staffordshire									
Burton-upon-Trent	**0.8**	0.1	0.0	0.0	0.5	0.0	0.0	0.1	0.0
Focus, Uttoxeter Retail Park, Uttoxeter	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Uttoxeter	**3.8**	0.1	0.0	0.0	3.4	0.0	0.0	0.2	0.0
Sub-total	**4.8**	**0.3**	**0.0**	**0.0**	**4.3**	**0.0**	**0.0**	**0.3**	**0.0**
Lichfield District									
Lichfield	**0.7**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	***0.7***	***0.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***
Newcastle under Lyne									
Newcastle-under-Lyme	**1.2**	0.0	1.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-total	***1.2***	***0.0***	***1.1***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other									
B & Q, Axletree Way, Wednesbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.7**	0.0	0.0	0.0	0.0	0.2	0.2	0.3	0.0
Derby	**0.7**	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	**1.7**	0.5	0.6	0.1	0.0	0.1	0.2	0.1	0.0
Ikea, Park Lane, Wednesbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Merry Hill	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other	**3.0**	0.9	0.9	0.2	0.5	0.0	0.1	0.3	0.2
Shrewsbury	**0.4**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Solihull	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wednesbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton	**0.7**	0.1	0.0	0.2	0.0	0.2	0.2	0.0	0.1
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***8.5***	***2.4***	***1.5***	***0.8***	***1.1***	***0.6***	***0.7***	***0.8***	***0.5***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**52.4**	**21.4**	**5.6**	**7.3**	**6.5**	**3.2**	**1.6**	**2.5**	**4.5**
TOTAL	**82.5**	**22.7**	**11.2**	**9.0**	**6.5**	**12.6**	**8.4**	**6.7**	**5.4**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 25: SHOPPING PATTERNS (GARDEN GOODS)

