Appendices

Appendix 1 – Health Check Overview

Appendices

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TELFORD & WREKIN - HEALTH CHECK ASSESSMENTS

Introduction

Set out below is WYG's assessment of the vitality and viability of the two town centres in Telford and Wrekin Borough, namely Telford and Newport, the district centres of Dawley, Donnington, Hadley, Madeley, Oakengates and Wellington, and Ironbridge retail centre. A comprehensive and detailed evidence base is outlined in the following sections for these centres, with original survey work undertaken at the centres in order to determine the diversity of use and overall provision of services in these locations. WYG has also drawn on the findings from the previous Telford and Wrekin Retail and Leisure Study (TWRLS) of 2006 and its 2009 Update (TWRLSU), which were undertaken by WYG, and, where possible, comparisons have been made with the previous data to identify any historic changes in the centres.

The Importance of Town Centres

The National Planning Policy Framework (NPPF, March 2012) emphasises the need for local authorities to monitor the health of their town centres and determine how they are changing over time. Indeed, vital and viable town centres help to foster civic pride, promote local identity and contribute towards the aims of sustainable development. The NPPF states that local authorities should set out policies for the management and growth of centres over the plan period. The Framework requires local authorities to recognise town centres as the heart of their communities and to pursue policies to support their vitality and viability. It is recognised that competitive town centre environments should be promoted in order to ensure customer choice, a diverse retail offer and to reflect the individuality of town centres.

Town centres have an important role to play in serving the needs of the local community. They form a focal point for the area and provide a wide range of services that are accessible to the population, including retail, employment, leisure and education facilities.

Since the turn of the century, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Therefore, despite the growth of out-of-centre retail development, development activity has been focused within established centres primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Primark and Next. However, the recent recession has had an impact on consumer spending which in turn has had a negative impact on the vitality of the high street nationally. This has led to an increase in vacancy rates within many town centres, as retailers attempt to compete in a challenging market and landowners struggle to let their stores to retailers.

Purpose of the Health Check

It is important that these centres therefore remain competitive in light of increased competition and continue to attract shoppers, visitors and businesses. To achieve this, they must continually strive to build on their strengths, alleviate their weaknesses and improve the facilities they provide to the community.

Town Centre Health Check Indicators

The NPPF recognises the importance of local authorities preparing an up-to-date and sound evidence base to plan positively for town centre uses. In particular, it is noted that this evidence base should be used to assess the role and function of town centres and the relationship between them, including any trends in the performance of the centres. Although the Framework does not provide a list of indicators which should be used to assess the health of a centre, the former Planning Policy Statement (PPS) 4: Planning For Sustainable Economic Growth (December 2009) had set out a number of key indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time. The performance indicators outlined in PPS4 comprised the following:

Health Check Indicator A1 – Diversity of Main Town Centre Uses

The A1 indicator makes reference to the need to review the diversity of main town centre uses (by number, type and amount of floorspace). This will include reviewing the different function of each unit to determine whether it represents a convenience, comparison, retail service, leisure service or financial and business service use. This information is obtained from Experian Goad, though it should be noted that smaller centres are less likely to have been surveyed by Experian. The analysis by WYG compares the proportion of different uses in each centre against the UK national average rates.

Health Check Indicator A2 – The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations

In addition to reviewing the diversity of retail, leisure and office uses in a town centre, there is also a requirement to review the quantum of floorspace which exists in edge-of-centre and out-of-centre locations. The NPPF defines that retail units at edge-of-centre locations are defined as being well connected and up to 300 metres from the Primary Shopping Area of the town centre, and that for all other main town centre uses, it should be within 300 metres of a town centre boundary.

Health Check Indicator A3 – Potential Capacity for Growth or Change

This indicator involves a review of the opportunities available for the centre to expand or consolidate, with this information typically measured in the amount of land available for new or more intensive forms of town centre development. The indicator also requires the review of any extant or emerging planning permissions for new town centre uses, both within and out of the centre. In addition, land which has been allocated within the development plan for town centre uses and which may have not come forward and/or which may be vacant will also be identified to assess any potential new development sites for town centre uses.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Indicator A4 should be used to determine the existing retailer representation in a given centre and intentions to change representation within centres, including the demand of retailers wanting to come into a centre. The Estates Gazette database (Egi) is used to identify commercial demand and retailer requirements for floorspace in town centres, whilst also recognising that this source only represents a limited number of operators. WYG note that such requirement searches will also not identify independent retailers considering premises in the area. In addition, it should be noted that retailer demand can also be strongly influenced by the provision of new schemes being made available and effectively marketed. The analysis can also include a review of the number of national or independent retailers which are present within a centre, recognising that multiple retailers (such as Boots, Marks & Spencer and Debenhams) can act as anchor tenants in the centre, thus adding to its appeal and attracting a greater number of shoppers. Venuescore's UK Shopping Venue Rankings (2013) is used to identify the retail hierarchy of the centres, using a weighted scoring system which takes account of the presence in each location of multiple retailers.

Health Check Indicator A5 – Shopping Rents

An analysis of the rate of Zone A shopping rental patterns in the primary shopping area of a town centre can provide an important indication of the overall strength and competitiveness of the centre. It is also important to review the movement of rental patterns over a few years and compare the figures with other nearby centres. Zone A rents is defined as the value for the first six metres of floorspace in retail units from the shop window. The data can be obtained from Estates Gazette, which uses Colliers CRE's data in respect of open market Zone A rents.

Health Check Indicator A6 – Vacant Street-Level Property

The number of vacant units within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures. Vacancies can occur for positive as well as negative reasons; for example, the opening of a new retail centre elsewhere in a town may draw retailers from older properties or more peripheral areas of the city. Vacant units will therefore be found in even the strongest of town centres. For example, some properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. However, they can be a useful indicator of the level of demand. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.

Health Check Indicator A7 – Commercial Yields

The commercial yield on non-domestic property data is obtained from the Valuation Office Agency (July 2008) and is deemed a reliable indicator of general health as it reflects investor confidence in a centre. The yield value is calculated by determining the open market rent of a unit as a percentage of its capital value. A low yield generally indicates that a town is considered to be attractive and, as a result, be more likely to attract investment than a town with high yields. The data can also demonstrate the confidence of investors in the long-term profitability of the centre for retail, office and other commercial developments.

Health Check Indicator A8 – Land Values

The land value of a site and the length of time it may have remained undeveloped can provide an important indication as to how flexible the planning policies on the site can be and can help to inform planning decisions. However, it should be recognised that each parcel of land is often subject to a unique set of circumstances, for example physical or ownership constraints, which could affect the likelihood of the land being developed.

Health Check Indicator A9 – Pedestrian Footfall

The analysis of the pedestrian footfall of a town centre is deemed as a key indicator of the vitality of the area. It is measured by recording the number and movement of people in different areas of a centre.

Health Check Indicator A10 – Accessibility

The accessibility of a centre is a key measure of its vitality and viability, noting that this will be determined by the ease and convenience of access by a choice of means of travel (including the quality, quantity and type of car parking; the frequency and quality of public transport services; and the range of customer origins served), quality of provision for pedestrians, cyclists and disabled people and the ease of access from the main arrival points to the main attractions in the centre.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

Regular surveys are often used by local authorities to obtain the views of customers and residents in their area, with the findings often helpful for monitoring and evaluating the effectiveness of town centre improvements and for identifying future priorities. The survey can either be undertaken in the town centre or at home, with WYG regularly appointing survey companies to determine the pattern of retail and leisure expenditure patterns in the local area and to establish the degree of linked trips.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

The perception of the safety and security of a town centre can include a number of indicators, for example: the number of CCTV systems in operation; the crime levels; the police presence in the street; whether there is a Pub Watch/Street Watch scheme in operation; and any other issues associated with the night-time economy.

Health Check Indicator A13 – Town Centre Environmental Quality

The final indicator requires a review of the quality of the town centre environment, including an assessment of the positive and negative factors affecting environmental quality, such as the provision of trees, open spaces and landscapes, as well as potential problems, including noise, clutter, litter and graffiti.

TELFORD & WREKIN - HEALTH CHECK ASSESSMENTS

Methodology

In order to accurately determine and assess the vitality and viability of the town and district centres, an up-to-date evidence base has been created by WYG. The majority of the health check work was undertaken during the initial site visit of each of the centres in March and April 2013, in order to obtain the most up-to-date evidence and photographs, with this information being supplemented by a number of other sources, including:

- Experian Goad mapping to determine the floorspace, retailer representation and vacancies data;
- Telford and Wrekin Retail and Leisure Study (2006) and Update (2009);
- Wrekin Local Plan 1995-2006 (February 2000), in term of those policies which were saved beyond 2007;
- Telford and Wrekin Council Core Strategy (adopted December 2007);
- Central Telford Area Action Plan (adopted March 2011);
- Desk-based research using data from several sources, including Venuescore's UK Shopping Venue Rankings (2011), Valuation Office Agency data (July 2008) and Estates Gazette (Egi); and
- Experian MMG3 Mapping Software, to obtain the existing and future projections of the population and expenditure figures.

The following section summarises the key findings from the health check analysis, with the former PPS4 indicator headings used to categorise the analysis and figures from the site visit and other evidence resources.

Table 1: Summary of the Centres

Centre	Total No. of Outlets	Total Amount of Floorspace (Sq.m Gross)
Telford town centre	179	75,400
Newport town centre	164	30,570
Dawley district centre	59	7,365
Donnington district centre	17	3,273
Hadley district centre	18	3,207
Ironbridge retail centre	38	3,190
Madeley district centre	59	10,165
Oakengates district centre	110	16,450
Wellington district centre	213	43,420
Forge Retail Park	22	31,280
Telford Bridge Retail Park	17	18,490
Rampart Court Retail Park	2	2,080
Wrekin Retail Park	15	21,020

Source: Site Visit, March/April 2013 – Experian Goad

Health Check Indicator A1 – Overall Diversity of Main Town Centre Uses

Table 2: Diversity of Use Figures of the Centres

March/April 2013	Convenience		Comparison		Retail Service		Leisure Service		Financial/Business Service		Vacant	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Telford town centre	14	7.8	87	48.6	12	6.7	23	12.8	23	12.8	20	11.2
Newport town centre	14	8.5	52	31.7	34	20.7	30	18.3	27	16.5	7	4.3
Dawley district centre	5	8.5	13	22.0	12	20.3	17	28.8	2	3.4	10	16.9
Donnington district centre	5	29.4	3	17.6	4	23.5	3	17.6	1	5.9	1	5.9
Hadley district centre	2	11.1	3	16.7	1	5.6	6	33.3	0	0.0	6	33.3
Ironbridge retail centre	6	15.8	11	28.9	3	7.9	15	39.5	2	5.3	1	2.6
Madeley district centre	4	6.8	9	15.3	9	15.3	15	25.4	7	11.9	15	25.4
Oakengates district centre	8	7.3	25	22.7	15	13.6	29	26.4	14	12.7	19	17.3
Wellington district centre	17	8.0	70	32.9	35	16.4	43	20.2	33	15.5	15	7.0
Centres Average	8	11.8	29	25.7	13	12.8	19	25.2	12	9.0	10	15.6
UK Average*	**-**	**8.0**	**-**	**32.9**	**-**	**13.6**	**-**	**22.0**	**-**	**11.0**	**-**	**12.2**

Source: Site Visit, March/April 2013, *UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Table 3: Floorspace Figures of the Centres

March/April 2013	Convenience		Comparison		Retail Service		Leisure Service		Financial/Business Service		Vacant	
	Sq.m	%	Sq.m	%	Sq.m	%	Sq.m	%	Sq.m	%	Sq.m	%
Telford town centre	8,550	11.3	44,235	58.7	1,580	2.1	14,970	19.9	4,030	5.3	2,035	2.7
Newport town centre	6,955	22.8	8,320	27.2	3,565	11.7	5,860	19.2	4,110	13.4	1,760	5.8
Dawley district centre	1,356	18.4	1,906	25.9	788	10.7	2,234	30.3	193	2.6	888	12.1
Donnington district centre	1,971	60.2	345	10.5	434	13.3	294	9.0	144	4.4	85	2.6
Hadley district centre	934	29.1	233	7.3	75	2.3	1,073	33.5	0	0.0	892	27.8
Ironbridge retail centre	315	9.9	914	28.7	119	3.7	1,701	53.3	99	3.1	42	1.3
Madeley district centre	4,679	46.0	856	8.4	664	6.5	1,751	17.2	902	8.9	1,313	12.9
Oakengates district centre	2,130	12.9	3,330	20.2	1,490	9.1	4,400	26.7	2,330	14.2	2,770	16.8
Wellington district centre	11,840	27.3	14,005	32.3	3,535	8.1	6,840	15.8	4,370	10.1	2,830	6.5
Centres Average	4,303	26.4	8,238	24.4	1,361	7.5	4,347	25.0	1,798	6.9	1,402	9.8
UK Average*	**-**	**14.4**	**-**	**36.4**	**-**	**7.3**	**-**	**22.8**	**-**	**8.3**	**-**	**10.2**

Source: Site Visit, March/April 2013, *UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

HEALTH CHECK ASSESSMENT
ANALYSIS OF PUBLISHED DATA SOURCES

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy

Table 4 illustrates the position of the principal centres within the hierarchy of centres based on the Venuescore's UK Shopping Venue Rankings (2013). The index ranks 2,288 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on current retail provision. Towns and major shopping centres are rated using a scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples. Venuescore allocates each centre within a tier, reflecting its level of retail provision. The eight tiers comprise (highest to lowest): 'Major City'; 'Major Regional'; 'Regional'; 'Sub-Regional'; 'Major District'; 'District'; 'Minor District' and 'Local.' To note, these terms are not representative of planning terms set out in the NPPF.

The rankings in Table 4 represent the position of the two town centres, Telford and Newport, at the time of the most recent Rankings, from 2013-2014, as well as competing surrounding destinations. A more detailed tabulation of retail rankings data is also provided which shows the historic performance of the centres in the preceding 2006, 2007 and 2010 Rankings. The position of Donnington, Madeley and Wellington district centres are also provided, however no data is available for Dawley, Hadley and Oakengates.

Telford is classed as a sub-regional centre by Venuescore (2013) and is currently ranked 131st of retail venues surveyed, placing it within the top 5% of UK shopping venues. Its ranking has declined by 5 places since 2010, when it was ranked 126th. Newport is classed as a local centre by Venuescore and is currently ranked 2,428th. There has been a substantial decline in the town's ranking since 2010, when the town was positioned 267 places higher and was ranked 2,695th. Wellington district centre is classed as a district centre, Donnington is classed as a local centre and Madeley is classed as a local centre. The rankings of Wellington, Donnington and Madeley have all improved since 2010. Madeley and Donningtons rankings hav substantially improved by 2,983 and 2,820 places respectively. Wellington has also seen a marked improvement of 47 places.

Venuescore identified two retail parks in the local area, namely Telford Forge/Bridge Retail Park and Wrekin Retail Park. Telford Forge/Bridge Retail Park is identified as a District Centre and has experienced a decline in its retail ranking between 2010 and 2013, with a decrease of 40 places. Telford Wrekin Retail Park, which is classed as a minor district centre, has seen small decline in its ranking from 896th in 2010 to 901 in 2013.

Table 4: The Sub-Regional Shopping Hierarchy

Centre	Score	Location Grade	Rank 2013	Rank 2010	Change in Rank 2010-2013
Birmingham	561	Major City	3	3	0
Wolverhampton	196	Regional	75	72	-3
Shrewsbury	152	Regional	134	107	-27
Walsall	157	Regional	126	114	-12
Telford	**155**	**Regional**	**131**	**126**	**-5**
Stafford	132	Sub-Regional	172	140	-32
Dudley	64	Major District	399	325	-74
Telford Forge/Bridge Retail Park	37	District	714	674	-40
Wellington	**44**	**District**	**612**	**659**	**+47**
Telford Wrekin Retail Park	30	Minor District	901	896	-5
Donnington	**11**	**Local**	**2216**	**5036**	**+2820**
Newport	**10**	**Local**	**2428**	**2695**	**+267**
Madeley	**13**	**Local**	**1907**	**4890**	**+2983**

Source: Venuescore (2013)

Table 4 also indicates the strength of the retail offer in the competing locations which are in close proximity to the centres with Telford and Wrekin Borough. It is evident that many of these other settlements are performing well and have a strong influence on shopping patterns within the study area. It is noted that the catchment area of such destinations extends over a significantly wider area than the centres in Telford and Wrekin Borough, as a result of their larger and more comprehensive retail offer. In particular, Birmingham has a strong retail provision, with the centre ranked in the top 3 UK shopping destinations by Venuescore. In order to be able to effectively compete and ensure that as much market share of retail expenditure is retained within the catchment area, it will be necessary for the centres in Telford and Wrekin to maintain their retail offer.

National and Independent Retailers - Top Retailers (Experian Goad)

Table 5: Top 27 Comparison Retailers in the Centres

Retailer	Telford	Newport	Dawley	Donnington	Hadley	Ironbridge	Madeley	Oakengates	Wellington	Birmingham	Wolverhampton	Shrewsbury
Argos	✓	-	-	-	-	-	-	-	-	✓	✓	-
BHS	✓	-	-	-	-	-	-	-	-	✓	✓	-
Boots	✓	✓	-	-	-	-	-	-	✓	✓	✓	✓
Burton	-	-	-	-	-	-	-	-	-	✓	✓	-
Carphone Warehouse	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Clarks	✓	-	-	-	-	-	-	-	✓	✓	✓	✓
Clintons	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Debenhams	✓	-	-	-	-	-	-	-	-	✓	✓	-
Dorothy Perkins	✓	-	-	-	-	-	-	-	-	✓	✓	✓
H&M	✓	-	-	-	-	-	-	-	-	✓	-	✓
HMV	✓	-	-	-	-	-	-	-	-	✓	✓	✓
House of Fraser	✓	-	-	-	-	-	-	-	-	✓	✓	✓
John Lewis	-	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	✓	-	-	-	-	-	-	-	-	✓	✓	✓
New Look	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Next	✓	-	-	-	-	-	-	-	-	✓	✓	✓
O2	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Phones 4U	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Primark	✓	-	-	-	-	-	-	-	-	✓	✓	-
River Island	✓	-	-	-	-	-	-	-	-	✓	✓	-
Superdrug	✓	-	-	-	-	-	-	-	-	✓	✓	✓
TK Maxx	-	-	-	-	-	-	-	-	-	✓	-	-
Topman/Topshop	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Vodafone	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Waterstones	✓	-	-	-	-	-	-	-	-	✓	✓	✓
WHSmith	✓	-	-	-	-	-	-	-	-	✓	✓	✓
Wilkinson	✓	-	-	-	-	-	-	-	✓	-	✓	✓
Total	**24**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**3**	**25**	**24**	**19**

Source: Experian Goad Key Major Retailers List and WYG research via store finders search

Health Check Indicator A5 – Shopping Rents

Table 6 identifies the changes in estimated Zone A rents in Telford, along with Birmingham, Shrewsbury and Wolverhampton between 2005 and 2012 as determined by Colliers International. The relevant data for Newport, the six district centres and the retail parks is not available. It is evident that Birmingham has significantly higher Zone A rental figures than Telford, which reflects Birmingham's role as key retail centre. However, at 2012, Telford's Zone A rents were higher than those of Shrewsbury and Wolverhampton. The Zone A rents have been stable in Telford in recent years, remaining at £135/sq.m between 2010 and 2012. The rates have declined since their peak of £180/sq.m at 2007, however this is to be expected given the recent economic recession, with all of the centres experiencing a reduction in Zone A rents during this period. When assessing the percentage reduction in Zone A rental levels since their peak in 2007, it can be seen that Telford's Zone A rental levels have decreased by 25%, Wolverhampton's Zone A rental levels have decreased by 30%, Shrewsbury's Zone A rental levels have decreased by 21% and Birmingham's Zone A rentals have decreased by 15%.

Table 6: Prime Pitch Zone A Rents (£/sq m)

Centre	2005	2006	2007	2008	2009	2010	2011	2012
Birmingham	£325	£325	£325	£325	£300	£285	£275	£275
Shrewsbury	£120	£140	£140	£130	£115	£110	£110	£110
Wolverhampton	£135	£135	£135	£130	£120	£120	£95	£95
Telford	**£175**	**£180**	**£180**	**£170**	**£145**	**£135**	**£135**	**£135**

Health Check Indicator A6 – Vacant Street – Level Property

Table 7 indicates the number of vacant units in each of the centres. Hadley district centre contains the greatest proportion of vacant units (33.3%) and floorspace (27.8%) across the town and district centres when compared to the respective national average figures of 12.2% and 10.2%. However, the high number of vacancies is a result of the redevelopment of the district centre which is currently taking place. It is considered that once the redevelopment of the district centre is complete, that the vacancy rates are likely to improve. Ironbridge has the lowest vacancy rate with only 2.6% of outlets and 1.3% of floorspace vacant at April 2013. Vacancy rates are equal to or below the national average in Telford, Newport, Donnington, Ironbridge and Wellington.

Table 7: Vacant Units

Centre	Total No. of Vacant Outlets	% of Outlets	Total Amount of Vacant Floorspace (Sq.m)	% of Floorspace
Telford town centre	20	11.2	2,035	2.7
Newport town centre	7	4.3	1,760	5.8
Dawley district centre	10	16.9	888	12.1
Donnington district centre	1	5.9	85	2.6
Hadley district centre	6	33.3	892	27.8
Ironbridge	1	2.6	42	1.3
Madeley district centre	15	25.4	1,313	12.9
Oakengates district centre	19	17.3	2,770	16.8
Wellington district centre	15	7.0	2,830	6.5
Centres Average	10	15.6	1,402	9.8
UK Average*	**-**	**12.2**	**-**	**10.2**

Source: Goad Survey and Site Visit (March/April 2013), *UK Average Figure, Goad (January 2012) (taken from Full Category Report averages)

Appendix 2 – Town Centre Health Checks

Appendix 2 – Town Centre Health Checks (Telford and Newport)

TELFORD TOWN CENTRE HEALTH CHECK ASSESSMENT

Status: Town Centre – Telford and Wrekin Core Strategy (December 2007)

Centre Overview

Telford is the principal economic and social centre in Telford and Wrekin Borough. It contains the majority of employment, services and facilities and transport infrastructure within the Borough. Telford is one of two town centres in Telford and Wrekin, along with Newport which is located approximately 13km to the north-east. Telford is situated approximately 24km to the east of Shrewsbury, 26km to the north west of Wolverhampton and 47km to the north west of Birmingham.

Telford's Primary Shopping Area (PSA), as defined in the Central Telford Area Action Plan (March, 2011) is concentrated on Telford Shopping Centre which is a purpose built, privately-owned shopping mall containing approximately 160 units. The majority of units within the indoor shopping centre are operated by national multiples. To the south of the shopping centre lies the Southwater Development Area, which once developed will provide additional commercial, leisure, retail and residential floorspace.

The Asda store which is located at the northern end of the Telford Shopping Centre is the main foodstore within the defined PSA. A Marks and Spencer's Simply Food within Telford Shopping Centre and an Iceland store at Brodie House is also located within the PSA. The largest comparison goods units within the town centre are the Marks and Spencers (5,190sq.m gross), the House of Fraser (3,650 sq.m gross) and the BHS (3,550 sq.m gross) which are all located within Telford Shopping Centre.

Telford Forge Retail Park and Telford Bridge Retail Park are located 400m to the west of Telford's PSA. A Sainsbury's supermarket and 14 comparison goods units are located at the Forge Retail Park. The Telford Bridge Retail Park does not provide an convenience goods units, with 88% of the units at the retail park occupied by comparison goods units. An Odeon Cinema is located outside the PSA on Woodhouse Central.

As Experian's latest GOAD survey of Telford was completed in June 2012, a site visit of the centre has been undertaken to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has then been used to compare the relevant data of Telford with the national average figures and, where necessary, identify any potential issues with the centre.

The site visit in March 2013 identified that there was a total of 179 units within Telford town centre, comprising a total gross floorspace of 75,400 sq.m. As adopted in the previous TWRLS, these figures are based upon the town centre as defined by GOAD.

Photographs of Telford Town Centre (March 2013)













Photograph 1 (top left): House of Fraser, Telford Shopping Centre
Photograph 2 (top centre): Odeon Cinema, Woodhouse Central
Photograph 3 (top right): Asda, Telford Shopping Centre
Photograph 4 (bottom left): Internal Mall, Telford Shopping Centre
Photograph 5 (bottom centre): Units in Hazeldine House
Photograph 6 (bottom right): Wilkinsons, Southwater Square

Health Check Indicator A1 – Diversity of main town centre uses

Figure 1: Land Use Plan for Telford Town Centre (March 2013)

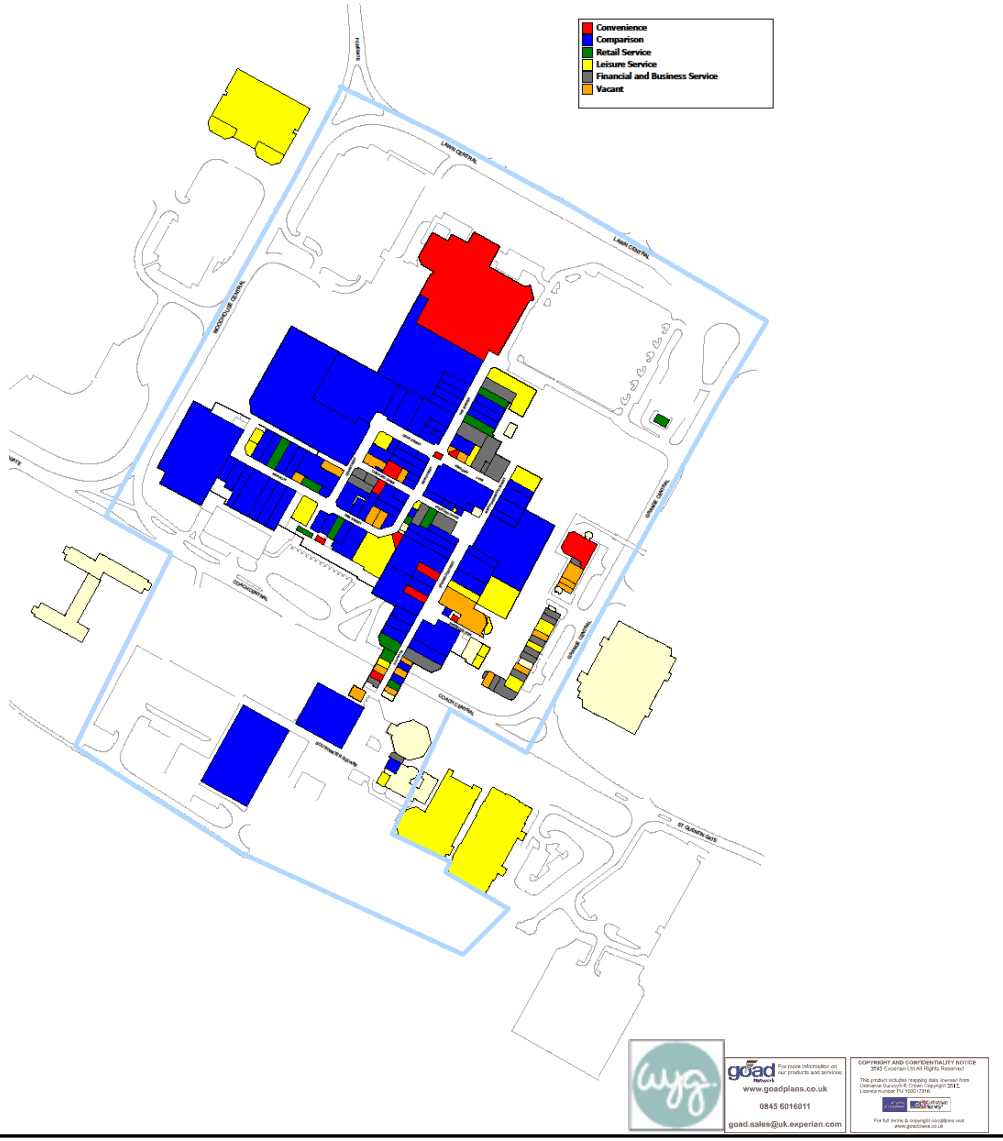


Table 8: Previous Diversity of Uses in Telford Town Centre (2001)

Previous Number of Units			
	Number	Telford	UK
Convenience	15	9.4%	-
Comparison	75	46.9%	-
Retail Service	15	9.4%	-
Leisure Service	12	7.5%	-
Financial and Business Services	30	18.8%	-
Vacant	13	8.1%	-
Total	**160**	**100%**	

Source: Experian Goad Data – 2001 and UK average from the Experian Goad Category Report (2001).
Nb. This table is based on the Experian Goad town centre boundary

Table 9: Previous Floorspace in Telford Town Centre (2001)

Previous Floorspace			
	Sq.m	Telford	UK
Convenience	11,492	18.1%	-
Comparison	31,354	49.4%	-
Retail Service	1,793	2.8%	-
Leisure Services	11,027	17.4%	-
Financial and Business Services	3,577	5.6%	-
Vacant	4,181	6.6%	-
Total	**63,423**	**100%**	

Source: Experian Goad Data – 2001 and UK average from the Experian Goad Category Report (2001).
Nb. This table is based on the Experian Goad town centre boundary

Table 10: Previous Diversity of Uses in Telford Town Centre (2006)

Previous Number of Units			
	Number	Telford	UK
Convenience	18	10.1%	8.5%
Comparison	86	48.3%	37.7%
Retail Service	13	7.3%	12.7%
Leisure Service	15	8.4%	20.4%
Financial and Business Service	26	14.6%	11.6%
Vacant	20	11.2%	9.1%
Total	**178**	**100%**	**100%**

Source: Experian Goad Data – 2006 and UK average from the Experian Goad Category Report (2006)
Nb. This table is based on the Experian Goad town centre boundary

Table 11: Previous Floorspace in Telford Town Centre (2006)

Previous Floorspace			
	Sq.m	Telford	UK
Convenience	11,891	15.8%	13.9%
Comparison	41,099	54.6%	40.7%
Retail Service	1,607	2.1%	7.0%
Leisure Service	14,808	19.7%	22.1%
Financial and Business Service	3,447	4.6%	9.2%
Vacant	2,415	3.2%	7.1%
Total	**75,268**	**100%**	**100%**

Source: Experian Goad Data – 2006 and UK average from the Experian Goad Category Report (2006)
Nb. This table is based on the Experian Goad town centre boundary

Table 12: Existing Diversity of Uses in Telford Town Centre (March 2013)

Existing Number of Units			
	Number	Telford	UK
Convenience	14	7.8%	8.0%
Comparison	87	48.6%	33.4%
Retail Service	12	6.7%	13.4%
Leisure Service	23	12.8%	21.8%
Financial and Business Service	23	12.8%	10.9%
Vacant	20	11.2%	12.2%
Total	**179**	**100.0%**	**100%**

Source: Site Survey & Experian Goad Data– March 2013 and UK average from the Experian Goad Category Report (January 2013)
Nb. This table is based on the Experian Goad town centre boundary

Table 13: Existing Floorspace in Telford Town Centre (March 2013)

Existing Floorspace			
	Sq.m	Telford	UK
Convenience	8,550	11.3%	14.4%
Comparison	44,235	58.7%	36.4%
Retail Service	1,580	2.1%	7.3%
Leisure Service	14,970	19.9%	22.8%
Financial and Business Service	4,030	5.3%	8.3%
Vacant	2,035	2.7%	10.2%
Total	**75,400**	**100.0%**	**100%**

Source: Site Survey & Experian Goad Data– March 2013 and UK average from the Experian Goad Category Report (January 2013)
Nb. This table is based on the Experian Goad town centre boundary

Health Check Indicator A1 – Diversity of main town centre uses

The data in **Tables 8** to **13** have been obtained from three sources, namely: the 2001 GOAD report, the 2006 GOAD report (as utilised in the previous TWRLS, 2006 and its 2009 update); and the site visit in March 2013.

Convenience Goods Units

Table 12 shows the diversity of use in Telford town centre in March 2013. 14 convenience goods units account for 8,550 sq.m of floorspace. The proportion of units (7.8%) in use for the sale of convenience goods is comparable to the national average figure of 8.0%; however, the proportion of convenience goods floorspace (11.3%) is below the national average figure of 14.4%. The convenience goods sector in the town centre is dominated by the Asda supermarket (7,140 sq.m) in Telford Shopping Centre, with additional provision provided by the Iceland (520 sq.m) at Central Square and the Marks and Spencers Simply Food (629 sq.m net) which is located within the department store. Other convenience retailers include nine bakers and confectioners, a CTN (confectionery, tobacco and news), a health food store and a shoe repair shop. The majority of convenience goods retailers in the centre are operated by national multiples including Greggs, Holland and Barrett, Millie's Cookies and Thorntons.

Since 2006, the number of convenience goods units in Telford town centre has decreased by four units (from 18 units in 2006 to 14 units in 2013). This has coincided with a decrease in the amount of convenience goods floorspace from 11,891 sq.m in 2006, to 8,550 sq.m in 2013 (a decrease of 3,341 sq.m or 28%).

Comparison Goods Units

Comparison traders in Telford occupy 48.6% of all outlets and 58.7% of floorspace in the centre, which is substantially above the respective national average rates of 33.4% and 36.4%. The 87 comparison goods units in the centre account for 44,235 sq.m of floorspace. This can be attributed to several large comparison goods units which are located in Telford Shopping Centre, including the Marks and Spencers (5,910 sq.m), House of Fraser (3,650 sq.m) and BHS (3,550 sq.m). The majority of comparison goods units (71%) in the centre are operated by national multiple retailers, which are complemented by a number of independent stores (29%).

The number of comparison goods units in Telford town centre has increased by one unit since 2006 (from 86 to 87 units). There has been a more substantial increase in the amount of comparison goods floorspace in the centre, which has increased from 41,099 sq.m in 2006 to 44,235 sq.m in 2013 (an increase of 3,316 sq.m).

Retail Services

Retail services, which comprise such uses as hairdressers, dry cleaners and petrol filling stations, account for 6.7% of outlets (12 units) and 2.1% of floorspace (1,580 sq.m) in Telford town centre, which is below the respective national average figures of 13.4% and 7.3%. Retail services in the centre include four opticians, three travel agents, three health and beauty retailers, a Post Office and a petrol filling station. The majority of retail service units in the town centre are occupied by national multiple operators including Boots Opticians, Specsavers, Thomson and Toni and Guy. The retail service uses operate from small to medium sized units, with the floorspace of such units ranging from 40 sq.m to 240 sq.m. Since 2006, the number of retail service units and amount of floorspace in Telford town centre has remained relatively stable, with the number of units decreasing by one and the amount of floorspace decreasing by 27 sq.m.

Leisure Services

Leisure services, as defined by Experian GOAD, include uses such as restaurants, cafes, bookmakers and public houses. The 23 leisure service units in Telford town centre occupy 14,970 sq.m floorspace. The proportion of both leisure service units (12.8%) and leisure service floorspace (19.9%) are below the respective national average figures of 21.8% and 22.8%. The most common types of leisure service in the centre are cafes which occupy eight units, with other key services including take-aways (four units) and casinos/betting offices (three units). There are three leisure service units located at Southwater Square which occupy large units, namely the ice rink (3,450 sq.m), Tenpin (2,710 sq.m) and Mecca (2,710 sq.m). The ice rink is the largest leisure service unit in the centre and the Odeon cinema (3,430 sq.m) at Woodhouse Central is the second largest unit. There are several national operators in the centre, including BetFred, Costa, Ladbrokes and McDonalds. Since 2006, the number of leisure services units and amount of floorspace has increased by eight units and 162 sq.m.

Financial and Business Services

In terms of financial and business services in Telford, the proportion of outlets occupied by such uses (12.8%) is slightly above the national average figure (10.9%). The proportion of floorspace occupied by such uses (5.3%) is below the national average level (8.3%). There are a total of seven retail banks in the centre, namely Barclays, Halifax, HSBC, Lloyds TSB, NatWest and Santander, as well as five financial services units and four employment/career services. The number of financial and business service units in Telford town centre has decreased since 2006, from 26 units to 23 units (3 unit decrease), the amount of floorspace occupied by such uses has increased by 583 sq.m.

Non-Retail Units

In addition to the retail and services uses on offer within Telford town centre, there are a number of non-retail uses, including: two government and municipal buildings, a medical service building, a library and an information/advice centre, which all add to the vitality and viability of the centre.

Health Check Indicator A2
The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations

In addition to the retail, leisure and office floorspace in Telford which has already been reviewed, there are also a number of units located in edge-of-centre and out-of-centre locations. The NPPF defines that retail units at edge-of-centre locations are well connected and up to 300 metres of the Primary Shopping Area (PSA) 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. Telford's PSA is defined in the Central Telford Area Action Plan (2011).

There are several key retail units and services located outside of the PSA boundary. These include the Odeon Cinema, Costa Coffee and Oscar's Diner which are located adjacent to the western boundary of the PSA on Woodhouse Central and the Internal Conference Centre at St Quentin Gate.

The Forge Retail Park and Telford Bridge Retail Park are located adjacent to one another on either side of Colliers Way. The two retail parks are located 400m to the west of the PSA and accommodate a range of retail operators. Rampart Court Retail Park is situated 450m to the north of the PSA. Wrekin Retail Park is located approximately 4km to the north west of Telford on the outskirts of Arleston. Although Wrekin Retail Park is located some distance from Telford, the journey time between the retail park and the town centre is relatively short along the M54. **Table 14** details the number of outlets and floorspace figures for each of the retail parks.

Table 14: Diversity of Use and Floorspace Figures

Centre Name	Total No. of Outlets	Total Amount of Floorspace (Sq.m)	Distance from the PSA*	Key National Operators
Forge Retail Park	22	31,280	400m	Boots, TKMaxx, Sainsburys, SCS Furinture
Telford Bridge Retail Park	17	18,490	400m	Brantano, Carpetright, Dreams, Halfords
Rampart Court Retail Park	2	2,080	450m	Blockbuster, Staples
Wrekin Retail Park	15	21,020	4km	Boots, Homebase, Home Bargains, Matalan, Tesco

Source: Site Visit (March 2013)

*Approximate distance of the Retail Parks from the PSA based on the boundary shown on the Central Telford Area Action Plan (2011)

Health Check Indicator A2

The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations (Continued…)

Forge Retail Park

In March 2013, the 22 units at Forge Retail Park accommodated a total floorspace of 31,280 sq.m. The Sainsbury's supermarket (6,080 sq.m) is the sole convenience goods unit at the retail park. A majority of the units (63.6%) and floorspace (58.9%) at the retail park is occupied by comparison goods retailers. The comparison sector is well represented by national retailers, including Boots, Currys, Dunelm Mill and The Carphone Warehouse. The three retail service units are occupied by a petrol filling station, health and wellbeing centre and a Thomson travel agent. There are three leisure units, namely DW Sports, Frankie and Benny's and McDonalds. No financial and business service units are present at the retail park. There is one vacant unit at the retail park, which has a floorspace of 1,450 sq.m. There are approximately 1,500 free car parking spaces.

Table 15: Diversity of Uses and Floorspace at Forge Retail Park(March 2013)

Forge Retail Park				
	Number	**Diversity of Use (%)**	**Floorspace (Sq.m)**	**Floorspace (%)**
Convenience	1	4.5%	6,080	19.4%
Comparison	14	63.6%	18,430	58.9%
Retail Service	3	13.6%	2,480	7.9%
Leisure Service	3	13.6%	2,840	9.1%
Financial and Business Service	0	0.0%	0	0.0%
Vacant	1	4.5%	1450	4.6%
Total	**22**	**100.0%**	**31,280**	**100.0%**

Source: Site Visit, March 2013

Health Check Indicator A2

The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations (Continued…)

Telford Bridge Retail Park

In March 2013, the 17 units at Telford Bridge Retail Park accommodate a total floorspace of 18,490 sq.m. The is no representation from convenience goods, retail service or financial and business sectors at the retail park. A substantial proportion of the units (88.2%) and floorspace (90.6%) at the retail park is occupied by comparison goods retailers. The comparison sector is well represented by national retailers, including Argos, B&Q, CarpetRight, Currys, Dunelm Mill, Hobby Craft and Next Home. There is a single leisure service unit present at the retail, namely Pizza Hut. There one vacant unit at the retail park has a floorspace of 1,300 sq.m. There are approximately 800 free car parking spaces.

Table 15: Diversity of Uses and Floorspace at Telford Bridge Retail Park (March 2013)

Telford Bridge Retail Park				
	Number	**Diversity of Use (%)**	**Floorspace (Sq.m)**	**Floorspace (%)**
Convenience	0	0.0%	0	0.0%
Comparison	15	88.2%	16,750	90.6%
Retail Service	0	0.0%	0	0.0%
Leisure Service	1	5.9%	440	2.4%
Financial and Business Service	0	0.0%	0	0.0%
Vacant	1	5.9%	1,300	7.0%
Total	**17**	**100.0%**	**18,490**	**100.0%**

Source: Site Visit, March 2013

Rampart Court Retail Park

Rampart Court Retail Park accommodates two units, namely a Blockbuster Video Rental store (410 sq.m) and a Staples office equipment store (1,670 sq.m).