DESTINATION	TOTAL GARDEN (%)	ZONE 1 GARDEN (%)	ZONE 2 GARDEN (%)	ZONE 3 GARDEN (%)	ZONE 4 GARDEN (%)	ZONE 5 GARDEN (%)	ZONE 6 GARDEN (%)	ZONE 7 GARDEN (%)	ZONE 8 GARDEN (%)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**3.8**	0.0	1.2	28.7	0.0	1.3	0.0	0.0	1.9
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.6**	0.0	0.0	0.0	0.0	3.3	0.0	1.8	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**2.5**	1.6	0.0	0.0	0.0	4.5	13.7	1.8	0.0
Greyfriars Business Park, Stafford	**0.2**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.3**	**2.4**	**2.4**	**28.7**	**0.0**	**9.1**	**13.7**	**3.6**	**1.9**
Stone Town Centre									
Stone	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.4**	0.0	1.2	0.0	0.0	0.0	2.9	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**1.2**	0.0	6.2	0.0	0.0	0.0	2.9	1.7	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Eccleshall	**11.1**	0.0	55.0	3.3	0.0	5.8	21.5	12.0	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**1.9**	0.0	1.2	9.5	0.0	1.6	2.9	1.7	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.6**	**0.0**	**63.7**	**12.8**	**0.0**	**7.5**	**30.2**	**15.4**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**1.7**	0.0	0.0	11.5	0.0	0.0	2.9	1.7	0.0
Sub-Total	**1.7**	**0.0**	**0.0**	**11.5**	**0.0**	**0.0**	**2.9**	**1.7**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**13.4**	8.2	1.2	3.1	3.7	22.4	15.7	1.8	69.4
Sub-Total	**13.4**	**8.2**	**1.2**	**3.1**	**3.7**	**22.4**	**15.7**	**1.8**	**69.4**
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**6.8**	2.4	0.0	7.3	0.0	17.8	13.7	15.4	3.2
Fosters Nurseries, Bradley, Stafford	**1.1**	1.6	0.0	0.0	0.0	1.3	4.9	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.3**	0.0	1.2	0.0	0.0	0.0	0.0	1.8	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.2**	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.2**	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**14.9**	31.2	1.7	4.8	0.0	17.6	3.9	33.8	0.0
Wyevale Wolseley Bridge, Stafford	**4.4**	7.3	0.0	0.0	4.4	4.6	2.9	14.3	0.0
Sub-Total	***27.9***	***42.5***	***2.9***	***12.1***	***4.4***	***44.5***	***25.5***	***65.2***	***3.2***
SUB TOTAL STAFFORD BOROUGH	**65.0**	**53.1**	**70.1**	**68.2**	**8.1**	**83.5**	**88.1**	**87.7**	**74.5**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Codsall	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Piper & Sons, Watling Street, Gailey	**1.7**	0.6	0.0	0.0	0.0	3.9	0.0	1.7	10.6
Sub-total	**2.0**	**0.6**	**0.0**	**0.0**	**0.0**	**3.9**	**0.0**	**1.7**	**14.4**
Cannock Chase District									
B&Q Mini Warehouse, Vine Lane, Cannock	**1.2**	3.6	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Cannock	**1.8**	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollybush, Warstone Road, Shareshill	**8.5**	24.8	0.0	0.0	0.0	5.8	2.0	0.0	6.5
Sub-total	**11.6**	**34.9**	**0.0**	**0.0**	**0.0**	**5.8**	**2.0**	**0.0**	**9.3**
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.5**	0.0	1.2	0.0	3.7	0.0	0.0	0.0	0.0
Proctor's Nursery, High Lane, Stoke-on-Trent	**0.6**	0.7	0.0	0.0	0.0	0.0	4.1	0.0	0.0
Trentham Garden Centre, Stone Road, Trentham	**2.5**	0.7	7.1	0.0	2.2	3.9	2.9	5.3	0.0
Sub-total	**3.6**	**1.5**	**8.3**	**0.0**	**5.9**	**3.9**	**7.0**	**5.3**	**0.0**
Telford									
Newport	**0.5**	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Telford	**3.0**	2.1	0.0	20.6	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.5**	**2.1**	**0.0**	**24.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Staffordshire									
Byrkley Garden Centre, Rangemore, Burton-On-Trent	**2.9**	3.6	0.0	0.0	19.9	0.0	0.0	1.8	0.0
Uttoxeter	**4.9**	0.0	0.0	0.0	57.4	0.0	0.0	0.0	0.0
Sub-total	**7.8**	**3.6**	**0.0**	**0.0**	**77.2**	**0.0**	**0.0**	**1.8**	**0.0**
Lichfield									
Lichfield	**0.8**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.8**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other									
Bridgemere Garden World, Bridgemere, Nantwich	**3.6**	0.0	14.3	5.7	2.2	2.9	2.9	3.6	0.0
Other	**2.0**	0.6	7.3	1.4	6.6	0.0	0.0	0.0	1.9
Tamworth	**0.2**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***5.8***	***1.4***	***21.6***	***7.0***	***8.8***	***2.9***	***2.9***	***3.6***	***1.9***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**35.0**	**46.9**	**29.9**	**31.8**	**91.9**	**16.5**	**11.9**	**12.3**	**25.5**
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from QXX
c. Excludes 'don't know/ varies'

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 26: SHOPPING EXPENDITURE RETENTION (GARDEN GOODS) (2012)

DESTINATION	TOTAL GARDEN (£m)	ZONE 1 GARDEN (£m)	ZONE 2 GARDEN (£m)	ZONE 3 GARDEN (£m)	ZONE 4 GARDEN (£m)	ZONE 5 GARDEN (£m)	ZONE 6 GARDEN (£m)	ZONE 7 GARDEN (£m)	ZONE 8 GARDEN (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Greengate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Astonfields Industrial Estate, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**0.4**	0.1	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Greyfriars Business Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.1***	***0.1***	***0.6***	***0.0***	***0.2***	***0.2***	***0.1***	***0.0***
Stone Town Centre									
Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2									
Eccleshall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.2**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Eccleshall	**2.0**	0.0	1.3	0.1	0.0	0.1	0.3	0.2	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.3**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***2.6***	***0.0***	***1.5***	***0.2***	***0.0***	***0.2***	***0.4***	***0.2***	***0.0***
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.3**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	***0.3***	***0.0***	***0.0***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**2.1**	0.3	0.0	0.1	0.0	0.6	0.2	0.0	0.8
Sub Total	***2.1***	***0.3***	***0.0***	***0.1***	***0.0***	***0.6***	***0.2***	***0.0***	***0.8***
Zone 7									
Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tixall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**1.2**	0.1	0.0	0.1	0.0	0.4	0.2	0.2	0.0
Fosters Nurseries, Bradley, Stafford	**0.2**	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**2.4**	1.3	0.0	0.1	0.0	0.4	0.1	0.5	0.0
Wyevale Wolseley Bridge, Stafford	**0.7**	0.3	0.0	0.0	0.1	0.1	0.0	0.2	0.0
Sub-Total	***4.6***	***1.7***	***0.1***	***0.2***	***0.1***	***1.1***	***0.4***	***1.0***	***0.0***
SUB TOTAL STAFFORD BOROUGH	**10.8**	**2.2**	**1.6**	**1.3**	**0.1**	**2.1**	**1.3**	**1.4**	**0.9**
OUTSIDE STAFFORD BOROUGH									
South Staffordshire									
Codsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Piper & Sons, Watling Street, Gailey	**0.3**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Sub-total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.2**
Cannock Chase District									
B&Q Mini Warehouse, Vine Lane, Cannock	**0.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock	**0.3**	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollybush, Warstone Road, Shareshill	**1.3**	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Sub-total	***1.7***	***1.4***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.1***
Stoke-on-Trent									
B & Q, Meir Park, Stoke	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Proctor's Nursery, High Lane, Stoke-on-Trent	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Trentham Garden Centre, Stone Road, Trentham	**0.4**	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.0
Sub-total	***0.6***	***0.1***	***0.2***	***0.0***	***0.1***	***0.1***	***0.1***	***0.1***	***0.0***
Telford									
Newport	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Telford	**0.5**	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Sub-total	**0.6**	**0.1**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Staffordshire									
Byrkley Garden Centre, Rangemore, Burton-On-Trent	**0.4**	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Uttoxeter	**0.7**	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Sub-total	**1.2**	**0.1**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**
Lichfield									
Lichfield	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***0.1***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other									
Bridgemere Garden World, Bridgemere, Nantwich	**0.6**	0.0	0.3	0.1	0.0	0.1	0.0	0.1	0.0
Other	**0.3**	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Tamworth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	***1.0***	***0.1***	***0.5***	***0.1***	***0.1***	***0.1***	***0.0***	***0.1***	***0.0***
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**5.5**	**1.9**	**0.7**	**0.6**	**1.2**	**0.4**	**0.2**	**0.2**	**0.3**
TOTAL	**16.3**	**4.1**	**2.4**	**1.9**	**1.3**	**2.5**	**1.4**	**1.6**	**1.2**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Market shares derived directly from Stafford Household Survey (April 2010) taken from Q17
c. Excludes 'don't know/ varies'