Photographs of The Forge Retail Park/Telford Bridge Retail Park (March 2013)













Photograph 7 (top left): Sainsbury's, The Forge Retail Park
Photograph 8 (top centre): SCS, Laura Ashley and Furniture Village, The Forge Retail Park
Photograph 9 (top right): Thomson and The Carphone Wareshouse, The Forge Retail Park
Photograph 10 (bottom left): Maplin and Next, Telford Bridge Retail Park
Photograph 11 (bottom centre): B&Q, Telford Bridge Retail Park

Health Check Indicator A2

The Amount of Retail, Leisure and Office Floorspace in Edge-of-Centre and Out-of-Centre Locations (Continued…)

Wrekin Retail Park

Wrekin Retail Park is located to the north of junction 6 of the M54, approximately 4km to the west of Telford town centre. The retail park comprises 15 units, which provide 21,020 sq.m floorspace. The single convenience goods unit at the retail park is the Tesco Extra store (5,910 sq.m). The majority of the units at the retail park are occupied by comparison goods retailers, including a Boots, Homebase, Matalan, Poundworld and Sports Direct store. The retail service units at the retail park comprise a Tesco petrol filling station and a vehicle repair unit. There are also three leisure service units, which comprise two fast food outlets and a public house. There are no financial and business service units or vacant units at the retail park. There are approximately 700 free parking spaces available to serve the retail and service units.

Table 16: Diversity of Uses and Floorspace in Wrekin Retail Park (March 2013)

Wrekin Retail Park				
	Number	**Diversity of Use (%)**	**Floorspace (Sq.m)**	**Floorspace (%)**
Convenience	1	6.7%	5,910	28.1%
Comparison	9	60.0%	13,210	62.8%
Retail Service	2	13.3%	200	1.0%
Leisure Service	3	20.0%	1,700	8.1%
Financial and Business Service	0	0.0%	0	0.0%
Vacant	0	0.0%	0	0.0%
Total	**15**	**100.0%**	**21,020**	**100.0%**

Source: Site Visit, March 2013



Photograph 13: Tesco, Wrekin Retail Park



Photograph 14: Units at Wrekin Retail Park



Photograph 15: Asda Living, Wrekin Retail Park

Health Check Indicator A3 – Potential Capacity for Growth or Change

The TWRLSU (2009) considered the development/redevelopment potential of sites within Telford town centre and their likelihood of coming forward for retail development. The sites which were identified as potential development sites up to 2016 included Telford Shopping Centre, Town Centre Bus Station, Red Oak Car Park, Ash Grey Car Park and Southwater.

Southwater

The Southwater site is located immediately to the south of Telford's PSA. The existing site comprises Telford Library, Telford Ice Rink, a bowling alley and the Telford International Centre, amongst other uses. In June 2010, outline planning permission (LPA ref. W2009/0914) was granted to Telford and Wrekin Council and the Southwater Event Group for a mixed use development comprising office, residential, retail, community and leisure uses at land at Southwater. In terms of the retail uses, the decision notice for the outline planning permission stated that the gross internal floorspace of the Class A1 units shall not exceed 1,500 sq.m and the maximum gross internal floor size of any individual unit shall not exceed 500 sq.m. It is aimed that the redevelopment of the site will complement Telford Shopping Centre by improving the retail and service offer available in the wider town centre. Since the grant of the outline planning consent, permission has been granted for engineering works at the site (LPA ref. TWC/2010/0446) and works to the public realm (LPA ref. TWC/2012/0549). Construction works have commenced at the site.



Photograph 16: Southwater Development Site



Photograph 17: Site at Southwater Way



Photograph 18: Brodie House, Central Square

Health Check Indicator A3 – Potential Capacity for Growth or Change

Asda, Southwater Way

In March 2010, full planning permission was granted to Asda Stores Limited for the erection of a superstore, petrol filling station and associated works at land at Malinslee House, Malinsgate, Telford. Malinslee House was formerly occupied by Telford and Wrekin Council, who vacated the site in December 2012. The proposed store will have a gross external floorspace of 7,897 sq.m and a net sales area of 4,076 sq.m. The lease on Asda's existing town centre store in Telford Shopping Centre is due to expire in April 2014.

Brodie House, Central Square

The 0.75ha site at Central Square is currently occupied by a mix of A1 and B1 uses, including Brodie House, a three storey office building with the Iceland foodstore located on the ground floor, along with several vacant units. In August 2012, outline planning permission (LPA ref. TWC/2012/0059) was granted to Telford Trustee No.1 Ltd and Telford Trustee No.2 Ltd for a mixed use proposal with a cinema, retail and food and beverage units, along with a new crossing over Grange Central. The development will have a maximum gross floorspace of 8,849 sq.m for A1/A3/A4/A5 uses and 7,126 sq.m for D2 uses.

Town Centre Bus Station

The Town Centre Bus Station occupies an area of 0.5ha within the PSA, at the southern end of Telford Shopping Centre. It comprises a covered concourse, external bays and a vehicle layover area. The TWRLSU identified the potential for the bus station to be relocated to an alternative site in order to release the site for redevelopment. However, currently there is no policy objective or proposal in place to relocate the bus station.

Red Oak and Ash Grey Car Parks

There are two car parks located within the PSA. Red Oak car park is located to the north east of Telford Shopping Centre and occupies an area of 2.9ha, while Ash Grey car park is located to the north-west and covers 1.8ha. The relocation of these town centre car parks to outside the PSA would release the land for redevelopment. It was concluded as part of the TWRLS Update that if both car parks were to come forward for development, it would be likely that a significant proportion of parking would need to be retained on site in order to ensure adequate parking provision for the town centre.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy (Venuescore)

As noted in **Table 4 (Appendix 1)**, Telford is classed as a Sub-Regional Centre by Venuescore (2013). The centre's position declined by 5 places between 2010 and 2013, from 126th in 2010 to 131st in 2013.

National and Independent Retailers (Goad)

Telford town centre accommodates a high proportion of national retailers, which are complemented by a number of independent stores. **Table 5 (Appendix 1)** outlines the level of national operators which are present within the town centre, with 24 of the top 27 comparison retailers located in the town centre. This is a high percentage (88%), however this is to be expected given that Telford is the principal centre in the Borough.

Health Check Indicator A5 – Shopping Rents

As detailed at **Table 6 (Appendix 1)**, in accordance with Colliers International's estimates, the Zone A rents in Telford at 2012 were £135/sq.m The Zone A rental levels have remained stable in recent years, have maintained the level of £135/sq.m between 2010 and 2012. The rates have declined since their peak of £180/sq.m in 2007, which is a decrease of 25%. However, this is to be expected given the recent economic conditions.

A review of the properties to rent in Telford town centre via Estates Gazette (Egi, March 2013) identified a variation in the current rental values (nb. total unit retail floorspace rental value and not Zone A rental value), dependent on their location and building type. These units included: 52 Southwater, Telford Shopping Centre which is seeking to achieve a rent of £648/sq.m (62 sq.m, £40,200 per annum) and 20 Sherwood Street, Telford Shopping Centre which is seeking to achieve a rent of £873/sq.m (134 sq.m, £117,000 per annum)

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the 20 vacant units in Telford accounted for 2,035 sq.m of the total floorspace in the town centre. The rate of vacant outlets (11.2%) is below the national average rate of 12.2%, and the proportion of total floorspace (2.7%) is substantially below the UK average figure (10.2%). The vacant units in the town centre vary in size from 30 sq.m to 395 sq.m, with 65% of the vacant units having a floorspace of less than 100 sq.m. The largest vacant units in the town centre are 31 Sherwood Street in Telford Shopping Centre (395 sq.m) and 3-5 Brodie House, Central Square (200 sq,m). The vacant units at Brodie House are likely to be as a result of the planned redevelopment of this site. The vacant unit at 31 Sherwood Street previously provided 790 sq.m of vacant floorspace, however the unit has subsequently been subdivided, with 395 sq.m of floorspace now occupied by Internationale clothing.

Table 17: Vacancies in Telford Town Centre (March 2013)

Vacancy Figures			
	Total	**Telford (%)**	**UK (%)**
No. of Outlets	20	11.2	12.2
Floorspace (sq.m)	2,035	2.7	10.2

Source: Site Visit (March 2013)

Since 2006, the number of vacant units in Telford town centre has remained static, with 20 vacant units present in 2006 and 2013. During this time period the amount of vacant floorspace in Telford town centre has decreased by 381 sq.m, from 2,415 sq.m in 2006 to 2,035 sq.m in 2013.

The reason for the decrease in vacant floorspace while the number of vacant units have remained static can be accounted for due to the 20 vacant units which are vacant being different to those that were previously vacant. This demonstrates a lack of long-term vacancies in the centre, with it being the case that vacant units are recycled. The vacancies within the town centre are evenly distributed throughout the centre, as detailed at **Figure 2**.

Health Check Indicator A6 – Vacant Street-Level Property

Photographs of vacant units in Telford Town Centre (March 2013)



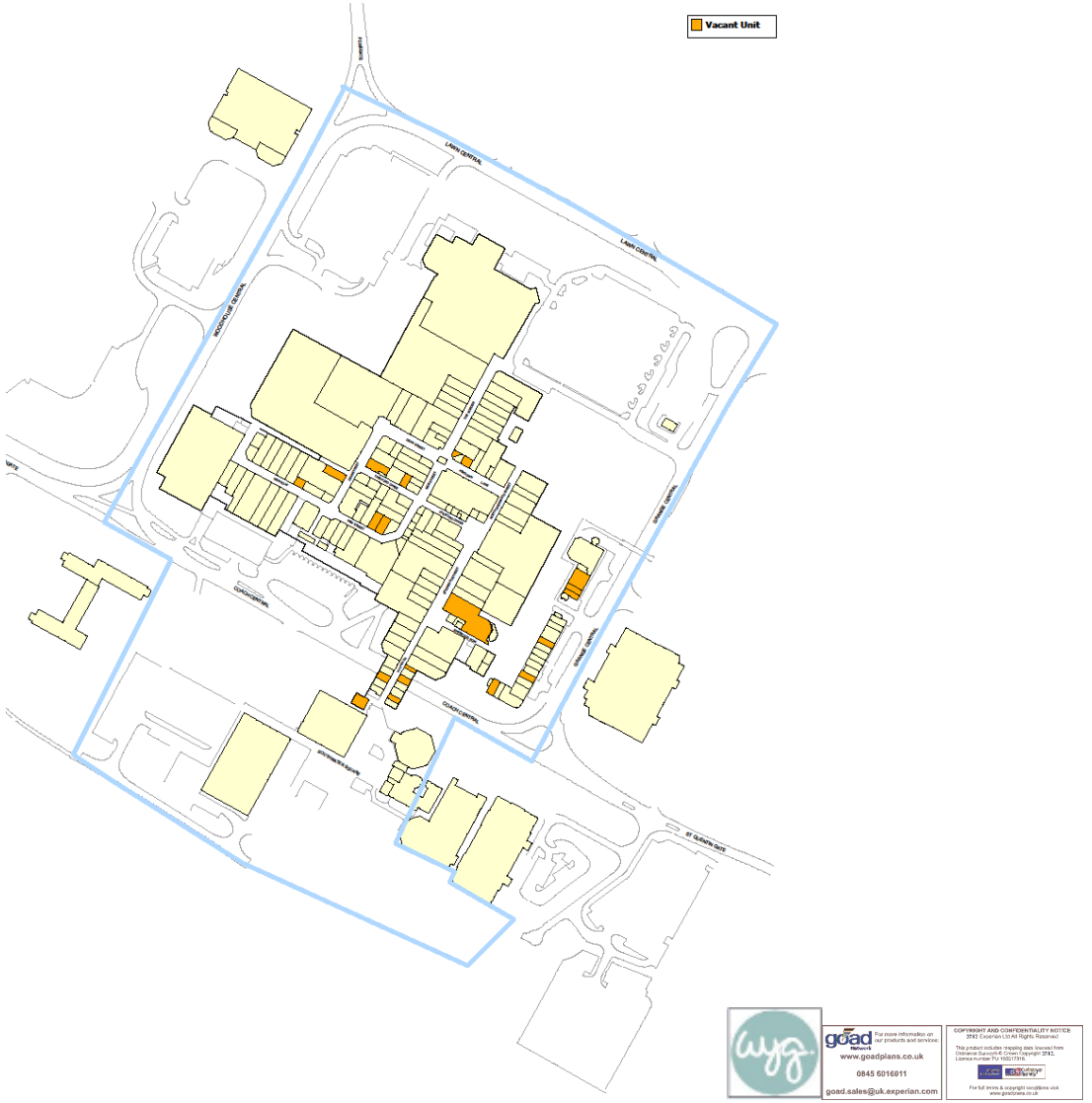




Photograph 19 (left): Vacant units at Brodie House, Central Square
Photograph 20 (centre): Vacant unit at Hazeldine House, Central Square
Photograph 21 (right): Vacant unit at Southwater. To be re-occupied by Iceland.

Health Check Indicator A6 – Vacant Street-Level Property

Figure 2: Vacancies in Telford Town Centre (March 2013)



Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit of Telford in March 2013 in order to identify those areas of movement with a high or low pedestrian footfall. There were good levels of footfall throughout Telford Shopping Centre on the day of the site visit, particularly in the vicinity of the Asda store. Lower levels of footfall were evident at Central Square, as well as at Southwater and Woodhouse Central. However, leisure service uses dominate these areas, and it is considered given that the site visit took place at 10am, that these areas would become busier later in the day.

Health Check Indicator A10 – Accessibility

Road Access: Telford is located to the south of junction 5 of the M54 motorway, which connects to the M6 to the east and the A5 to the west. Telford is therefore located in an accessible location for those using the road network. Telford is located 16km to the south west of Newport, 25km to the east of Shrewsbury, 26km to the north west of Wolverhampton and 31km to the south west of Stafford.

Car Parking: There is a good supply of off-street car parking within the town centre, with the principal facilities surrounding Telford Shopping Centre, including Ash Grey car park (360 spaces), Red Oak car park (740 spaces) and Yellow Beech (505 spaces), which are all short stay car parks (3 hours or less). In addition, there are four long-stay car parks (3 hours or more), namely Cherry Pink (998 spaces), Blue Willow (300 spaces), Brown Elm (560 spaces) and Lime Green (250 spaces). All of the car parks operate on a 'pay on exit' payment system. Parking in the short stay car parks is charged at 50p for up to 30 minutes, increasing to £6.00 for over 3 hours. Parking in the long stay car parks is charge at 50p for up to 30 minutes, increasing to £3.00 for over 3 hours.

Public transport: A bus station is located directly adjacent to Telford Shopping Centre, with an undercover waiting area. Regular bus services run to the surrounding local areas including Wellington, Oakengates and Newport, as well as to Stafford, Shrewsbury and Wolverhampton. Telford railway station is located approximately 500m to the north east of Telford Shopping Centre and provides regular services to Shrewsbury, Wolverhampton and Birmingham.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. Respondents were asked which centre in the Study Area did they visit most, with the majority (50%) stating 'Telford'. Of those that answered 'Telford', 49% stated that they visited Telford at least once a fortnight or more frequently. The majority of respondents (78%) visiting Telford travelled to the centre by car or van, with 13% traveeling by bus and 7% walking to the centre. The main reasons for people to visit Telford included the choice and range of shops (40%), the centre being close to home (31%) and undercover shopping (5%). When asked whether there were any measures that would encourage them to visit Telford more often, 19% of respondents stated that cheaper car parking, 10% stated an increased choice and range of shops and 4% stated filling empty shops. Respondents to the survey who stated that they don't visit Telford were asked why they do not visit the centre. In response, 27% stated that they did not visit the centre due to expensive car parking, 17% stated that they had no reason to visit and 15% of respondents stated that the centre is too busy and crowded.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

In February 2013, in accordance with www.police.uk, 231 incidences of crime were reported within a mile perimeter of Telford town centre. The most common crime reported was anti-social behaviour (42%), followed by shoplifting (21%). The number of incidences of crime reported in February 2013 were higher in Telford than in Newport of the district centres, however this is to be expected given that Telford is the principal centre in the Borough.

Telford Shopping Centre is permanently manned, 24 hours a day, by security control officers, with CCTV present within the centre.

Health Check Indicator A13 – Town Centre Environmental Quality

The overall environmental quality of Telford town centre is good. The majority of Telford Shopping Centre is covered and therefore shoppers are not affected by external weather conditions. The shop units within the centre are modern and well maintained. The wide aisles in the centre, clear signage and maps which are available all aid pedestrian movement. The shopping centre appears to be well managed, with staff regularly cleaning the centre and the presence of security staff. At the time of the site visit, in March 2013, the environmental quality at Southwater was affected by the construction works taking place as part of the Southwater development, with temporary pedestrian routes in place. However, the impact on the environmental quality will be temporary. The buildings present at Central Square appear slightly outdated and in need of refurbishment, with the concentration of vacant units impacting upon the environmental quality of this area of the town centre. Proposals have now been approved for the redevelopment of Brodie House, which would help to improve the environmental quality in this area.

Summary

Telford accommodates a good provision of retailers. The proportion of vacant floorspace in the centre has decreased slightly since 2006 and the town centre is well represented by national multiple operators, although it is noted that there is a bias towards comparison goods provision. Whilst the town centre's retail ranking (Venuescore 2013) has declined by 5 places since 2010 and the town centre's Zone A rental levels have decreased by £45/sq.m since their peak in 2007, it is evident that positive improvements are taking place in the town centre in order to strengthen the centre's position, including the Southwater development. The town centre is well maintained and pedestrian flows indicate that Telford is a popular shopping centre.

NEWPORT TOWN CENTRE
HEALTH CHECK ASSESSMENT

Status: Town Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Newport town centre is one of the principal retail, commercial and administrative centre within the local area, with close links to the nearby major settlements of Telford, Stafford and Shrewsbury. The Core Strategy notes that Newport acts as a key service centre in the rural hinterland, stating that any new development should support its role as a market town, strengthen its provision of services and facilities, meet employment needs and reduce the need to travel.

Newport's Primary Shopping Frontage as defined by the Wrekin Local Plan 1995-2006 Proposals Map, is located along St Marys Street and High Street. The Secondary Shopping Zone encompasses a number of surrounding streets, including Water Lane, Salters Lane, Beaumaris Road, Avenue Road and Audley Road. The majority of the national retailers in Newport are concentrated within the larger stores on High Street, with independent traders tending to be located within the smaller units in the centre. A permanent indoor market on Stafford Street accommodates a number of local market retailers.

The Waitrose store on Audley Road and the Co-operative Food store on Baddleys Court are the main anchor foodstores within the town centre. National comparison retailers in Newport include M&Co clothing store and B&M Bargains, which are both located on High Street.

As Experian's latest GOAD survey of Newport was completed in June 2011 and the previous TWRLS used data from 2006, a site visit of the town centre has been undertaken in order to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has then been used to compare the relevant data of Newport with the UK national average figures.

The data from March 2013 identified that there was a total of 164 units within Newport town centre, comprising a total floorspace of 30,750 sq.m. The previous TWRLS, which was based on data provided by Telford and Wrekin Borough Council was based on the town centre boundary as defined by the Wrekin Local Plan 1995-2006 Proposals Map. The figures within this health check assessment are based upon the Goad town centre boundary, as used by Experian.

Photographs of Newport Town Centre (March 2013)









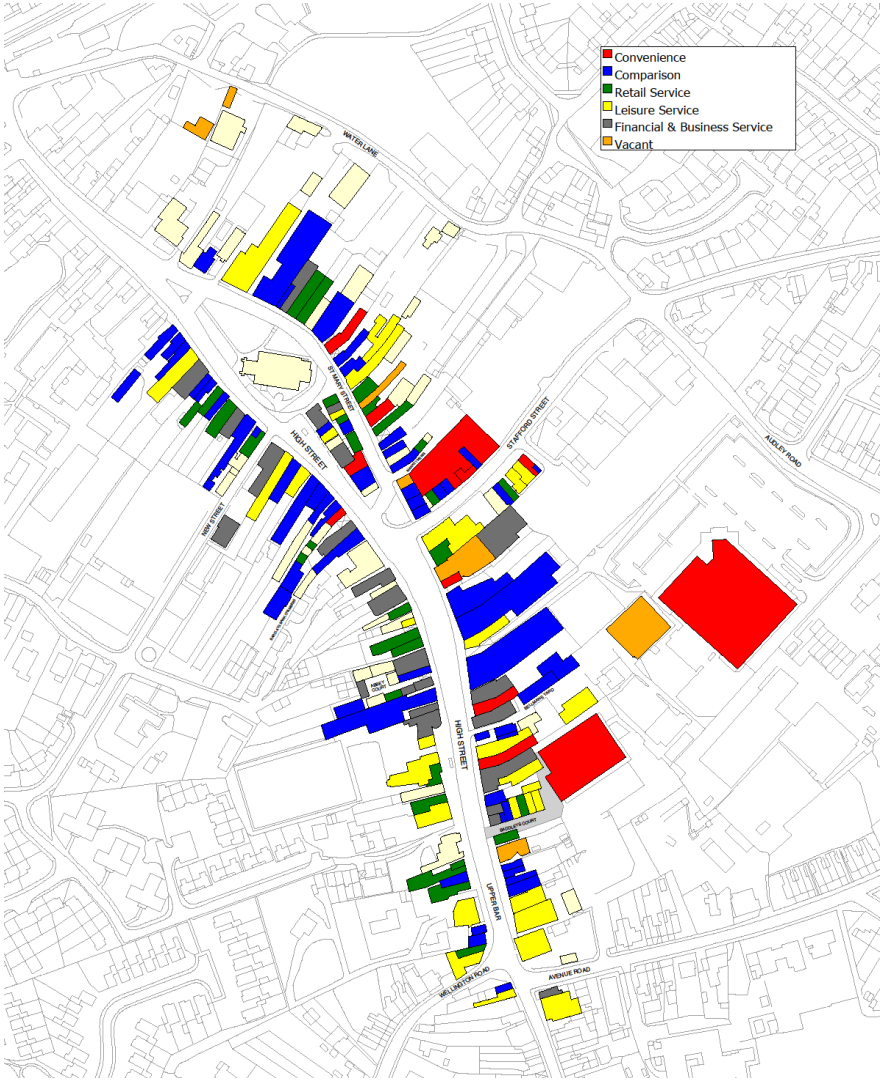




Photograph 22 (top left): High Street, Newport
Photograph 23 (top centre): Boots, High Street, Newport
Photograph 24 (top right): Entrance to Waitrose, High Street, Newport
Photograph 25 (bottom left): NatWest, High Street, Newport
Photograph 26 (bottom centre): Co-operative Food store, Baddleys Court, Newport
Photograph 27 (bottom right): Newport Market, Stafford Street, Newport

Figure 3: Land Use Plan for Newport Town Centre (March 2013)

Source: Site Visit (March 2013)



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Health Check Indicator A1 – Diversity of main town centre uses

Table 18: Previous Diversity of Uses in Newport Town Centre (2006)

Previous Number of Units			
	Number	Newport	UK *
Convenience	11	4.9%	8.5%
Comparison	71	32.1%	37.3%
Retail Service	46	20.8%	12.6%
Leisure Service	31	14.0%	20.7%
Financial and Business Service	45	20.4%	11.6%
Vacant	17	7.7%	9.3%
Total	**221**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG 2006
*UK Average Figure, Goad
Nb. All of the diversity of use figures are based on Newport town centre as defined by the Wrekin Local Plan.

Table 19: Previous Floorspace in Newport Town Centre (2006)

Previous Floorspace			
	Sq.m	Newport	UK*
Convenience	5,613	16.8%	13.9%
Comparison	11,638	34.8%	40.4%
Retail Service	4,079	12.2%	6.9%
Leisure Service	4,771	14.3%	22.3%
Financial and Business Service	4,822	14.4%	9.1%
Vacant	2,547	7.6%	7.4%
Total	**33,470**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG 2006
*UK Average Figure, Goad
Nb. All of the floorspace figures are based on Newport town centre as defined by the Wrekin Local Plan.

Table 20: Previous Diversity of Uses in Newport Town Centre (April 2007)

Previous Number of Units			
	Number	Newport	UK *
Convenience	14	8.4%	9.1%
Comparison	56	33.5%	46.2%
Retail Service	29	17.4%	32.7%
Leisure Service	27	16.2%	
Financial and Business Service	26	15.6%	
Vacant	15	9.0%	10.7%
Total	**165**	**100%**	**100%**

Source: Experian Goad – April 2007
*UK Average Figure, Goad, January 2007
Nb. All of the diversity of use figures are based on Newport town centre as defined by Goad.

Table 21: Previous Floorspace in Newport Town Centre (April 2007)

Previous Floorspace			
	Sq.m	Newport	UK*
Convenience	6,720	21.8%	16.6%
Comparison	9,640	31.3%	51.5%
Retail Service	2,860	9.3%	21.6%
Leisure Service	5,430	17.6%	
Financial and Business Service	3,700	12.0%	
Vacant	2,430	7.9%	9.2%
Total	**30,780**	**100%**	**100%**

Source: Experian Goad – April 2007
*UK Average Figure, Goad, January 2007
Nb. All of the floorspace figures are based on Newport town centre as defined by Goad.

Table 22: Existing Diversity of Uses in Newport Town Centre (March 2013)

Number of Units			
	Number	Newport	UK*
Convenience	14	8.5%	8.0%
Comparison	52	31.7%	32.9%
Retail Service	34	20.7%	13.6%
Leisure Service	30	18.3%	22.0%
Financial and Business Service	27	16.5%	11.0%
Vacant	7	4.3%	12.2%
Total	**164**	**100%**	**100%**

Source: Site Visit, March 2013
* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)
Nb. All of the diversity of use figures are based on Newport town centre as defined by Goad.

Table 23: Existing Floorspace in Newport Town Centre (March 2013)

Existing Floorspace			
	Sq.m	Newport	UK*
Convenience	6,955	22.8%	14.4%
Comparison	8,320	27.2%	36.4%
Retail Service	3,565	11.7%	7.3%
Leisure Service	5,860	19.2%	22.8%
Financial and Business Service	4,110	13.4%	8.3%
Vacant	1,760	5.8%	10.2%
Total	**30,570**	**100.0%**	**100.0%**

Source: March 2013
* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)
Nb. All of the floorspace figures are based on Newport town centre as defined by Goad.

Health Check Indicator A1 – Diversity of main town centre uses

The data in **Tables 18** to **23** have been obtained from three sources, namely: the 2006 data provided by Telford and Wrekin Council which informed the TWRLS 2006, the April 2007 GOAD map of Newport and the site visit in March 2013. In order to allow a direct comparison between the March 2013 and previous data, the 2007 figures have been used as these figures were based on the GOAD defined boundary and therefore a direct comparison can be made.

Convenience Goods Units

Table 22 shows the diversity of use in Telford town centre in March 2013, with the 14 convenience goods units accounting for 6,955 sq.m of floorspace. The percentage of units (8.5%) is slightly above the national average figure of 8.0%, while the proportion of convenience goods floorspace (22.8%) is substantially above the national average of 14.4%. The majority of this floorspace is accounted for by the Waitrose supermarket (3,270 sq.m) on Audley Road and the Co-operative Food store (1,120 sq.m) at Baddleys Court. Newport Market on Stafford Street (1,120 sq.m) also makes a significant contribution to the convenience goods floorspace total, however it should be noted that although in line with the GOAD categories the market is identified as a wholly convenience goods unit, comparison goods stalls are also present in the market. Therefore, the convenience goods floorspace figure can be considered slightly exaggerated. The rest of the convenience goods units include three bakers and confectioners, two CTNs (confectionery, tobacco and news), two off licences, two shoe repair and key cutting units, a convenience store and a butchers.

Since April 2007, the number of convenience goods units in Newport has remained static with 14 units recorded in 2007 and 2013. The proportion of convenience goods floorspace has increased by 235 sq.m, from 6,720 sq.m in 2007 to 6,955 sq.m in 2013.

Comparison Goods Units

Comparison goods traders in Newport occupy 31.7% of all outlets in the town centre, which is broadly commensurate to the national average rate of 32.9%. In terms of the comparison goods floorspace provision in the centre, the 52 units account for 8,320 sq.m of floorspace, the percentage of floorspace in use for comparison goods (27.2%) is below the national average figure of 36.4%. Newport accommodates a limited number of national comparison operators, including B&M Bargains (High Street, 1,070 sq.m), Boots (High Street, 450 sq.m), M&Co (High Street, 1,080 sq.m) and Oxfam (Upper Bar, 90 sq.m). Other large independent comparison retailers in the centre include Tylers Gas and Electrical (Saint Mary Street, 900 sq.m) and LM Browns Motors (High Street, 730 sq.m). There has been a decline both in the number of units (decrease of 4 units) and the amount of comparison goods floorspace (decrease of 1,320 sq.m) in Newport since April 2007.

Health Check Indicator A1 – Diversity of main town centre uses (Continued…)

Retail Services

Retail services account for 20.7% of outlets (34 units) and 11.7% of floorspace (3,565 sq.m) in the town centre, which is above the respective national averages of 13.6% and 7.3%. 'Health and beauty' traders are particularly dominant in this sector, with a total of 22 such businesses, followed by opticians (four) and car repair shops (two). There is a Post Office within a newsagent unit at 64 High Street. Since 2007, the number of retail service units in Newport has increased by six units and the amount of retail service floorspace has increased by 705 sq.m.

Leisure Services

Newport is slightly under-provided for in terms of the proportion of leisure service outlets in comparison to the national average (18.3% compared to 22.0%). Similarly, the proportion of floorspace occupied by leisure service uses (19.2%) is below the respective national average figure of 22.8%. The most common types of leisure service uses in the centre are fast food units which occupy 10 units and a total floorspace of 1,160 sq.m, with other key services including restaurants (five units), public houses (four units) and bars (two units). There are three national operators in the centre, namely: Coral, Ladbrokes and Subway.

Financial and Business Services

In terms of financial and business services in Newport, the proportion of outlets occupied by such uses (16.5%) is above the national average figure (11.0%). Similarly, the proportion of floorspace occupied by such uses (13.4%) is above the national average level (8.3%). There are a total of eight property services and seven financial services units in the town centre, as well as four retail banks, three building societies, two legal services, two building supply firms and a printing company. The national financial and business service operators in Newport comprise: Barclays, HSBC, Lloyds, Natwest, Nationwide and Yorkshire Building Society. Since 2007, the number of financial and business service units has increased by one unit and the amount of floorspace in such use has increased by 410 sq.m.

Non-Retail Units

In addition to the retail and service uses on offer within the town centre, there are a number of non-retail uses, including: seven offices, seven medical services, two religious institutions, a Council office, a library and a taxi hire firm. A number of residential properties are also included within the Goad defined town centre boundary.

Health Check Indicator A3 – Potential Capacity for Growth or Change

This indicator involves a review of the opportunities available for the centre to expand or consolidate, with this information typically measured in the amount of land available for new or more intensive forms of town centre development. The indicator also requires the review of any extant or emerging planning permissions for new town centre uses, both within and out of the centre. In addition, land which has been allocated within the development plan for town centre uses and which may have not come forward and/or which may be vacant will also be identified to assess any potential new development sites for town centre uses.

There are a number of proposals for foodstores in Newport as follows:

Morrisons, Audley Avenue

In August 2012, planning permission (LPA ref. TWC/2011/0632) was granted at appeal (Appeal ref. APP/C3240/A/11/2167505/NWF) for the erection of a foodstore and associated café at land at Audley Avenue, Newport. The conditions attached to the decision restrict the net retail floorspace of the proposal to 2,644 sq.m for convenience goods and 661 sq.m for comparison goods. In January 2013, a reserved matters application (LPA ref. 2013/0089) for the foodstore was submitted to Telford and Wrekin Council for determination, however the application is currently pending determination. The foodstore is to be operated by Morrisons. The store will be located in an out-of-centre location.

Sainsbury's, Station Road

In October 2011, a full planning application (LPA ref. TWC/2011/0916) was submitted for the erection of a new superstore (4,645 sq.m net) at land to the west of Station Road, Newport. The application was recommended for approval by the Council but was subsequently 'called-in' by the Secretary of State for determination. The inquiry took place in January/February 2013 and the outcome is currently being awaited. The store, if permitted, would be located in an out-of-centre location.

Mere Park Garden Centre, Stafford Road

In April 2012, a Lawful Development Certificate was issued for the retail use of land and buildings at Mere Park Garden Centre on Stafford Road (Ref: APP/C3240/X/11/2164340), thus meaning that the land and buildings could be occupied by a foodstore development. No operator has been named for the store. The site is located in an out-of-centre location.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy (Venuescore)

As noted in **Table 4 (Appendix 1)**, Newport is classed as a Local Centre by Venuescore (2013). The centre's position has improved substantially since 2010, from 2,695th in 2010 to 2,428th in 2013, an improvement of 267 places.

National and Independent Retailers (Goad)

Newport accommodates a high proportion of independent retailers, with a limited number of national retailers present in the centre, the majority of which tend to be concentrated on High Street. The Experian Goad 'Major Retailers List' provides details of the top 27 comparison retailers which are usually found in major centres, with Newport only accommodating one of these retailers, namely a Boots. It is evident that there is a lack of national clothing operators in the town centre (for example Dorothy Perkins, H&M and New Look), as well as other key retailers such as Argos, Clarks and Wilkinsons. Nevertheless, this is not affecting the overall vitality and viability of the town centre.

Health Check Indicator A5 – Shopping Rents

A review of the properties to rent in the Newport town centre via Estates Gazette and relevant local agents details identified a variation in the current rental values (nb. total unit retail floorspace rental value and not Zone A rental value), dependent on their location and building type. These units included: 58 High Street which is seeking to achieve a rent of £100/sq.m (308 sq.m, £30,750 per annum) and the former Advertising Printing Works at Bellmans Yard which is seeking to achieve a rent of £21/sq.m (655sq.m, £14,000 per annum).

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the seven vacant units in Newport accounted for 1,760 sq.m of the total floorspace in the town centre. Both the proportion of vacancies (4.3%) and vacant floorspace (5.8%) are below the respective national average figures of 12.2% and 10.2%. The vacant units in the centre vary in size from 50 sq.m to 480 sq.m. The largest vacant unit in the centre is a business service unit, namely the former Advertiser printing works which is located at Audley Road (740 sq.m) and which has remained vacant since the previous survey in April 2007. The location of the vacant units can be identified in the **Figure 4** map.

There has been a significant reduction both in terms of the number of vacancies and the amount of vacant floorspace since April 2007, from 15 to seven vacant units and a floorspace of 2,430 sq.m to 1,760 sq.m.

Table 24: Vacancies in Newport Town Centre (March 2013)

Vacancy Figures			
	Total	**Newport (%)**	**UK (%)**
No. of Outlets	7	4.3%	12.2%
Floorspace (sq.m)	1,760	5.8%	10.2%

Source: Site Visit (March 2013)

Figure 4: Vacancies in Newport Town Centre (March 2013)

Source: Site Visit (March 2013)



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Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit to Newport town centre in March 2013 in order to identify those areas of movement with a high or low pedestrian footfall. It was evident that the greatest levels of activity were located on High Street, with the key anchor Co-operative Food and Waitrose foodstores to the east of the defined Primary Retail Zone also attracting high numbers of pedestrians. This can also be attributed to the series of walkways which connect these units to the town centre and which encourage shoppers to make linked trips.

Health Check Indicator A10 – Accessibility

Road Access: The A41 and A518 run through Newport town centre and connect to the M54 and Telford approximately 16 km to the south. The key routes through the town centre comprise Stafford Road, Wellington Road and High Street.

Car Parking: There is a good supply of off-street car parking within Newport, with the principal facilities comprising New Street (114 spaces) and Stafford Street (approximately 160 spaces) car parks, which offer free parking. Additional customer car parking facilities are available at the Waitrose (approximately 240 spaces) and Co-operative (approximately 130 spaces) foodstores, though this is limited to a maximum of two hours. The free on-street parking bays along High Street are limited for up to 40 minutes.

Public transport: A frequent bus service between Newport and the outlying centres of Telford, Shrewsbury, Market Drayton and Stafford is available, with several bus stops located on High Street and the nearby surrounding areas. The town is not served by a train service.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 10% of respondents stated that they visited Newport the most out of the centres in the Borough, with the majority (85%) of respondents who visited Newport the most, visiting the centre at least once a week or more frequently. When asked how they usually travelled to Newport, the majority of respondents (55%) stated that they usually travel by car and 41% stated that they walk. The most popular reasons for visiting Newport highlighted by respondents were due to the centre being close to home (37%), the choice and range of shops (23%) and the choice of services (7%). When asked what measures would encourage respondents to visit Newport more often, 20% stated increased choice and range of shops, 8% stated more parking and 4% stated a new supermarket. Those surveyed who responded that they don't visit Newport town centre were asked why they don't visit. 61% stated that the centre was too far away from their home or work, 9% stated that the centre has a lack of choice and range of shops and 2% stated that the centre is not accessible by public transport.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

In February 2013, in accordance with www.police.uk, 57 occurrences of crime were reported within a mile perimeter of Newport town centre. Most of these crimes (50%) related to anti-social behaviour. Newport town centre had the lowest occurrences of crime in February 2013 compared to Telford town centre and the other district centres surveyed. The Telford and Wrekin Community Safety Partnership comprises a number of public, private and voluntary organisations, including the police, NHS and the Council. It seeks to reduce anti-social behaviour and crime rates in the local area.

Health Check Indicator A13 – Town Centre Environmental Quality

The majority of the historic town is designated as a Conservation Area, and as a result the overall environmental quality of Newport is high. In particular, there is a good variety of building styles and features along High Street, as evident in the numerous Georgian and early Victorian buildings in this area. It was noted that the overall environmental quality of the centre on the day of the site visit was good, with little evidence of litter, vandalism or graffiti. Newport is part of the West Midlands Market Town Initiative Programme (MIT), which provides access to a package of funding to address regeneration problems and issues.

Summary

Newport exhibits signs of being a vital and viable centre. The centre's position in the Venuescore retail rankings (2013) has improved substantially by 267 places since 2010. The town centre is well represented in terms of independent retailers, which ensures that there is a good range of goods and services available in the centre. Although the number of national multiple retailers in the centre is limited, this does not have a negative impact on the vitality and viability of the centre. The centre was busy on the day of WYG's site visit and the environmental quality of the centre was good.

Appendix 3 – District Centres Health Checks

Appendix 3 – District Centre Health Checks (Dawley, Donnington, Hadley, Ironbridge, Madeley, Oakengates and Wellington)

DAWLEY DISTRICT CENTRE
HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Dawley is located approximately 3km to the south of Telford and 4km to the north west of Madeley. The Core Strategy states that the District Centres in Telford and Wrekin Borough, including Dawley, will be the focus for new development serving the needs of their respective communities. The main retail area in Dawley is linear in nature, with retail and service units located along either side of High Street. The main convenience provision in the centre is provided by the Co-operative Food store located on High Street. The largest comparison goods units in the centre is the Supersavers (630 sq.m) household goods unit on High Street.

As an Experian GOAD survey is not available for Dawley, a site visit of the district centre has been undertaken in order to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has been used to compare the relevant data of Dawley district centre with the UK national average figures and, where necessary, identify any potential issues with the centre.

The site visit data from March 2013 identified that there was a total of 59 units within Dawley district centre, comprising a total floorspace of 7,365 sq.m. These figures are based on the district centre boundary as defined in the Wrekin Local Plan 1995-2006 proposals map.

Since2006, there has been a significant decrease in the number of units (decreased by 17 units) and floorspace (decreased by 2,948 sq.m) in Dawley district centre. This can be accounted for due to the demolition of a number of units at Paddock Mount taking place in preparation for the redevelopment of this area of the district centre.