2010 Prices

WYG PLANNING & ENVIRONMENT
STAFFORD & STONE TOWN CENTRE CAPACITY STUDY UPDATE

TABLE 27: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2010

DESTINATION	TOTAL COMPARISON (£m)	ZONE 1 COMPARISON (£m)	ZONE 2 COMPARISON (£m)	ZONE 3 COMPARISON (£m)	ZONE 4 COMPARISON (£m)	ZONE 5 COMPARISON (£m)	ZONE 6 COMPARISON (£m)	ZONE 7 COMPARISON (£m)	ZONE 8 COMPARISON (£m)
STAFFORD BOROUGH									
Stafford Town Centre									
Stafford	**234.5**	28.6	32.2	17.8	3.7	57.7	53.5	28.2	12.7
Guildhall Shopping Centre, Stafford	**1.3**	0.1	0.2	0.4	0.0	0.3	0.2	0.2	0.0
Co-Op, Greengate Street, Stafford	**0.7**	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
Edge-of-Centre/Out-of-Centre									
Asda, Queensway, Stafford	**2.2**	0.0	0.0	0.0	0.0	0.6	0.9	0.2	0.5
Astonfields Industrial Estate, Stafford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Amerton Garden Centre, Amerton, Stafford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
B&Q Mini Warehouse, Lichfield Road, Stafford	**17.3**	2.4	2.0	1.0	0.0	6.4	1.9	2.9	0.6
Greyfriars Business Park, Stafford	**1.5**	0.0	0.6	0.0	0.0	0.2	0.2	0.6	0.0
Homebase, Greyfriars Business Park, Stafford	**2.6**	0.0	0.7	0.2	0.0	0.5	0.9	0.4	0.1
Hough Retail Park, Stafford	**11.6**	0.0	1.2	0.2	0.0	6.1	2.4	1.3	0.4
Madford Retail Park, Stafford	**9.5**	1.1	1.8	0.7	0.3	2.0	1.7	1.6	0.3
Queens Retail Park, Stafford	**36.6**	6.6	2.9	1.5	0.6	14.7	5.2	3.0	2.0
Sainsburys, Chell Road, Stafford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Tesco, Newport Road, Stafford	**2.7**	0.0	0.0	0.4	0.0	1.2	0.8	0.1	0.2
Wickes, Madford Retail Park, Stafford	**2.7**	0.2	0.5	0.3	0.0	0.5	0.7	0.3	0.2
Sub-Total	**323.9**	**39.1**	**42.1**	**22.4**	**4.6**	**90.6**	**69.3**	**38.8**	**16.9**
Stone Town Centre									
Town Centre	**10.7**	0.0	10.3	0.0	0.2	0.0	0.0	0.2	0.0
Sub-Total	**10.7**	**0.0**	**10.3**	**0.0**	**0.2**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 2									
Eccleshall	**1.8**	0.3	1.2	0.4	0.0	0.0	0.0	0.0	0.0
Barlaston	**0.3**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Bury Bank Nurseries, Bury Bank, Stone	**0.2**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Fletcher's Garden & Leisure Centre, Stone Road, Eccleshall	**2.0**	0.0	1.3	0.1	0.0	0.1	0.3	0.2	0.0
Johnson Hall Nurseries, Newport Road, Eccleshall	**0.3**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Walton-On-The-Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.7**	**0.3**	**2.9**	**0.6**	**0.0**	**0.2**	**0.4**	**0.2**	**0.0**
Zone 3									
Gnosall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Pit Nurseries, Swan Pit, Gnosall	**0.3**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Rising Brook	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbie's Garden World, Watling Street, Gailey	**2.1**	0.3	0.0	0.1	0.0	0.6	0.2	0.0	0.8
Sub Total	**2.1**	**0.3**	**0.0**	**0.1**	**0.0**	**0.6**	**0.2**	**0.0**	**0.8**
Zone 7									
Bradley	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Great Haywood	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tixall	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bradley Nurseries & Garden Centre, Oak Lane, Bradley	**1.2**	0.1	0.0	0.1	0.0	0.4	0.2	0.2	0.0
Fosters Nurseries, Bradley, Stafford	**0.2**	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Greenheart Plants, Hopton Hall Lane, Hopton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hills Water Gardens, Oak Lane, Bradley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roseacre Nursery, Main Road, Great Haywood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Garden Centre, Wolseley Bridge, Stafford	**2.4**	1.3	0.0	0.1	0.0	0.4	0.1	0.5	0.0
Wyevale Wolseley Bridge, Stafford	**0.7**	0.3	0.0	0.0	0.1	0.1	0.0	0.2	0.0
Sub Total	**5.0**	**1.7**	**0.1**	**0.4**	**0.1**	**1.1**	**0.4**	**1.2**	**0.0**
SUB TOTAL STAFFORD BOROUGH	**346.7**	**41.5**	**55.5**	**23.8**	**4.9**	**92.4**	**70.4**	**40.5**	**17.8**
	47.1	*20.2*	*56.0*	*30.0*	*8.2*	*83.8*	*88.7*	*72.1*	*38.4*
OUTSIDE STAFFORD BOROUGH									
South Staffordshire	**2.0**	0.2	0.0	0.0	0.0	0.1	0.0	0.0	1.7
Cannock Chase District	**125.6**	103.5	0.4	0.3	0.0	3.8	1.4	4.8	11.4
Stoke on Trent	**43.6**	0.5	27.7	0.3	7.1	1.7	3.3	2.4	0.7
Telford	**60.0**	3.6	0.3	44.3	0.0	3.1	1.0	1.8	6.0
Newcastle	**3.2**	0.0	2.4	0.4	0.0	0.3	0.3	0.0	0.0
East Staffordshire	**43.3**	6.6	0.2	0.0	34.8	0.3	0.0	1.5	0.0
Lichfield	**17.0**	16.6	0.1	0.0	0.0	0.0	0.0	0.2	0.1
Other	**93.9**	33.3	12.6	10.0	12.8	8.6	3.0	5.0	8.7
SUB TOTAL OUTSIDE STAFFORD BOROUGH	***388.7***	***164.2***	***43.5***	***55.3***	***54.7***	***17.8***	***9.0***	***15.6***	***28.6***
	52.9	*79.8*	*44.0*	*70.0*	*91.8*	*16.2*	*11.3*	*27.9*	*61.6*
TOTAL	**735.4**	**205.7**	**99.0**	**79.0**	**59.6**	**110.2**	**79.3**	**56.1**	**46.4**

Notes:
a. Post code sectors
1 - WS12 0, WS12 1, WS12 2, WS12 3, WS12 4, WS15 1, WS15 2, WS15 3, WS15 4
2 - ST12 9, ST15 0, ST15 8, ST21 6
3 - TF10 7, TF10 8, TF10 9, ST20 0
4 - ST14 5, ST14 7, ST14 8
5 - ST17 0, ST17 4, ST17 9
6 - ST16 1, ST16 2, ST16 3
7 - ST18 0, ST18 9
8 - ST19 5, ST19 9
b. Total comaparison goods Taken from aggregating results from Tables 10, 12, 14, 16, 18, 20, 22, 24 and 26
c. Excludes 'don't know/ varies'

2010 Prices

TABLE 28: BENCHMARK EXISTING PROVISION (COMPARISON) (2010)

DESTINATION	GROSS (sq m) (b)	SALES AREA (c)	COMPARISON SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER £m	
STAFFORD BOROUGH						
Stafford Town Centre						
Town Centre	35,370	24,759	5,000	123.8	**236.5**	*
Edge-of-Centre/Out-of-Centre						
Asda, Queensway, Stafford		1,421	9,197	13.1	**2.2**	
Astonfields Industrial Estate, Stafford				0.2	**0.2**	
Amerton Garden Centre, Amerton, Stafford				0.1	**0.1**	
Greyfriars Business Park, Stafford				1.5	**1.5**	
Sainsburys, Chell Road, Stafford		857	15,204	13.0	**0.3**	
Tesco, Newport Road, Stafford		1,301	7,284	9.5	**2.7**	
Sub Total				**37.5**	**7.0**	
Hough Retail Park					**11.6**	
SLEEPMASTER (now Benson for Beds)	515	412	2,000	0.8		*
S C S	800	640	2,031	1.3		
COMET (now Vacant)	1,330	1,064	6,493	6.9		
B & Q MINI WAREHOUSE	6,950	5,560	1,788	9.9	**17.3**	
ARGOS	1,030	824	5,331	4.4		
MAPLIN (now Benson for Beds)	515	412	2,449	1.0		*
Sub Total				**24.4**	**28.9**	
Madford Retail Park					**9.5**	
DREAMS	840	672	1,567	1.1		
BENSON BEDS (now vacant)	890	712	2,449	1.7		*
M F C	390	312	2,449	0.8		*
WICKES	2,730	2,184	2,369	5.2	**2.7**	
MAGNET	720	576	2,320	1.3		
HALFORDS	970	776	2,881	2.2		
HOMEBASE	3,350	2,680	1,211	3.2	**2.6**	
CURRYS	1,500	1,200	6,002	7.2		
VACANT RETAIL/SERVICE	750	600	2,500	1.5		
VACANT RETAIL/SERVICE	370	296	2,500	0.7		
VACANT RETAIL/SERVICE (now Penparc Pet Centre)	720	576	2,500	1.4		
VACANT RETAIL/SERVICE (now Dunelm Mill)	2,210	1,768	2,500	4.4		
Sub Total				**30.9**	**14.9**	
Queens Retail Park						
NEW LOOK	970	776	3,615	2.8		
NEXT	1,090	872	4,747	4.1		
MOTHERCARE	800	640	2,814	1.8		
BRANTANO	830	664	4,143	2.8		*
PEACOCKS (now Poundland)	630	504	2,260	1.1		
INSTORE (now Poundstretcher)	940	752	1,500	1.1		*
DUNELM LIVING (now Asda Living)	1,850	1,480	2,312	3.4		
CARPETRIGHT	920	736	1,058	0.8		
HOBBY CRAFT	990	792	1,500	1.2		*
MATALAN	2,880	2,304	2,297	5.3		
BOOTS THE CHEMIST	950	760	8,531	6.5		
B & M BARGAINS	940	752	2,500	1.9		*
PETS AT HOME	970	776	2,334	1.8		
NEXT HOME	970	776	4,747	3.7		*
CARPHONE WAREHOUSE (not open at 2010)	170	136		0.0		
Sub-Total				***38.3***	**36.6**	
Stone Town Centre						
Town Centre	6,540	4,578	2,500	11.4	**10.7**	*
Sub Total				**11.4**	**10.7**	
Wm Morrisons, Mill Street	2,118	112	5,062	0.6	**0.0**	
				0.6	**0.0**	
Zones 2, 3, 4, 6 and 7				**12.1**	**12.1**	
Sub Total				**12.1**	**12.1**	
SUB-TOTAL STAFFORD BOROUGH				**278.9**	**346.7**	