Photographs of Dawley (March 2013)













Photograph 28 (top left): Co-operative Food Store, High Street
Photograph 29 (top centre): Premiere Convenience Store, Doseley Road
Photograph 30 (top right): Dawley Pet Supplies, High Street
Photograph 31 (bottom left): Lloyds Pharmacy, High Street
Photograph 32 (bottom centre): Units on High Street
Photograph 33 (bottom right): Supersavers, High Street

Health Check Indicator A1 – Diversity of main town centre uses

Table 25: Diversity of Uses in Dawley District Centre (2006)

Number of Units			
	Number	**Dawley**	**UK**
Convenience	6	7.9%	8.5%
Comparison	14	18.4%	37.3%
Retail Service	11	14.5%	12.6%
Leisure Services	23	30.3%	20.7%
Financial and Business Services	11	14.5%	11.6%
Vacant	11	14.5%	9.3%
Total	**76**	**100.0%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 26: Amount of Floorspace in Dawley District Centre (2006)

Amount of Floorspace			
	Number	**Dawley**	**UK**
Convenience	1,436	13.9%	8.5%
Comparison	1,764	17.1%	37.3%
Retail Service	756	7.3%	12.6%
Leisure Services	4,291	41.6%	20.7%
Financial and Business Services	914	8.9%	11.6%
Vacant	1,153	11.2%	9.3%
Total	**10,313**	**100.0%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 27: Diversity of Uses in Dawley District Centre (March 2013)

Number of Units			
	Number	**Dawley**	**UK***
Convenience	5	8.5%	8.0%
Comparison	13	22.0%	32.9%
Retail Service	12	20.3%	13.6%
Leisure Services	17	28.8%	22.0%
Financial and Business Services	2	3.4%	11.0%
Vacant	10	16.9%	12.2%
Total	**59**	**100.0%**	**100.0%**

Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the diversity of use figures are based on Dawley district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Table 28: Amount of Floorspace in Dawley District Centre (March 2013)

Amount of Floorspace			
	Sq.m	**Dawley**	**UK***
Convenience	1,356	18.4%	14.4%
Comparison	1,906	25.9%	36.4%
Retail Service	788	10.7%	7.3%
Leisure Services	2,234	30.3%	22.8%
Financial and Business Services	193	2.6%	8.3%
Vacant	888	12.1%	10.2%
Total	**7,365**	**100.0%**	**100.0%**

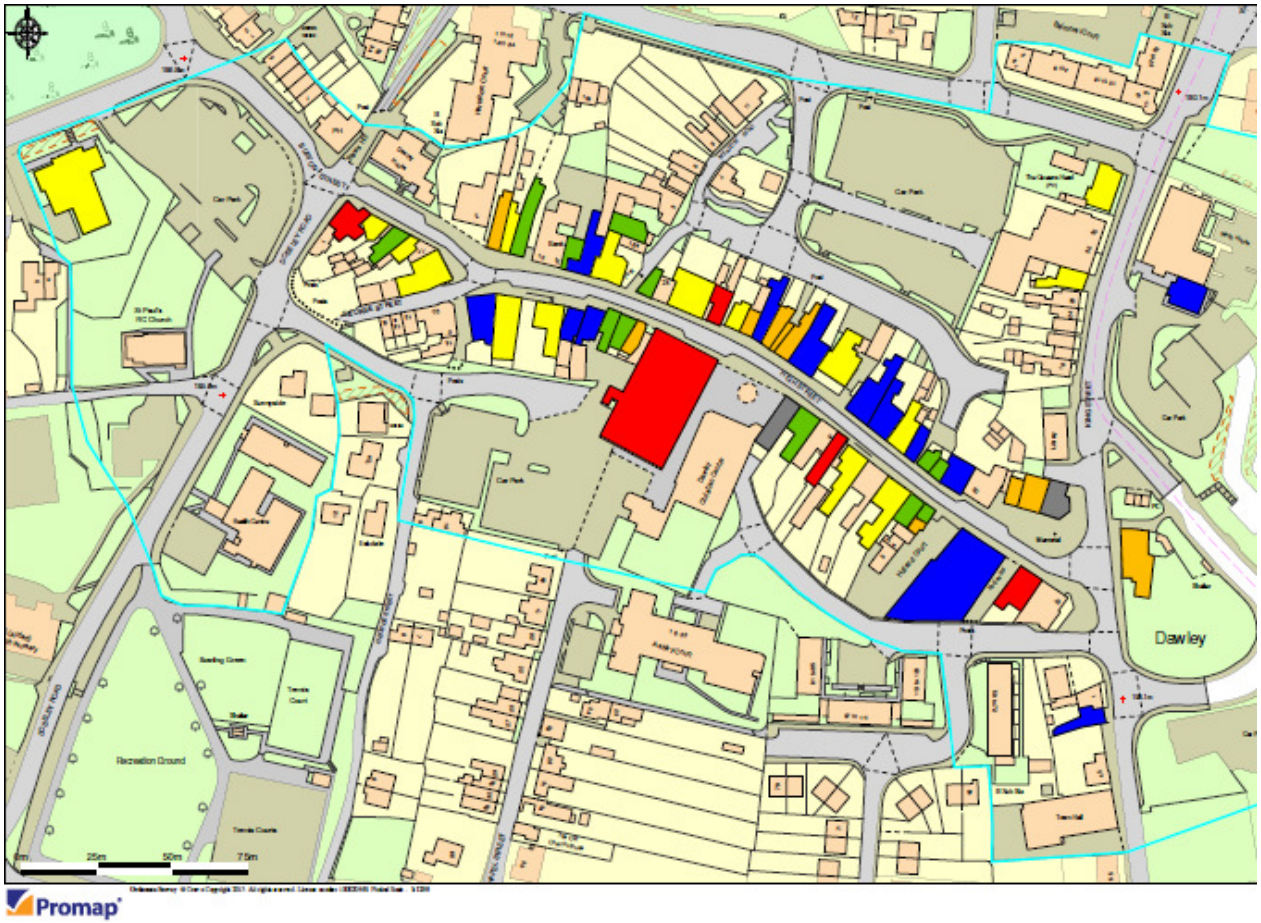
Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the diversity of use figures are based on Dawley district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Health Check Indicator A1 – Diversity of main town centre uses

Figure 5: Land Use Plan for Dawley District Centre (March 2013)



Health Check Indicator A1 – Diversity of main town centre uses

The data in **Tables 27 and 28** has been obtained from the site visit in March 2013.

Convenience Goods Units

Table 27 shows the diversity of use in Dawley district centre in March 2013, with the five convenience goods units accounting for 1,356 sq.m of floorspace. The percentage of units (8.5%) in use for the sale of convenience goods is comparable to the national average (8.0%), while the proportion of convenience goods floorspace (18.4%) is above the national figure (14.4%). The main convenience goods retailer in the district centre is the Co-operative Food store (938 sq.m) on High Street. Other convenience goods units include three convenience stores and a butcher. Since the 2006 survey, the number of convenience goods units in Dawley has decreased by one, from six units to five units and the amount of floorspace has decreased by 80 sq.m.

Comparison Goods Units

Comparison goods traders in Dawley district centre occupy 22.0% of all outlets in the town centre and 25.9% of all floorspace, this is below the respective national average figures of 32.9% and 36.4%. The comparison goods units in the centre vary in size from 47 sq.m to 630 sq.m, with the largest unit being the Supersaver household goods store. Other comparison goods units in Dawley include two pet shops, two chemists, a card shop, a charity shop and a florist. The majority of comparison goods units in the centre are occupied by independent retailers, with the only national retailer being Lloyds Pharmacy, who operate two pharmacies in the centre, one on High Street and one on King Street. Since the 2006 survey, the number of comparison goods units has decreased by one, from 14 units to 13 units. However, the amount of comparison goods floorspace has increased by 142 sq.m.

Retail Services

Retail services account for 20.3% of outlets (12 units) and 10.7% of floorspace (788 sq.m) in Dawley, which are both above the respective national averages of 13.6% and 7.3%. Dawley has five hairdressers, two opticians, a photography studio, a laundrette, an appliance repair centre and a tattoo studio. All of the retail service units in Dawley are operated by independent retailers, with no national retail service operators present in the centre. The number of retail service units in Dawley has increased by one unit (from 11 units to 12 units) since the 2006 survey was undertaken, with a floorspace increase of 32 sq.m.

Health Check Indicator A1 – Diversity of main town centre uses (Continued…)

Leisure Services

Dawley is generally well-provided for in terms of the number of leisure service units in the district centre, with the 17 units occupying 28.8% of all the outlets, which is above the national average of 22.0%. The proportion of floorspace occupied by the leisure sector (30.3%) is also above the national average (22.8%). Dawley has a total of five take-aways, four public houses and three restaurants. There are two national leisure service operators present in Dawley, namely Coral and Ladbrokes, however the majority of units are operated by independent retailers. The number of leisure service units in Dawley has decreased by six units since the 2006 survey was undertaken, with the amount of floorspace having decreased by 2,057 sq.m. This reduction in leisure service floorspace can be accounted for due to the closure of the Royal Exchange public house, the Lord Hill public house and Playland leisure centre.

Financial and Business Services

In terms of the proportion of units occupied by financial and business services in Dawley, the proportion of outlets (3.4%) and the proportion of floorspace (2.6%) are substantially below the respective national average figures of 11.0% and 8.3%. The two financial and business service units which are present in the centre are a financial services unit and a legal services unit. There is no bank present in the district centre. The number of financial and business services in Dawley district centre has decreased substantially since 2006, from 11 units to two units, with a reduction of 721 sq.m of financial and business services floorspace. This can be attributed to the demolition of units at Paddock Mount where a number of financial and business service units were previously located, in preparation for the redevelopment of this area.

Non-Retail Units

In addition to the retail and service units which are on offer within Dawley, there are also a number of other key buildings in the district centre, including a library, two dentists, two doctors surgeries and a community centre.

Health Check Indicator A3 – Potential Capacity for Growth or Change

In August 2010, outline planning permission (LPA ref. TWC/2010/0036) was granted for a mixed use development on 35.3 hectares of vacant land at Dawley and Malinslee comprising of a new school and associated sports pitches, retail units, residential dwellings, a nature park, a childrens playground, BMX track, public open space, landscaping and rights of way and associated works. Subsequently, a reserved matters application (LPA ref. TWC/2011/0591) was approved in November 2011 for the erection of a 900 place Secondary School, community sports facilities and associated car parking and works. The mixed use development is to be developed on the Paddock Mount site which was formerly occupied by a range of properties which have been demolished. Earthworks took place in 2010 in order to prepare the site for the development. This area of land is located within the district centre boundary at its eastern extent.

Health Check Indicator A5 – Shopping Rents

A review of the properties to rent in Dawley (March 2013) identified a variation in the current rental values (nb. total unit retail floorspace rental value and not Zone A rental value), dependent on their location and building type. These units included: 64 High Street which is seeking to achieve a rent of £158/sq.m (73 sq.m, £11,500 per annum) and 23 High Street which is seeking to achieve a rent of £113/sq.m (approximately 75 sq.m, £8,500 per annum).

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the 10 vacant units in Dawley accounted for 888 sq.m of the total floorspace in the district centre. **Table 29** indicates that both the rate of vacant outlets (16.9%) and the proportion of total floorspace (12.1%) are slightly above the respective national average figures of 12.2% and 10.2%. Althought the district centre's vacancy rate has increased since 2006, the number of vacant units in the centre have decreased by one unit and the amount of vacant floorspace has decreased by 265 sq.m.

Table 29: Vacancies in Dawley district centre (March 2013)

Vacancy Figures			
	Total	Dawley (%)	UK (%)
No. of Outlets	10	16.9%	12.2%
Floorspace (sq.m)	888	12.1%	10.2%

Source: Site Visit (March 2013)

Health Check Indicator A6 – Vacant Street-Level Property

There is only one vacant unit in the district centre which has a floorspace greater than 150 sq.m and three of the vacant units (30%) have a floorspace of less than 50 sq.m. The largest vacant unit is the former Lord Hill public house (189 sq.m) which is located on High Street.

Photographs of vacant units in Dawley District Centre (March 2013)







Photograph 34 (left): Former Lord Hill Public House, High Street
Photograph 35 (centre): Vacant unit, 38 High Street
Photograph 36 (right): Vacant unit, 64 High Street

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit of Dawley district centre in order to identify those areas of movement with a high or low pedestrian footfall. Steady flows of pedestrians were noted along High Street, while to the periphery of the district centre pedestrian flows were low. There were no locations where pedestrian flows were high, however this is to be expected of a centre of this size.

Health Check Indicator A10 – Accessibility

Road Access: The B4373 surrounds the western part of the centre, which leads to the M54 to the north and the A4169 to the south, in order to connect Dawley to the surrounding areas. Dawley is located approximately 3km to the south west of Telford and approximately 15km to the south west of Newport.

Car Parking: Off-street car parking is available in Dawley at Meadow Road (approximately 80 spaces), Burton Street (approximately 70 spaces) and George Street (approximately 60 spaces). A limited number of on-street parking spaces are also available along High Street and Burton Street.

Public transport: Bus stops are located in Dawley district centre on King Street near to Dawley library. There are regular bus services to Telford, Madeley, Ironbridge and other surrounding areas. There is no train station located in Dawley, with the nearest train station located in Telford.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March - April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 14% of respondents to the survey stated that they visit Dawley district centre, with only 2% stating that they visit Dawley most often out of the centres in the Borough. Of those respondents who visited Dawley most often, the majority (50%) visited Dawley on a daily basis, with 92% visiting at least once a fortnight or more frequently. When asked how they usually travelled to Dawley, the majority of respondents (50%) stated that they walk to the centre, with 28% travelling by car or van. Those respondents who visited Dawley most frequently stated that their main reason for doing so was the centre being close to home (31%), the choice and range of shops (29%) and the choice of services (16%). When asked what measures would encourage respondents to visit Dawley more often, 14% stated improved non-food shops within the town centre, 10% stated an increased choice and range of shops and 10% stated fewer charity shops.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

Dawley District Centre is located within the Dawley and Hamlets local policing area. Local priorities for the Dawley area have been set through the PACT (Partners and Communities Together) process, with the main priority at March 2013 being to prevent speeding traffic in the area. Regular surgeries are operated in the Dawley area in order that members of the community can discuss any issues with the local policy and other representatives. In accordance with www.police.uk, 161 crimes were reported within a mile of Dawley in February 2013, the majority of these crimes (53%) related to anti-social behaviour offences. The number of crimes reported in Dawley in February 2013 is slightly higher than the district centre average of 156.

Health Check Indicator A13 – Town Centre Environmental Quality

A range of historic buildings are located in Dawley district centre, which brings interest to the street scene, with the High Street retaining its historic form with retail units located on either side of the linear street. Street furniture is dispersed throughout the centre, including traditional lampposts and bollards which create an attractive environment, and on the day of the site visit the centre appeared clean. The majority of shopfronts are well maintained, however a number appeared to be in need of aesthetic improvements. The presence of some vacant units detracts slightly from the environmental quality of the area.

Summary

There is a good provision of convenience, retail service and leisure service units in Dawley district centre. However, the district centre would benefit from additional representation from the comparison and financial and business sector. There is a good range of independent retailers present in the centre and although the number of national multiple retailers in the centre is limited, this is to be expected for a centre of this size. Although the vacancy rate in the centre is above the national average figure, the number of vacant units has decreased by one unit, with the amount of vacant floorspace decreased by 265 sq.m since 2006. Although Dawley does exhibit some signs of being a healthy centre, the centre may benefit from additional investment to improve the centre's position.

DONNINGTON DISTRICT CENTRE
HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Donnington District Centre is linear in nature and is focused on a parade of shops along The Parade and the Morrisons supermarket to the south. Donnington is located 6.5km to the north of Telford and 8km to the south west of Newport.

The Morrisons (946 sq.m) which is located on the corner of Wrekin Drive and Turreff Avenue provides the main convenience goods provision in the centre. The Morrison's site was formerly occupied by a Netto store, which was demolished in 2009. The site was then redeveloped to provide a Morrisons store which opened in 2011. Additional convenience goods provision is provided by the two Co-operative Food stores (751 sq.m and 149 sq.m) on The Parade and Wrekin Drive.

The majority of units in Donnington district centre are occupied by independent retailers. However, there are five national retailers present in the centre, namely Co-operative Food, Coral Betting, Lloyds Pharmacy, Lloyds TSB and Morrisons.

There is no Experian GOAD survey data available for Donnington district centre. Therefore, in order to obtain the most up to date diversity of use and floorspace figures, a site visit was conducted by WYG in March 2013. The information from the site visit has been used to compare the relevant data of Donnington district centre with the UK national average figures and, if necessary, identify any potential issues with the centre. The data from March 2013 identified that there was a total of 17 units within Donnington district centre, comprising a total floorspace of 3,273 sq.m.

Photographs of Donnington District Centre (March 2013)







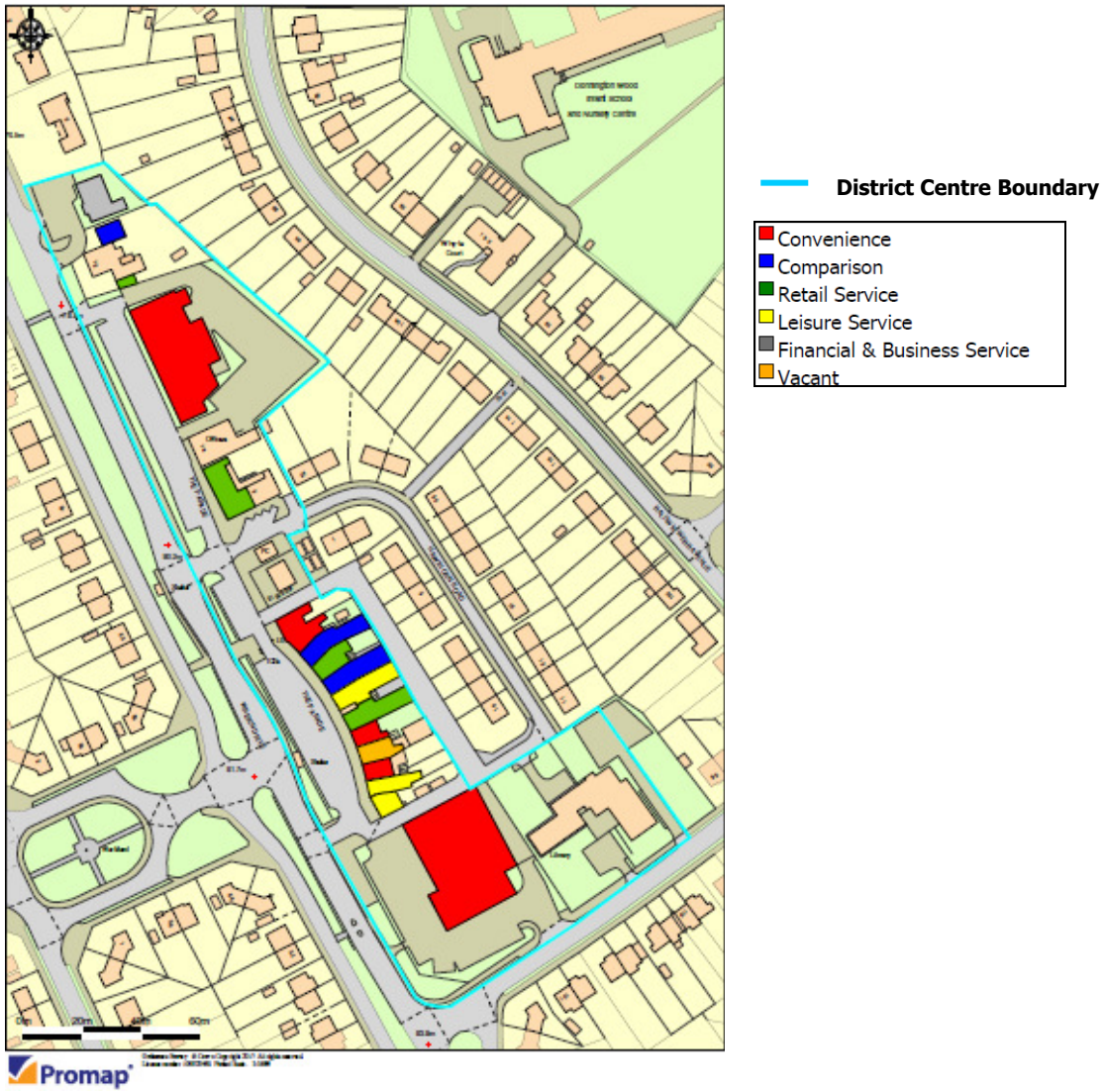






Photograph 37 (top left): Morrisons, Wrekin Drive
Photograph 38 (top centre): Units on The Parade
Photograph 39 (top right): The Co-operative Food, Wrekin Drive
Photograph 40 (bottom left): Lloyds Pharmacy, The Parade
Photograph 41 (bottom centre): Donnington Library, Turreff Avenue
Photograph 42 (bottom right): Lloyds TSB, Wrekin Drive

Figure 6: Land Use Plan for Donnington District Centre (March 2013)



Health Check Indicator A1 – Diversity of main town centre uses

Table 30: Diversity of Uses in Donnington District Centre (2006)

Number of Units			
	Number	Donnington	UK
Convenience	5	26.3%	8.5%
Comparison	3	15.8%	37.3%
Retail Service	4	21.1%	12.6%
Leisure Services	3	15.8%	20.7%
Financial and Business Services	2	10.5%	11.6%
Vacant	2	10.5%	9.3%
Total	**19**	**100%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 31: Previous Floorspace in Donnington District Centre (2006)

Previous Floorspace			
	Sq.m	Donnington	UK
Convenience	1,111	37.1%	13.9%
Comparison	354	11.8%	40.4%
Retail Service	361	12.1%	6.9%
Leisure Services	728	24.3%	22.3%
Financial and Business Services	222	7.4%	9.1%
Vacant	217	7.2%	7.4%
Total	**3,189**	**100%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 32: Diversity of Uses in Donnington District Centre (March 2013)

Number of Units			
	Number	Donnington	UK*
Convenience	5	29.4%	8.0%
Comparison	3	17.6%	32.9%
Retail Service	4	23.5%	13.6%
Leisure Services	3	17.6%	22.0%
Financial and Business Services	1	5.9%	11.0%
Vacant	1	5.9%	12.2%
Total	**17**	**100.0%**	**100.0%**

Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the diversity of use figures are based on Donnington district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Table 33: Existing Floorspace in Donnington District Centre (March 2013)

Existing Floorspace			
	Sq.m	Donnington	UK*
Convenience	1,971	60.2%	14.4%
Comparison	345	10.5%	36.4%
Retail Service	434	13.3%	7.3%
Leisure Services	294	9.0%	22.8%
Financial and Business Services	144	4.4%	8.3%
Vacant	85	2.6%	10.2%
Total	**3,273**	**100%**	**100%**

Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the floorspace figures are based on Donnington district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Health Check Indicator A1 – Diversity of main town centre uses (Continued…)

The data in **Tables 30** to **33** have been obtained from two sources, namely: the district centre survey undertaken by TWBC in 2006 and WYG's site visit in March 2013.

Convenience Goods Units

Table 32 shows the diversity of use in Donnington district centre in March 2013, with the 5 convenience goods units accounting for 1,971 sq.m of floorspace. Both the percentage of units (29.4%) and percentage of floorspace (60.2%) are substantially above the respective national average figures of 8.0% and 14.4%. The Morrisons supermarket (946 sq.m) on Wrekin Drive is the main convenience goods provider in the centre, with additional provision offered by the two Co-operative Food stores (751 sq.m and 149 sq.m), a bakery and an off licence.

Since 2006, the number of convenience goods units in Donnington has remained stable, with five convenience goods units present in 2006 and 2013. However, the proportion of convenience goods floorspace has increased by 860 sq.m since 2006, from 1,111 sq.m to 1,971 sq.m. This increase in floorspace can be accounted for due to the redevelopment of the former Netto store to provide a larger Morrisons supermarket.

Comparison Goods Units

Comparison goods traders in Donnington district centre occupy 17.6% of all outlets in the town centre and 10.5% of all floorspace, which is below the respective national average figures of 32.9% and 36.4%, but this is considered satisfactory for a district centre of this scale. The three comparison goods units present in the centre are a pharmacy, a flooring shop and a pet shop. The Lloyds Pharmacy is the sole national comparison goods retailer present in the centre. Since 2006, the number of comparison goods units in the centre has remained static, with three comparison goods units present in 2006 and 2013.

Retail Services

Retail services account for 23.5% of outlets (four units) and 13.3% of floorspace (434 sq.m), which is greater than the respective national averages of 13.6% and 7.3%. The retail services present in the centre include two hairdressers, a laundry and dry cleaning service and an optician. All of the retail services are operated by independent retailers. The number of retail service units present in the centre has remained static since 2006, with four units present in 2006 and 2013.

Health Check Indicator A1 – Diversity of main town centre uses (Continued…)

Leisure Services

Donnington district centre has three leisure services units, with the proportion of units (17.6%) below the national average of 22.0%. The proportion of leisure service floorspace (9.0%) is substantially below the national average of 22.8%. The leisure services present in Donnington district centre include two take aways and a betting shop. There is one national leisure service operator present in Donnington, namely Coral Betting. Since 2006, the number of leisure service units in Donnington district centre has remained static, with three units present in 2006 and 2013.

Financial and Business Services

There is one unit occupied by a financial and business service use in Donnington district centre. The proportion of outlets (5.9%) and the proportion of floorspace (4.4%) occupied by such uses is below the respective national average figures of 11.0% and 8.3%. The sole financial and businesses service present in the centre is the Lloyds TSB retail bank. Since 2006, the number of financial and business service units in the centre has reduced by one unit.

Non-Retail Units

In addition to the retail services on offer within Donnington district centre, there is also a library present on Turreff Avenue and a public toilet block located on Wrekin Drive.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy (Venuescore)

As noted in **Table 4 (Appendix 1)**, Donnington is classed as a Local Centre by Venuescore (2013). The centre's position has improved substantially since 2010, from 5,036th in 2010 to 2,216th in 2013, an improvement of 2,820 places.

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found only one vacant unit in Donnington district centre, occupying 85 sq.m floorspace. The proportion of vacant units (5.3%) and proportion of vacant floorspace (2.4%) is substantially below the respective national average figures of 12.2% and 10.2%. The single vacant unit was formerly occupied by an off licence at the time that the 2006 survey was undertaken. Since the 2006 survey, the number of vacant units in Donnington district centre has decreased by one unit, from two units in 2006 to one unit in 2013.

Table 34: Vacancies in Donnington (March 2013)

Vacancy			
	Total	Donnington (%)	UK (%)
No. of Outlets	1	5.9%	12.2%
Floorspace (sq.m)	85	2.6%	10.2%

Source: Site Visit (March 2013)

Health Check Indicator A9 – Pedestrian Footfall

Pedestrian movement in Donnington district centre on the day of the site visit in March 2013 was reasonable for a centre of this size. The levels of footfall were evenly spread throughout the centre, with activity present in the vicinity of the Morrisons supermarket, the Co-operative Food store on Wrekin Drive and along The Parade.

Health Check Indicator A10 – Accessibility

Road Access: Donnington district centre is located on Wrekin Drive, which connects to the A518 leading to Newport (8km) to the north and the A4640 leading to Telford (6.5km) to the south.

Car Parking: Free off-street car parking is located to the front of The Parade, providing approximately 30 spaces. Car parking is also provided at the Morrisons supermarket and the Co-operative Food store on Wrekin Drive.

Public transport: A bus stop is located on Wrekin Drive adjacent to the row of shops along The Parade. Regular bus services are available to Telford, Newport, Oakengates, Wellington and other surrounding areas.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 21% of respondents stated that they sometimes visit Donnington, with 2% stating that they visit Donnington the most out of the centres in the Borough. Of those who visit Donnington most frequently, 100% visited the centre at least once a fortnight or more frequently. The majority of respondents (80%) stated that usually travel to Donnington by car or van, with 14% walking to the centre. Those respondents who stated that they visit Donnington most often advised that there main reasons for doing so were the choice and range of shops (46%), due to the centre being close to home (18%) and due to the choice of services (18%). When asked whether any measures would encourage them to visit Donnington more often, the majority (86%) stated nothing, while 14% stated more places to eat or drink.

Health Check Indicator A13 – Town Centre Environmental Quality

The environmental quality of Donnington district centre is adequate. On the day of the site visit the centre appeared clean with no evidence of litter or graffiti. The shopfronts in the centre are reasonably well maintained and there is a mix of building types in the centre. However, some buildings do appear slightly outdated and would potentially benefit from modernisation. The Parade of shops is set back from the main road (Wrekin Drive) which helps to create a more attractive and safe shopping environment for pedestrians.

Summary

The review of the health check indicators has shown that Donnington exhibits a number of signs of being a healthy centre. Since 2010, the district centres Venuescore retail ranking has improved substantially by 2,820 places, and it is considered that the Morrison's store has helped to improve the retail offer in the centre. Although the centre is slightly dominated by the convenience goods sector, there is also a number of comparison goods, retail service and leisure service units. The vacancy rate in the centre is low and has decreased since 2006. Although the majority of units in the centre are well maintained, some units appear outdated and may benefit from modernisation.

HADLEY DISTRICT CENTRE HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Hadley District Centre is focused on a precinct of retail units to the west, with a number of additional retail units located on High Street to the east, interspersed with residential properties. Hadley is located approximately 5km to the north west of Telford and 11km to the south west of Newport.

Hadley district centre is currently being redeveloped, following the granting of full planning permission (LPA ref. TWC/2011/0953) on the 25th January 2012 for the erection of a new district centre comprising a Tesco Express foodstore (371 sq.m gross), ancillary units (Use Classes A1, A2, A3 and A5) up to a total of 560 sq.m gross, a vets (245 sq.m gross) and the creation of 70 parking spaces and associated infrastructure, landscaping and public realm works. Phase 1 of the development commenced in June 2012 with the demolition of the former Gladhouse House shopping precinct and the commencement of construction of the foodstore, six retail units, parking and public realm works. Phase two will involve the development of two additional retail units, the vets and additional parking and public realm works. A residential scheme is also proposed as part of the development proposals which is the subject of a separate application.

As a result of the redevelopment proposals, Hadley district centre is in a period of transition, with a restricted retail offer currently in place. The main convenience provision in the centre is provided by Hadley Indoor Market (769 sq.m) and The One Stop Shop (166 sq.m). However, the convenience goods offer in the centre will be improved once the Tesco Express store opens as part of the redevelopment proposals.

There is no Experian GOAD survey data available for Hadley district centre and in order to obtain the most up to date diversity of use and floorspace figures, a site visit was conducted by WYG in March 2013. The information from the site visit has been used to compare the relevant data of Hadley district centre with the UK national average figures and, if necessary identify any potential issues with the centre. The data from March 2013 identified that there was a total of 18 units within Hadley district centre, comprising a total floorspace of 3,207 sq.m.

Photographs of Hadley District Centre (March 2013)







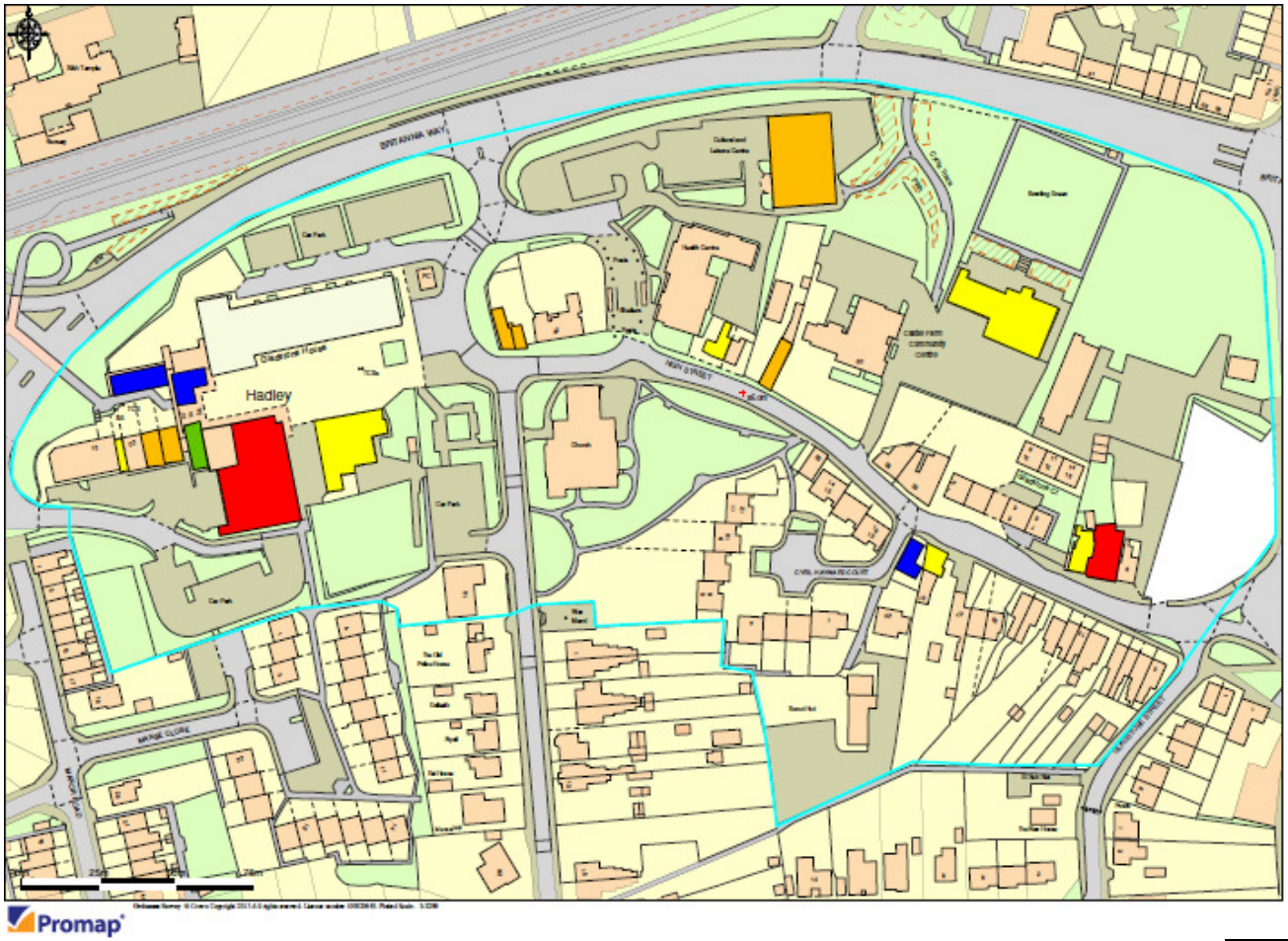






Photograph 43 (top left): Hadley Indoor Market, Gladstone Centre
Photograph 44 (top centre): Rowlands Pharmacy, Gladstone Centre
Photograph 45 (top right): Kings Head Public House, Gladstone Centre
Photograph 46 (bottom left): Hadley 1 Stop, High Street
Photograph 47 (bottom centre): Units on High Street
Photograph 48 (bottom right): Hadley District Centre Redevelopment

Figure 7: Land Use Plan for Hadley District Centre (March 2013)



Health Check Indicator A1 – Diversity of main town centre uses

Table 35: Diversity of Uses in Hadley District Centre (2006)

Number of Units			
	Number	**Hadley**	**UK***
Convenience	7	22.6%	8.5%
Comparison	7	22.6%	37.3%
Retail Service	6	19.4%	12.6%
Leisure Service	6	19.4%	20.7%
Financial and Business Service	0	0.0%	11.6%
Vacant	5	16.1%	9.3%
Total	**31**	**100.0%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 36: Previous Floorspace in Hadley District Centre (2006)

Previous Floorspace			
	Sq.m	**Hadley**	**UK***
Convenience	1,156	28.0%	13.9%
Comparison	666	16.1%	40.4%
Retail Service	353	8.6%	6.9%
Leisure Service	1,085	26.3%	22.3%
Financial and Business Service	0	0.0%	9.1%
Vacant	865	21.0%	7.4%
Total	**4,125**	**100%**	**100%**

Source: Telford and Wrekin BC, 2006

Table 37: Diversity of Uses in Hadley District Centre (March 2013)

Number of Units			
	Number	**Hadley**	**UK***
Convenience	2	11.1%	8.0%
Comparison	3	16.7%	32.9%
Retail Service	1	5.6%	13.6%
Leisure Services	6	33.3%	22.0%
Financial and Business Services	0	0.0%	11.0%
Vacant	6	33.3%	12.2%
Total	**18**	**100.0%**	**100.0%**

Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the diversity of use figures are based on Hadley district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Table 38: Existing Floorspace in Hadley District Centre (March 2013)

Existing Floorspace			
	Sq.m	**Hadley**	**UK***
Convenience	934	29.1%	14.4%
Comparison	233	7.3%	36.4%
Retail Service	75	2.3%	7.3%
Leisure Service	1,073	33.5%	22.8%
Financial and Business Service	0	0.0%	8.3%
Vacant	892	27.8%	10.2%
Total	**3,207**	**100.0%**	**100.0%**

Source: Site Visit, March 2013

* UK Average Figure, Goad, January 2013 (taken from Full Category Report averages)

Nb. All of the floorspace figures are based on Donnington district centre as defined by the Wrekin Local Plan 1995-2006 proposals map

Health Check Indicator A1 – Diversity of main town centre uses

The data in **Tables 35** to **38** have been obtained from two sources, namely: the survey of Hadley district centre undertaken by TWBC in 2006 and the site visit undertaken by WYG in March 2013.

Convenience Goods Units

In March 2013, there were two convenience goods units in Hadley district centre which accommodated a total floorspace of 934 sq.m. The percentage of units (11.1%) and the percentage of floorspace (29.1%) are both above the respective national average rates (8.0% and 14.4%). The majority of convenience goods floorspace in the district centre is provided by the Hadley Indoor Market (769 sq.m) and the remainder of the convenience goods offer is provided by the One Stop convenience store (166 sq.m). Since 2006, the number of convenience goods units in Hadley has reduced by five units (from seven to two units), this can be accounted for due to the demolition of a number of retail units as part of the Hadley district centre redevelopment. Once the redevelopment scheme has been completed, the amount of convenience goods provision will increase due to the Tesco Express store.

Comparison Goods Units

Comparison goods traders in Hadley occupy 16.7% of all outlets in the district centre and account for 7.3% of all floorspace. This is substantially below the respective national average figures of 32.9% and 36.4%. There is one national comparison goods retailer present in the centre, namely the Rowlands Pharmacy. Other comparison goods units include a charity shop and a door retailer. Since the 2006 survey was undertaken , the number of comparison goods units in the centre has decreased by four units and the amount of comparison goods floorspace has decreased by 433 sq.m. Again, the reduction in comparison goods units and floorspace can be attributed to the redevelopment works which are currently taking place in the district centre. Once the redevelopment scheme is completed, it is likely that the number of comparison goods units in the district centre will increase.

Retail Services

Retail services account for 5.6% of outlets and 2.3% of floorspace in Hadley district centre, which is below the respective national average figures of 13.6% and 7.3%. There is only one retail service unit present in the centre, namely the Post Office (75 sq.m). Between 2006 and 2013, the number of retail service units in the district centre decreased by five units and the amount of retail floorspace decreased by 278 sq.m. The reason for this reduction in retail service units and floorspace is due to the demolition of a number of former retail service units as part of the Hadley district centre redevelopment proposals.

Health Check Indicator A1 – Diversity of main town centre uses (Continued…)

Leisure Services

Hadley district centre is well provided for in terms of the number of leisure service units (six) and the amount of floorspace (1,073 sq.m) in comparison with the national average. Leisure service units in the district centre include two take-aways, a boxing studio, a public house, a social club and a betting shop. All the leisure service units in the district centre are operated by independent retailers. Since 2006, the number of leisure service units in the district centre has remained stable, with six units present in 2006 and 2013. The amount of leisure service floorspace has also remained relatively stable, having decreased by only 12 sq.m.

Financial and Business Services

Hadley district centre is lacking in terms of financial and business services provision, with no such uses present in the district centre. This has been the case since 2006, when there were also no financial and business service units present.

Non Retail Uses

There are also a number of non retail uses present in the district centre, including a veterinary surgery, a doctors, a church and a youth project centre. A library is located in Hadley off Crescent Road, however the building is not located within the district centre boundary.

Health Check Indicator A3 – Potential Capacity for Growth or Change

This indicator involves a review of the opportunities available for the centre to expand or consolidate, with this information typically measured in terms of the amount of land available for new or more intensive forms of town centre development. The indicator also requires the review of any extant or emerging planning permissions for new town centre uses, both within and out of the centre. In addition, land which has been allocated within the development plan for town centre uses and which may have not come forward and/or which may be vacant will also be identified to assess any potential new development sites for town centre uses.

Planning permission was granted in January 2012 (LPA ref. TWC/2011/0953) for the redevelopment of Hadley district centre, to provide a new district centre including a Tesco Express foodstore (371 sq.m gross), ancillary units (Use Classes A1, A2, A3 and A5) up to a total of 560 sq.m gross, a vets (245 sq.m gross) and the creation of 70 parking spaces and associated infrastructure, landscaping and public realm works. The redevelopment proposals represent the opportunity for the improvement of the retail offer in the centre. Works have commenced on the site as part of Phase 1 of the development, including the demolition of the former units at Gladstone House and the commencement of construction of the foodstore, six retail units, parking and public realm works. The Phase 1 works are planned to be completed in 2013. Phase 2 of the development proposals is to involve the development of two additional retail units, a veterinary surgery and additional parking and public realm works.

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the six vacant units in Hadley district centre accounted for 892 sq.m of the total floorspace in the district centre. Both the proportion of vacant units (33.3%) and the proportion of vacant floorspace (27.8%) are substantially above the national average figures of 12.2% and 10.2%. The largest vacant unit in the centre is the former Hadley cultural and leisure centre (602 sq.m), whilst the remaining five vacant units (83%) in the district centre have a floorspace of less than 100 sq.m. Whilst the vacancy rate in Hadley district centre is currently above the national average rate, this is likely to be improved by the redevelopment proposals which are currently being built out. Once the new district centre is completed, which will improve the overall retail offer in the district centre as well as the attractiveness of the centre, it is likely to have a 'knock on' effect by improving the wider district centre, which should in turn attract new retail operators to the centre and reduce vacancy rates.