Notes:

a. Post code sectors

b. Gross Floorspace figures taken from GOAD 2011 updated by WYG

c. Gross to net sales area ratio is 80% for retail warehousing and 70% for traditional town centre floorspace

d. Sales densities taken from Mintel Retail Rankings 2012 (adjusted to 2010 prices) * WYG assumption for town centre space

e. We have estimated indicative turnovers for vacant floorspace in OOC locations, as this can be occupied at any time and can therefore absorb future capacity.

Red fascia indicates that store has ceased trading since 2010, (new fascia name in brackets indicates new fascia)

2010 PRICES

TABLE 29: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Table 1: Estimated 'Capacity' for Comparison Goods Facilities in Stafford Borough

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	278.9	346.7	67.8
2015	301.0	381.5	80.6
2021	339.0	448.2	109.2
2026	370.6	525.7	155.1
2031	405.2	606.2	201.0
Market Share		**47.1**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by all faciliites in Stafford Borough facilities at 47.4% from Study Area
At 2010 prices

Table 1a: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min[1]*	Max[2]*
2010	67.8	13,600	22,600
2015	80.6	14,900	24,900
2021	109.2	18,000	29,900
2026	155.1	23,300	38,900
2031	201.0	30,300	50,400

Average sales density assumed to be £5,000 per sq.m at min and £3,000 per sq. m for max
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 1b: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods									
	£m	£m	£m	Natural Vacancy Take UP	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual	9% to 13%	Min[1]*	Max[2]*	Extant	Residual	Min[1]*	Max[2]*
2010	67.8			3,800						
2015	80.6	5.2	75.3	3,800	10,200	19,500	70.0	5.3	-2,800	-2,200
2021	109.2	5.9	103.3	3,800	13,200	24,500	78.8	24.5	200	2,900
2026	155.1	6.4	148.7	3,800	18,600	33,500	86.2	62.5	5,600	11,900
2031	201.0	7.0	194.0	3,800	22,900	40,700	94.2	99.8	9,900	19,100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 29a below
WYG estimate that even during more buoyant economic times, there is a natural vacancy level of approximately 9% of floorspace, therefore we have assumed that vacancy churn of 3,500 sq.m (net) based on current vacancy level in Stafford (13%), with vacancy rates traditonally lower in Stone (5%), we have allocated 400 sq.m of floorspace in Stone (5% to 7%).

Table 2: Estimated 'Capacity' for Comparison Goods Facilities in Stafford (Town)

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	254.8	323.9	69.1
2015	275.0	356.5	81.5
2021	309.7	418.7	109.0
2026	338.6	491.1	152.6
2031	370.2	566.3	196.2
Market Share		**44.0**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by Stafford Town (includes edge and out-of-centre) facilities at 44.8% from Study Area
At 2010 prices

Table 2a: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
	£m	Min1*	Max2*
2010	69.1	13,800	23,000
2015	81.5	15,100	25,200
2021	109.0	17,900	29,900
2026	152.6	23,000	38,300
2031	196.2	29,500	49,200

Estimated comparison goods turnover of Riverside & Kingsmead as taken from Table 1 (excludes inflow)
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 2b: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods									
	£m	£m	£m	Natural Vacancy Take UP	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual	9% to 13%	Min[1]*	Max[2]*	Extant	Residual	Min[1]*	Max[2]*
2010	69.1			3,800						
2015	81.5	4.3	77.2	3,800	10,500	20,000	70.0	7.2	-2,500	-1,400
2021	109.0	4.8	104.2	3,800	13,300	24,800	78.8	25.4	900	4,700
2026	152.6	5.3	147.3	3,800	20,400	36,600	86.2	61.1	7,500	16,600
2031	196.2	5.8	190.4	3,800	24,900	44,000	94.2	96.2	14,000	28,300

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 29a below
WYG estimate that even during more buoyant economic times, there is a natural vacancy level of approximately 9% of floorspace, therefore we have assumed that vacancy churn of 3,500 sq.m (net) based on current vacancy level in Stafford (13%), with vacancy rates traditonally lower in Stone (5%), we have allocated 400 sq.m of floorspace in Stone (

TABLE 29a: COMPARISON GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER WITHIN IDENTIFIED CENTRES (2010)

Reference	Location	Proposal	Gross Retail Floorspace	Net Comparison Retail Floorspace	Estimated Turnover per sq m (£)	Estimated Turnover (£)	Proportion to Drawn from Study Area	Proportion to Drawn from Study Area	Category	Status
Stafford							%	£m		
08/11081/FUL	Newport Road	Tesco Extension *	2,041	917	3,642	1.7	100	1.7	Edge-of-centre	Extant
	Stone Road	Tesco Metro	371	14	7,284	0.1	100	0.1	Out-of-Centre	Completed 2012
11/16363/FUL		Riverside Development	17,796	11,864	4,500	53.4	90	48.0	In centre	Estimated Opening 2014
		Tipping Street	1,308	981	4,000	3.9	100	3.9	In centre	Completed
11/14847	Greyfriars Place	Unit 1	3,551	1,692	3,000	5.1	100	5.1	Out-of-Centre	Extant
10/14348/FUL	Queens Retail Park	Retail Units	280	196	3,000	0.6	100	0.6	Out-of-Centre	Extant
11/16244/FUL	Queens Retail Park	Unit 3 (mezzanine)	1,637	1,146	3,000	1.7	100	1.7	Out-of-Centre	Extant
09/12207/OUT	Arevea Site, Fairway		575	403	3,000	1.2	100	1.2	Out-of-Centre	Extant
11/162362/FUL	Kingsmead, North Walls	Morrisons	6,672	837	5,062	4.2	90	3.8	Edge of centre	Extant
		Units 1 to 4	1,295	906	3,000	2.7	100	2.7	Edge of centre	Extant
Stone										
		Aldi, Former Buffer Depot site	1,626	304	3,000	0.9	95	0.9	Out-of-Centre	Completed 2012
Total			**37,152**	**18,343**		**75.5**		**69.7**		
Implemented			**3,305**	**1,299**		**4.9**		**4.8**		
Extant			**33,847**	**17,043**		**70.6**		**64.8**		

Source: Stafford Retail Study (2011) adusted to reflect latest Verdict (2012) and 2010 price base
* Assumed mezzanine will trade at 50% of expected benchmark turnover levels
Floorspace figures for Riverside and Kingsmead taken from WYG Planning & Retail Statement (Nov 2011)
(Asda extension is trading in 2012, but was not open at time of the household survey)

Table 3: Estimated 'Capacity' for Comparison Goods Facilities in Stone (Town)

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2010	10.7	10.7	0.0
2015	11.6	11.8	0.2
2021	13.0	13.9	0.8
2026	14.3	16.3	2.0
2031	15.6	18.8	3.2
Market Share		**1.5**	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Assumes constant market share claimed by Stafford Town (includes edge and out-of-centre) facilities at 44.8% from Study Area
At 2010 prices

Table 3a: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods	
	Surplus Expenditure	Estimated Turnover
	£m	£m
2010	0.0	
2015	0.2	-200.0
2021	0.8	-100.0
2026	2.0	200.0
2031	3.2	500.0

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2010 prices

Table 3b: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods									
	£m	£m	£m	imited Vacancy Absorptio	Floorspace Requirement		£m	£m	Floorspace Requirement	
		Implemented	Residual		Min[1]*	Max[2]*	Extant	Residual	Min[1]*	Max[2]*
2010	0.0									
2015	0.2	0.9	-0.7		-100	-200	0.0	-0.7	-100	-200
2021	0.8	1.1	-0.2		0	-100	0.0	-0.2	0	-100
2026	2.0	1.2	0.9		100	200	0.0	0.9	200	300
2031	3.2	1.3	1.9		300	500	0.0	1.9	400	600

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
Planning commitments taken from Table 29a below