Table 39: Vacancies in Hadley (March 2013)

Vacancy			
	Total	Hadley(%)	UK (%)
No. of Outlets	6	33.3	12.2%
Floorspace (sq.m)	892	27.8%	10.2%

Source: Site Visit (March 2013)

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit of Hadley in order to identify those areas of movement with a high or low pedestrian footfall. On the day of the site visit there appeared to be low levels of pedestrian activity in Hadley. Some pedestrian activity was noted in the vicinity of Hadley Indoor Market, the Post Office and the pharmacy, however overall the centre appeared quiet.

Health Check Indicator A10 – Accessibility

Road Access: Hadley is located approximately 2.5km to the north of the M54 motorway, which provides access to Shrewsbury to the west and links to the M6 motorway to the east. The district centre is located approximately 5km to the north west of Telford and 11km to the south west of Newport.

Car Parking: Free off-street car parking (approximately 30 spaces) is located to the south of the precinct off Haybridge Road. Although no designated on-street parking spaces are provided on High Street, there are sections of this route which are not subject to on-street parking restrictions. The redevelopment of Hadley district centre will introduce 70 additional car parking spaces.

Public transport: Bus stops are located in the centre of Hadley to the north of High Street, with additional stops along High Street. Regular services are available to Telford, Wellington and Oakengates. There is no train station in Hadley.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 9% of respondents stated that they sometimes visit Hadley, with 1% stating that they visit Hadley the most often out of all the centres in the Borough. Of those respondents visiting Hadley most often, 100% visited the centre at least once a week, 100% walked to the centre and 100% stated that their main reason for visiting the centre was the choice of services. When asked whether there are any measures which would encourage them to visit Hadley more often, 100% of respondents stated that there was nothing that would encourage them to visit more.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

Hadley forms part of the Hadley and Leegomery local policing area. There is a PACT (Partners and Communities Together) process in place within this local area in order that issues of concern relating to crime and safety can be raised and priorities and actions put in place in order to deal with these issues. In accordance with www.police.uk, in February 2013, 153 incidences of crime were recorded within 1 mile of Hadeley. Most (45.1%) of these crimes related to anti-social behaviour offences. The number of crimes recorded in Hadley district centre in February 2013 was slightly lower than the average number of crimes (156) recorded across the district centres.

Health Check Indicator A13 – Town Centre Environmental Quality

The majority of existing properties in the western extent of the district centre i.e. the precinct, appear out-of-date and in need of modernisation. The layout of the buildings in this area of the town feels enclosed and does not create a pleasant atmosphere. The proposals which are in place for the redevelopment of the district centre aim to provide a new modern facility which will help to create a vibrant retail centre.

Summary

Hadley district centre is currently in a period of transition, as the centre is being redeveloped to include a new Tesco Express store and a range of retail and service units. The centre is currently suffering from high vacancy rates, low levels of pedestrian footfall and appears in need of modernisation. However, it is considered that the positive interventions which are currently taking place will help to improve the health of the centre.

IRONBRIDGE HEALTH CHECK ASSESSMENT

Status:

Centre Overview

Ironbridge is a popular retail and leisure destination, with its location within the Ironbridge Gorge World Heritage Site (WHS) attracting tourists to the centre. The centre is located approximately 3.5km to the south west of Madeley, 7km to the south of Telford and 20km to the south of Newport.

The Retail Centre of Ironbridge as defined in the Wrekin Local Plan 1995-2006 proposals map is centred on the Square and includes Tontine Hill, High Street and The Wharfage. The centre is linear in nature, with the Square at the centre, with the centre running alongside the River Severn.

There is a high proportion of independent retail operators present within the centre, with the sole national multiple retailer being the Post Office. The majority of shops are small to medium in scale, with units ranging from 29 sq.m to 264 sq.m. A high proportion of the retail and service units present in the centre cater for the tourist population.

There is no Experian GOAD survey of Ironbridge available and therefore a site visit of the centre has been undertaken in order to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has then been used to compare the relevant data of Ironbridge with the UK national average figures and, where necessary, identify any potential issues with the town.

The data from April 2013 identified that there was a total of 38 units within Ironbridge retail centre, comprising a total floorspace of 3,190 sq.m, based on the retail centre boundary contained in the Wrekin Local Plan 1995-2006 proposals map.

Photographs of Ironbridge Centre (April 2013)







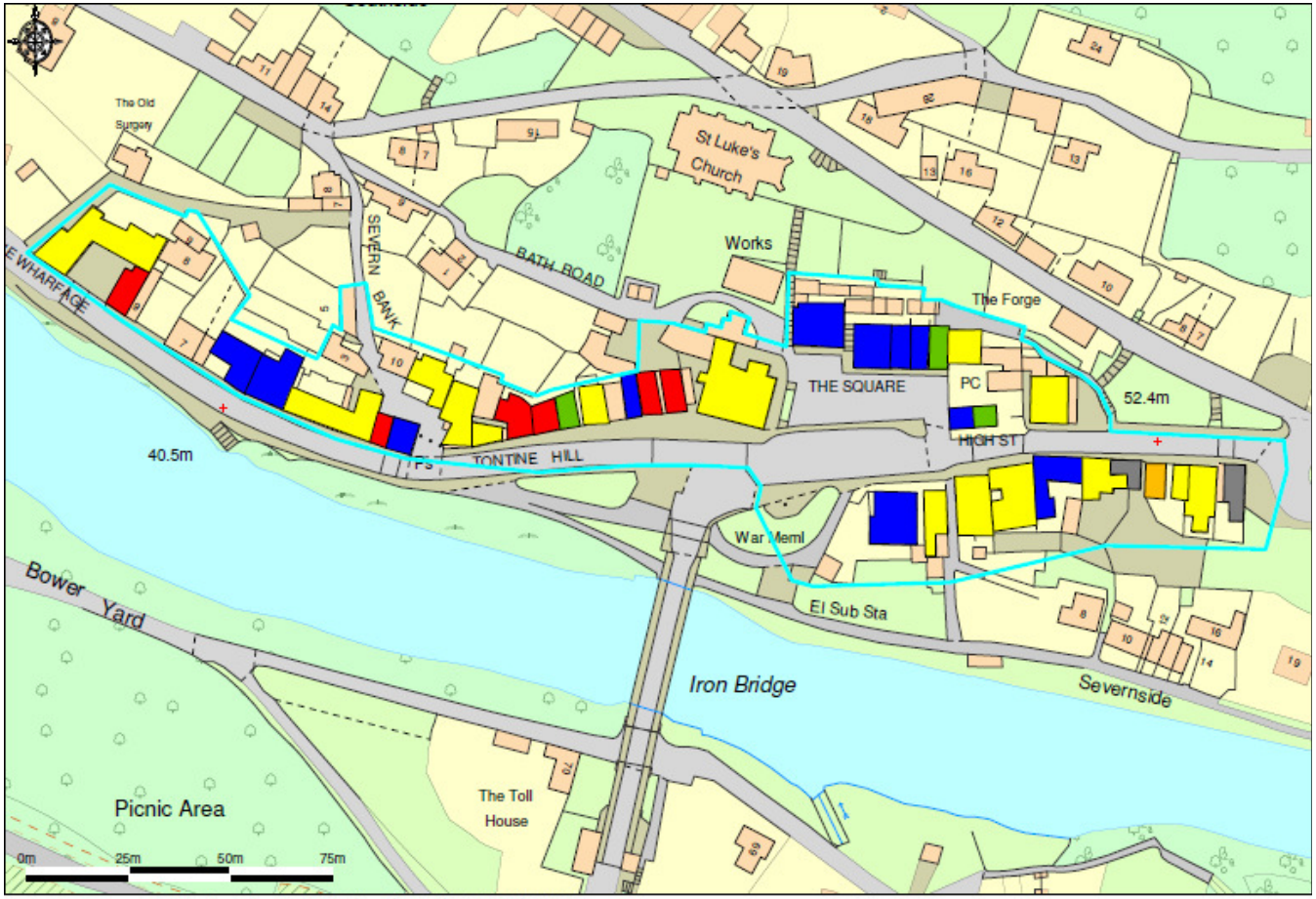






Photograph 49 (top left): Units along Tontine Hill
Photograph 50 (top centre): Eley's Pies, Tontine Hill
Photograph 51 (top right): Queenies Cupcakery, The Wharfage
Photograph 52 (bottom left): Units at The Square
Photograph 53 (bottom centre): Bed and Breakfast, The Wharfage
Photograph 54 (bottom right): The Iron Bridge and War Memorial

Figure 8: Ironbridge Centre – April 2013



Health Check Indicator A1 – Diversity of main town centre uses

Table 40: Existing Diversity of Uses in Ironbridge Centre (April 2013)

Existing Number of Units			
	Number	**Ironbridge**	**UK***
Convenience	6	15.8%	8.0%
Comparison	11	28.9%	32.9%
Retail Service	3	7.9%	13.6%
Leisure Service	15	39.5%	22.0%
Financial and Business Service	2	5.3%	11.0%
Vacant	1	2.6%	12.2%
Total	**38**	**100.0%**	**100%**

Source: Site Visit, April 2013
* UK Average Figure, Goad, January 2013
Nb. All of the diversity of use figures are based on the Wrekin Local Plan centre boundary.

Table 41: Existing Floorspace in Ironbridge Centre (April 2013)

Existing Floorspace			
	Sq.m	**Ironbridge**	**UK***
Convenience	315	9.9%	14.4%
Comparison	914	28.7%	36.4%
Retail Service	119	3.7%	7.3%
Leisure Service	1,701	53.3%	22.8%
Financial and Business Service	99	3.1%	8.3%
Vacant	42	1.3%	10.2%
Total	**3,190**	**100.0%**	**100%**

Source: Site Visit, April 2013
* UK Average Figure, Goad, January 2013
Nb. All of the floorspace figures are based on the Wrekin Local Plan centre boundary.

Health Check Indicator A1 – Diversity of main town centre uses

Convenience Goods Units

Table 40 shows the diversity of use in Ironbridge in April 2013, with the six convenience units accounting for 315 sq.m of floorspace. The percentage of units (15.8%) is above the national average figure of 8.0%. However, the percentage of floorspace (9.9%) in use for the sale of convenience goods is below the national average of 14.4%. This is due to the small scale of the convenience goods units present in the centre, which range in size from 32 sq.m to 71 sq.m. There is no supermarket present in the centre. The convenience goods units present in Ironbridge comprise five bakers and confectioners and a CTN (confectionery, tobacco and news). All of the convenience goods retail units in the centre are occupied by independent retailers.

Comparison Goods Units

Comparison goods traders in Ironbridge occupy 28.9% of all outlets in the centre, which is below the national average rate of 32.9%. Similarly, in terms of the comparison goods floorspace provision, the 11 units account for 914 sq.m of floorspace, with the percentage of floorspace (28.7%) again below the national average figure of 36.4%. The comparison goods units in the centre include six gift shops, a florist, a toy shop, a book shop, a charity shop and a pharmacy. The high proportion of gift shops shows that the retail offer in Ironbridge caters for visitors to the centre. All of the comparison goods units in the centre are occupied by independent operators.

Retail Services

Retail services account for 7.9% of outlets (3 units) and 3.7% of floorspace (119 sq.m) in the centre, which is below the respective national average figures of 13.6% and 7.3%. The retail service units in the centre comprise the Post Office, an engraving service and a hairdresser. The Post Office is the sole national multiple retailer within the centre.

Leisure Services

Ironbridge is well provided for in terms of the proportion of leisure service outlets (39.5%) and the proportion of leisure service floorspace (53.3%) in comparison to the respective national average figures of 22.0% and 22.8%. The leisure service units in the centre include five cafes, five restaurants, three guest houses/hotels, a take away and a leisure activities centre, which reflects the tourist nature of the centre.

Financial and Business Services

In terms of financial and business services in Ironbridge, both the proportion of outlets (5.3%) and the proportion of floorspace (3.1%) occupied by such uses is below the respective national average figures of 11.0% and 8.3%. There are only two financial and business service units present in Ironbridge, which occupy 99 sq.m of floorspace. These two financial and business service units are both estate agencies.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

National and Independent Retailers - Top Retailers (Experian Goad)

Ironbridge does not accommodate any of Experian Goad's top 27 comparison retailers. However, given the scale of the centre and the centre's role in providing for a high proportion of visitors, as well as the local community, it would not be expected for Ironbridge to accommodate a higher proportion of national multiple retailers. The lack of national multiple retailers in Ironbridge does not negatively effect the vitality and viability of the centre.

Health Check Indicator A5 – Shopping Rents

Due to the limited number of vacant units present in Ironbridge, there is limited information available via Estates Gazette and relevant local agents details in relation to properties available for rent in the centre. It has been identified that in relation to the vacant unit at 27-27a High Street, the owner is seeking to achieve a rent of £133/sq.m (72 sq.m, £9,600 per annum) based on both ground floor and basement floorspace.

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in April 2013 found that there is only one vacant unit present in the centre of Ironbridge, with the unit accounting for 42 sq.m floorspace at ground floor level. The vacant unit is located at 27-27a High Street and was previously occupied by a beauty salon. Both the proportion of vacant units (2.6%) in the centre and the proportion of vacant floorspace (1.3%) are substantially below the respective national average figures of 12.2% and 10.2%.

Table 42: Vacancies in Ironbridge Centre (April 2013)

Vacancy Figures			
	Total	**Ironbridge (%)**	**UK (%)**
No. of Outlets	1	2.6%	12.2%
Floorspace (sq.m)	42	1.3%	10.2%

Source: Site Visit (April 2013)

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit to Ironbridge in order to identify those areas of movement with a high or low pedestrian footfall. Levels of pedestrian movement were good throughout the centre, with activity noted along The Wharfage, Tontine Hill, The Square and High Street. A high proportion of walkers were noted during the site visit, with visitors using Ironbridge as a starting point for visiting the wider Ironbridge Gorge World Heritage Site.

Health Check Indicator A10 – Accessibility

Road Access: The B4373 runs through the centre of Ironbridge. The centre is located approximately 3.5km to the south west of Madeley, 7km to the south of Telford and 20km to the south of Newport.

Car Parking: An off-street car park is located to the centre of Ironbridge at The Square, which provides approximately 25 spaces. The car park is a short stay car park (maximum one hour stay), with a charge of 90p per hour. A limited number of on-street parking spaces are also available along High Street and The Wharfage.

Public transport: A bus stop is located at the centre of Ironbridge to the front of The Square. Regular services are available to Madeley, Telford and Wellington, with services also available to Shrewsbury and Wolverhampton.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 40% of respondents to the survey stated that they sometimes visit Ironbridge, with 3% stating that they visited Ironbridge the most often out of the centres in the Borough. Of those respondents that visited Ironbridge the most often, 64% visited at least once a fortnight of more often, with the majority (57%) usually travelling to the centre on foot, with 33% travelling to the centre by car. The respondents who visited the centre most often stated that their main reason for doing so was due to the choice of leisure facilities (30%), due to the centre being close to home (28%) and due to the environmental quality of the centre (16%). When asked what measures would encourage respondents to visit Ironbridge more often, the majority (75%) stated that nothing would make them visit more often, while 9% stated an increased choice and range of shops and 6% stated a new supermarket.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

In accordance with www.police.uk, in February 2013, 89 crimes were reported within a mile of Ironbridge. The majority of these crimes (66%) related to anti-social behaviour. Ironbridge forms part of the Cuckoo Oak and Ironbridge local policing area. The local area priorities which seek to tackle the issues that are causing concern in the community relate to vehicle related issues, including the need to deter the racing and gathering of vehicles.

Health Check Indicator A13 – Town Centre Environmental Quality

The environmental quality of Ironbridge is good and the centre is very attractive. The centre is located within the Ironbridge Gorge World Heritage Site and there are a number of listed building present in the centre. The Ironbridge and River Severn which runs parallel to the main shopping street in Ironbridge provide a favourable backdrop to the centre. The shopfronts within the centre are well maintained, as is the public realm. During the site visit no litter or graffiti were present in the centre.

Summary

Ironbridge appears to be a vital and viable centre. On the day of WYG's site visit, Ironbridge was busy and was evidently a popular tourist and leisure destination. The centre is of high environmental quality due to its position within the World Heritage Site, with retail units in the centre being well maintained. The range of independent retailers in the centre provides a unique retail offer, with the lack of national multiple retailers in the centre not having a negative impact on the vitality and viability of the centre. The centre has a high proportion of leisure units, with the convenience, comparison, retail service and financial and business sectors slightly under-represented. However, this is to be expected due to the centre's role as a tourist attraction.

MADELEY DISTRICT CENTRE HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Madeley is defined as a district centre in the Telford and Wrekin Core Strategy. The centre is located approximately 5.5km to the south of Telford and 18km to the south of Newport. In accordance with the Wrekin Local Plan 1995-2006 proposals map, Madeley's primary retail zone is focused on the eastern part of Park Avenue, Anstice Square and Russell Square. The secondary retail zone comprises a larger area including High Street, Court Street and Church Street.

In January 2008, full planning permission LPA ref: W2006/0938 was granted for the redevelopment of Madeley district centre including the demolition of an existing factory, retail units and residential accommodation and the erection of a new supermarket (Tesco), 15 retail units, 16 residential units, with car parking, landscaping and servicing. The development, including the 15 retail units and supermarket, has now been built and is trading. The new Tesco store (4,323 sq.m gross) commenced trading in 2010 and provides the main convenience goods offer in the district centre.

There is no Experian GOAD survey data available for Madeley district centre and in order to obtain the most up to date diversity of use and floorspace figures, a site visit was conducted by WYG in April 2013. The information from the site visit has been used to compare the relevant data of Madeley district centre with the UK national average figures and, if necessary identify any potential issues with the centre. The data from April 2013 identified that there was a total of 59 units within Madeley district centre, comprising a total floorspace of 10,165 sq.m.

Photographs of Madeley District Centre (April 2013)







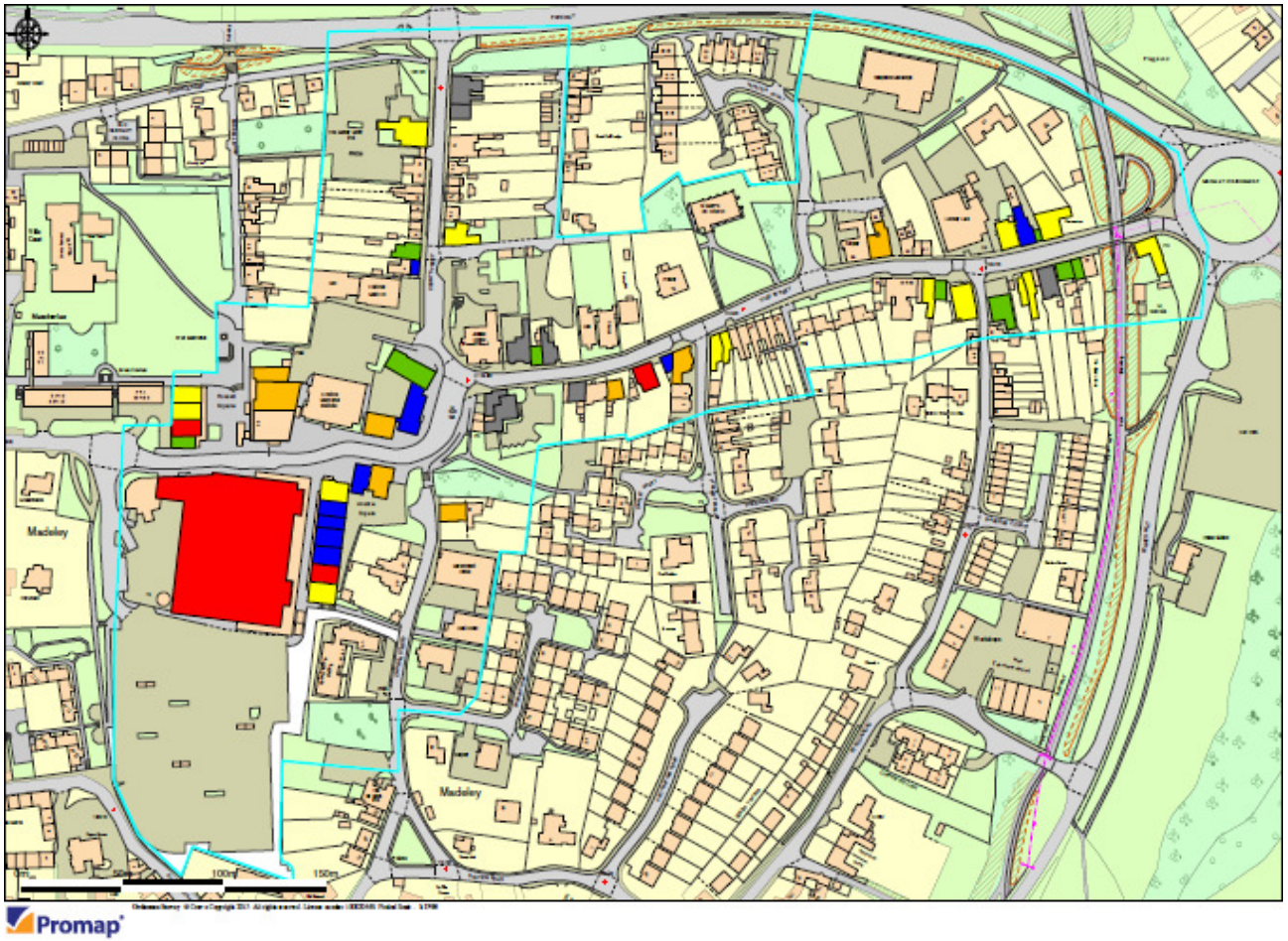






Photograph 55 (top left): Tesco supermarket, Park Avenue
Photograph 56 (top centre): Martins newsagents, Russell Square
Photograph 57 (top right): Madeley Library, Russell Square
Photograph 58 (bottom left): Units at Anstice Square
Photograph 59 (bottom centre): Units on Court Street
Photograph 60 (bottom right): M &G Gift and Household, Anstice Square

Figure 9: Madeley District Centre – April 2013



Health Check Indicator A1 – Diversity of main town centre uses

Table 43: Previous Diversity of Uses in Madeley District Centre (2006)

Previous Number of Units			
	Number	Madeley	UK *
Convenience	6	9.5%	8.5%
Comparison	11	17.5%	37.3%
Retail Service	8	12.7%	12.6%
Leisure Service	16	25.4%	20.7%
Financial and Business Service	9	14.3%	11.6%
Vacant	13	20.6%	9.3%
Total	**63**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG, 2006

Table 44: Previous Floorspace in Madeley District Centre (2006)

Previous Floorspace			
	Sq.m	Madeley	UK*
Convenience	1,244	15.9%	13.9%
Comparison	1,011	13.0%	40.4%
Retail Service	588	7.5%	6.9%
Leisure Service	2,344	30.0%	22.3%
Financial and Business Service	876	11.2%	9.1%
Vacant	1,742	22.3%	7.4%
Total	**7,805**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG, 2006

Table 45: Existing Diversity of Uses in Madeley District Centre (April 2013)

Existing Number of Units			
	Number	Madeley	UK*
Convenience	4	6.8%	8.0%
Comparison	9	15.3%	32.9%
Retail Service	9	15.3%	13.6%
Leisure Service	15	25.4%	22.0%
Financial and Business Service	7	11.9%	11.0%
Vacant	15	25.4%	12.2%
Total	**59**	**100%**	**100%**

Source: Site Visit, April 2013
* UK Average Figure, Goad, January 2013
Nb. All of the diversity of use figures are based on the Wrekin Local Plan Proposals Map centre boundary

Table 46: Existing Floorspace in Madeley District Centre (April 2013)

Existing Floorspace			
	Sq.m	Madeley	UK*
Convenience	4,679	46.0%	14.4%
Comparison	856	8.4%	36.4%
Retail Service	664	6.5%	7.3%
Leisure Service	1,751	17.2%	22.8%
Financial and Business Service	902	8.9%	8.3%
Vacant	1,313	12.9%	10.2%
Total	**10,165**	**100%**	**100%**

Source: Site Visit, April 2013
* UK Average Figure, Goad, January 2013
Nb. All of the floorspace figures are based on the Wrekin Local Plan Proposals Map centre boundary

Health Check Indicator A1 – Diversity of main town centre uses

Convenience Goods Units

Table 45 shows the diversity of use in Madeley district centre in April 2013, with the four convenience units accounting for 4,679 sq.m of floorspace. The percentage of units (6.8%) is slightly below the national average figure of 8.0%, however the percentage of convenience goods floorspace (46.0%) is substantially above the national average figure of 14.4%. At present, the sector is anchored by the Tesco supermarket (4,323 sq.m) on Park Avenue which opened in 2010, following the redevelopment of Madeley district centre. Additional convenience goods provision is provided by the two CTNs (confectionary, tobacco and news) and a bakers. National multiple convenience goods retailers in the centre include Tesco, Greggs and Martins. Since 2006, the number of convenience goods units in the district centre has reduced by two, from six units to four units. However, during this same period the amount of convenience goods floorspace has increased by 3,435 sq.m. These changes can be accounted for due to the redevelopment of the district centre, with the new Tesco store providing a greater level of convenience goods floorspace than the Somerfield (728 sq.m) which was previously located in the centre.

Comparison Goods Units

Comparison traders in Madeley occupy 15.3% of all outlets in the centre, which is substantially below the national average rate of 32.9%. Similarly, in terms of the comparison goods floorspace provision, the eight units account for 856 sq.m of floorspace, with the percentage of floorspace (8.4%) substantially below the national average figure of 36.4%. The largest comparison goods unit in the district centre is the M&G Gift and Household shop (210 sq.m) located at Anstice Square. Other comparison goods units in the centre include two charity shops, a pharmacy, a clothing shop, a card shop, a craft shop, an appliance centre and a carpet retailer. Barnados charity shop is the only national multiple comparison goods retailer in the district centre, with the majority of units occupied by independent retailers. Since 2006, the number of comparison goods units in the centre has reduced by two, from 11 units to nine units, while the amount of comparison goods floorspace has reduced by 155 sq.m, from 1,011 sq.m to 856 sq.m.

Retail Services

Retail services account for 15.3% of outlets (nine units) in the district centre which is above the national average figure of 13.6%. The proportion of retail service floorspace in the district centre (6.5%) is slightly below the national average figure of 7.3%. The majority of retail service operators in the district centre are 'health and beauty' traders, with six such operators present in the centre. Other retail service operators include the Post Office, an opticians and a printing shop. The sole national multiple retail service operator in the district centre is the Post Office, with all other units occupied by independent retailers. Since 2006, the number of retail service units in Madeley district centre has increased by one unit and the amount of retail service floorspace has increased by 76 sq.m.

Leisure Services

Madeley is well provided for in terms of the proportion of leisure service units, with the 15 units accounting for 25.4% of the total floorspace in the centre, which is above the national average figure of 22.0%. However, the 1,751 sq.m of leisure service floorspace accounts for 17.2% of the total floorspace in the district centre, which is below the national average of 22.8%. The leisure service units in the district centre comprise four public houses, four take aways, three restaurants, two betting shops, a café and a guest house. The majority of leisure service units in the district centre are operated by independent retailers, however there are three national multiple leisure service operators present, namely Betfred, Dominoes and Ladbrokes. Since 2006, the number of leisure service units in the centre has decreased by one unit and the amount of leisure service floorspace has decreased by 593 sq.m.

Financial and Business Services

In terms of financial and business services in Madeley, the proportion of outlets (11.9%) and floorspace (8.9%) occupied by such uses is slightly above the national average figures of 11.0% and 8.3% respectively. The seven financial and business units in the district centre comprise two retail banks, two solicitors, an estate agent, an insurance broker and an accountancy firm. National multiple financial and business service units which are present in the centre include Barclays and Lloyds TSB. Since 2006, the number of financial and leisure service units in Madeley district centre has decreased by two units, from nine units to seven units and the amount of financial and business floorspace has increased by 26 sq.m.

Non-Retail Units

In addition to the retail services on offer within the district centre, there are a number of non-retail uses, including: Madeley library, a job centre, a community centre, a dentist and two churches.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy (Venuescore)

As noted in **Table 4 (Appendix 1)**, Madeley is classed as a Local Centre by Venuescore (2013). The centre's position has improved substantially since 2010, from 4,890th in 2010 to 1907th in 2013, an improvement of 2,983 places.

National and Independent Retailers (Goad)

The majority of retail and service units in Madeley district centre are occupied by independent operators, with a limited number of national operators present in the centre. As detailed at **Table 5 (Appendix 1),** none of the top 27 comparison retailers are located in the district centre. Although it is considered that Madeley may benefit from additional representation from national retail operators, the limited number present is to be expected for a centre of this size.

Health Check Indicator A5 – Shopping Rents

A review of Estates Gazette and relevant local agents found a lack of available information in relation to current rental values in Madeley, with the majority of vacant units available for sale rather than for rent.

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in April 2013 found that the 15 vacant units in Madeley district centre accounted for 1,313 sq.m of the total floorspace in the district centre. Both the proportion of vacant units (25.4%) and vacant floorspace (12.9%) are above the respective national average figures of 12.2% and 10.2%. The largest vacant unit in the district centre is 67 High Street (151 sq.m). The majority (60%) of the vacant units in the centre comprise a series of small units within the former Madeley Shopping Mall. The number of vacant units in Madeley district centre has increased by two units since the 2006 survey was undertaken, from 13 units to 15 units, however during this period the amount of vacant floorspace has decreased by 429 sq.m, from 1,742 sq.m in 2006 to 1,313 sq.m in 2013.

Table 47: Vacancies in Madeley District Centre (April 2013)

Vacancy Figures			
	Total	**Madeley (%)**	**UK (%)**
No. of Outlets	15	25.4%	12.2%
Floorspace (sq.m)	1,313	12.9%	10.2%

Source: Site Visit (April 2013)

Health Check Indicator A6 – Vacant Street-Level Property







Photograph 61 (left): Vacant units at former Madeley Shopping Mall
Photograph 62 (centre): Vacant unit at Anstice Square
Photograph 63 (right): Vacant unit at 67 High Street

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit to Madeley district centre in order to identify those areas of movement with a high or low pedestrian footfall. It was evident that the greatest levels of activity were located in the vicinity of the Tesco supermarket and around Anstice Square. Reasonable levels of activity were also witnessed at the western end of High Street in the vicinity of the two retail banks. Lower levels of pedestrian movement were noted to the eastern end of High Street and along Court Street.

Health Check Indicator A10 – Accessibility

Road Access: Madeley is located to the west of the A442 and the south of the A4169, with the district centre located 5.5km to the south of Telford and 18km to the south of Newport.

Car Parking: Off-street parking is provided to the south of the Tesco supermarket off Park Avenue. Off-street customer car parking facilities are also provided to the front of the Lloyds TSB building. Free on-street parking spaces are available along High Street, with parking times limited for up to 40 minutes.

Public transport: A number of bus stops are located in Madeley district centre at Anstice Square, on High Street and on Court Street. Frequent bus services between Madeley and Telford, Dawley, Oakengates, Wellington and other surrounding areas are available. The town is not served by a train station.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 24% of respondents stated that they sometimes visit Madley district centre, with 6% stating that they visited this centre the most out of all centres in the Borough. Of the respondents that stated that they visited Madeley the most often, 94% visited the centre at least once a fortnight or more frequently, with the majority (53%) usually travelling to the centre by car or van and 24% usually travelling to the centre on foot. When asked what their main reason for visiting Madeley district centre was, the majority (52%) stated due to the centre being close to home, while 13% stated the choice and range of shops and 13% stated the free car parking. When those respondents who visit Madeley the most often were asked whether any measures would encourage them to visit more often, 55% stated that nothing would encourage them, 13% stated an increased choice and range of shops and 13% stated improved non-food shops within the town centre.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

In accordance with www.police.uk, in February 2013, 183 crimes were recorded within a mile of Madeley district centre. The majority of these crimes (50.2%) relate to anti-social behaviour related crimes. The issues identified as local area priorities in Madeley to the local policing team mainly related to traffic issues, with illegally parked cars and poor road conditions caused by high traffic volumes recorded as local priorities at April 2013.

Health Check Indicator A13 – Town Centre Environmental Quality

Following the redevelopment of Madeley district centre, the area of the centre at Anstice Square including the Tesco store and surrounding retail units provides a modern shopping environment. There are also a number of historic buildings in the centre including Anstice Hall and a number of properties along High Street and Court Street which bring interest to the centre. It is considered that the area at Russell Square may benefit from improvements as the vacant units at the former Madeley Shopping Malls and the dated appearance of this part of the town detracts slightly from the environmental quality of the centre.

Summary

Madeley exhibits signs of being a healthy centre. The district centre has recently benefitted from investment through the development of a Tesco foodstore and a number of surrounding modern retail units, which has helped to improve the retail offer provided in the centre. The improvements which have taken place in the centre are reflected in the centre's Venuescore retail ranking, with the centre's position having improved by 2,983 places since 2010. Notwithstanding the positive indicators, vacancy rates in the district centre are above the national average rate and the vacant units, particularly at Russell Square would benefit from improvements.

OAKENGATES HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Oakengates is defined as a district centre in the Telford and Wrekin Core Strategy. The Core Strategy recognises the role district centre's play in serving the needs of their local communities. The Primary Shopping Zone as defined in the Wrekin Local Plan 1995-2006 Proposals Map is focused on Limes Walk Shopping Centre. The Secondary Zone of the boundary encompasses a number of surrounding streets, including Market Street, Oxford Street, Lion Street and Bridge Street.

The main convenience goods provision in Oakengates district centre is provided by the Co-operative Food store which is located within Limes Walk Shopping Centre. The largest comparison goods unit in the centre is the S J Homestore unit which is located on Market Street. The majority of units located in Oakengates are occupied by independent retailers, however some national multiple retailers are also present in the centre, including Greggs, the Post Office and Subway.

As the TWRLS used data from 2006, a site visit of the town centre has been undertaken in order to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has then been used to compare the relevant data of Oakengates with the UK national average figures and, where necessary, identify any potential issues with the town.

The data from March 2013 identified that there was a total of 110 units within Oakengates district centre, comprising a total floorspace of 16,450 sq.m. The TWRLS 2006 had used data which was provided by Telford and Wrekin Borough Council and which was based on the town centre boundary shown on the Proposals Map in the Wrekin Local Plan. The figures within this health check assessment are based upon the Goad town centre boundary.

Photographs of Oakengates District Centre (March 2013)



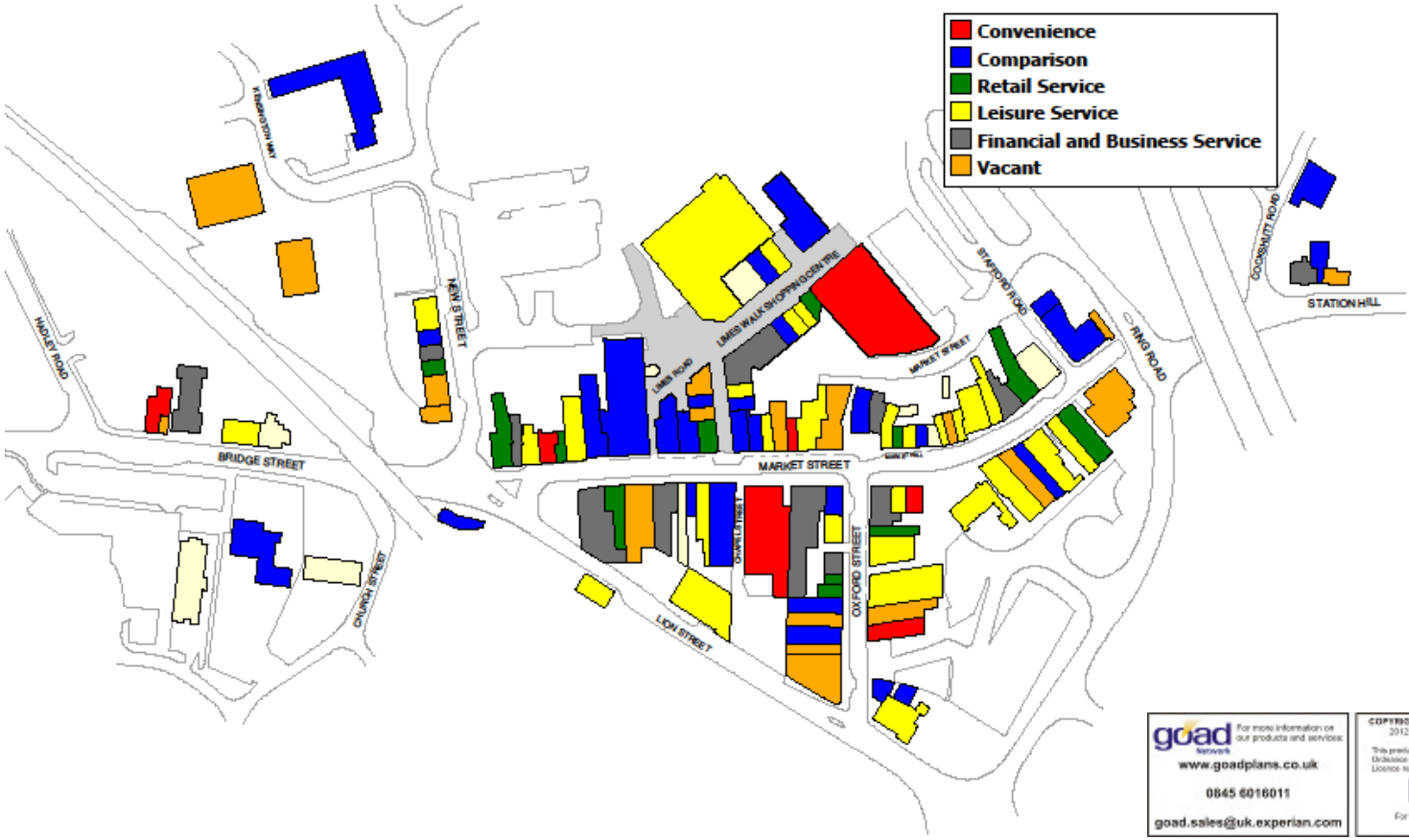




Photograph 64 (left): Oakengates Theatre, Limes Walk Shopping Centre
Photograph 65 (centre): Co-operative Food store, Limes Walk Shopping Centre
Photograph 66 (right): Units on Market Street

Health Check Indicator A1 – Diversity of main town centre uses

Figure 10: Oakengates District Centre – March 2013



Health Check Indicator A1 – Diversity of main town centre uses

Table 48: Previous Diversity of Uses in Oakengates District Centre (2006)

Previous Number of Units			
	Number	Oakengates	UK *
Convenience	5	3.9%	8.5%
Comparison	34	2.62%	37.3%
Retail Service	21	16.2%	12.6%
Leisure Service	31	23.9%	20.7%
Financial and Business Service	23	17.7%	11.6%
Vacant	16	12.3%	9.3%
Total	**130**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG 2006
Nb. All of the diversity of use figures are based on the district centre boundary as defined by the Wrekin Local Plan 1995-2006

Table 49: Previous Floorspace in Oakengates District Centre (2006)

Previous Floorspace			
	Sq.m	Oakengates	UK*
Convenience	1,337	7.0%	13.9%
Comparison	5,621	29.3%	40.4%
Retail Service	2,269	11.8%	6.9%
Leisure Service	4,997	26.1%	22.3%
Financial and Business Service	3,284	17.1%	9.1%
Vacant	1,659	8.7%	7.4%
Total	**19,167**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG 2006
Nb. All of the floorspace figures are based on the district centre boundary as defined by the Wrekin Local Plan 1995-2006

Table 50: Existing Diversity of Uses in Oakengates District Centre (March 2013)

Existing Number of Units			
	Number	Oakengates	UK*
Convenience	8	7.3%	8.0%
Comparison	25	22.7%	32.9%
Retail Service	15	13.6%	13.6%
Leisure Service	29	26.4%	22.0%
Financial and Business Service	14	12.7%	11.0%
Vacant	19	17.3%	12.2%
Total	**110**	**100%**	**100%**

Source: Site Visit, March 2013
* UK Average Figure, Goad, January 2013
Nb. All of the diversity of use figures are based on the Goad defined centre boundary.

Table 51: Existing Floorspace Oakengates District Centre (March 2013)

Existing Floorspace			
	Sq.m	Oakengates	UK*
Convenience	2,130	12.9%	14.4%
Comparison	3,330	20.2%	36.4%
Retail Service	1,490	9.1%	7.3%
Leisure Service	4,400	26.7%	22.8%
Financial and Business Service	2,330	14.2%	8.3%
Vacant	2,770	16.8%	10.2%
Total	**16,450**	**100%**	**100%**

Source: Site Visit, March 2013
* UK Average Figure, Goad, January 2013
Nb. All of the floorspace figures are based on the Goad defined centre boundary.

The data in **Tables 48** and **49** have been obtained from the data provided by TWBC, amended by WYG for Oakengates which was used to inform the TWRLS 2006, whilst **Tables 50** and **51** are based on the findings from the site visit by WYG in March 2013

Health Check Indicator A1 – Diversity of main town centre uses

Convenience Goods Units

Table 50 shows the diversity of use in Oakengates district centre in March 2013, with the 8 convenience units accounting for 2,130 sq.m of floorspace. The percentage of convenience good units (7.3%) and floorspace (12.9%) is slightly below the respective national average figures of 8.0% and 14.4%. The main convenience goods unit in the district centre is the Co-operative Food store (970sq.m) located in Limes Walk Shopping Centre. Other convenience goods units including two bakers and confectioners, a butchers, an off licence, a convenience store and a CTN (confectionery, tobacco and news). Three national convenience goods operators are present in the district centre, namely the Co-operative Food, Greggs and Premier.

Comparison Goods Units

Comparison goods traders in Oakengates occupy 22.7% of all outlets in the centre, which is below the national average rate of 32.9%. Similarly, in terms of the comparison goods floorspace provision, the 25 units account for 3,330 sq.m of floorspace, with the percentage of floorspace (20.2%) below the national average figure of 36.4%. The majority of comparison goods units in the centre are occupied by independent retailers, with only one national multiple retailer located in the centre, namely the British Red Cross charity shop. The majority of comparison goods units (72%) in Oakengates have a floorspace of less than 150 sq.m. The largest comparison goods unit in the district centre is the S J Homestore located on Market Street, with the second largest unit being the chemist 'A S Kitching' in the Limes Walk Shopping Centre.

Retail Services

Retail services account for 13.6% of outlets (15 units) in the district centre which reflects the national average figure (13.6%). The proportion of floorspace occupied by retail service units (9.1%) is greater than the national average of 7.3%. 'Health and beauty' traders are particularly dominant in this sector, with a total of 10 such businesses, followed by two vehicle repairs and service uses, an opticians, a photo processing centre and the Post Office.

Leisure Services

Oakengates is well provided for in terms of the proportion of leisure service outlets in comparison to the national average (26.4% compared to 22.0%). Similarly, the proportion of floorspace occupied by such uses (26.7%) is above the respective national average figure of 22.8%. The most common types of leisure service in the centre are fast food units which occupy 13 units and a total floorspace of 860 sq.m, with other key services including public houses (six units) and restaurants (four units). Leisure service national operators in the centre include Coral, Ladbrokes and Subway.

Financial and Business Services

In terms of financial and business services in Oakengates, the proportion of outlets occupied by such uses (12.7%) is slightly above the national average figure (11.0%), and the proportion of floorspace occupied by such uses (14.2%) is also above the national average level (8.3%). There are a total of four financial and four property services units in the district centre, as well as two retail banks, a building society, a building supplies firm, an employment services unit and a printing shop. The national financial and business service operators in Oakengates comprise: Barclays and Swinton.

Non-Retail Units

In addition to the retail services on offer within the district centre, there are a number of non-retail uses, including: The Oakengates Theatre, three medical services, an office, an educational institute and an information centre.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

National and Independent Retailers (Goad)

The majority of retail and service units in Oakengates district centre are occupied by independent operators, with a limited number of national operators present in the centre. As detailed at **Table 5 (Appendix 1),** none of the top 27 comparison retailers are located in the district centre. Although it is considered that Oakengates may benefit from additional representation from national retail operators, the limited number present is to be expected for a centre of this size.

Health Check Indicator A5 – Shopping Rents

A review of the properties to rent in the centre via Estates Gazette and relevant local agents details identified a variation in the current rental values (nb. total unit retail floorspace rental value and not Zone A rental value), dependent on their location and building type. These units included: 7 Oxford Road which is seeking to achieve a rent of £40/sq.m (199 sq.m, £8,000 per annum).

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the nineteen vacant units in Oakengates accounted for 2,770 sq.m of the total floorspace in the district centre. Both the proportion of vacancies (17.3%) and vacant floorspace (16.8%) are above the respective national average figures of 12.2% and 10.2%. The vacant units in the centre vary in size from 20 sq.m to 470sq.m. The majority of vacant units (58%) have a floorspace of 100 sq.m or less. The largest vacant unit is the former Acorn Insulation and Dry Wall building service unit (470 sq.m) located on Kensington Way. Since 2006, the number of vacant units has increased by three units and the amount of vacant floorspace has increased by 1,111 sq.m (an increase of 67%).

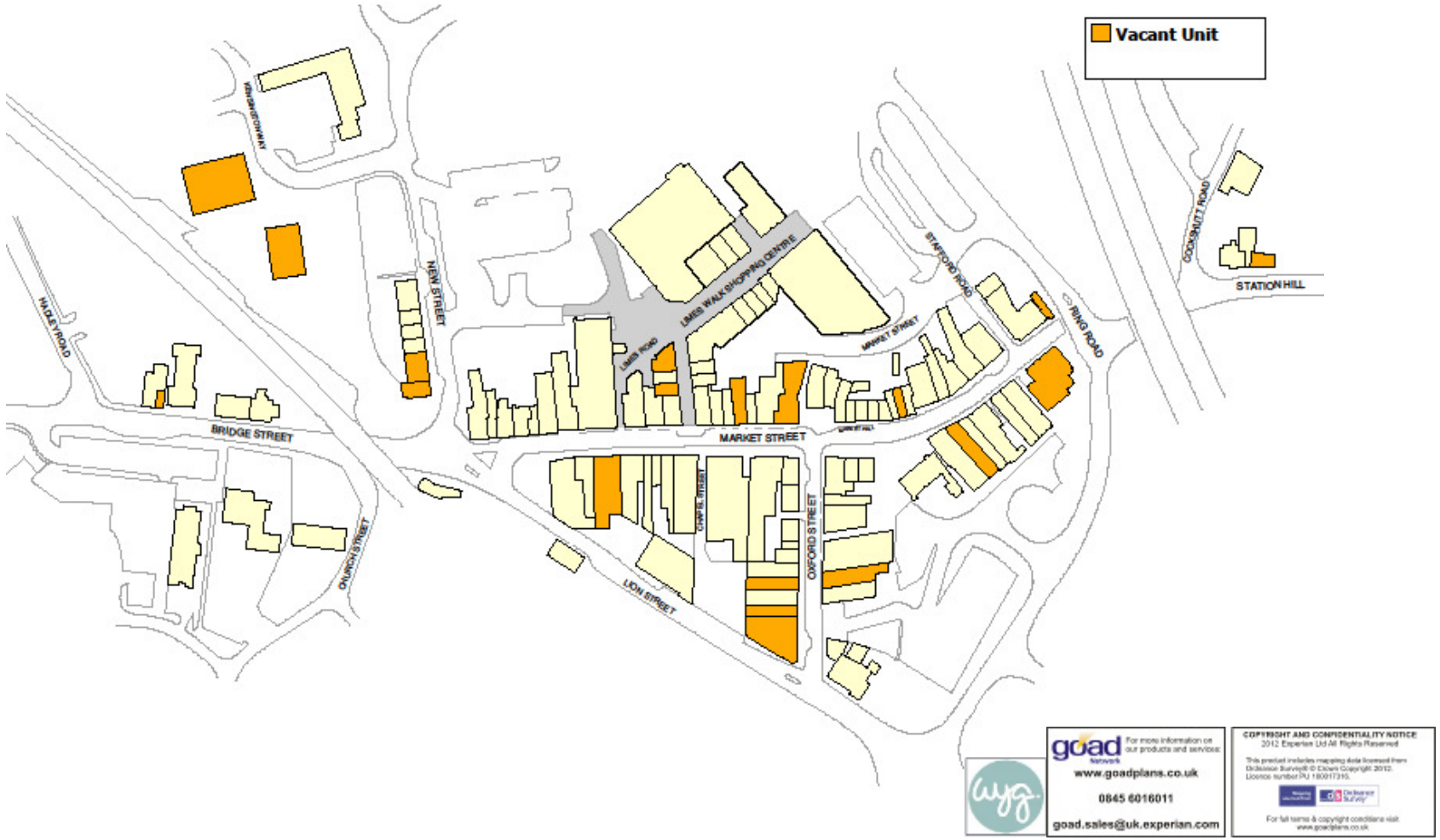
Table 52: Vacancies in Oakengates District Centre (March 2013)

Vacancy Figures			
	Total	Oakengates (%)	UK (%)
No. of Outlets	19	17.3%	12.2%
Floorspace (sq.m)	2,770	16.8%	10.2%

Source: Site Visit (March 2013)

Health Check Indicator A6 – Vacant Street-Level Property

Figure 11: Vacancies in Oakengates District Centre – March 2013



Health Check Indicator A6 – Vacant Street-Level Property







Photograph 67 (left): Vacant Unit in Limes Walk Shopping Centre
Photograph 68 (centre): Vacant Units on New Street
Photograph 69 (right): Vacant Unit off Kensington Way

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit to Oakengates district centre in March 2013 in order to identify those areas of movement with a high or low pedestrian footfall. Reasonable levels of pedestrian activity were witnessed along Market Street, in the vicinity of the Co-operative Food store and along Oxford Street. However, low levels of pedestrian flows were noted in the peripheral areas of the district centre, including along New Street, Lion Street and Bridge Street.

Health Check Indicator A10 – Accessibility

Road Access: Oakengates is located approximately 3km to the north of Telford. The district centre is situated approximately 2km to the north of junction 5 of the M54, making the centre accessible from surrounding areas. The A442 connects Oakengates to the M54 motorway.

Car Parking: Both on and off street parking is available in Oakengates district centre. Free on street parking is available on Oxford Street and Market Street, with waiting times restricted to 40 minutes. Free off-street car parking is also available, with the principal facilities comprising Ring Road (49 spaces), Limes Walk (30 spaces), New Street (200 spaces) and Bridge Street (25 spaces) car parks, subject to maximum stay periods.

Public transport: A bus station is located at the centre of Oakengates, to the south of Stafford Road. There are regular bus services to the surrounding local areas including Telford, Newport, Wellington, Donnigton and Hadley. A train station is located on Station Road, with direct services to Telford, Shrewsbury and Wolverhampton.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 32% of respondents to the survey stated that they sometimes visit Oakengates district centre, with 5% stating that they visited the centre most out of the centres in the Borough. Of those respondents visiting Oakengates most often, 63% visited the centre at least once a fortnight or more often and the majority (60%) usually travelled to the centre by car or van with 30% walking to the centre. When asked what their main reason for visiting the centre was, 47% due to the centre being close to home, 20% stated the choice and range of shops and 18% stated the choice of services. The majority (53%) of those respondents who stated that they visited Oakengates most often, responded that they would be encouraged to visit the centre more often if there was an increased choice and range of shops, 30% stated nothing and 5% stated fewer charity shops.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

In February 2013, in accordance with www.police.uk, 117 incidences of crime were reported within a mile of Oakengates. The most common (44%) type of crime report was anti-social behaviour.

Health Check Indicator A13 – Town Centre Environmental Quality

The environmental quality of Oakengates district centre is favourable. Improvement works took place in Oakengates during 2012, including improvements to paving, management of on-street parking and the removal of unnecessary street furniture. The improvements have helped to define pedestrian routes and have aided movement around the centre. The majority of shopfronts are well maintained, however the presence of a number of vacant units does detract slightly from the overall quality of the centre.

Summary

Oakengates exhibits a number of positive indicators in terms of its health. The centre has benefitted from investment in recent years, with improvements to the environmental quality of the centre, including improvements to paving, management of on-street parking and the removal of unnecessary street furniture. In terms of the diversity of uses in the centre, the centre is well represented in terms of the retail service, leisure service and financial and business sectors. However, the vacancy rate in the centre is above the national average, and the centre would benefit from additional representation from the convenience goods and comparison goods sectors. There are only a limited number of national multiple retailers in the centre and the centre may benefit from additional national multiple stores to attract more visitors to the centre.

WELLINGTON DISTRICT CENTRE HEALTH CHECK ASSESSMENT

Status: District Centre – Telford and Wrekin Core Strategy (2007)

Centre Overview

Wellington is located approximately 7km to the north west of Telford. The Core Strategy defines Wellington as a district centre, which has a role serving the needs of the local catchment. Wellington's Primary Shopping Zone as defined in the Wrekin Local Plan 1995-2006 Proposals Map is focused on Market Square, Duke Street, Crown Street, Bell Street and New Street. The Secondary Shopping Zone includes a wider area incorporating Market Street, Bridge Road, Queen Street, Church Street and Tan Bank.

The Morrisons supermarket on Springhill and the Aldi at Grooms Alley are the district centre's anchor foodstores. There are several national comparison retailers present in the district centre including B&M Bargains, Boots, Clarks and Lloyds Pharmacy.

As the TWRLS used data from 2006, a site visit of the town centre has been undertaken in order to ensure that the health check analysis could be compiled using the most up-to-date diversity of use and floorspace figures. This information has then been used to compare the relevant data of Wellington with the UK national average figures and, where necessary, identify any potential issues in the centre.

The data from March 2013 identified that there was a total of 213 units within Wellington district centre, comprising a total floorspace of 43,420 sq.m. The previous TWRLS used data which was provided by Telford and Wrekin Borough Council and was based on the town centre boundary shown on the Proposals Map in the Wrekin Local Plan. The figures within this health check assessment are based upon the Goad town centre boundary.

Photographs of Wellington District Centre (March 2013)







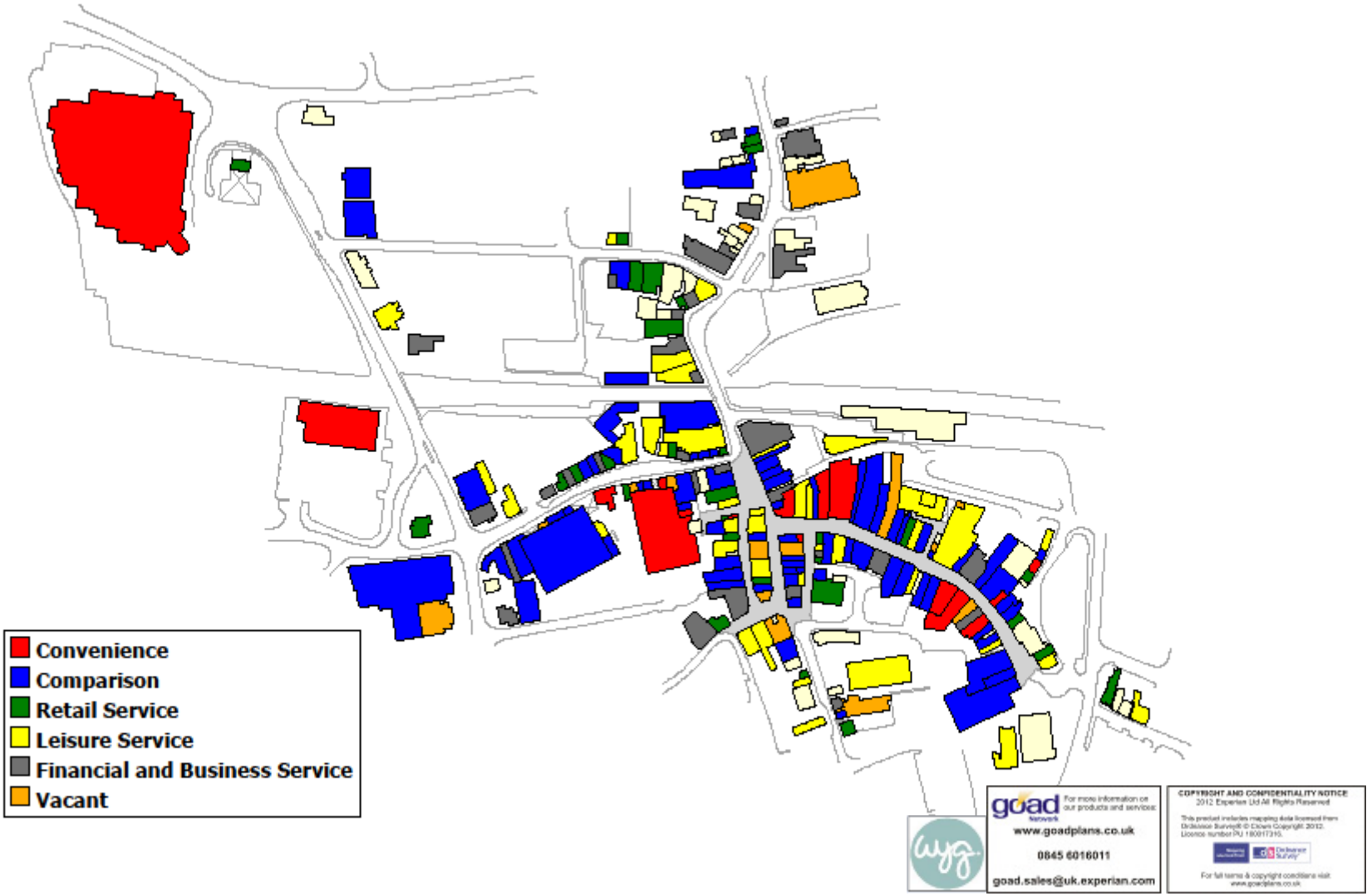






Photograph 70 (top left): Morrisons, Springhill
Photograph 71 (top centre): Aldi, Grooms Alley
Photograph 72 (top right): Units at Market Square
Photograph 73 (bottom left): Wellington Indoor Market
Photograph 74 (bottom centre): B&M Bargains, New Street
Photograph 75 (bottom right): NatWest Bank, Church Stret

Figure 12: Wellington District Centre – March 2013



Health Check Indicator A1 – Diversity of main town centre uses

Table 53: Previous Diversity of Uses in Wellington District Centre (2006)

Previous Number of Units			
	Number	**Wellington**	**UK**
Convenience	11	5.0%	8.5%
Comparison	71	32.1%	37.3%
Retail Service	46	20.8%	12.6%
Leisure Service	31	14.0%	20.7%
Financial and Business Service	45	20.4%	11.6%
Vacant	17	7.7%	9.3%
Total	**221**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG (2006)
Nb. Diversity of use figures are based on the district centre boundary as defined in the Wrekin Local Plan 1995-2006 Proposals Map.

Table 54: Previous Floorspace in Wellington District Centre (2006)

Previous Floorspace			
	Sq.m	**Wellington**	**UK***
Convenience	5,613	16.8%	13.9%
Comparison	11,638	34.8%	40.4%
Retail Service	4,079	12.2%	6.9%
Leisure Service	4,771	14.3%	22.3%
Financial and Business Service	4,822	14.4%	9.1%
Vacant	2,547	7.6%	7.4%
Total	**33,740**	**100%**	**100%**

Source: Telford and Wrekin BC, amended by WYG (2006)
Nb. Floorspace figures are based on the district centre boundary as defined in the Wrekin Local Plan 1995-2006 Proposals Map.

Table 55: Existing Diversity of Uses in Wellington District Centre (March 2013)

Existing Number of Units			
	Number	**Wellington**	**UK***
Convenience	17	8.0%	8.0%
Comparison	70	32.9%	32.9%
Retail Service	35	16.4%	13.6%
Leisure Service	43	20.2%	22.0%
Financial and Business Service	33	15.5%	11.0%
Vacant	15	7.0%	12.2%
Total	**213**	**100.0%**	**100.0%**

Source: Site Visit, March 2013
* UK Average Figure, Goad, January 2013
Nb. The 2013 diversity of use figures are based on the Goad defined town centre boundary.

Table 56: Existing Floorspace in Wellington District Centre (March 2013)

Existing Floorspace			
	Sq.m	**Wellington**	**UK***
Convenience	11,840	27.3%	14.4%
Comparison	14,005	32.3%	36.4%
Retail Service	3,535	8.1%	7.3%
Leisure Service	6,840	15.8%	22.8%
Financial and Business Service	4,370	10.1%	8.3%
Vacant	2,830	6.5%	10.2%
Total	**43,420**	**100.0%**	**100.0%**

Source: Site Visit, 18th April 2012
* UK Average Figure, Goad, February 2012
Nb. The 2013 floorspace figures are based on the Goad defined town centre boundary.

The data in **Tables 53** and **54** have been obtained from data provided by TWBC and amended by WYG to inform the TWRLS 2006. **Tables 55** and **56** are based on the findings from the site visit by WYG in March 2013.

Health Check Indicator A1 – Diversity of main town centre uses

Convenience Goods Units

Table 55 shows the diversity of use in Wellington district centre in March 2013, with the 17 convenience goods units accounting for 11,840 sq.m of floorspace. The percentage of units (8.0%) reflects the national average figure (8.0%), however the percentage of floorspace (27.3%) in use for the sale of convenience goods is substantially above the national average figure of 14.4%. The sector is anchored by the two national operators to the west of the Primary Retail Zone, namely the Morrisons (Springhill, 6,990 sq.m) and Aldi (Grooms Alley, 1,230 sq.m) stores. There is also a market located on Market Approach which accounts for 1,610 sq.m of the convenience goods floorspace. However, it should be noted that although in accordance with Experian Goad the whole market is categorised as a convenience goods use, there are comparison goods uses present in the market. Therefore, it is likely that the convenience goods floorspace figure is slightly exaggerated. There is a range of both national and independent convenience goods operators present in the centre, with national operators including Greggs, Holland and Barratt, Iceland and Timpsons. The convenience sector in the district centre includes three convenience stores, two bakers and confectioners, two bakers, two frozen food units, a health food shop and a shoe repair and key cutting unit.

Comparison Goods Units

Comparison goods traders in Wellington occupy 32.9% of all outlets in the centre, which reflects the national average rate (32.9%). In terms of the comparison goods floorspace provision, the 70 units account for 14,005 sq.m of floorspace, with the percentage of floorspace (32.3%) below the national average figure of 36.4%. The majority of comparison goods units in Wellington town centre are occupied by independent retailers, however there are also a number of national comparison operators, including B&M Bargains, Boots, Card Factory, Clarks, Oxfam, WHSmith and Wilkinsons. The size of comparison goods units in the centre varies from 20 sq.m to 2,110 sq.m. The largest comparison goods units in the centre are the Home and Leisure unit (2,110 sq.m) on Bridge Road and the Wilkinsons (1,770 sq.m) on Market Street.

Retail Services

Retail services account for 16.4% of outlets (35 units) and 8.1% of floorspace (3,535 sq.m) in the district centre, which is above the respective national averages of 13.6% and 7.3%. 'Health and beauty' traders are particularly dominant in this sector, with a total of 19 such businesses, followed by opticians (five) and travel agents (three). There is a Post Office (105 sq.m) located on Market Street.

Leisure Services

Wellington is slightly under-provided for in terms of the proportion of leisure service outlets in comparison to the national average (20.2% compared to 22.0%). Similarly, the proportion of floorspace occupied (15.8%) is below the respective national average figure of 22.8%. The most common types of leisure service in the centre are fast food units which occupy 13 units, followed by public houses (nine units), cafes (eight units) and restaurants (four units).

Financial and Business Services

In terms of financial and business services in Wellington, the proportion of outlets occupied by such uses (15.5%) is slightly above the national average figure (11.0%). Similarly, the proportion of floorspace occupied by such uses (10.1%) is above the national average level (8.3%). There are a total of 12 property services units in the district centre, as well as seven financial service units and six retail banks. National financial and business service operators in Wellington include Barclays, Britannia, Halifax, HSBC, NatWest and Nationwide.

Non-Retail Units

In addition to the retail services on offer within the district centre, there are a number of non-retail uses, including: Wellington Civic and Leisure Centre, the Job Centre Plus building, eight offices, four educational institutions including a music and dance school, three medical service units and two religious institutions.

Health Check Indicator A4 – Retailer Representation and Retailer Demand

Regional Retail Hierarchy (Venuescore)

Table 4 (Appendix 1) illustrates the position of the principal settlements within the hierarchy of centres based on the Venuescore's UK Shopping Venue Rankings (2013). Wellington is classed by Venuescore as a District Centre, and is ranked in a higher position than Newport, Donnington and Madeley in the venue rankings. Wellington's ranking has improved in recent years, from being ranked 659th in 2010 to 612th in 2013 (an improvement of 47 places).

National and Independent Retailers - Top Retailers (Experian Goad)

The majority of units in Wellington district centre are operated by independent retailers, however there are a number of national retailers present in the centre. The Experian Goad 'Major Retailers List' provides details of the top 27 comparison retailers which are usually found in major centres. Wellington accommodates only three of these major comparison retailers, namely Boots, Clarks and Wilkinsons, however this is to be expected given the centre's role in serving the local catchment.

Health Check Indicator A5 – Shopping Rents

A review of the properties to rent in the centre via Estates Gazette and relevant local agents details identified a variation in the current rental values (nb. total unit retail floorspace rental value and not Zone A rental value), dependent on their location and building type. These units included: 1 Walker Street which is seeking to achieve a rent of £80/sq.m (224 sq.m, £18,000 per annum), 15 Market Street which is seeking to achieve a rent of £197/sq.m (33 sq.m, £6,500 per annum) and 17 Market Street which is seeking to achieve a rent of £170/sq.m (44 sq.m, £7,500 per annum).

Health Check Indicator A6 – Vacant Street-Level Property

The site visit in March 2013 found that the 15 vacant units in Wellington accounted for 2,830 sq.m of the total floorspace in the district centre. Both the proportion of vacancies (7.5%) and vacant floorspace (6.5%) are well below the respective national average figures of 12.2% and 10.2%. The vacant units in the centre range in size from 20 sq.m to 970 sq.m. The majority of vacant units (67%) have a floorspace of 150 sq.m or less. The largest vacant unit in Wellington district centre is 18-20 Church Street (970 sq.m) which was formerly occupied by the Charlton Arms public house and restaurant. The number of vacant units in Wellington has declined by two units since 2006, from 17 vacant units to 15 vacant units (a decrease of 12%). Although the amount of vacant floorspace has increased by 283 sq.m, the vacancy rate has decreased from 7.6% to 6.5%. This is a positive sign in terms of the centre's health and goes against the national trend of vacancy rates having increased since 2006. There has been a recycling of vacant units since 2006, with the units which were previously vacant having since been occupied, with other units becoming vacant.

Table 57: Vacancies in Wellington District Centre (March 2013)

Vacancy Figures			
	Total	**Wellington (%)**	**UK (%)**
No. of Outlets	15	7.0%	12.2%
Floorspace (sq.m)	2,830	6.5%	10.2%

Source: Site Visit (March 2013)

Health Check Indicator A6 – Vacant Street-Level Property

Figure 13: Vacancies in Wellington District Centre – March 2013



Health Check Indicator A6 – Vacant Street-Level Property







Photograph 76 (left): Former Charlton Arms Public House, Church Street
Photograph 77 (centre): Former Habbit, 27-29 New Street
Photograph 78 (right): Former Hair Academy, 42 New Street

Health Check Indicator A9 – Pedestrian Footfall

An observation of the general pedestrian flow was noted during the site visit to Wellington district centre in order to identify those areas of movement with a high or low pedestrian footfall. It was evident that the greatest levels of activity were located on New Street, Market Square and Market Street. Lower levels of pedestrian movement were witnessed along Church Street, Queen Street and Bridge Road.

Health Check Indicator A10 – Accessibility

Road Access: Wellington is located 3km to the north west of junction 6 of the M54. The A5223 and B5061 connect the M54 to the district centre.

Car Parking: Off-street car parking is available at Old Bakery Row (120 spaces), Market Street (140 spaces) and Ten Tree Croft (45 spaces), as well as car parking spaces associated with the Morrisons supermarket (400 spaces) and Aldi supermarket (108 spaces). Some on-street parking is available on Church Street and Market Street.

Public transport: A bus station is located directly to the north of the Primary Shopping Area at the Parade. Regular bus services are available from Wellington to the surrounding local areas. A railway station is located off Station Road, with services to Telford, Oakengates, Shrewsbury and Wolverhampton.

Health Check Indicator A11 – Customer and Residents' Views and Behaviour

A shopping survey of 800 households in the Study Area was undertaken by NEMS Market Research Limited in March- April 2013. The results of the survey help to provide an understanding of customer and residents' views and behaviours. 71% of respondents to the survey stated that they have visited Wellington district centre, with 22% of respondents stating that they visit Wellington district centre the most often out of all centres in the district. Of those respondents that visit Wellington most often, 84% stated that they visit the centre at least once a fortnight or more often, with the majority (80%) travelling to the district centre by car or van. When asked what their main reason for visiting Wellington district centre was, 35% of respondents stated that the centre was close to their home, 19% stated that they visited due to the choice and range of shops and 7% stated that they visited due to the good market. The majority of respondents (58%) stated that there was nothing that would encourage them to visit the centre more often, while 23% stated that an increased choice and range of shops would encourage them to visit more often and 6% stated more parking would encourage them to visit more often.

Health Check Indicator A12 – Perception of Safety and Occurrence of Crime

Wellington forms part of the Haygate and Ercall local policing area. There is a PACT (Partners and Communities Together) process in place within this local area in order that issues of concern relating to crime and safety can be raised and priorities and actions put in place in order to deal with these issues. In accordance with www.police.uk, in February 2013, 230 incidences of crime were recorded within 1 mile of Wellington. The majority (89.2%) of these crimes related to anti-social behaviour offences.

Health Check Indicator A13 – Town Centre Environmental Quality

The primary shopping area in Wellington is pedestrianised, creating ease of movement for shoppers. On the day of the site visit the centre appeared clean, with a lack of litter or graffiti. Street furniture is present in the centre, particular in the Market Square which creates an attractive setting. There are several historic buildings present in the centre, with the variety of building styles present creating interest in the street scene. The majority of shop units are well maintained, however the presence of some vacant buildings which have been boarded up or have their shutters down does detract a little from the overall quality of the environment.

Summary

Wellington shows signs of being a vital and viable centre. The centre's position in the Venuescore retail rankings has improved by 47 places since 2010, good levels of pedestrian activity were noted during WYG's site visit of the centre and the environmental quality of the centre is favourable. It is also positive that vacancy rates in the district centre are below the national average. Although the centre is performing well, it is considered that the centre would benefit from additional representation from the comparison goods and leisure service sectors, which are currently slightly under-represented.

Appendix 4 – NEMS Household Survey

Appendix 4 – NEMS Household Survey

Q01 Where did you last go to undertake your main food and grocery shopping?
Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Street, Shawbury	0.0%	0	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, High Ercall	0.0%	0	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, Shawbury	0.0%	0	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, Waters Upton	0.0%	0	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 2																		
B&M Bargains, High Street, Newport	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food (former Somerfield), High Street, Newport	0.9%	6	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	4.2%	32	2.7%	1	34.3%	29	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cheswardine	0.0%	0	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, Edgmond	0.0%	0	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, Hinstock	0.0%	0	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, Newport Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Aldi, Grooms Alley, Wellington	1.2%	9	0.6%	0	0.0%	0	4.7%	6	0.5%	1	0.7%	1	0.7%	1	0.8%	0	1.1%	1
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	1.3%	10	0.0%	0	0.0%	0	2.0%	2	3.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	10.7%	81	23.2%	9	1.4%	1	36.8%	45	7.2%	13	4.2%	6	2.6%	2	3.7%	2	6.6%	3
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	0.0%	0	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, Haygate Road, Wellington	3.4%	26	2.2%	1	0.9%	1	8.6%	10	4.3%	8	0.6%	1	0.7%	1	3.4%	2	5.5%	3
Tesco Extra, Wrekin Retail Park, Arleston, Telford	9.0%	69	4.6%	2	1.9%	2	21.7%	26	7.1%	12	12.1%	18	0.7%	1	6.3%	4	7.8%	4
Local Shops, Admaston	0.0%	0	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, Leegomery	0.0%	0	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, Shawbirch	0.0%	0	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, Wellington District Centre	0.4%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	2.5%	19	0.0%	0	0.0%	0	0.0%	0	4.0%	7	4.0%	6	5.4%	4	1.3%	1	1.9%	1
Aldi, Wellington Road, Donnington, Telford	2.2%	17	0.0%	0	6.1%	5	0.0%	0	3.7%	6	1.6%	2	1.7%	1	0.6%	0	1.6%	1
Asda, St George's Road, Donnington Wood, Telford	23.2%	176	6.9%	3	29.0%	25	11.4%	14	44.1%	78	20.3%	30	12.5%	10	21.9%	13	6.4%	3
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Morrisons, Tureff Avenue,	0.5%	4	0.0%	0	1.2%	1	1.0%	1	0.9%	2	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	
Donnington, Telford																		
One Stop, Trench Road, Trench	0.0%	0	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, Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ketley	0.0%	0	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, Oakengates District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Trench	0.0%	0	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, Trench Lock	0.0%	0	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																		
Asda, The Border, Telford Town Centre	5.7%	43	4.0%	2	0.0%	0	1.0%	1	1.1%	2	13.3%	20	12.7%	10	7.6%	5	9.5%	4
Co-operative Food, Grange Avenue, Stirchley, Telford	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
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	3	0.0%	0	0.0%	0
Marks and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	4.6%	35	0.6%	0	0.0%	0	0.0%	0	6.2%	11	12.9%	19	0.7%	1	1.6%	1	5.1%	2
Nisa, Holly Road, Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	12.8%	97	1.4%	1	2.5%	2	9.7%	12	17.2%	30	15.8%	24	10.8%	8	26.4%	16	8.9%	4
Local Shops, Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hollinswood	0.0%	0	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, Overdale	0.0%	0	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, Randlay	0.0%	0	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, Telford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	8.0%	61	1.6%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	17	43.2%	33	6.4%	4	12.6%	6
Local Shops, Ironbridge	0.0%	0	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, Madeley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sutton Hill	0.0%	0	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, Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Co-operative Food, High Street, Albrighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Co-operative Food, High Street, Shifnal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Spar, High Street, Albrighton	0.0%	0	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, Albrighton	0.0%	0	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, Cosford	0.0%	0	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, Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Nisa, Bridgnorth Road, Much Wenlock	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
Spar, High Street, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Much Wenlock	0.0%	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
Local Shops, Broseley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local Shops, Much Wenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside the Study Area - Birmingham																		
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-operative Food, Fisher Street, Dudley	0.0%	0	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, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Merry Hill Centre, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.2%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Aldi, Kings Court, Stourbridge Road, Bridgnorth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, 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	2.1%	1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	0.5%	4	2.6%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.9%	6	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.8%	6	3.5%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3
Sainsbury's, Shrewsbury Road, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Sainsbury's, Whitecroft Road, 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	1.1%	1
Tesco Express, Ditherington Road, Shrewsbury	0.7%	5	2.9%	1	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	1.6%	12	28.4%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Canal Way, Ellesmere	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%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Town Centre																		
Local Shops, Ternhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
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-operative Food, Holmcroft Road, Stafford	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Chell Road, Stafford	0.3%	2	1.1%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Newport Road, Stafford	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
Local Shops, Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stoke on Trent																		
Local Shops, Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Local Shops, Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
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
Weighted base:		758		39		86		122		177		150		77		60		47
Sample:		764		98		95		94		96		95		96		96		94

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
Those who shop via Internet / home delivery at Q01

Asda	36.9%	15	72.0%	2	47.9%	2	0.0%	0	49.6%	2	12.8%	1	22.5%	1	75.7%	3	91.8%	4
Morrisons	0.0%	0	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	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.7%	3	0.0%	0	0.0%	0
Sainsbury's	13.8%	6	0.0%	0	0.0%	0	0.0%	0	50.4%	2	35.2%	3	0.0%	0	0.0%	0	8.3%	0
Tesco	34.0%	14	0.0%	0	36.1%	1	77.1%	6	0.0%	0	52.0%	5	19.8%	1	24.3%	1	0.0%	0
Ocado	4.2%	2	0.0%	0	0.0%	0	22.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	1	28.1%	1	16.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(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:		41		2		4		8		4		9		6		4		4
Sample:		35		2		5		6		3		5		4		4		6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																		
Accessibility by public transport	0.4%	3	1.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	1.2%	1	0.0%	0	0.0%	0
Car parking prices	1.7%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	3	4.0%	6	1.1%	1	2.1%	1	3.7%	2
Car parking provision	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Choice of food goods available	3.4%	27	1.2%	0	3.3%	3	2.9%	4	5.5%	10	2.1%	3	2.0%	2	3.9%	3	4.1%	2
Choice of shops nearby selling non-food goods	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.0%	1
Choice of shops selling food goods	0.6%	5	0.6%	0	1.2%	1	0.0%	0	1.2%	2	0.0%	0	1.1%	1	0.6%	0	0.0%	0
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
Delivery service	2.4%	19	0.0%	0	2.5%	2	3.2%	4	1.1%	2	3.8%	6	4.6%	4	0.0%	0	2.2%	1
Easy to get to by car	1.3%	11	1.2%	0	2.4%	2	0.0%	0	0.8%	1	1.7%	3	0.8%	1	2.2%	1	3.6%	2
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
Good internal layout	0.6%	5	0.6%	0	0.7%	1	0.0%	0	0.9%	2	1.0%	2	0.0%	0	0.0%	0	2.0%	1
Good service / friendly staff	1.0%	8	0.6%	0	0.0%	0	0.0%	0	3.0%	5	1.4%	2	0.0%	0	0.0%	0	0.7%	0
Habit / always use it / preference for retailer	6.9%	56	5.8%	2	0.7%	1	8.4%	11	5.6%	10	10.9%	17	5.8%	5	11.5%	7	3.8%	2
Internet shopping is convenient	1.3%	10	1.5%	1	0.8%	1	0.7%	1	0.0%	0	0.0%	0	2.3%	2	4.7%	3	5.8%	3
Lower prices	15.4%	123	13.6%	6	18.6%	17	8.7%	11	22.1%	40	10.9%	17	24.4%	20	12.0%	8	7.9%	4
Loyalty card / points scheme	1.9%	15	3.8%	2	1.3%	1	3.6%	5	2.3%	4	0.0%	0	2.2%	2	1.6%	1	0.7%	0
Near to home	41.4%	332	55.3%	23	44.6%	40	50.4%	65	42.1%	77	37.9%	60	39.3%	33	30.0%	19	28.5%	15
Near to work	3.9%	31	3.5%	1	3.2%	3	8.2%	11	2.3%	4	6.1%	10	0.0%	0	0.0%	0	4.6%	2
Nice shopping environment	0.5%	4	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.7%	1	0.0%	0	1.8%	1	0.6%	0
Only one in the area / no other choice	0.6%	5	0.0%	0	1.2%	1	0.5%	1	0.5%	1	0.6%	1	1.7%	1	0.6%	0	0.0%	0
Preference for retailer	2.4%	19	2.6%	1	1.2%	1	3.5%	5	1.4%	2	2.9%	5	0.6%	1	3.4%	2	5.1%	3
Provision of leisure facilities nearby	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	1.0%	1	0.0%	0
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	4.3%	34	4.3%	2	6.6%	6	3.2%	4	3.0%	5	2.5%	4	7.3%	6	9.3%	6	1.5%	1
Quality of shops selling food goods	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	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
Staff discount / work there	1.9%	15	0.0%	0	1.5%	1	1.6%	2	0.6%	1	5.8%	9	0.0%	0	0.0%	0	2.4%	1
Value for money	2.7%	22	0.0%	0	8.2%	7	0.0%	0	1.2%	2	4.4%	7	2.1%	2	2.1%	1	4.0%	2
Other	0.4%	3	1.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1
Close to friends / family	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.8%	1
Convenient to school run	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Prefer / like to support local traders	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't know / no reason in particular)	3.2%	26	1.5%	1	1.3%	1	2.2%	3	3.0%	5	2.0%	3	1.4%	1	8.7%	6	11.0%	6
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?																		
Nothing	70.8%	566	73.4%	30	69.0%	62	74.1%	96	77.0%	140	68.1%	108	45.9%	38	78.2%	50	80.4%	42
Change layout too often	0.5%	4	0.0%	0	2.8%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult / expensive parking	4.3%	34	6.8%	3	2.8%	3	2.0%	3	2.9%	5	6.4%	10	11.5%	10	1.5%	1	0.7%	0
Difficult to get to	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	0	0.0%	0
Expensive	3.5%	28	5.7%	2	10.1%	9	2.0%	3	1.4%	2	2.4%	4	6.1%	5	2.0%	1	3.0%	2
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.2%	10	0.0%	0	0.8%	1	1.3%	2	3.1%	6	0.7%	1	0.0%	0	0.6%	0	0.7%	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	5.9%	47	2.6%	1	3.5%	3	2.7%	4	6.6%	12	8.7%	14	12.7%	10	1.6%	1	3.7%	2
No petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	0
Poor internal layout	0.4%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.6%	1	0.0%	0	1.4%	1
Poor quality	0.6%	5	4.4%	2	0.8%	1	0.5%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0
Preference for retailer	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	1.0%	8	1.3%	1	2.5%	2	0.0%	0	0.0%	0	2.4%	4	1.4%	1	0.0%	0	0.6%	0
Too busy	2.1%	17	0.0%	0	0.0%	0	5.3%	7	2.9%	5	0.0%	0	4.6%	4	1.0%	1	0.6%	0
Too far away	1.9%	15	0.0%	0	2.8%	3	1.3%	2	1.2%	2	4.4%	7	1.4%	1	0.8%	0	1.0%	1
Too small	2.0%	16	2.0%	1	0.0%	0	1.3%	2	1.2%	2	2.1%	3	6.3%	5	3.9%	3	1.0%	1
Other	4.0%	32	3.8%	2	3.2%	3	6.5%	8	2.8%	5	2.7%	4	4.8%	4	8.6%	6	1.5%	1
Lack of checkouts open	0.5%	4	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	2.2%	2	0.0%	0	1.0%	1
Poor access	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	1
(Don't know)	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
Meanscore: [£]																		
Q05 How much does your household normally spend on main food shopping in a week?																		
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.1%	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
£11 - £15	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	2.0%	16	0.0%	0	2.4%	2	0.5%	1	1.0%	2	1.4%	2	6.7%	6	3.3%	2	2.9%	2
£21 - £25	0.9%	8	1.2%	0	0.0%	0	1.9%	2	1.0%	2	0.7%	1	1.2%	1	0.0%	0	1.1%	1
£26 - £30	3.7%	30	9.2%	4	6.2%	6	2.6%	3	1.1%	2	3.4%	5	4.6%	4	4.9%	3	5.0%	3
£31 - £35	2.0%	16	7.0%	3	0.0%	0	0.5%	1	2.9%	5	2.6%	4	2.6%	2	0.6%	0	0.0%	0
£36 - £40	7.7%	61	6.3%	3	6.0%	5	5.0%	6	12.8%	23	5.6%	9	5.9%	5	11.3%	7	5.1%	3
£41 - £45	3.0%	24	1.6%	1	3.6%	3	4.6%	6	0.8%	1	7.4%	12	1.2%	1	0.0%	0	0.0%	0
£46 - £50	5.2%	42	4.6%	2	6.9%	6	5.2%	7	4.1%	7	2.9%	5	7.6%	6	7.5%	5	7.0%	4
£51 - £55	1.7%	13	0.6%	0	1.3%	1	1.5%	2	3.4%	6	0.0%	0	1.4%	1	2.1%	1	2.1%	1
£56 - £60	8.5%	68	7.5%	3	7.8%	7	7.0%	9	12.8%	23	7.1%	11	5.4%	4	4.5%	3	13.6%	7
£61 - £65	3.0%	24	3.1%	1	1.3%	1	2.5%	3	5.2%	9	3.7%	6	1.6%	1	1.6%	1	1.0%	1
£66 - £70	6.6%	52	6.7%	3	12.4%	11	3.8%	5	5.4%	10	8.4%	13	3.8%	3	4.8%	3	8.1%	4
£71 - £75	1.6%	13	1.6%	1	2.3%	2	0.0%	0	1.6%	3	2.1%	3	2.2%	2	2.0%	1	1.0%	1
£76 - £80	10.9%	87	15.3%	6	10.1%	9	13.0%	17	9.2%	17	10.1%	16	11.7%	10	16.0%	10	4.1%	2
£81 - £85	1.3%	10	2.0%	1	0.0%	0	2.0%	3	1.6%	3	1.0%	2	0.6%	1	1.2%	1	2.2%	1
£86 - £90	4.5%	36	3.9%	2	2.7%	2	10.7%	14	5.0%	9	0.7%	1	2.9%	2	4.4%	3	4.9%	3
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	11.6%	93	12.8%	5	9.0%	8	15.4%	20	7.2%	13	14.2%	23	6.7%	6	15.4%	10	16.7%	9
£101 - £120	7.0%	56	2.8%	1	6.6%	6	4.5%	6	6.6%	12	10.0%	16	13.4%	11	1.5%	1	5.5%	3
£121 - £140	2.4%	19	7.6%	3	2.0%	2	1.3%	2	3.5%	6	1.7%	3	3.2%	3	1.4%	1	0.0%	0
£141 - £160	4.3%	35	3.0%	1	5.4%	5	6.8%	9	6.1%	11	0.7%	1	3.4%	3	6.2%	4	1.4%	1
£161 - £180	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.5%	2
£201 - £250	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
£251+	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
(Don't know / varies)	9.5%	76	3.3%	1	11.7%	10	9.2%	12	6.5%	12	13.5%	21	10.8%	9	7.2%	5	10.3%	5
(Refused)	1.4%	11	0.0%	0	1.3%	1	1.3%	2	0.6%	1	1.4%	2	1.7%	1	4.1%	3	2.4%	1
Mean:		*77.1*		*73.8*		*74.1*		*82.2*		*77.3*		*74.8*		*77.1*		*74.8*		*81.8*
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01]																		
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)																		
Daily	0.8%	7	0.0%	0	0.0%	0	0.5%	1	1.2%	2	1.4%	2	1.1%	1	0.0%	0	1.4%	1
At least two times a week	6.2%	49	6.2%	3	7.3%	7	8.2%	11	4.1%	7	7.6%	12	7.5%	6	2.6%	2	4.2%	2
At least once a week	72.5%	580	77.1%	32	62.1%	56	69.4%	90	85.3%	156	71.1%	113	72.6%	60	61.9%	40	67.5%	35
At least once a fortnight	12.0%	96	9.3%	4	16.1%	14	12.9%	17	6.5%	12	11.3%	18	9.0%	7	21.7%	14	19.4%	10
At least once a month	6.5%	52	5.4%	2	11.7%	10	6.6%	9	1.7%	3	6.5%	10	7.9%	7	11.9%	8	5.1%	3
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.7%	0
(Don't know / varies)	1.8%	15	1.0%	0	2.8%	3	2.4%	3	1.2%	2	2.1%	3	1.2%	1	2.0%	1	1.5%	1
Mean:		*1.01*		*0.97*		*0.91*		*1.00*		*1.07*		*1.06*		*1.03*		*0.83*		*0.99*
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
Q07 How do you normally travel to (STORE MENTIONED AT Q01)? *Not those who shop via Internet / home delivery at Q01*																		
Car / van (as driver)	79.0%	600	76.7%	30	76.5%	66	86.1%	105	77.7%	138	83.1%	125	64.5%	50	73.5%	44	89.5%	42
Car / van (as passenger)	9.5%	72	9.3%	4	10.7%	9	7.9%	10	9.7%	17	7.2%	11	13.0%	10	15.3%	9	5.4%	3
Bus, minibus or coach	4.5%	34	6.2%	2	2.6%	2	2.7%	3	3.6%	6	4.5%	7	13.8%	11	3.8%	2	0.8%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.1%	31	4.0%	2	9.4%	8	1.6%	2	2.4%	4	4.7%	7	6.2%	5	3.2%	2	2.8%	1
Taxi	1.3%	10	1.7%	1	0.0%	0	0.0%	0	3.1%	5	0.6%	1	0.8%	1	4.2%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	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	0.1%	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
(Don't know / varies)	1.3%	10	2.2%	1	0.7%	1	1.7%	2	3.1%	5	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Weighted base:		759		39		86		122		178		150		77		60		47
Sample:		765		98		95		94		97		95		96		96		94
Meanscore: [Number of minutes]																		
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take? *Not those who shop via Internet / home delivery at Q01*																		
1 - 5 minutes	39.5%	300	3.5%	1	28.0%	24	47.4%	58	59.4%	106	51.4%	77	25.4%	20	18.2%	11	6.1%	3
6 - 10 minutes	29.4%	223	36.5%	14	29.1%	25	27.0%	33	23.2%	41	36.5%	55	30.0%	23	37.0%	22	20.8%	10
11 - 20 minutes	23.8%	181	42.5%	17	30.9%	26	23.1%	28	13.9%	25	9.9%	15	30.6%	24	38.3%	23	50.2%	24
21 - 30 minutes	3.7%	28	7.4%	3	10.5%	9	1.4%	2	0.5%	1	0.0%	0	9.5%	7	4.5%	3	7.5%	4
31 - 40 minutes	0.3%	2	1.1%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
41 - 50 minutes	0.3%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
51 - 60 minutes	0.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	0	1.9%	1
61+ minutes	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know / can't remember)	2.3%	18	2.3%	1	0.0%	0	1.1%	1	3.1%	5	2.2%	3	2.5%	2	0.6%	0	9.4%	4
(Refused)	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Mean:		*10.4*		*16.5*		*12.9*		*8.7*		*7.2*		*7.5*		*13.4*		*13.2*		*17.9*
Weighted base:		759		39		86		122		178		150		77		60		47
Sample:		765		98		95		94		97		95		96		96		94
Q09 When do you do your main food shopping?																		
Weekdays during the day	38.1%	305	48.9%	20	43.5%	39	27.2%	35	40.1%	73	33.9%	54	41.4%	34	39.7%	26	45.7%	24
Weekdays during the evening	14.5%	116	8.1%	3	16.0%	14	22.3%	29	14.2%	26	13.8%	22	11.4%	9	10.1%	6	11.8%	6
Saturday	14.5%	116	9.2%	4	12.5%	11	20.3%	26	14.3%	26	17.3%	28	11.5%	10	11.8%	8	8.5%	4
Sunday	4.0%	32	0.0%	0	2.7%	2	4.6%	6	4.3%	8	3.7%	6	3.1%	3	4.8%	3	8.8%	5
(Don't know / varies)	28.8%	230	33.9%	14	25.4%	23	25.5%	33	27.0%	49	31.3%	50	32.7%	27	33.6%	22	25.2%	13
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q10 When you go main food shopping is your trip linked with any other activity? *Not those who shop via Internet / home delivery at Q01*																		
Yes – non-food shopping	9.4%	71	5.2%	2	10.9%	9	13.8%	17	8.4%	15	4.6%	7	12.0%	9	13.3%	8	8.1%	4
Yes – other-food shopping	2.9%	22	2.4%	1	5.4%	5	0.5%	1	4.7%	8	2.1%	3	1.3%	1	3.7%	2	2.8%	1
Yes – visiting services such as banks and other financial institutions	2.6%	20	0.0%	0	1.4%	1	0.5%	1	0.0%	0	8.0%	12	5.8%	5	0.0%	0	2.5%	1
Yes – leisure activity	2.1%	16	8.0%	3	0.7%	1	2.2%	3	1.8%	3	2.3%	3	1.3%	1	2.4%	1	1.7%	1
Yes – travelling to/from work	7.5%	57	7.1%	3	7.0%	6	5.8%	7	3.7%	7	11.7%	18	12.7%	10	2.3%	1	11.7%	6
Yes – travelling to/from school/college/university	0.8%	6	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.8%	0	3.1%	1
Yes – getting petrol	2.7%	20	0.8%	0	0.0%	0	2.1%	3	1.7%	3	6.9%	10	0.0%	0	4.4%	3	2.8%	1
Yes – visiting café / pub / restaurant	1.4%	10	1.2%	0	0.0%	0	2.9%	4	0.5%	1	1.2%	2	2.8%	2	0.0%	0	3.4%	2
Yes – visiting family/friends	1.5%	11	2.3%	1	3.8%	3	2.8%	3	0.6%	1	0.7%	1	0.0%	0	2.3%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	2.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	3	1.2%	0	0.7%	1	0.7%	1	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Yes – getting petrol	1.4%	11	4.0%	2	1.8%	2	4.1%	5	0.0%	0	0.0%	0	0.7%	1	3.2%	2	1.1%	1
Yes – visiting family / friends	2.5%	19	5.3%	2	0.9%	1	6.4%	8	1.8%	3	0.0%	0	0.7%	1	5.5%	3	3.4%	2
Yes – other activity	1.4%	11	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	5.8%	3
No activity	58.6%	445	53.2%	21	57.7%	50	49.8%	61	74.5%	133	51.6%	78	57.0%	44	60.4%	36	50.5%	24
Yes - visit the market	0.3%	2	1.2%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Yes - window shopping / browsing	0.4%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	29	5.9%	2	6.7%	6	7.8%	9	2.0%	3	2.9%	4	2.3%	2	0.8%	0	3.3%	2
Weighted base:		759		39		86		122		178		150		77		60		47
Sample:		765		98		95		94		97		95		96		96		94

Q11 Where do you do this linked trip?

Those who said 'Yes' to 'Non-food', 'Other food' or 'Financial institutions' at Q10 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	10.5%	11	0.0%	0	66.3%	10	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	4.6%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	5.0%	5	0.0%	0	0.0%	0	0.0%	0	24.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington	0.0%	0	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, Wrekin Retail Park, Arleston, Telford	1.1%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	11.0%	12	8.0%	0	0.0%	0	41.5%	7	10.1%	2	0.0%	0	7.5%	1	4.8%	0	18.5%	1
Wrekin Retail Park, Arleston, Telford	3.2%	4	8.0%	0	0.0%	0	4.1%	1	6.4%	1	4.0%	1	0.0%	0	0.0%	0	4.6%	0
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.5%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	9.4%	10	0.0%	0	0.0%	0	0.0%	0	4.6%	1	26.5%	6	24.7%	3	0.0%	0	0.0%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	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	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	34.9%	38	0.0%	0	18.0%	3	31.8%	5	24.2%	5	60.3%	13	37.7%	5	45.1%	5	25.8%	2
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	0.0%	0	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 Forge Retail Park, Telford	8.9%	10	10.1%	0	0.0%	0	15.6%	3	14.1%	3	4.0%	1	0.0%	0	22.8%	2	8.1%	1
Telford Shopping Centre, Telford	0.0%	0	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 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	3	0.0%	0	8.1%	1
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	2	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	1
Much Wenlock Town Centre	0.2%	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
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.2%	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
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	1.3%	1	14.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	2.3%	2	35.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	12.7%	1
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.2%	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
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - 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
Others																		
Abroad	0.0%	0	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:		109		3		15		16		23		22		13		10		6
Sample:		115		10		18		16		11		12		15		18		15

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

Yes	70.2%	561	63.1%	26	82.8%	74	68.2%	88	67.2%	123	69.6%	111	63.6%	53	77.3%	50	72.6%	37
No	29.8%	239	36.9%	15	17.2%	15	31.8%	41	32.8%	60	30.4%	48	36.4%	30	22.7%	15	27.4%	14
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

Q13 Where did you last go to undertake this 'top-up' shopping?
Those who do top up shopping at Q12 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.5%	3	11.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Street, Shawbury	0.0%	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
Local Shops, High Ercall	0.5%	3	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shawbury	0.2%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Waters Upton	0.0%	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
Zone 2																		
B&M Bargains, High Street, Newport	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food (former Somerfield), High Street, Newport	4.2%	23	0.0%	0	22.1%	16	1.0%	1	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	5.2%	29	3.2%	1	34.6%	26	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Cheswardine	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
Local Shops, Edgmond	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
Local Shops, Hinstock	0.4%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Newport Town Centre	1.4%	8	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Aldi, Grooms Alley, Wellington	1.7%	9	1.2%	0	0.0%	0	10.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Co-operative Food, Bagley Drive, Wellington	0.7%	4	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.2%	1	1.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Hadley, Telford	2.1%	12	0.0%	0	0.0%	0	2.1%	2	7.1%	9	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spring Hill, Wellington	7.2%	40	7.0%	2	2.4%	2	33.5%	28	6.1%	7	0.0%	0	1.0%	1	1.0%	0	0.0%	0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	0.7%	4	8.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington	0.7%	4	0.0%	0	0.0%	0	1.0%	1	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	2.3%	13	0.0%	0	0.0%	0	7.5%	6	1.9%	2	3.1%	3	1.2%	1	0.8%	0	0.0%	0
Local Shops, Admaston	0.0%	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
Local Shops, Leegomery	0.6%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shawbirch	0.2%	1	2.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wellington District Centre	2.1%	12	0.0%	0	0.0%	0	13.1%	11	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	2.6%	14	1.2%	0	6.2%	5	1.8%	2	3.8%	5	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	6.5%	36	0.0%	0	0.8%	1	2.1%	2	17.0%	21	11.1%	12	0.0%	0	1.6%	1	0.0%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	2.2%	12	0.0%	0	0.0%	0	0.0%	0	9.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tureff Avenue,	2.0%	11	0.0%	0	0.0%	0	0.0%	0	9.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Donnington, Telford																		
One Stop, Trench Road, Trench	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Donnington District Centre	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hadley District Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ketley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Oakengates District Centre	0.6%	3	6.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Trench	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Trench Lock	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Asda, The Border, Telford Town Centre	2.8%	16	2.4%	1	0.0%	0	4.5%	4	2.9%	4	5.1%	6	3.9%	2	0.0%	0	0.0%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	2.1%	11	0.0%	0	2.1%	2	0.0%	0	0.0%	0	9.0%	10	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9	0.0%	0	0.0%	0	0.0%	0
Iceland, Brodie House, Central Square, Telford	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	1.7%	1	0.0%	0	0.0%	0
Marks and Spencers, Dean Street, Telford	0.8%	4	0.0%	0	0.8%	1	0.8%	1	1.2%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0
Nisa, Holly Road, Little Dawley	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	5.7%	32	0.0%	0	0.0%	0	0.8%	1	8.9%	11	12.6%	14	8.6%	4	0.8%	0	4.2%	2
Local Shops, Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hollinswood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Local Shops, Overdale	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Randlay	0.2%	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
Local Shops, Telford Town Centre	2.8%	16	2.4%	1	0.0%	0	2.1%	2	6.3%	8	2.6%	3	4.9%	3	0.8%	0	0.0%	0
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	7.8%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	15	48.7%	25	0.0%	0	7.1%	3
Local Shops, Ironbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Local Shops, Madeley District Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Local Shops, Sutton Hill	0.0%	0	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, Woodside	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, Bradford Street, Shifnal	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	10	0.0%	0
Co-operative Food, High Street, Albrighton	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	7	0.0%	0
Co-operative Food, High Street, Shifnal	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	10	0.0%	0
Spar, High Street, Albrighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Local Shops, Albrighton	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	6	0.0%	0
Local Shops, Cosford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Local Shops, Shifnal Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	7	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	20.1%	7
Nisa, Bridgnorth Road, Much Wenlock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Spar, High Street, Broseley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Spar, High Street, Much Wenlock	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
Local Shops, Broseley Town Centre	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	24.7%	9
Local Shops, Much Wenlock Town Centre	1.1%	6	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	6
Outside the Study Area - Birmingham																		
Local Shops, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Co-operative Food, Fisher Street, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local Shops, Dudley Town Centre	0.1%	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
Sainsbury's, The Merry Hill Centre, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Kings Court, Stourbridge Road, Bridgnorth	0.0%	0	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 (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, 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	2.0%	1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.6%	3	6.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.3%	2	1.6%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Maer Lane, Market Drayton	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
Morrisons, Whitchurch Road, Shrewsbury	0.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.3%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sainsbury's, Shrewsbury Road, Market Drayton	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
Sainsbury's, Whitburn Street, Bridgnorth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Whitecroft Road, 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	2.2%	1
Tesco Express, Ditherington Road, Shrewsbury	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, High Street, Bridgnorth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.7%	4	14.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Canal Way, Ellesmere	0.0%	0	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, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bridgnorth Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0
Local Shops, Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shrewsbury	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Town Centre																		
Local Shops, Ternhill	0.7%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, Stafford	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
Co-operative Food, Holmcroft Road, 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
Sainsbury's, Chell Road, Stafford	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
Tesco Extra, Newport Road, 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
Local Shops, Stafford Town Centre	0.4%	2	0.0%	0	0.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stoke on Trent																		
Local Shops, Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Local Shops, Kidderminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2
Others																		
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
Weighted base:		553		26		74		83		121		111		52		49		37
Sample:		553		57		81		66		69		66		66		77		71

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Less often = 0.063; Only visited once = 0.01]

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?
Those who do top up shopping at Q12

Daily	4.7%	26	1.2%	0	1.4%	1	5.9%	5	1.8%	2	3.8%	4	10.4%	6	7.7%	4	10.9%	4
At least two times a week	38.0%	213	37.5%	10	40.7%	30	39.6%	35	34.2%	42	37.7%	42	30.5%	16	48.6%	24	39.2%	15
At least once a week	38.1%	214	41.1%	11	34.6%	26	41.9%	37	42.0%	52	36.5%	40	37.4%	20	30.3%	15	37.5%	14
At least once a fortnight	9.6%	54	9.5%	2	17.6%	13	4.9%	4	11.8%	14	11.6%	13	8.3%	4	2.9%	1	2.8%	1
At least once a month	2.4%	14	3.4%	1	1.6%	1	4.6%	4	0.0%	0	3.5%	4	4.8%	3	0.8%	0	1.8%	1
At least every two months	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Less often	0.6%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.4%	1
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
(Don't know / varies)	6.2%	35	5.7%	1	4.0%	3	3.0%	3	10.1%	12	4.9%	5	8.6%	5	6.4%	3	6.4%	2
Mean:		*1.63*		*1.38*		*1.41*		*1.72*		*1.44*		*1.53*		*1.94*		*1.96*		*2.08*
Weighted base:		561		26		74		88		123		111		53		50		37
Sample:		565		58		81		71		71		66		68		78		72

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Meanscore: [£]																		
Q15 How much does your household normally spend on top-up shopping in a week? *Those who do top up shopping at Q12*																		
£1 - £5	13.5%	76	18.8%	5	11.3%	8	10.4%	9	15.0%	18	12.5%	14	19.2%	10	17.6%	9	6.4%	2
£6 - £10	23.9%	134	24.2%	6	26.9%	20	27.7%	24	23.8%	29	21.7%	24	17.6%	9	20.9%	10	28.8%	11
£11 - £15	16.2%	91	17.6%	5	14.0%	10	16.8%	15	22.1%	27	17.8%	20	11.5%	6	11.1%	6	7.4%	3
£16 - £20	17.1%	96	14.7%	4	11.6%	9	20.9%	18	13.9%	17	20.4%	23	17.8%	9	18.6%	9	18.2%	7
£21 - £25	4.3%	24	1.6%	0	4.2%	3	2.5%	2	5.0%	6	3.4%	4	7.9%	4	4.7%	2	5.9%	2
£26 - £30	7.1%	40	3.7%	1	7.9%	6	7.5%	7	10.3%	13	2.4%	3	6.5%	3	11.1%	6	6.7%	3
£31 - £35	1.1%	6	0.0%	0	1.8%	1	1.7%	2	1.2%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	0
£36 - £40	1.9%	10	0.9%	0	3.2%	2	0.0%	0	0.0%	0	3.1%	3	2.9%	2	1.5%	1	5.7%	2
£41 - £45	0.1%	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
£46 - £50	1.7%	10	0.9%	0	4.4%	3	1.9%	2	0.0%	0	0.0%	0	5.6%	3	2.0%	1	1.4%	1
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.6%	3	0.9%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	1
(Don't know / varies)	10.4%	58	15.5%	4	10.5%	8	7.2%	6	7.9%	10	15.3%	17	9.1%	5	8.7%	4	12.1%	5
(Refused)	1.6%	9	0.0%	0	0.8%	1	3.4%	3	0.9%	1	1.0%	1	1.0%	1	3.7%	2	2.7%	1
Mean:		*16.7*		*14.5*		*19.1*		*15.9*		*15.1*		*16.5*		*17.7*		*16.3*		*20.7*
Weighted base:		561		26		74		88		123		111		53		50		37
Sample:		565		58		81		71		71		66		68		78		72

Q16 Where did you last go to buy clothing or footwear goods?
Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.8%	6	0.0%	0	6.1%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	0.0%	0	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, Haygate Road, Wellington	0.0%	0	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, Wrekin Retail Park, Arleston, Telford	0.9%	6	0.0%	0	1.0%	1	0.0%	0	1.2%	2	0.8%	1	0.0%	0	2.5%	1	1.6%	1
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	4.3%	30	3.7%	1	0.8%	1	9.2%	11	5.8%	9	2.3%	3	3.4%	2	0.0%	0	5.7%	3
Wrekin Retail Park, Arleston, Telford	6.7%	47	0.0%	0	4.7%	4	12.2%	14	7.4%	12	6.1%	9	6.4%	4	4.7%	3	3.3%	2
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.0%	0	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 George's Road, Donnington Wood, Telford	2.8%	20	0.0%	0	2.5%	2	2.9%	3	3.1%	5	3.5%	5	0.0%	0	6.5%	4	0.8%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	1.0%	7	1.8%	1	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.8%	1	4.3%	3	0.8%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	1.4%	10	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.5%	5	1.7%	1	0.0%	0	2.8%	1
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.0%	0
Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	53.7%	373	33.4%	11	44.8%	35	51.8%	62	53.1%	84	67.0%	94	72.0%	43	44.4%	26	38.1%	18
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	1.0%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.4%	3	0.0%	0	1.9%	1	0.0%	0
Telford Forge Retail Park, Telford	7.4%	52	0.0%	0	2.9%	2	7.9%	9	15.8%	25	5.6%	8	1.5%	1	9.2%	5	1.1%	1
Telford Shopping Centre, Telford	0.9%	6	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.7%	1
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	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
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.1%	15	1.8%	1	2.0%	2	2.9%	3	0.5%	1	0.0%	0	4.3%	3	6.7%	4	4.1%	2
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.4%	3	0.0%	0	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.6%	4	0.9%	0	1.3%	1	1.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.9%	7	1.2%	0	0.8%	1	0.0%	0	2.2%	4	0.8%	1	0.8%	1	0.0%	0	0.8%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	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
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.0%	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
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	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
Shrewsbury Town Centre	8.1%	56	44.5%	15	10.0%	8	2.2%	3	8.0%	13	2.2%	3	1.7%	1	1.9%	1	27.1%	13
Whitchurch Town Centre	0.2%	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
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	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
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.3%	2	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Stafford Town Centre	0.7%	5	1.2%	0	4.2%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.3%	2	1.2%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.7%	11	0.0%	0	1.4%	1	2.9%	3	0.0%	0	1.6%	2	0.0%	0	7.0%	4	1.1%	1
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - Other	1.2%	9	1.2%	0	3.3%	3	0.0%	0	0.9%	1	1.6%	2	0.8%	1	1.5%	1	1.1%	1
Others																		
Abroad	0.3%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0
Weighted base:		695		34		78		119		159		141		59		59		46
Sample:		682		78		86		94		85		86		76		88		89

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q16

Daily	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	1	0.0%	0
At least once a week	4.4%	31	4.2%	1	2.7%	2	7.1%	8	5.1%	8	2.3%	3	7.9%	5	1.8%	1	3.8%	2
At least once a fortnight	9.7%	67	8.9%	3	2.7%	2	10.2%	12	14.5%	23	9.3%	13	10.7%	6	6.3%	4	8.2%	4
At least once a month	27.4%	190	12.4%	4	28.2%	22	21.7%	26	34.7%	55	26.4%	37	7.8%	5	37.9%	23	41.8%	19
At least every two months	15.3%	106	20.5%	7	28.9%	23	8.6%	10	14.5%	23	16.9%	23	17.9%	11	11.8%	7	5.8%	3
At least every 3 months	11.4%	79	22.8%	8	9.4%	7	11.5%	14	14.6%	23	7.7%	11	9.5%	6	11.8%	7	7.7%	4
At least every 6 months	9.6%	67	11.5%	4	12.1%	9	11.5%	14	4.9%	8	9.4%	13	13.6%	8	9.4%	6	11.6%	5
Less often than once every 6 months	7.3%	51	10.2%	3	2.9%	2	12.3%	15	3.9%	6	9.3%	13	8.0%	5	6.8%	4	5.5%	3
Have only visited once	1.2%	8	0.0%	0	3.9%	3	0.6%	1	1.2%	2	1.1%	2	1.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	13.0%	90	9.5%	3	8.2%	6	16.4%	19	6.6%	10	16.7%	23	21.8%	13	12.6%	7	15.6%	7
Mean:		*0.26*		*0.19*		*0.20*		*0.25*		*0.28*		*0.30*		*0.26*		*0.25*		*0.26*
Weighted base:		693		34		78		119		159		139		59		59		46
Sample:		679		77		86		94		85		85		76		88		88

Q17 How do you normally travel to (DESTINATION MENTIONED AT Q16)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q16

Car / van (as driver)	72.5%	503	66.4%	22	71.8%	56	77.2%	92	78.2%	124	67.7%	94	67.9%	40	59.6%	35	83.1%	38
Car / van (as passenger)	8.5%	59	10.6%	4	12.6%	10	6.1%	7	8.0%	13	5.3%	7	5.9%	4	19.2%	11	6.8%	3
Bus, minibus or coach	9.4%	65	14.7%	5	6.1%	5	9.1%	11	7.5%	12	6.1%	8	24.3%	14	13.2%	8	4.2%	2
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	5.9%	41	1.8%	1	5.2%	4	1.3%	2	4.3%	7	18.5%	26	1.1%	1	3.0%	2	0.0%	0
Taxi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.6%	18	1.8%	1	2.0%	2	5.6%	7	0.5%	1	1.6%	2	0.8%	1	5.1%	3	5.3%	2
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
Mobility scooter / disability vehicle	0.0%	0	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
Park and ride	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	5	3.0%	1	2.3%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	0
Weighted base:		693		34		78		119		159		139		59		59		46
Sample:		679		77		86		94		85		85		76		88		88

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity? *Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q16*																		
Yes – food shopping	8.3%	57	8.9%	3	10.7%	8	4.3%	5	6.1%	10	9.0%	13	9.1%	5	16.6%	10	7.6%	3
Yes – non-food shopping	5.4%	37	3.2%	1	7.5%	6	4.6%	6	2.2%	4	7.1%	10	9.4%	6	5.5%	3	5.2%	2
Yes – visiting services such as banks and other financial institutions	2.6%	18	0.9%	0	3.6%	3	0.6%	1	1.0%	2	4.2%	6	9.6%	6	0.8%	0	1.1%	1
Yes – leisure activity	3.5%	24	6.4%	2	4.5%	3	4.2%	5	2.2%	3	3.3%	5	3.4%	2	2.3%	1	4.1%	2
Yes – travelling to/from work	4.0%	27	3.9%	1	2.7%	2	4.6%	5	4.2%	7	5.1%	7	1.1%	1	2.8%	2	5.3%	2
Yes – travelling to/from school/college/university	0.9%	6	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0	0.0%	0	4.3%	3	1.4%	1
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	9.0%	62	4.9%	2	5.9%	5	11.1%	13	10.0%	16	7.4%	10	7.7%	5	5.9%	3	18.4%	9
Yes – visiting family/friends	1.3%	9	0.7%	0	4.0%	3	1.4%	2	2.1%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Yes – visiting health service such as doctor, dentist, hospital	0.7%	5	5.9%	2	2.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.8%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.2%	2	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	2.4%	17	11.9%	4	0.0%	0	0.6%	1	1.2%	2	2.5%	3	6.4%	4	0.8%	0	5.0%	2
Yes – other activity	0.8%	5	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.6%	0	1.1%	1
No	57.4%	398	48.9%	16	48.8%	38	63.2%	75	69.1%	110	51.8%	72	52.3%	31	56.4%	34	48.4%	22
Yes - window shopping / browsing	0.7%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.1%	2	1.1%	1	0.0%	0	1.6%	1
(Don't know / varies)	2.8%	20	3.0%	1	5.8%	5	3.1%	4	0.0%	0	6.8%	9	0.0%	0	1.7%	1	0.0%	0
Weighted base:		693		34		78		119		159		139		59		59		46
Sample:		679		77		86		94		85		85		76		88		88

Q19 Where did you last go to buy Books, CDs, DVDs?
Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	1.1%	3	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	4.5%	14	11.8%	2	0.0%	0	17.0%	10	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington	2.1%	6	0.0%	0	0.0%	0	9.0%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	6.7%	20	0.0%	0	0.0%	0	12.5%	8	16.4%	11	0.0%	0	0.0%	0	4.5%	1	2.0%	0
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	3.8%	12	6.2%	1	0.0%	0	16.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Wrekin Retail Park, Arleston, Telford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.7%	1
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	8.4%	26	0.0%	0	12.7%	3	3.0%	2	19.3%	13	8.0%	4	2.2%	1	9.6%	3	0.0%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	1.2%	4	10.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.0%	4	2.9%	1	5.9%	1
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	2.0%	6	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	2.9%	1	0.0%	0	2.7%	1
Dawley District Centre	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
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	44.0%	134	13.5%	2	35.7%	9	39.1%	23	41.5%	28	64.7%	31	52.9%	21	47.8%	15	28.3%	5
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Telford Forge Retail Park, Telford	0.0%	0	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 Shopping Centre, Telford	2.4%	7	0.0%	0	9.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	6.6%	1
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0	0.0%	0
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Sutton Hill	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	4	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	9.3%	2
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.4%	1	0.0%	0	0.0%	0	3.9%	1
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.6%	2	0.0%	0	2.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Outside the Study Area - Preston																		
Preston City Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.2%	1	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.9%	2
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	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
Market Drayton Town Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	6.4%	19	52.2%	8	2.9%	1	1.1%	1	4.7%	3	2.4%	1	5.1%	2	1.3%	0	17.9%	3
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, Stafford	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	2	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.3%	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
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - Other	1.8%	5	0.0%	0	2.9%	1	0.0%	0	2.1%	1	4.8%	2	0.0%	0	3.2%	1	0.0%	0
Others																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		305		15		26		60		67		48		39		30		19
Sample:		301		32		30		43		38		33		41		42		42

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q19

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	5.1%	16	3.1%	0	0.0%	0	4.0%	2	8.1%	5	3.2%	2	8.4%	3	4.6%	1	5.8%	1
At least once a fortnight	4.0%	12	7.1%	1	4.0%	1	0.0%	0	8.1%	5	4.8%	2	2.6%	1	2.6%	1	3.5%	1
At least once a month	25.3%	77	13.5%	2	16.7%	4	46.4%	28	16.2%	11	35.2%	17	7.4%	3	24.4%	7	25.1%	5
At least every two months	9.7%	30	10.0%	2	16.2%	4	2.9%	2	14.0%	9	9.3%	4	4.5%	2	16.4%	5	8.6%	2
At least every 3 months	13.8%	42	25.0%	4	29.3%	8	10.5%	6	6.2%	4	5.1%	2	16.1%	6	26.9%	8	17.5%	3
At least every 6 months	11.3%	34	16.0%	2	21.6%	6	2.5%	2	12.6%	9	10.3%	5	16.5%	6	12.0%	4	6.6%	1
Less often than once every 6 months	10.3%	31	8.5%	1	4.6%	1	15.5%	9	10.5%	7	10.3%	5	9.3%	4	9.1%	3	6.9%	1
Have only visited once	3.5%	11	1.5%	0	5.2%	1	4.3%	3	0.0%	0	4.8%	2	9.7%	4	1.6%	0	0.0%	0
(Don't know / varies)	16.9%	52	15.3%	2	2.3%	1	14.0%	8	24.4%	16	17.0%	8	25.5%	10	2.6%	1	25.9%	5
Mean:		*0.21*		*0.17*		*0.12*		*0.22*		*0.25*		*0.21*		*0.19*		*0.18*		*0.24*
Weighted base:		304		15		26		60		67		48		39		30		19
Sample:		300		32		30		43		38		33		41		41		42

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q20 Where did you last go to buy small household goods such as home furnishings, jewellery, glass and china items? *Excl Nulls & SFT*																		
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	1.7%	7	1.8%	0	14.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington	0.7%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	4.1%	18	0.0%	0	0.0%	0	6.6%	5	11.3%	10	1.2%	1	0.0%	0	3.4%	1	1.3%	0
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	5.0%	22	6.9%	2	0.0%	0	19.7%	16	1.6%	1	1.7%	2	0.0%	0	0.0%	0	4.5%	1
Wrekin Retail Park, Arleston, Telford	5.8%	26	0.0%	0	0.0%	0	2.8%	2	12.3%	11	7.8%	7	2.2%	1	6.6%	2	7.0%	2
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	4.0%	17	0.0%	0	0.0%	0	1.0%	1	9.2%	8	1.7%	2	0.0%	0	18.6%	7	0.0%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.2%	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
Hadley District Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.3%	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
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	0.8%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	1	2.2%	1	1.3%	0	1.3%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.3%	1	1.8%	1
Dawley District Centre	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	32.7%	144	16.6%	4	27.4%	14	30.3%	25	15.0%	13	55.8%	50	52.8%	21	22.5%	8	29.5%	8
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	6.8%	30	1.3%	0	3.0%	2	7.4%	6	16.8%	15	3.5%	3	1.3%	1	4.1%	2	7.0%	2
Telford Forge Retail Park, Telford	15.0%	66	6.7%	1	18.7%	9	19.5%	16	12.9%	11	12.2%	11	13.2%	5	26.3%	10	5.3%	2
Telford Shopping Centre, Telford	0.7%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	4.3%	1
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ironbridge	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0	0.0%	0
Madeley District Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Much Wenlock Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	2.2%	10	7.0%	2	4.2%	2	1.0%	1	2.4%	2	1.2%	1	2.3%	1	1.0%	0	2.6%	1
Birmingham City Centre	1.8%	8	1.1%	0	1.5%	1	0.0%	0	6.2%	5	0.0%	0	1.6%	1	2.1%	1	0.0%	0
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	0.0%	0	1.8%	1	2.6%	1
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.9%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.5%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Harlescott	0.1%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	5.1%	22	28.9%	7	6.9%	3	1.0%	1	1.2%	1	5.0%	5	4.5%	2	1.8%	1	11.7%	3
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.5%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Meole Brace Retail Park, Shrewsbury	0.9%	4	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.9%	4	10.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.8%	1
Bentley Bridge Retail Park, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - 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	1.8%	1
Others																		
Abroad	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		439		22		50		83		88		90		39		37		29
Sample:		406		45		52		62		43		53		43		54		54

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q20

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.3%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.6%	7	1.1%	0	3.0%	2	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
At least once a fortnight	1.0%	4	0.0%	0	1.2%	1	0.8%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	0
At least once a month	11.6%	51	14.5%	3	21.9%	11	13.9%	11	15.5%	14	4.5%	4	5.4%	2	4.9%	2	12.7%	4
At least every two months	6.3%	27	5.0%	1	8.7%	4	5.2%	4	1.6%	1	7.8%	7	12.9%	5	10.2%	4	1.3%	0
At least every 3 months	15.6%	68	8.2%	2	16.9%	8	17.7%	14	22.0%	20	10.4%	9	11.1%	4	16.4%	6	14.4%	4
At least every 6 months	24.8%	109	40.7%	9	23.9%	12	15.4%	13	24.0%	21	31.1%	28	17.4%	7	33.8%	13	22.5%	6
Less often than once every 6 months	22.4%	98	13.8%	3	10.6%	5	27.4%	22	23.9%	21	22.2%	20	29.1%	11	25.3%	9	18.5%	5
Have only visited once	1.0%	4	2.9%	1	2.7%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.8%	1
(Don't know / varies)	15.5%	68	13.8%	3	8.4%	4	13.2%	11	12.9%	11	20.0%	18	24.2%	10	9.3%	3	25.3%	7
Mean:		*0.10*		*0.08*		*0.20*		*0.14*		*0.08*		*0.06*		*0.05*		*0.05*		*0.11*
Weighted base:		438		22		50		82		88		90		39		37		29
Sample:		405		45		52		61		43		53		43		54		54

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	2.8%	10	2.8%	0	22.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	0.0%	0	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, Haygate Road, Wellington	1.0%	4	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	5.6%	21	1.6%	0	0.0%	0	13.6%	7	10.5%	9	6.0%	5	0.0%	0	0.0%	0	1.3%	0
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	1.9%	7	1.6%	0	0.0%	0	7.7%	4	0.0%	0	1.5%	1	3.5%	2	1.1%	0	0.0%	0
Wrekin Retail Park, Arleston, Telford	2.8%	10	0.0%	0	3.5%	2	7.7%	4	2.5%	2	1.5%	1	1.9%	1	1.4%	0	2.3%	1
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	3.6%	13	0.0%	0	0.0%	0	1.7%	1	4.1%	3	9.8%	7	0.0%	0	2.9%	1	3.4%	1
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.3%	1	1.6%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	1.4%	5	2.8%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	1.1%	0	0.0%	0
Dawley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	36.2%	135	12.8%	2	33.5%	15	33.0%	17	24.3%	21	48.7%	37	47.6%	22	37.1%	13	43.1%	10
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	13.4%	50	0.0%	0	7.0%	3	12.4%	6	28.8%	25	8.1%	6	12.3%	6	5.7%	2	8.6%	2
Telford Forge Retail Park, Telford	14.4%	54	28.5%	4	1.7%	1	14.9%	8	20.8%	18	5.0%	4	20.1%	9	28.3%	10	3.3%	1
Telford Shopping Centre, Telford	1.4%	5	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	5.5%	1
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Outside the Study Area - Bristol																		
Bristol City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.3%	1
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.0%	2	0.0%	0	4.8%	2	0.0%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.1%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	1.1%	4	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	4.4%	16	22.7%	3	5.3%	2	1.7%	1	4.9%	4	0.0%	0	5.5%	3	1.1%	0	11.9%	3
Whitchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.1%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	1.2%	4	12.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	10.1%	2
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, Stafford	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.2%	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
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - 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
Others																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:		372		15		43		50		86		75		47		34		22
Sample:		313		30		42		37		39		41		43		41		40

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?
Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q21

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.7%	6	0.0%	0	0.0%	0	1.3%	1	1.2%	1	4.2%	3	1.1%	1	0.0%	0	3.4%	1
At least once a fortnight	1.0%	4	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	0	0.0%	0
At least once a month	11.8%	44	0.0%	0	7.3%	3	8.5%	4	20.1%	17	6.6%	5	11.4%	5	19.8%	7	10.8%	2
At least every two months	9.5%	35	10.6%	2	16.7%	7	13.8%	7	3.7%	3	10.0%	8	5.7%	3	8.8%	3	14.0%	3
At least every 3 months	18.9%	70	8.1%	1	31.5%	14	20.1%	10	22.9%	20	12.6%	10	21.1%	10	10.3%	3	13.2%	3
At least every 6 months	23.9%	89	46.7%	7	16.6%	7	14.9%	8	27.2%	23	15.5%	12	39.9%	19	35.5%	12	9.0%	2
Less often than once every 6 months	19.4%	72	18.7%	3	16.2%	7	17.4%	9	19.1%	16	34.1%	26	9.0%	4	4.9%	2	25.5%	6
Have only visited once	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
(Don't know / varies)	13.3%	50	15.9%	2	4.5%	2	22.2%	11	5.9%	5	17.0%	13	10.4%	5	18.3%	6	24.2%	5
Mean:		*0.10*		*0.02*		*0.13*		*0.09*		*0.11*		*0.10*		*0.09*		*0.10*		*0.12*
Weighted base:		372		15		43		50		86		75		47		33		22
Sample:		312		30		42		37		39		41		43		40		40

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

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

Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.3%	2	1.1%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	8.6%	60	1.1%	0	73.2%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	3.9%	28	8.8%	3	2.0%	2	12.8%	14	4.4%	7	0.0%	0	1.4%	1	0.0%	0	0.6%	0
Tesco Express, Haygate Road, Wellington	1.6%	11	0.7%	0	0.9%	1	6.4%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	4.8%	33	0.0%	0	0.0%	0	15.9%	18	5.1%	9	2.7%	3	0.7%	1	3.1%	2	3.2%	1
Leegomery	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	1.4%	10	0.0%	0	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	4.7%	33	7.5%	3	0.7%	1	17.8%	20	5.0%	8	0.9%	1	0.0%	0	0.0%	0	0.6%	0
Wrekin Retail Park, Arleston, Telford	2.8%	20	0.0%	0	0.0%	0	8.0%	9	3.1%	5	0.0%	0	4.5%	3	1.5%	1	3.3%	2
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.2%	1	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St George's Road, Donnington Wood, Telford	7.7%	54	6.6%	2	2.2%	2	1.1%	1	21.9%	37	3.7%	5	1.4%	1	6.3%	4	5.7%	3
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	2.1%	14	0.0%	0	1.3%	1	0.0%	0	8.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	1.0%	7	0.0%	0	0.0%	0	0.8%	1	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	1.8%	13	0.0%	0	0.0%	0	0.0%	0	7.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	1.1%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.7%	3	2.5%	2	1.3%	1	0.6%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	1.2%	8	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	1.5%	11	1.7%	1	0.0%	0	0.0%	0	1.0%	2	2.7%	3	3.0%	2	2.4%	1	2.9%	1
Dawley District Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	4.5%	3	0.0%	0	0.0%	0
Hollinswood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Lawley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	23.3%	163	12.8%	5	1.8%	2	19.7%	22	17.8%	30	54.0%	68	28.6%	21	16.5%	9	13.8%	6
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	1	0.9%	1	0.0%	0	0.8%	0
Telford Forge Retail Park, Telford	6.6%	46	0.7%	0	0.0%	0	2.9%	3	17.6%	30	8.3%	11	0.0%	0	2.5%	1	2.2%	1
Telford Shopping Centre, Telford	0.0%	0	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 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	1.4%	10	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	10.7%	8	0.0%	0	0.8%	0
Ironbridge	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
Madeley District Centre	2.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0
Sutton Hill	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0
Woodside	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Zone 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Albrighton	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	13	0.0%	0
Shifnal Town Centre	3.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	37.6%	21	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	20.7%	10
Much Wenlock Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	5
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	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
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.3%	2	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.4%	3	1.1%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's, Whitburn Street, Bridgnorth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.6%	4	1.1%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	1.2%	8	18.7%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.2%	1	5.0%	2
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.2%	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
Meole Brace	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
Oswestry Town Centre	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%	0
Shrewsbury Town Centre	3.2%	22	29.4%	11	0.9%	1	1.6%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	15.3%	7
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.3%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, Stafford	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.6%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	1.1%	1
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - 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
Others																		
Abroad	0.0%	0	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		36		81		110		168		126		73		57		47
Sample:		690		83		90		81		90		79		87		92		88

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q22

Daily	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.2%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
At least once a week	19.5%	136	30.3%	11	6.8%	6	15.1%	17	27.7%	46	17.4%	22	25.4%	19	11.8%	7	20.2%	9
At least once a fortnight	15.4%	107	12.1%	4	31.1%	25	21.9%	24	13.7%	23	9.5%	12	4.8%	4	13.2%	8	16.2%	8
At least once a month	30.4%	212	13.4%	5	29.3%	24	31.8%	35	32.9%	55	30.1%	38	27.4%	20	39.2%	22	27.0%	13
At least every two months	7.3%	51	10.6%	4	11.6%	9	2.1%	2	7.3%	12	6.9%	9	9.8%	7	9.3%	5	3.5%	2
At least every 3 months	7.5%	53	13.5%	5	5.9%	5	7.7%	8	6.9%	12	8.2%	10	4.9%	4	4.8%	3	13.4%	6
At least every 6 months	2.8%	19	9.6%	3	2.2%	2	0.8%	1	0.5%	1	3.7%	5	6.4%	5	2.4%	1	3.5%	2
Less often than once every 6 months	2.3%	16	0.0%	0	2.2%	2	0.6%	1	3.4%	6	0.0%	0	4.1%	3	6.0%	3	2.5%	1
Have only visited once	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
(Don't know / varies)	14.5%	101	10.0%	4	9.2%	7	20.0%	22	7.6%	13	23.3%	29	17.2%	13	13.2%	8	12.5%	6
Mean:		*0.46*		*0.48*		*0.40*		*0.46*		*0.50*		*0.51*		*0.45*		*0.36*		*0.45*
Weighted base:		699		36		81		110		168		126		73		57		47
Sample:		690		83		90		81		90		79		87		92		88

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	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 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	3.2%	15	4.6%	1	22.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.0%	0
Springfield Industrial Estate, Newport	0.0%	0	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																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	0.5%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Haygate Road, Wellington	1.3%	6	0.0%	0	0.0%	0	6.8%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wrekin Retail Park, Arleston, Telford	6.0%	28	0.0%	0	2.5%	2	9.4%	7	10.7%	11	7.3%	7	0.0%	0	2.6%	1	2.7%	1
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	1.9%	9	1.8%	0	0.0%	0	10.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wrekin Retail Park, Arleston, Telford	2.6%	12	0.0%	0	3.7%	2	5.7%	4	1.6%	2	0.9%	1	1.8%	1	4.5%	2	2.5%	1
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.0%	0	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 George's Road, Donnington Wood, Telford	4.7%	22	0.0%	0	4.7%	3	0.0%	0	13.2%	14	1.6%	2	1.0%	1	9.5%	4	1.2%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.6%	3	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	1.6%	8	7.9%	2	1.2%	1	0.9%	1	1.6%	2	0.9%	1	2.8%	1	1.0%	0	0.0%	0
Trench	0.0%	0	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																		
Asda, The Border, Telford Town Centre	1.4%	6	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	2	4.4%	2	2.4%	1	0.0%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.0%	0	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, Gresham Drive, Newdale, Lawley, Telford	0.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	1.5%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	4	1.2%	1	2.6%	1	1.3%	0	0.0%	0
Dawley District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	18.0%	85	5.7%	1	19.3%	12	14.0%	11	14.4%	15	16.8%	16	38.6%	19	17.5%	6	19.0%	6
Heath Hill Industrial Estate, Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.0%	0	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 Bridge Retail Park, Telford	11.4%	54	3.1%	1	7.5%	5	8.5%	6	14.6%	15	16.2%	15	10.1%	5	6.0%	2	15.7%	5
Telford Forge Retail Park, Telford	30.5%	144	17.9%	4	13.6%	8	28.3%	22	34.8%	36	44.6%	42	17.5%	9	44.0%	16	24.2%	7
Telford Shopping Centre, Telford	1.1%	5	0.0%	0	2.5%	2	2.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.9%	2	0.0%	0	1.0%	0
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	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
Shifnal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.7%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	2.7%	1	0.0%	0	0.0%	0
Small Heath, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, 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
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, 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
Linkway Retail Park, Watling Street, 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
Virage Park, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	1.0%	5	2.8%	1	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.8%	4	15.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	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
Bridgnorth Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.4%	2	2.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	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
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	1.8%	9	14.6%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	1	0.0%	0	7.3%	2
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.3%	1	2.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	1.9%	9	9.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	15.8%	5
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.6%	3	6.8%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.8%	8	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, Stafford	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	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	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	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	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	0.0%	0	0.0%	0	0.0%	0
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	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
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	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
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bentley Bridge Retail Park, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - Other	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.4%	2	0.0%	0
Others																		
Abroad	0.0%	0	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:		472		23		60		76		103		95		49		37		30
Sample:		479		57		64		67		63		63		53		51		61

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?

Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q23

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	1.6%	8	3.1%	1	1.0%	1	0.9%	1	0.0%	0	4.0%	4	0.0%	0	4.4%	2	1.0%	0
At least every two months	1.3%	6	1.8%	0	4.3%	3	2.2%	2	0.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
At least every 3 months	7.9%	37	2.7%	1	2.7%	2	8.2%	6	15.6%	16	10.0%	9	2.1%	1	3.1%	1	3.8%	1
At least every 6 months	11.4%	54	20.2%	5	11.7%	7	14.2%	11	9.5%	10	4.5%	4	17.7%	9	16.0%	6	9.4%	3
Less often than once every 6 months	40.1%	190	35.5%	8	47.5%	29	30.9%	24	41.6%	43	41.8%	40	42.7%	21	38.1%	14	40.2%	12
Have only visited once	5.4%	25	0.0%	0	13.5%	8	2.3%	2	2.0%	2	6.4%	6	11.7%	6	3.7%	1	1.0%	0
(Don't know / varies)	32.2%	152	36.6%	8	19.4%	12	41.3%	32	30.4%	31	33.3%	32	25.8%	13	32.9%	12	44.6%	13
Mean:		*0.02*		*0.02*		*0.01*		*0.02*		*0.02*		*0.03*		*0.00*		*0.03*		*0.01*
Weighted base:		472		23		60		76		103		95		49		37		30
Sample:		479		57		64		67		63		63		53		51		61

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q24 Where did you last go to buy DIY or gardening goods? *Excl Nulls & SFT*																		
Zone 1																		
Oakgate Plant Centre, Ellerdine Heath, Nr Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roden	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%	0
Zone 2																		
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.6%	4	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	2.0%	11	0.0%	0	15.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Homebase, Wrekin Retail Park, Telford	14.5%	82	3.9%	1	6.1%	4	33.8%	33	15.9%	21	10.1%	11	12.6%	6	5.6%	3	9.2%	4
Morrisons, Spring Hill, Wellington	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	4.2%	24	1.0%	0	1.4%	1	15.2%	15	3.0%	4	0.0%	0	5.7%	3	0.0%	0	2.8%	1
Wrekin Retail Park, Arleston, Telford	3.3%	19	0.0%	0	1.0%	1	6.0%	6	4.1%	5	1.5%	2	0.0%	0	9.8%	4	1.3%	1
Zone 4																		
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	0.9%	5	0.0%	0	1.0%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	2.5%	1	1.3%	1
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	4.0%	23	0.0%	0	0.0%	0	4.4%	4	8.9%	12	5.6%	6	1.9%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Station Road, Donnington	8.7%	49	7.7%	2	16.4%	12	8.4%	8	10.4%	14	5.3%	6	4.3%	2	9.2%	4	4.0%	2
Aldi, Wellington Road, Donnington, Telford	0.4%	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
Asda, St Georges Road, Donnington Wood, Telford	0.4%	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
Donnington District Centre	0.4%	2	2.3%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Priorslee	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
B&Q, Telford Bridge Retail Park, Old Park, Telford	32.4%	184	13.1%	4	14.4%	10	12.2%	12	39.2%	52	57.0%	60	50.6%	24	31.9%	15	20.3%	8
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	1.3%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.7%	5	2.1%	1	0.0%	0	0.9%	0
Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	4.0%	23	0.8%	0	4.8%	3	4.2%	4	5.1%	7	3.4%	4	3.8%	2	0.8%	0	6.4%	3
Telford Bridge Retail Park, Telford	1.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0	1.1%	0	6.8%	3
Telford Forge Retail Park, Telford	4.4%	25	2.1%	1	3.5%	3	7.3%	7	4.3%	6	1.1%	1	0.0%	0	12.5%	6	5.8%	2
Telford Shopping Centre, Telford	0.0%	0	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 6																		
Ironbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	0.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.9%	1
Sutton Hill	0.0%	0	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 7																		
Albrighton Garden Centre, Newport Road, Albrighton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Dulux, Stafford Park 12, Telford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shifnal Home & Garden, Bradford Street, Shifnal	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	3	0.0%	0
Tile Maze, Stafford 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	1.3%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Albrighton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Shifnal Town Centre	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
Stafford Park, Telford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Davis Edwin & Son, High Street, Broseley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Broseley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Outside the Study Area - Barrow in Furness																		
The Range, Duke Street, Barrow-in-Furness	0.1%	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
Outside the Study Area - Birmingham																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
B&Q, Wyrley Brook, Vine Lane, 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
Homebase, The Orbital Retail Centre, Voyager Drive, 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
Wickes, Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	0.6%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Makro, Pitcairn Drive, Halesowen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lincolnshire																		
Spalding Town Centre	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%	0
Outside the Study Area - Powys																		
Welshpool Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside the Study Area - Shropshire																		
B&Q, Featherbed Lane, Shrewsbury	3.0%	17	29.4%	8	0.8%	1	0.0%	0	0.8%	1	1.5%	2	1.1%	1	0.0%	0	12.3%	5
Charlies, Arrow Point Reatil Park, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	0.9%	5	0.8%	0	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.6%	1
Homebase, Axis Centre, Market Drayton	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	1.7%	9	15.2%	4	5.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Screwfix, Battlefield Enterprise Park, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
TFM Farm & Country Superstore, Stableford, Bridgnorth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Wickes, Kendal Road, Shrewsbury	0.5%	3	2.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Bridgnorth Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	1.7%	1
Market Drayton Town Centre	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	1.3%	7	9.8%	3	1.5%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Battlefield Industrial Estate, Shrewsbury	0.3%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.3%	1	2.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury																		
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.4%	2	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Outside the Study Area - South Staffordshire																		
Dobbies Garden World, Saxon Cross House, Gailey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Gardenlands, Bridgnorth Road, Shipley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Outside the Study Area - Stafford																		
B&Q, Lichfield Road, Stafford	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Madford Retail Park, Foregate 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
Bradley, Stafford	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
Stafford Town Centre	0.6%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Study Area - Stoke on Trent																		
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton~																		
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	0	0.0%	0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wolverhampton City Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	1.4%	1	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
B&Q, Green Street, Kidderminster	0.4%	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
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	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
Weighted base:		567		29		72		97		132		105		47		46		39
Sample:		554		69		80		70		72		62		55		71		75

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

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?
Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q24

Daily	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
At least two times a week	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
At least once a week	2.0%	11	0.0%	0	2.5%	2	2.1%	2	1.6%	2	2.2%	2	0.0%	0	5.3%	2	1.3%	1
At least once a fortnight	6.0%	34	12.4%	4	2.9%	2	8.4%	8	2.4%	3	11.2%	12	9.2%	4	0.8%	0	1.3%	1
At least once a month	11.7%	66	18.7%	5	10.5%	8	10.5%	10	14.6%	19	9.1%	10	12.8%	6	10.3%	5	9.9%	4
At least every two months	6.2%	35	4.6%	1	6.4%	5	7.0%	7	4.3%	6	3.2%	3	12.4%	6	7.0%	3	11.6%	5
At least every 3 months	18.4%	104	19.5%	6	23.6%	17	15.3%	15	22.3%	29	18.1%	19	15.2%	7	15.7%	7	9.5%	4
At least every 6 months	21.3%	121	15.1%	4	23.8%	17	19.0%	18	22.8%	30	18.2%	19	15.5%	7	29.6%	14	27.6%	11
Less often than once every 6 months	16.0%	91	19.8%	6	17.5%	13	13.7%	13	15.7%	21	18.9%	20	17.7%	8	14.5%	7	9.4%	4
Have only visited once	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.5%	1	1.3%	1
(Don't know / varies)	17.8%	101	9.9%	3	12.8%	9	24.1%	23	16.3%	21	19.0%	20	15.4%	7	15.4%	7	25.0%	10
Mean:		*0.14*		*0.16*		*0.12*		*0.15*		*0.12*		*0.16*		*0.13*		*0.13*		*0.26*
Weighted base:		567		29		72		97		132		105		47		46		39
Sample:		554		69		80		70		72		62		55		71		75

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where did you last go to buy furniture, carpets and floor coverings? *Excl Nulls & SFT*																		
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co-operative Food (former Somerfield), High Street, Newport	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Park Garden Centre, Stafford Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	5.3%	20	2.5%	0	36.8%	18	0.0%	0	0.0%	0	1.7%	1	3.2%	1	0.0%	0	0.0%	0
Springfield Industrial Estate, Newport	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
Zone 3																		
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0%	0	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, New Street, Wellington	0.0%	0	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, Castle Street, Hadley, Telford	0.0%	0	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, Spring Hill, Wellington	0.0%	0	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, Haygate Road, Wellington	0.0%	0	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, Wrekin Retail Park, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leegomery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	9.8%	37	15.7%	3	1.3%	1	19.9%	17	10.5%	8	2.3%	2	14.2%	6	2.4%	1	7.0%	2
Wrekin Retail Park, Arleston, Telford	3.4%	13	0.0%	0	0.0%	0	10.8%	9	1.1%	1	3.4%	2	0.0%	0	1.4%	0	2.0%	1
Zone 4																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Donnington, Telford	0.0%	0	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 George's Road, Donnington Wood, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wombridge Road, Trench, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Ketley, Telford	0.0%	0	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, Tureff Avenue, Donnington, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dave's Carpets, Wombridge Road, Trench	1.7%	6	0.0%	0	0.0%	0	0.0%	0	8.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Donnington District Centre	0.3%	1	1.4%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horton Park Industrial Estate, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gateway Retail Park,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Holyhead Road, Snedshill, Telford																		
Ketley	2.1%	8	1.4%	0	4.5%	2	1.8%	2	1.9%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	2.5%	10	1.4%	0	0.0%	0	1.8%	2	7.0%	5	1.7%	1	1.6%	1	0.0%	0	2.9%	1
Trench	0.2%	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
Zone 5																		
Asda, The Border, Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Grange Avenue, Stirchley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Dawley, Telford	0.0%	0	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, Brodie House, Central Square, Telford	0.0%	0	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 and Spencers, Dean Street, Telford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawley District Centre	2.8%	11	0.0%	0	0.0%	0	3.9%	3	1.1%	1	3.6%	2	6.7%	3	1.4%	0	5.0%	1
Hollinswood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Dawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	12.2%	47	3.7%	1	12.6%	6	2.9%	2	1.4%	1	29.7%	20	21.4%	9	19.3%	5	11.2%	3
Heath Hill Industrial Estate, Dawley	1.1%	4	0.0%	0	0.0%	0	0.8%	1	2.8%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Queensway Link Industrial Estate, Stafford Park, Telford	0.6%	2	0.0%	0	1.3%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	11.6%	45	16.1%	3	6.4%	3	9.5%	8	21.5%	16	8.1%	5	6.4%	3	7.2%	2	18.5%	5
Telford Forge Retail Park, Telford	17.7%	68	9.9%	2	4.5%	2	26.5%	22	21.6%	16	17.8%	12	11.6%	5	22.4%	6	11.1%	3
Telford Shopping Centre, Telford	2.1%	8	0.0%	0	0.0%	0	2.1%	2	0.0%	0	8.8%	6	0.0%	0	2.4%	1	0.0%	0
Zone 6																		
Tesco Superstore, Park Avenue, Madeley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Madeley District Centre	1.6%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.3%	5	0.0%	0	1.4%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Co-operative Food, Bradford Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Shifnal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Albrighton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Shifnal Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0
Zone 8																		
Co-operative Food, Ironbridge Road, Broseley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Much Wenlock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham																		
Ikea, Park Lane, Wednesbury, Birmingham	3.0%	11	0.0%	0	1.3%	1	2.1%	2	1.4%	1	3.4%	2	7.1%	3	2.7%	1	8.6%	2
Birmingham City Centre	0.3%	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
Small Heath, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Bristol																		
Bristol City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Floors 2 Go, Delta Way, Cannock	0.6%	2	0.0%	0	3.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brindley Business Park, Chaseside Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hednesford, Cannock																		
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3	0.0%	0
Virage Park, Walsall Road, Cannock	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire West and Chester																		
Marks & Spencer, Foregate Street, Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Corby																		
Corby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucestershire																		
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lancashire																		
Blackburn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Lichfield																		
Lichfield City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Preston																		
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Sandwell																		
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda (Former Netto), Stafford Street, Market Drayton	0.0%	0	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, Old Potts Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shrewsbury Road, Bomere Heath, Shrewsbury																		
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	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 and Spencers, Castle Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Whitchurch Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	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, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Pride Hill, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Featherbed Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	8.3%	32	24.6%	4	6.3%	3	5.9%	5	6.8%	5	8.7%	6	8.3%	3	5.5%	2	15.6%	4
Whitchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Point Retail Park, Brixton Way, Shrewsbury	0.4%	1	2.5%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.7%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.9%	1
Meole Brace Retail Park, Shrewsbury	1.9%	7	9.4%	2	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	2.2%	8	5.3%	1	2.8%	1	0.0%	0	7.2%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Outside the Study Area - Solihull																		
Solihull Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Outside the Study Area - South Staffordshire																		
Bradshaws Farm Shop, Wrottesley Park Road, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																		
Asda, Queensway, 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
Sainsbury's, Chell Road, 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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Tesco Extra, Newport Road, 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
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.3%	5	1.8%	0	3.8%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.7%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Area - Stoke on Trent																		
Hanley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Centre - Walsall																		
Boundary Mill Stores, Bentley Mill Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Warwickshire																		
Rugby Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wednesbury																		
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mercury Drive, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Finchfield Hill, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Dudley Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blaydon Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Anders Square, Perton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St. Georges Parade, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Floors 2 Go, Foxs Lane, Wolverhampton	0.4%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.3%	5	0.0%	0	1.3%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bentley Bridge Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Wrexham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossley Retail Park, Carpet Trades Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Kidderminster																		
Outside the Study Area - Other																		
Outside the Study Area - Other	0.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Others																		
Abroad	0.0%	0	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:		384		17		48		83		75		67		40		28		26
Sample:		379		41		54		65		44		38		43		43		51

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?
Not asked to those who said "internet / delivery" or "abroad" or (don't know / can't remember) or (don't do this type of shopping) at Q25

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	0	0.0%	0
At least once a fortnight	0.3%	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
At least once a month	0.7%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	0	2.8%	1
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
At least every 3 months	1.8%	7	11.1%	2	1.6%	1	0.0%	0	0.0%	0	2.3%	2	3.2%	1	2.4%	1	2.5%	1
At least every 6 months	6.4%	24	17.3%	3	12.8%	6	8.2%	7	1.4%	1	8.4%	6	1.3%	1	1.4%	0	3.9%	1
Less often than once every 6 months	59.3%	228	46.4%	8	51.2%	24	58.5%	49	70.5%	53	49.1%	33	69.3%	28	72.9%	21	48.7%	13
Have only visited once	6.8%	26	2.5%	0	21.4%	10	1.0%	1	1.1%	1	15.0%	10	0.0%	0	9.0%	3	4.2%	1
(Don't know / varies)	24.3%	93	22.7%	4	11.4%	5	32.3%	27	25.7%	19	23.4%	16	24.6%	10	11.3%	3	34.9%	9
Mean:		*0.01*		*0.01*		*0.01*		*0.00*		*0.01*		*0.03*		*0.01*		*0.03*		*0.02*
Weighted base:		384		17		48		83		75		67		40		28		26
Sample:		379		41		54		65		44		38		43		43		51

Q26 Do you ever visit any of the following centres? [MR]

Telford Town Centre	93.7%	750	73.0%	30	82.2%	74	93.5%	121	98.3%	179	97.3%	155	97.0%	80	97.6%	63	93.7%	48
Newport Town Centre	31.9%	256	33.4%	14	89.9%	81	23.0%	30	26.0%	47	25.9%	41	20.8%	17	29.7%	19	13.1%	7
Dawley District Centre	14.2%	114	2.7%	1	2.0%	2	10.7%	14	3.4%	6	42.4%	67	21.3%	18	2.7%	2	8.2%	4
Donnington District Centre	20.5%	164	17.1%	7	22.0%	20	18.3%	24	37.5%	68	15.3%	24	8.9%	7	16.1%	10	5.5%	3
Hadley District Centre	8.9%	71	2.0%	1	3.1%	3	17.9%	23	15.4%	28	8.5%	13	1.7%	1	0.0%	0	2.9%	1
Madeley District Centre	24.1%	193	3.7%	1	1.2%	1	5.6%	7	6.4%	12	38.7%	62	88.4%	73	17.6%	11	48.2%	25
Oakengates District Centre	31.6%	253	16.4%	7	15.0%	13	30.9%	40	66.2%	121	27.9%	44	16.1%	13	14.0%	9	10.8%	6
Wellington District Centre	70.6%	565	62.1%	25	39.7%	36	96.6%	125	79.4%	145	71.1%	113	66.0%	55	59.1%	38	55.1%	28
Ironbridge Centre	36.9%	296	26.1%	11	24.6%	22	29.2%	38	37.5%	68	32.6%	52	57.1%	47	35.8%	23	66.8%	34
Don't visit any of these centres	1.9%	15	14.0%	6	3.7%	3	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.4%	2	4.4%	2
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

Q27 Which centre do you visit the most?
Those who visit a centre at Q26

Telford Town Centre	49.6%	390	48.9%	17	14.6%	13	33.4%	43	50.3%	92	68.4%	108	39.9%	33	84.5%	53	62.8%	31
Newport Town Centre	9.9%	78	6.4%	2	74.8%	65	0.7%	1	2.5%	5	2.0%	3	0.0%	0	4.0%	3	0.0%	0
Dawley District Centre	1.5%	11	0.0%	0	0.9%	1	0.0%	0	0.0%	0	4.7%	7	4.0%	3	0.0%	0	0.0%	0
Donnington District Centre	1.9%	15	0.9%	0	2.6%	2	0.0%	0	5.0%	9	1.0%	2	0.0%	0	1.6%	1	1.0%	1
Hadley District Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madeley District Centre	6.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	40.0%	33	1.8%	1	13.1%	6
Oakengates District Centre	5.0%	39	6.3%	2	0.0%	0	0.0%	0	18.4%	34	1.7%	3	0.0%	0	1.1%	1	0.0%	0
Wellington District Centre	22.2%	174	35.7%	13	4.2%	4	65.9%	85	20.2%	37	14.2%	22	3.8%	3	5.4%	3	15.5%	8
Ironbridge Centre	2.9%	23	1.8%	1	3.0%	3	0.0%	0	0.0%	0	2.9%	5	12.3%	10	1.7%	1	7.5%	4
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

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

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who visit a centre at Q26

Daily	7.4%	58	2.0%	1	20.0%	17	10.8%	14	4.7%	9	4.7%	7	8.7%	7	2.6%	2	3.0%	1
At least two times a week	16.9%	133	12.4%	4	26.8%	23	19.3%	25	12.2%	22	19.8%	31	26.5%	22	3.2%	2	6.3%	3
At least once a week	36.3%	285	29.1%	10	27.1%	23	45.5%	58	39.4%	72	38.0%	60	38.7%	32	30.4%	19	20.1%	10
At least once a fortnight	16.6%	130	9.2%	3	10.9%	9	12.6%	16	21.9%	40	16.3%	26	15.0%	12	19.6%	12	21.8%	11
At least once a month	11.5%	90	17.7%	6	6.6%	6	5.3%	7	10.2%	19	14.3%	23	7.0%	6	20.4%	13	23.3%	11
At least every two months	3.4%	27	9.5%	3	0.0%	0	1.3%	2	2.3%	4	2.1%	3	1.7%	1	12.0%	8	10.7%	5
At least every 3 months	3.4%	27	5.8%	2	0.0%	0	2.7%	3	7.1%	13	2.0%	3	1.1%	1	2.5%	2	6.2%	3
At least every 6 months	1.4%	11	7.6%	3	2.4%	2	0.5%	1	1.2%	2	0.0%	0	0.0%	0	2.2%	1	3.6%	2
Less often than once every 6 months	0.7%	6	4.7%	2	4.5%	4	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
(Don't know / varies)	2.4%	19	2.0%	1	1.6%	1	1.9%	2	1.0%	2	2.7%	4	1.4%	1	7.1%	4	4.9%	2
Mean:		*1.38*		*0.81*		*2.32*		*1.71*		*1.13*		*1.27*		*1.65*		*0.78*		*0.77*
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28A How often do you visit Telford?
Those who visit Telford at Q27

Daily	4.5%	18	0.0%	0	0.0%	0	18.2%	8	1.1%	1	4.6%	5	1.9%	1	3.1%	2	4.8%	1
At least two times a week	12.4%	48	10.4%	2	0.0%	0	12.0%	5	5.4%	5	25.0%	27	25.2%	8	1.6%	1	0.9%	0
At least once a week	32.1%	125	10.8%	2	14.2%	2	32.1%	14	42.9%	39	30.2%	33	40.3%	13	34.0%	18	13.2%	4
At least once a fortnight	21.5%	84	15.0%	3	28.3%	4	12.1%	5	29.8%	27	21.0%	23	10.8%	4	18.4%	10	28.9%	9
At least once a month	12.9%	50	24.6%	4	20.2%	3	8.0%	3	3.4%	3	12.6%	14	13.0%	4	17.6%	9	30.9%	10
At least every two months	4.1%	16	12.2%	2	0.0%	0	4.0%	2	1.1%	1	2.1%	2	2.6%	1	13.0%	7	4.2%	1
At least every 3 months	6.1%	24	9.0%	2	0.0%	0	8.0%	3	14.2%	13	1.4%	2	2.6%	1	2.0%	1	7.1%	2
At least every 6 months	1.4%	6	7.3%	1	6.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	4.8%	1
Less often than once every 6 months	1.4%	5	7.9%	1	31.2%	4	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
(Don't know / varies)	3.7%	14	2.7%	0	0.0%	0	4.0%	2	2.0%	2	3.2%	3	3.4%	1	7.7%	4	5.0%	2
Mean:		*1.08*		*0.50*		*0.34*		*2.02*		*0.81*		*1.31*		*1.18*		*0.81*		*0.78*
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28B How often do you visit Newport?
Those who visit Newport at Q27

Daily	21.2%	17	0.0%	0	25.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	33.1%	26	18.4%	0	35.9%	23	0.0%	0	22.9%	1	0.0%	0	0.0%	0	46.0%	1	0.0%	0
At least once a week	30.3%	24	36.7%	1	28.6%	18	100.0%	1	31.5%	1	64.2%	2	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	4.5%	3	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	7.9%	6	21.1%	0	2.5%	2	0.0%	0	45.7%	2	35.8%	1	0.0%	0	34.6%	1	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.9%	1	10.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
At least every 6 months	0.8%	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
Less often than once every 6 months	0.4%	0	13.3%	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
(Don't know / varies)	1.0%	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
Mean:		*2.52*		*0.81*		*2.86*		*1.00*		*0.91*		*0.75*		*0.00*		*1.04*		*0.00*
Weighted base:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

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

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28C How often do you visit Dawley?
Those who visit Dawley at Q27

Daily	50.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	2	100.0%	3	0.0%	0	0.0%	0
At least two times a week	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	24.2%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	27.4%	2	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(Don't know / varies)	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		*4.31*		*0.00*		*1.00*		*0.00*		*0.00*		*3.31*		*7.00*		*0.00*		*0.00*
Weighted base:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28D How often do you visit Donnington?
Those who visit Donnington at Q27

Daily	9.1%	1	99.9%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	19.8%	3	0.0%	0	0.0%	0	0.0%	0	31.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	43.6%	6	0.0%	0	26.7%	1	0.0%	0	41.2%	4	100.0%	2	0.0%	0	0.0%	0	100.0%	1
At least once a fortnight	27.5%	4	0.0%	0	73.3%	2	0.0%	0	15.7%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0
At least once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(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
Mean:		*1.61*		*7.00*		*0.63*		*0.00*		*1.92*		*1.00*		*0.00*		*0.50*		*1.00*
Weighted base:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28E How often do you visit Hadley?
Those who visit Hadley at Q27

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(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
Mean:		*1.00*		*0.00*		*0.00*		*0.00*		*1.00*		*0.00*		*0.00*		*0.00*		*0.00*
Weighted base:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]																		
Q28F How often do you visit Madeley?																		
Those who visit Madeley at Q27																		
Daily	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.0%	0	0.0%	0
At least two times a week	30.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	13	0.0%	0	39.1%	3
At least once a week	45.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	8	34.6%	11	57.9%	1	29.1%	2
At least once a fortnight	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	5	0.0%	0	5.7%	0
At least once a month	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	42.1%	0	0.0%	0
At least every two months	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	1
At least every 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(Don't know / varies)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1
Mean:		*1.62*		*0.00*		*0.00*		*0.00*		*0.00*		*1.00*		*1.88*		*0.71*		*1.23*
Weighted base:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14
Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]																		
Q28G How often do you visit Oakengates?																		
Those who visit Oakengates at Q27																		
Daily	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	25.5%	10	0.0%	0	0.0%	0	0.0%	0	29.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	30.1%	12	70.7%	2	0.0%	0	0.0%	0	27.0%	9	42.1%	1	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	4.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0
At least once a month	26.3%	10	0.0%	0	0.0%	0	0.0%	0	30.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	6.5%	3	18.7%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.9%	2	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.6%	0	10.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(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
Mean:		*1.11*		*0.73*		*0.00*		*0.00*		*1.20*		*0.48*		*0.00*		*0.50*		*0.00*
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0
Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]																		
Q28H How often do you visit Wellington?																		
Those who visit Wellington at Q27																		
Daily	7.3%	13	3.3%	0	20.9%	1	7.2%	6	14.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	16.8%	29	17.0%	2	0.0%	0	23.2%	20	9.0%	3	15.3%	3	15.9%	1	0.0%	0	3.8%	0
At least once a week	44.4%	77	47.7%	6	20.9%	1	51.8%	44	31.6%	12	50.4%	11	43.7%	1	0.0%	0	31.2%	2
At least once a fortnight	15.0%	26	1.9%	0	20.9%	1	13.0%	11	27.3%	10	9.0%	2	20.2%	1	25.9%	1	7.6%	1
At least once a month	9.9%	17	12.2%	2	0.0%	0	4.1%	3	8.6%	3	20.3%	5	20.2%	1	62.7%	2	24.8%	2
At least every two months	2.8%	5	6.6%	1	0.0%	0	0.0%	0	2.8%	1	5.0%	1	0.0%	0	0.0%	0	24.1%	2
At least every 3 months	0.3%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0
At least every 6 months	2.3%	4	9.4%	1	20.9%	1	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	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
(Don't know / varies)	1.1%	2	0.0%	0	16.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.4%	0	3.8%	0
Mean:		*1.41*		*1.10*		*2.13*		*1.57*		*1.70*		*0.92*		*0.92*		*0.36*		*0.55*
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

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

Meanscore: [Daily = 7; Twice a week = 2; Once a week = 1; Once a fortnight = 0.5; Once a month = 0.25; Every two months = 0.125; Every 3 months = 0.063; Every 6 months = 0.02; Only visited once = 0.01]

Q28I How often do you visit Ironbridge?
Those who visit Ironbridge at Q27

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
At least once a week	41.6%	9	0.0%	0	40.4%	1	0.0%	0	0.0%	0	24.8%	1	57.6%	6	36.5%	0	27.4%	1
At least once a fortnight	20.3%	5	63.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	3	0.0%	0	23.7%	1
At least once a month	21.8%	5	0.0%	0	59.6%	2	0.0%	0	0.0%	0	75.2%	3	0.0%	0	0.0%	0	0.0%	0
At least every two months	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	63.5%	1	27.4%	1
At least every 3 months	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	1
At least every 6 months	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0
Less often than once every 6 months	0.0%	0	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
(Don't know / varies)	1.0%	0	36.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.65*		*0.50*		*0.58*		*0.00*		*0.00*		*0.47*		*0.84*		*0.43*		*0.43*
Weighted base:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who visit a centre at Q26

Car / van (as driver)	64.5%	507	75.9%	27	49.8%	43	71.8%	92	65.0%	118	68.7%	109	39.2%	33	67.3%	42	87.2%	43
Car / van (as passenger)	6.4%	50	7.0%	2	7.1%	6	2.7%	4	4.9%	9	6.6%	10	5.9%	5	18.6%	12	4.6%	2
Bus, minibus or coach	10.0%	78	8.1%	3	3.5%	3	8.0%	10	14.2%	26	7.4%	12	19.8%	16	11.9%	7	1.6%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.2%	128	6.2%	2	37.1%	32	16.1%	21	12.5%	23	14.0%	22	29.8%	25	1.6%	1	4.1%	2
Taxi	0.7%	5	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.8%	1	0.0%	0	2.5%	1
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	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	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
(Don't know / varies)	1.7%	14	1.7%	1	0.9%	1	1.3%	2	2.9%	5	1.3%	2	3.4%	3	0.6%	0	0.0%	0
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

Q29A How do you usually travel to Telford (main part of journey)?
Those who visit Telford at Q27

Car / van (as driver)	70.0%	273	67.6%	12	73.9%	9	77.6%	33	71.3%	65	65.5%	71	56.8%	19	66.9%	35	90.9%	28
Car / van (as passenger)	7.5%	29	11.5%	2	20.1%	3	1.6%	1	3.2%	3	7.2%	8	11.8%	4	16.4%	9	2.6%	1
Bus, minibus or coach	12.8%	50	13.9%	2	0.0%	0	8.1%	3	19.6%	18	8.3%	9	26.8%	9	14.0%	7	2.6%	1
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	7.3%	28	3.5%	1	0.0%	0	10.8%	5	3.9%	4	17.1%	19	0.0%	0	1.9%	1	0.0%	0
Taxi	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	1	0.0%	0	4.0%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	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
(Don't know / varies)	1.7%	6	3.5%	1	6.0%	1	2.0%	1	2.0%	2	1.0%	1	2.7%	1	0.7%	0	0.0%	0
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q29B How do you usually travel to Newport (main part of journey)? *Those who visit Newport at Q27*									
Car / van (as driver)	51.0%	40 89.5%	2 43.7%	28 100.0%	1 100.0%	5 64.2%	2 0.0%	0 80.6%	2 0.0% 0
Car / van (as passenger)	3.9%	3 10.5%	0 1.8%	1 0.0%	0 0.0%	0 35.8%	1 0.0%	0 19.4%	0 0.0% 0
Bus, minibus or coach	2.1%	2 0.0%	0 2.5%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 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	41.1%	32 0.0%	0 49.5%	32 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Taxi	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
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	2.0%	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
Mobility scooter / disability vehicle	0.0%	0 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
(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:		78	2	65	1	5	3	0	3 0
Sample:		95	7	75	1	4	3	0	5 0
Q29C How do you usually travel to Dawley (main part of journey)? *Those who visit Dawley at Q27*									
Car / van (as driver)	27.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 42.7%	3 0.0%	0 0.0%	0 0.0% 0
Car / van (as passenger)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Bus, minibus or coach	22.1%	3 0.0%	0 100.0%	1 0.0%	0 0.0%	0 24.2%	2 0.0%	0 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	50.4%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 33.1%	2 100.0%	3 0.0%	0 0.0% 0
Taxi	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
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
Mobility scooter / disability vehicle	0.0%	0 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
(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:		11	0	1	0	0	7	3	0 0
Sample:		9	0	1	0	0	7	1	0 0
Q29D How do you usually travel to Donnington (main part of journey)? *Those who visit Donnington at Q27*									
Car / van (as driver)	63.6%	9 99.9%	0 26.7%	1 0.0%	0 59.2%	5 100.0%	2 0.0%	0 100.0%	1 100.0% 1
Car / van (as passenger)	16.7%	2 0.0%	0 73.3%	2 0.0%	0 9.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Bus, minibus or coach	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Motorcycle, scooter or moped	5.6%	1 0.0%	0 0.0%	0 0.0%	0 9.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Walk	14.2%	2 0.0%	0 0.0%	0 0.0%	0 22.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Taxi	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0% 0
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
Mobility scooter / disability vehicle	0.0%	0 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
(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:		15	0	2	0	9	2	0	1 1
Sample:		15	1	3	0	8	1	0	1 1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q29E How do you usually travel to Hadley (main part of journey)? *Those who visit Hadley at Q27*																		
Car / van (as driver)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	0.0%	0	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
(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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0
Q29F How do you usually travel to Madeley (main part of journey)? *Those who visit Madeley at Q27*																		
Car / van (as driver)	48.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	30.4%	10	100.0%	1	100.0%	6
Car / van (as passenger)	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	2	3.0%	1	0.0%	0	0.0%	0
Bus, minibus or coach	17.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	22.7%	8	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	23.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.4%	12	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	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
(Don't know / varies)	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Weighted base:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14
Q29G How do you usually travel to Oakengates (main part of journey)? *Those who visit Oakengates at Q27*																		
Car / van (as driver)	51.5%	20	29.4%	1	0.0%	0	0.0%	0	50.2%	17	100.0%	3	0.0%	0	0.0%	0	0.0%	0
Car / van (as passenger)	8.1%	3	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Bus, minibus or coach	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	28.8%	11	70.7%	2	0.0%	0	0.0%	0	28.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	0.0%	0	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
(Don't know / varies)	9.0%	3	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0

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

Q29H How do you usually travel to Wellington (main part of journey)?
Those who visit Wellington at Q27

Car / van (as driver)	74.8%	130	91.1%	11	62.6%	2	68.6%	58	71.1%	26	96.0%	21	100.0%	3	45.8%	2	81.0%	6
Car / van (as passenger)	5.6%	10	1.9%	0	20.9%	1	3.4%	3	7.3%	3	0.0%	0	0.0%	0	54.2%	2	19.0%	1
Bus, minibus or coach	8.5%	15	3.8%	0	16.5%	1	8.1%	7	18.7%	7	0.0%	0	0.0%	0	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	9.8%	17	0.0%	0	0.0%	0	19.0%	16	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.2%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	0.0%	0	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
(Don't know / varies)	1.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

Q29I How do you usually travel to Ironbridge (main part of journey)?
Those who visit Ironbridge at Q27

Car / van (as driver)	33.3%	8	100.0%	1	100.0%	3	0.0%	0	0.0%	0	24.8%	1	4.9%	1	100.0%	1	45.2%	2
Car / van (as passenger)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	56.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	1	95.1%	10	0.0%	0	54.8%	2
Taxi	10.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.4%	2	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	0.0%	0	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
(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:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?
Those who visit a centre at Q26

Choice and range of shops	30.0%	236	42.5%	15	28.5%	25	17.7%	23	35.7%	65	34.3%	54	21.8%	18	23.2%	15	43.5%	21
New supermarket	0.5%	4	2.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	1.4%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.5%	27	3.5%	1	3.3%	3	5.3%	7	3.1%	6	2.0%	3	6.2%	5	3.5%	2	0.6%	0
Choice of services (hairdressers, banks etc)	6.7%	53	7.6%	3	5.9%	5	5.4%	7	8.6%	16	6.4%	10	7.6%	6	7.1%	4	2.9%	1
Livestock market	1.7%	14	3.5%	1	1.2%	1	3.5%	5	0.8%	1	2.3%	4	0.8%	1	0.0%	0	2.4%	1
Environmental quality of centre	2.3%	18	0.7%	0	3.8%	3	0.7%	1	3.5%	6	2.7%	4	1.8%	2	1.7%	1	1.3%	1
Close to home	33.8%	265	17.9%	6	38.0%	33	44.8%	58	29.3%	53	29.8%	47	44.4%	37	32.3%	20	22.3%	11
Close to work	5.0%	39	5.6%	2	7.1%	6	9.4%	12	5.1%	9	1.4%	2	1.5%	1	5.8%	4	5.3%	3
Easily accessible by public transport	1.0%	8	1.2%	0	0.7%	1	0.0%	0	1.0%	2	3.0%	5	0.0%	0	0.6%	0	0.0%	0
Convenient car parking	0.3%	2	0.7%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.0%	1
Free car parking	2.2%	18	0.9%	0	0.7%	1	0.0%	0	2.5%	5	5.9%	9	0.8%	1	2.4%	1	1.5%	1
Other	2.1%	17	2.5%	1	5.8%	5	2.2%	3	0.9%	2	1.3%	2	1.4%	1	3.7%	2	1.8%	1
Close to friends / family	0.5%	4	1.2%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0	0.6%	0
Good market	1.6%	13	2.0%	1	0.9%	1	3.9%	5	1.2%	2	1.4%	2	0.0%	0	1.7%	1	1.6%	1
Good shopping layout	0.9%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.6%	0	0.0%	0
Range of independent shops	0.6%	5	0.0%	0	0.9%	1	0.9%	1	1.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Undercover shopping	2.3%	18	2.9%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	7.4%	6	9.9%	6	3.0%	1
New supermarket	0.5%	4	2.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	1	1.4%	1	0.0%	0
(Nothing in particular)	4.7%	37	3.1%	1	1.4%	1	3.4%	4	5.5%	10	4.9%	8	5.2%	4	4.6%	3	11.3%	6
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30AWhat is the main reason for visiting Telford? *Those who visit Telford at Q27*																		
Choice and range of shops	40.2%	157	56.7%	10	40.3%	5	20.8%	9	54.5%	50	43.1%	47	24.3%	8	25.9%	14	46.7%	14
New supermarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	1.3%	5	0.0%	0	4.7%	1	0.0%	0	3.5%	3	0.0%	0	1.5%	1	1.6%	1	0.0%	0
Choice of services (hairdressers, banks etc)	4.3%	17	9.1%	2	0.0%	0	4.0%	2	2.7%	2	2.7%	3	7.2%	2	8.4%	4	3.6%	1
Livestock market	0.1%	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
Environmental quality of centre	1.8%	7	0.0%	0	4.7%	1	2.0%	1	3.8%	3	0.8%	1	2.6%	1	0.7%	0	0.0%	0
Close to home	30.6%	119	11.0%	2	42.0%	5	40.2%	17	20.3%	19	37.8%	41	33.1%	11	35.5%	19	18.4%	6
Close to work	5.3%	21	3.5%	1	0.0%	0	22.2%	10	2.7%	2	2.1%	2	1.9%	1	5.9%	3	6.0%	2
Easily accessible by public transport	1.6%	6	2.4%	0	0.0%	0	0.0%	0	0.9%	1	4.4%	5	0.0%	0	0.7%	0	0.0%	0
Convenient car parking	0.5%	2	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.6%	1
Free car parking	1.0%	4	1.7%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.1%	2	2.8%	1
Close to friends / family	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.7%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	4.7%	18	5.9%	1	0.0%	0	8.0%	3	0.0%	0	0.0%	0	18.5%	6	11.7%	6	4.8%	1
(Nothing in particular)	6.1%	24	4.9%	1	0.0%	0	2.8%	1	7.8%	7	4.2%	5	7.3%	2	4.7%	3	16.1%	5
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51
Q30BWhat is the main reason for visiting Newport? *Those who visit Newport at Q27*																		
Choice and range of shops	23.3%	18	60.6%	1	24.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	1	0.0%	0
New supermarket	0.3%	0	10.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	3.8%	3	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	1	0.0%	0
Choice of services (hairdressers, banks etc)	6.6%	5	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livestock market	1.3%	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
Environmental quality of centre	3.9%	3	0.0%	0	2.5%	2	0.0%	0	31.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	36.6%	29	0.0%	0	42.6%	27	0.0%	0	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	5.6%	4	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
Easily accessible by public transport	0.8%	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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.1%	2	0.0%	0	0.9%	1	0.0%	0	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.9%	5	0.0%	0	5.4%	3	0.0%	0	0.0%	0	35.8%	1	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	1.9%	1	18.4%	0	0.0%	0	0.0%	0	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	2.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	35.8%	1	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	1.6%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
Undercover 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
(Nothing in particular)	3.8%	3	0.0%	0	1.8%	1	100.0%	1	0.0%	0	28.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30CWhat is the main reason for visiting Dawley? *Those who visit Dawley at Q27*																	
Choice and range of shops	29.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	15.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	2	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Close to home	31.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.4%	4	0.0%	0	0.0%	0	0.0%	0
Close to work	6.6%	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
Easily accessible by 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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	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
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing 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:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0
Q30DWhat is the main reason for visiting Donnington? *Those who visit Donnington at Q27*																	
Choice and range of shops	46.3%	7	0.0%	0	100.0%	2	0.0%	0	50.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	17.6%	3	0.0%	0	0.0%	0	0.0%	0	11.4%	1	100.0%	2	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	18.3%	3	0.0%	0	0.0%	0	0.0%	0	29.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	2.0%	0	99.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Other	5.6%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing 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:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30E What is the main reason for visiting Hadley?																		
Those who visit Hadley at Q27																		
Choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	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
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing 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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0
Q30F What is the main reason for visiting Madeley?																		
Those who visit Madeley at Q27																		
Choice and range of shops	13.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	4	0.0%	0	38.5%	2
New supermarket	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	42.1%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Close to home	51.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	2	62.2%	21	57.9%	1	41.0%	3
Close to work	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	11.5%	1
Easily accessible by 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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	13.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	1.9%	1	0.0%	0	0.0%	0
Other	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	1.5%	1	0.0%	0	0.0%	0
Close to friends / family	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing in particular)	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	4.5%	0
Weighted base:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30G What is the main reason for visiting Oakengates?																	
Those who visit Oakengates at Q27																	
Choice and range of shops	19.8%	8	100.0%	2	0.0%	0	0.0%	0	13.1%	4	42.1%	1	0.0%	0	0.0%	0	0.0%	0
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	18.4%	7	0.0%	0	0.0%	0	0.0%	0	16.8%	6	57.9%	2	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	46.6%	18	0.0%	0	0.0%	0	0.0%	0	54.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	2.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	5.4%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing in particular)	5.4%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0
Q30HWhat is the main reason for visiting Wellington?																	
Those who visit Wellington at Q27																	
Choice and range of shops	19.0%	33	12.7%	2	37.4%	1	16.3%	14	16.6%	6	29.3%	7	52.1%	2	0.0%	0	27.6%	2
Choice of leisure facilities (restaurants, pubs etc)	6.0%	10	6.6%	1	0.0%	0	8.0%	7	6.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Choice of services (hairdressers, banks etc)	5.6%	10	8.9%	1	0.0%	0	6.2%	5	0.0%	0	10.2%	2	27.8%	1	0.0%	0	3.8%	0
Livestock market	7.0%	12	6.6%	1	0.0%	0	5.4%	5	3.9%	1	15.9%	4	20.2%	1	0.0%	0	15.2%	1
Environmental quality of centre	1.6%	3	1.9%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	19.9%	1	4.8%	0
Close to home	35.0%	61	35.1%	4	0.0%	0	47.6%	40	34.7%	13	5.0%	1	0.0%	0	22.9%	1	21.1%	2
Close to work	6.9%	12	8.4%	1	41.7%	2	3.0%	3	18.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car parking	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	0.0%	0	14.5%	0	9.6%	1
Other	2.5%	4	5.2%	1	0.0%	0	3.4%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.5%	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
Good market	7.3%	13	5.6%	1	20.9%	1	6.0%	5	5.8%	2	10.1%	2	0.0%	0	31.3%	1	10.4%	1
Good shopping layout	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing in particular)	3.4%	6	1.9%	0	0.0%	0	2.8%	2	2.2%	1	10.2%	2	0.0%	0	0.0%	0	3.8%	0
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q30l What is the main reason for visiting Ironbridge? *Those who visit Ironbridge at Q27*																		
Choice and range of shops	15.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0	64.7%	2
New supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	29.5%	7	63.6%	0	0.0%	0	0.0%	0	0.0%	0	50.4%	2	32.5%	3	63.5%	1	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	15.7%	4	0.0%	0	40.4%	1	0.0%	0	0.0%	0	49.6%	2	0.0%	0	0.0%	0	7.9%	0
Close to home	27.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.4%	5	0.0%	0	27.4%	1
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by 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
Convenient car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	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	7.8%	2	36.4%	0	59.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good shopping layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover 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
(Nothing in particular)	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	36.5%	0	0.0%	0
Weighted base:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often? *Those who visit a centre at Q26*																		
1st Mention																		
Increased choice and range of shops	16.1%	126	17.7%	6	18.7%	16	29.8%	38	17.4%	32	11.6%	18	8.8%	7	4.6%	3	11.2%	6
Discount foodstores within the town centre	0.3%	3	1.2%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.4%	11	0.0%	0	1.4%	1	1.3%	2	0.0%	0	4.7%	7	0.6%	1	0.6%	0	0.0%	0
Improved leisure facilities	1.5%	12	0.0%	0	1.8%	2	0.0%	0	1.9%	3	3.7%	6	0.8%	1	0.0%	0	0.0%	0
Improved quality of shops	0.5%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
More parking	3.8%	30	2.7%	1	6.1%	5	6.1%	8	1.7%	3	3.8%	6	1.4%	1	1.2%	1	9.3%	5
Cheaper parking	9.8%	77	10.2%	4	3.5%	3	7.2%	9	13.3%	24	8.0%	13	9.4%	8	12.7%	8	17.7%	9
Improved street cleaning	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	3	1.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.8%	6	4.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	2.4%	1	0.7%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	4.7%	37	4.4%	2	12.0%	10	4.5%	6	1.5%	3	7.7%	12	3.2%	3	2.9%	2	0.6%	0
A better / improved market	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
A new supermarket	0.6%	5	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.8%	0	0.0%	0
A shoe shop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fewer charity shops	1.1%	8	0.7%	0	0.0%	0	3.8%	5	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	2.1%	16	0.0%	0	0.0%	0	1.3%	2	3.0%	5	3.7%	6	4.0%	3	0.0%	0	0.0%	0
Free car parking	1.4%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	8	2.1%	3	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.3%	2	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	1.5%	1
More independent shops	0.6%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.8%	3	0.8%	0	0.0%	0
More pedestrianised	0.2%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More places to eat or drink (e.g. restaurants / cafes / pubs)	1.3%	10	0.0%	0	0.9%	1	2.7%	3	2.3%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	2
More public seating	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.6%	0	0.0%	0
(Nothing / Nothing else)	51.3%	403	50.7%	18	45.6%	39	40.2%	52	51.5%	94	50.3%	79	60.5%	50	73.4%	46	49.8%	25
(Don't know)	0.4%	3	4.4%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	3.4%	27	2.3%	1	2.1%	2	2.7%	3	0.5%	1	9.6%	15	0.6%	1	0.6%	0	7.9%	4
Discount foodstores within the town centre	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.4%	4	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.5%	1
Improved leisure facilities	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.8%	6	0.9%	0	3.5%	3	0.0%	0	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.6%	0
More parking	1.4%	11	0.0%	0	0.9%	1	4.0%	5	1.2%	2	0.7%	1	0.6%	1	0.8%	0	1.5%	1
Cheaper parking	1.1%	9	0.0%	0	0.0%	0	1.3%	2	1.2%	2	1.4%	2	0.0%	0	0.0%	0	5.2%	3
Improved street cleaning	0.1%	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
Increased public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Cheaper 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
Better environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	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
Longer opening hours	0.0%	0	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	2.7%	21	1.7%	1	6.4%	6	7.8%	10	0.0%	0	1.7%	3	1.8%	2	0.0%	0	1.5%	1
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Better disabled access	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
Fewer charity shops	0.3%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
More independent shops	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.6%	5	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	4.0%	3	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	86.1%	676	79.8%	28	80.8%	70	77.9%	100	94.4%	172	83.9%	133	92.0%	76	91.2%	57	80.2%	40
(Don't know)	0.8%	7	10.0%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.8%	0	1.5%	1
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.7%	5	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.7%	1	1.2%	1	0.0%	0	1.5%	1
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.4%	3	1.2%	0	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	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
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Better environment	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	0.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.0%	0	0.0%	0
A better / improved market	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	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
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	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
More independent shops	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.9%	753	86.2%	30	96.5%	83	93.4%	120	97.7%	178	96.2%	152	96.0%	80	99.2%	62	97.0%	48
(Don't know)	1.0%	8	10.0%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.6%	1	0.8%	0	1.5%	1
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	20.2%	158	20.1%	7	20.8%	18	34.3%	44	17.9%	33	21.8%	34	10.7%	9	5.2%	3	20.6%	10
Discount foodstores within the town centre	0.8%	6	1.2%	0	4.2%	4	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.1%	16	1.7%	1	2.6%	2	2.0%	3	0.5%	1	5.3%	8	0.6%	1	0.6%	0	1.5%	1
Improved leisure facilities	1.7%	13	0.0%	0	2.6%	2	0.0%	0	1.9%	3	4.4%	7	0.8%	1	0.0%	0	0.0%	0
Improved quality of shops	1.6%	13	2.0%	1	5.3%	5	2.9%	4	0.0%	0	0.7%	1	1.6%	1	0.0%	0	3.1%	2
More parking	5.2%	41	2.7%	1	7.0%	6	10.1%	13	3.0%	5	4.5%	7	2.0%	2	2.0%	1	10.8%	5
Cheaper parking	11.2%	88	10.2%	4	3.5%	3	9.9%	13	14.5%	26	9.4%	15	9.4%	8	12.7%	8	22.9%	11
Improved street cleaning	0.2%	1	2.0%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.6%	5	1.8%	1	2.1%	2	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.0%	8	4.1%	1	0.0%	0	0.5%	1	0.5%	1	1.4%	2	0.8%	1	2.4%	1	0.7%	0
Better security	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
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other	6.9%	54	6.2%	2	13.5%	12	10.4%	13	1.5%	3	10.1%	16	6.2%	5	2.9%	2	2.1%	1
A better / improved market	0.5%	4	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.0%	2	0.8%	1	0.0%	0	0.0%	0
A new supermarket	0.6%	5	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.8%	0	0.0%	0
A shoe shop	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Better disabled access	0.2%	1	0.7%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fewer charity shops	1.4%	11	0.7%	0	0.0%	0	5.8%	7	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	2.5%	20	0.0%	0	0.0%	0	4.0%	5	3.0%	5	3.7%	6	4.0%	3	0.0%	0	0.0%	0
Free car parking	1.5%	12	0.0%	0	0.0%	0	0.0%	0	4.1%	8	2.8%	4	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.3%	2	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.7%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	3.5%	3	0.0%	0	1.5%	1
More independent shops	1.0%	8	0.7%	0	0.0%	0	2.2%	3	0.0%	0	0.7%	1	3.8%	3	0.8%	0	0.0%	0
More pedestrianised	0.4%	3	0.0%	0	0.7%	1	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More places to eat or drink (e.g. restaurants / cafes / pubs)	2.0%	15	4.0%	1	0.9%	1	2.7%	3	2.3%	4	0.7%	1	0.0%	0	4.0%	3	3.9%	2
More public seating	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.6%	1	0.6%	0	0.0%	0
Weighted base:		785		35		86		128		182		158		83		63		49
Sample:		766		81		96		99		100		99		100		97		94

Q31A Are there any measures that would encourage you to visit Telford more often?
Those who visit Telford at Q27

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Increased choice and range of shops	10.3%	40	5.8%	1	0.0%	0	24.8%	11	6.6%	6	13.8%	15	5.8%	2	5.5%	3	8.3%	3
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.4%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	3	5.4%	6	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	4	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
More parking	3.0%	12	1.4%	0	0.0%	0	4.0%	2	2.3%	2	3.1%	3	1.9%	1	1.5%	1	8.6%	3
Cheaper parking	18.8%	73	18.5%	3	23.7%	3	15.5%	7	26.5%	24	10.6%	12	23.5%	8	15.0%	8	28.2%	9
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	2	2.4%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Cheaper public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.3%	5	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.8%	1	1.2%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	5.1%	20	9.1%	2	31.2%	4	4.0%	2	1.1%	1	9.0%	10	1.5%	1	2.7%	1	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	4.2%	16	0.0%	0	0.0%	0	4.0%	2	5.9%	5	5.4%	6	10.0%	3	0.0%	0	0.0%	0
Free car parking	2.8%	11	0.0%	0	0.0%	0	0.0%	0	8.2%	8	3.1%	3	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
More independent shops	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.4%	2	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	1.9%	7	0.0%	0	0.0%	0	8.0%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2
More public seating	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0
(Nothing / Nothing else)	47.1%	183	56.9%	10	39.1%	5	33.1%	14	41.1%	38	46.4%	50	50.3%	17	71.9%	38	38.3%	12
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	3.8%	15	2.4%	0	0.0%	0	4.0%	2	0.9%	1	6.5%	7	1.5%	1	0.7%	0	12.5%	4
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1
Improved leisure facilities	0.5%	2	0.0%	0	6.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.8%	3	0.0%	0	6.0%	1	0.0%	0	0.0%	0	1.0%	1	3.9%	1	0.0%	0	0.0%	0
More parking	2.1%	8	0.0%	0	0.0%	0	8.0%	3	2.5%	2	1.0%	1	0.0%	0	0.9%	0	2.4%	1
Cheaper parking	2.1%	8	0.0%	0	0.0%	0	4.0%	2	2.3%	2	2.1%	2	0.0%	0	0.0%	0	7.4%	2
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	2.7%	10	3.5%	1	31.2%	4	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.4%	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
More places to eat or drink (e.g. restaurants / cafes / pubs)	1.2%	5	5.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.8%	3	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	84.4%	329	79.2%	14	56.8%	7	68.0%	29	91.9%	84	86.5%	93	94.6%	31	90.4%	48	70.4%	22
(Don't know)	0.8%	3	9.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.4%	1
Discount foodstores within the town centre	0.3%	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
Improved non-food shops within the town centre	0.2%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.1%	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
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.4%	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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	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
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.2%	375	85.0%	15	100.0%	13	92.0%	40	97.5%	89	96.9%	105	94.6%	31	100.0%	53	95.2%	29
(Don't know)	1.1%	4	9.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.9%	1	0.0%	0	2.4%	1
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	14.5%	57	8.2%	1	0.0%	0	28.8%	12	7.5%	7	21.3%	23	7.3%	2	6.2%	3	23.2%	7
Discount foodstores within the town centre	0.3%	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
Improved non-food shops within the town centre	0.6%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.4%	1
Improved leisure facilities	2.9%	11	0.0%	0	6.0%	1	0.0%	0	3.8%	3	6.5%	7	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.0%	8	2.4%	0	6.0%	1	6.6%	3	0.0%	0	1.0%	1	3.9%	1	0.0%	0	4.0%	1
More parking	5.0%	20	1.4%	0	0.0%	0	12.0%	5	4.8%	4	4.2%	4	1.9%	1	2.4%	1	11.0%	3
Cheaper parking	21.3%	83	18.5%	3	23.7%	3	23.5%	10	28.8%	26	12.7%	14	23.5%	8	15.0%	8	35.6%	11
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.8%	3	2.4%	0	6.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Cheaper public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.3%	5	5.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.8%	1	1.2%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	6.5%	25	12.6%	2	31.2%	4	12.0%	5	1.1%	1	9.0%	10	3.0%	1	2.7%	1	2.4%	1
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Better disabled access	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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	4.6%	18	0.0%	0	0.0%	0	8.0%	3	5.9%	5	5.4%	6	10.0%	3	0.0%	0	0.0%	0
Free car parking	3.1%	12	0.0%	0	0.0%	0	0.0%	0	8.2%	8	4.2%	4	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
More independent shops	1.2%	5	0.0%	0	0.0%	0	4.0%	2	0.0%	0	1.0%	1	5.4%	2	0.0%	0	0.0%	0
More pedestrianised	0.4%	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
More places to eat or drink (e.g. restaurants / cafes / pubs)	3.1%	12	5.8%	1	0.0%	0	8.0%	3	2.3%	2	1.0%	1	0.0%	0	4.8%	3	6.2%	2
More public seating	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0
Weighted base:		390		17		13		43		92		108		33		53		31
Sample:		348		31		10		25		47		64		41		79		51

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31B Are there any measures that would encourage you to visit Newport more often? *Those who visit Newport at Q27*																		
1st Mention																		
Increased choice and range of shops	20.2%	16	0.0%	0	22.7%	15	0.0%	0	0.0%	0	35.8%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	3.2%	3	18.4%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	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
Improved leisure facilities	2.0%	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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	8.1%	6	0.0%	0	8.1%	5	0.0%	0	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	8.2%	6	0.0%	0	9.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A better / improved market	1.0%	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
A new supermarket	3.6%	3	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.5%	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
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
More pedestrianised	0.8%	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
More places to eat or drink (e.g. restaurants / cafes / pubs)	1.0%	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
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	47.0%	37	81.6%	2	41.6%	27	100.0%	1	77.2%	4	64.2%	2	0.0%	0	61.3%	2	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:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	2.3%	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
Discount foodstores within the town centre	2.0%	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
Improved non-food shops within the town centre	1.3%	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
Improved leisure 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
Improved quality of shops	2.9%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	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
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	2.0%	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
Longer opening hours	0.0%	0	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	2.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.8%	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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	85.1%	66	100.0%	2	82.7%	53	100.0%	1	100.0%	5	100.0%	3	0.0%	0	80.6%	2	0.0%	0
(Don't know)	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
Weighted base:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	2.0%	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
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	1.0%	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	1.0%	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
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.5%	74	100.0%	2	95.3%	62	100.0%	1	100.0%	5	100.0%	3	0.0%	0	80.6%	2	0.0%	0
(Don't know)	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
Weighted base:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	22.5%	18	0.0%	0	25.4%	16	0.0%	0	0.0%	0	35.8%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	5.2%	4	18.4%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.9%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.0%	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
Improved quality of shops	4.9%	4	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	9.1%	7	0.0%	0	9.3%	6	0.0%	0	22.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	2.0%	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
Longer opening hours	0.0%	0	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	9.9%	8	0.0%	0	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A better / improved market	1.0%	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
A new supermarket	3.6%	3	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.8%	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
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.5%	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
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	1.0%	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
More independent shops	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	0	0.0%	0
More pedestrianised	0.8%	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
More places to eat or drink (e.g. restaurants / cafes / pubs)	1.0%	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
More public seating	0.0%	0	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:		78		2		65		1		5		3		0		3		0
Sample:		95		7		75		1		4		3		0		5		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31C Are there any measures that would encourage you to visit Dawley more often? *Those who visit Dawley at Q27*																		
1st Mention																		
Increased choice and range of shops	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	2	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	59.0%	7	0.0%	0	100.0%	1	0.0%	0	0.0%	0	36.3%	3	100.0%	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:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	23.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	3	0.0%	0	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.8%	8	0.0%	0	100.0%	1	0.0%	0	0.0%	0	48.4%	4	100.0%	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:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
A better / improved market	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	2	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	76.6%	9	0.0%	0	100.0%	1	0.0%	0	0.0%	0	63.7%	5	100.0%	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:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	19.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	2	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	2	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	33.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.6%	4	0.0%	0	0.0%	0	0.0%	0
A better / improved market	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	2	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	1	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		11		0		1		0		0		7		3		0		0
Sample:		9		0		1		0		0		7		1		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31D Are there any measures that would encourage you to visit Donnington more often?																		
Those who visit Donnington at Q27																		
1st Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	14.4%	2	0.0%	0	0.0%	0	0.0%	0	23.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	85.6%	13	99.9%	0	100.0%	2	0.0%	0	76.8%	7	100.0%	2	0.0%	0	100.0%	1	100.0%	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:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	15	99.9%	0	100.0%	2	0.0%	0	100.0%	9	100.0%	2	0.0%	0	100.0%	1	100.0%	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:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	15	99.9%	0	100.0%	2	0.0%	0	100.0%	9	100.0%	2	0.0%	0	100.0%	1	100.0%	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:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	14.4%	2	0.0%	0	0.0%	0	0.0%	0	23.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		15		0		2		0		9		2		0		1		1
Sample:		15		1		3		0		8		1		0		1		1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31E Are there any measures that would encourage you to visit Hadley more often?																		
Those who visit Hadley at Q27																		
1st Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	6	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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		6		0		0		0		6		0		0		0		0
Sample:		2		0		0		0		2		0		0		0		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31F Are there any measures that would encourage you to visit Madeley more often? *Those who visit Madeley at Q27*																		
1st Mention																		
Increased choice and range of shops	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	5	0.0%	0	23.1%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	1.5%	1	0.0%	0	0.0%	0
Improved leisure facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
A better / improved market	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
A new supermarket	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	54.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	59.6%	20	100.0%	1	76.9%	5
(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:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	80.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	2	89.4%	30	100.0%	1	100.0%	6
(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:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	8	95.4%	32	100.0%	1	100.0%	6
(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:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	27.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	17.8%	6	0.0%	0	23.1%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	13.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.7%	6	1.5%	1	0.0%	0	0.0%	0
Improved leisure facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheaper 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
Better environment	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Other	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	4	0.0%	0	0.0%	0
A better / improved market	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
A new supermarket	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
More independent shops	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		49		0		0		0		0		8		33		1		6
Sample:		65		0		0		0		0		3		46		2		14

Q31G Are there any measures that would encourage you to visit Oakengates more often?

Those who visit Oakengates at Q27

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Increased choice and range of shops	52.7%	21	0.0%	0	0.0%	0	0.0%	0	61.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	6.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	57.9%	2	0.0%	0	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	5.4%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	29.7%	12	29.4%	1	0.0%	0	0.0%	0	27.3%	9	42.1%	1	0.0%	0	100.0%	1	0.0%	0
(Don't know)	4.0%	2	70.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	90.7%	35	10.7%	0	0.0%	0	0.0%	0	95.1%	32	100.0%	3	0.0%	0	100.0%	1	0.0%	0
(Don't know)	5.1%	2	89.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.8%	36	10.7%	0	0.0%	0	0.0%	0	97.5%	33	100.0%	3	0.0%	0	100.0%	1	0.0%	0
(Don't know)	5.1%	2	89.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	52.7%	21	0.0%	0	0.0%	0	0.0%	0	61.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	6.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	57.9%	2	0.0%	0	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	5.4%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		39		2		0		0		34		3		0		1		0
Sample:		26		3		0		0		20		2		0		1		0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q31HAre there any measures that would encourage you to visit Wellington more often? *Those who visit Wellington at Q27*																		
1st Mention																		
Increased choice and range of shops	23.2%	40	41.7%	5	0.0%	0	32.6%	28	13.7%	5	5.0%	1	0.0%	0	0.0%	0	19.0%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	11.4%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	6.3%	11	5.7%	1	0.0%	0	7.2%	6	0.0%	0	12.0%	3	0.0%	0	0.0%	0	18.3%	1
Cheaper parking	2.1%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Better environment	0.2%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	3.5%	6	0.0%	0	0.0%	0	4.7%	4	2.2%	1	4.0%	1	0.0%	0	0.0%	0	3.8%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	2.9%	5	1.9%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	58.4%	102	40.0%	5	100.0%	4	43.1%	37	81.2%	30	74.0%	17	100.0%	3	88.6%	3	52.3%	4
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	1.9%	3	3.3%	0	0.0%	0	2.0%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	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
Improved leisure 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
Improved quality of shops	0.3%	1	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
More parking	1.0%	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
Cheaper parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Improved street cleaning	0.2%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	2.8%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	1.5%	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
Fill empty shops	1.0%	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
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.2%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	89.1%	155	87.8%	11	100.0%	4	82.7%	70	97.2%	36	95.0%	21	100.0%	3	100.0%	3	92.4%	7
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	1.4%	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
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.5%	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
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.2%	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
Increased 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
Cheaper 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
Better environment	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.3%	168	97.6%	12	100.0%	4	94.0%	80	97.2%	36	100.0%	22	100.0%	3	100.0%	3	100.0%	8
(Don't know)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	26.5%	46	45.0%	6	0.0%	0	37.4%	32	13.7%	5	10.1%	2	0.0%	0	0.0%	0	19.0%	1
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.7%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	11.4%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.8%	1	2.4%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
More parking	7.2%	13	5.7%	1	0.0%	0	9.2%	8	0.0%	0	12.0%	3	0.0%	0	0.0%	0	18.3%	1
Cheaper parking	2.3%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.8%	0
Improved street cleaning	0.8%	1	5.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper 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
Better environment	0.6%	1	3.3%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	5.8%	10	0.0%	0	0.0%	0	9.7%	8	2.2%	1	4.0%	1	0.0%	0	0.0%	0	3.8%	0
A better / improved market	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	4.4%	8	1.9%	0	0.0%	0	8.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	1.0%	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
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.1%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.8%	1	1.9%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.2%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		174		13		4		85		37		22		3		3		8
Sample:		182		37		5		73		19		16		5		7		20

Q31I Are there any measures that would encourage you to visit Ironbridge more often?
Those who visit Ironbridge at Q27

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Increased choice and range of shops	9.0%	2	0.0%	0	59.6%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	13.7%	1
Cheaper parking	1.8%	0	63.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	74.6%	17	36.4%	0	40.4%	1	0.0%	0	0.0%	0	100.0%	5	71.2%	7	63.5%	1	86.3%	3
(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:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
2nd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	94.3%	21	100.0%	1	100.0%	3	0.0%	0	0.0%	0	100.0%	5	87.3%	9	100.0%	1	100.0%	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:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
3rd Mention																		
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	100.0%	23	100.0%	1	100.0%	3	0.0%	0	0.0%	0	100.0%	5	100.0%	10	100.0%	1	100.0%	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:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Any Mention																		
Increased choice and range of shops	9.0%	2	0.0%	0	59.6%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure 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
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	13.7%	1
Cheaper parking	1.8%	0	63.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased 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
Cheaper 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
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.5%	0	0.0%	0
A better / improved market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new supermarket	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
A shoe shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill empty shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent food shops (e.g. butchers, greengrocer, fishmonger etc.)	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	2	0.0%	0	0.0%	0
More independent shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat or drink (e.g. restaurants / cafes / pubs)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public seating	0.0%	0	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:		23		1		3		0		0		5		10		1		4
Sample:		24		2		2		0		0		3		7		2		8

Q32AWhy don't you visit Telford Town Centre? [MR]

Those who don't visit Telford at Q26

Lack of choice and range of shops	2.8%	1	3.7%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	0
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	11.5%	6	11.8%	1	16.7%	3	8.0%	1	0.0%	0	26.1%	1	0.0%	0	0.0%	0	0.0%	0
To far away from home or work	9.7%	5	24.3%	3	3.7%	1	8.0%	1	0.0%	0	20.7%	1	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	3.2%	2	4.3%	0	0.0%	0	0.0%	0	26.7%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	0
Inconveniently located car parking	1.7%	1	2.1%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	27.0%	14	8.6%	1	26.5%	4	21.9%	2	46.5%	1	53.2%	2	80.0%	2	31.6%	0	9.0%	0
Other	15.8%	8	11.4%	1	19.2%	3	26.0%	2	0.0%	0	0.0%	0	0.0%	0	24.9%	0	32.2%	1
Too busy / crowded	14.5%	7	2.1%	0	28.3%	5	20.2%	2	26.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The indoor shopping centre	1.8%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Housebound / don't get out much	3.9%	2	6.4%	1	3.7%	1	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	17.1%	9	30.5%	3	13.2%	2	8.0%	1	0.0%	0	0.0%	0	20.0%	1	43.5%	1	38.4%	1
(Don't know)	2.1%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		50		11		16		8		3		4		3		2		3
Sample:		87		37		17		11		3		3		4		3		9

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q32BWhy don't you visit Newport Town Centre? [MR] *Those who don't visit Newport at Q26*																		
Lack of choice and range of shops	8.8%	48	8.8%	2	19.8%	2	1.7%	2	15.9%	21	13.6%	16	0.8%	1	6.3%	3	2.8%	1
Lack of supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	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
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.9%	5	0.9%	0	43.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
To far away from home or work	61.4%	334	47.3%	13	8.3%	1	68.3%	68	59.2%	80	57.2%	68	71.5%	47	53.9%	24	75.6%	34
Not accessible by public transport	2.1%	11	3.2%	1	0.0%	0	0.7%	1	0.0%	0	4.6%	5	3.8%	3	4.0%	2	0.0%	0
Inconveniently located car parking	1.2%	7	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	11.4%	5
Expensive car parking	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	8.9%	4	1.5%	1
Not familiar with the area	1.7%	9	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.3%	2	0.0%	0	10.0%	5	0.8%	0
Housebound / don't get out much	0.4%	2	2.6%	1	6.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	23.2%	126	35.6%	10	18.4%	2	22.9%	23	26.3%	35	23.2%	27	24.7%	16	19.9%	9	8.7%	4
(Don't know)	1.0%	5	0.9%	0	11.8%	1	2.0%	2	0.6%	1	0.0%	0	0.8%	1	1.7%	1	0.0%	0
Weighted base:		544		27		9		100		135		118		66		45		45
Sample:		523		67		7		75		65		75		83		64		87
Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]																		
Yes, Internet	66.8%	534	62.3%	26	65.8%	59	73.6%	95	70.6%	129	65.0%	103	58.8%	49	58.4%	38	70.4%	36
Yes, Portable internet shopping (through mobile phone)	6.5%	52	3.8%	2	0.7%	1	7.6%	10	8.4%	15	6.4%	10	3.9%	3	12.6%	8	6.8%	3
Yes, TV Shopping	3.9%	31	0.6%	0	2.3%	2	3.9%	5	2.2%	4	6.0%	10	6.2%	5	4.4%	3	4.7%	2
No	32.6%	261	37.7%	15	33.6%	30	25.9%	33	29.0%	53	33.3%	53	41.2%	34	41.6%	27	29.6%	15
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR] *Those who make use of electronic shopping at Q33*																		
Food	16.2%	87	16.0%	4	16.2%	10	7.3%	7	15.9%	21	20.2%	21	13.4%	7	24.7%	9	24.4%	9
Clothes / shoes	34.6%	186	42.5%	11	44.0%	26	47.4%	45	35.3%	46	22.1%	23	24.3%	12	26.6%	10	35.8%	13
Art & Craft items	3.3%	18	1.2%	0	4.8%	3	2.5%	2	1.4%	2	1.1%	1	11.5%	6	2.1%	1	7.3%	3
Banking / finance	0.6%	3	0.9%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Books	48.4%	261	47.2%	12	54.5%	32	37.5%	36	57.4%	74	44.1%	47	54.8%	27	36.2%	14	53.0%	19
CDs, DVD's, music	50.5%	272	30.4%	8	47.6%	28	53.7%	51	53.1%	69	55.8%	59	49.4%	24	34.4%	13	54.1%	20
Computer games	7.6%	41	0.0%	0	1.3%	1	4.3%	4	6.8%	9	21.1%	22	4.0%	2	2.6%	1	6.3%	2
DIY goods	3.5%	19	0.9%	0	4.3%	3	5.7%	5	1.1%	1	3.2%	3	4.7%	2	2.8%	1	7.2%	3
Furniture / Carpets	3.2%	17	7.3%	2	0.0%	0	3.6%	3	0.8%	1	3.0%	3	4.0%	2	8.8%	3	6.5%	2
Garden items	3.5%	19	0.0%	0	9.9%	6	0.7%	1	1.9%	2	2.3%	2	7.8%	4	1.0%	0	9.0%	3
Gifts	10.5%	56	14.8%	4	4.3%	3	6.8%	6	6.8%	9	15.0%	16	17.3%	8	11.9%	4	16.7%	6
Health & Beauty items	5.2%	28	3.9%	1	6.4%	4	6.6%	6	2.8%	4	6.8%	7	6.3%	3	0.0%	0	8.0%	3
Holiday and / or Travel Tickets	3.5%	19	8.0%	2	3.8%	2	1.8%	2	1.6%	2	5.4%	6	1.3%	1	6.9%	3	5.1%	2
Insurance	1.1%	6	1.6%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.3%	1	1.3%	0	6.5%	2
Jewellery	2.4%	13	7.7%	2	0.0%	0	2.5%	2	1.1%	1	0.0%	0	6.8%	3	4.7%	2	6.1%	2
Major electrical items	13.0%	70	13.5%	3	7.8%	5	12.4%	12	12.5%	16	12.4%	13	20.9%	10	18.0%	7	11.3%	4
Pet related products	1.2%	6	0.0%	0	2.0%	1	1.9%	2	0.0%	0	0.8%	1	2.7%	1	1.8%	1	1.4%	1
Small electrical items	22.5%	121	22.8%	6	19.5%	12	19.7%	19	26.1%	34	26.5%	28	22.8%	11	21.9%	8	10.6%	4
Small household goods	6.6%	36	5.6%	1	12.1%	7	4.4%	4	5.7%	7	1.1%	1	9.4%	5	20.2%	8	6.1%	2
Sports goods	2.6%	14	2.1%	1	4.3%	3	1.8%	2	4.9%	6	0.8%	1	1.8%	1	2.6%	1	1.0%	0
Toys	8.1%	44	14.1%	4	6.9%	4	9.1%	9	10.2%	13	3.0%	3	6.7%	3	17.1%	6	3.1%	1
Vehicles / vehicle parts	1.0%	5	1.6%	0	0.0%	0	3.0%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Other	2.3%	12	0.0%	0	6.1%	4	1.6%	2	1.9%	2	2.2%	2	0.0%	0	3.9%	1	2.8%	1
Stationery supplies	0.5%	3	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	0
(Don't know)	3.6%	19	1.9%	0	1.7%	1	2.1%	2	2.4%	3	4.6%	5	9.2%	4	2.3%	1	6.3%	2
Weighted base:		539		26		60		96		129		106		49		38		36
Sample:		469		54		61		66		62		60		52		53		61

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]																		
Those who make use of electronic shopping at Q33																		
Food	10.1%	55	13.8%	4	2.3%	1	8.7%	8	5.7%	7	19.0%	20	1.3%	1	19.8%	7	15.9%	6
Clothes / shoes	21.8%	117	22.3%	6	32.2%	19	32.2%	31	17.0%	22	14.3%	15	17.7%	9	25.3%	10	17.8%	6
Art & Craft items	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.8%	4	1.0%	0	8.5%	3
Banking / finance	1.1%	6	0.9%	0	0.0%	0	1.8%	2	0.8%	1	0.0%	0	2.7%	1	0.0%	0	4.1%	1
Books	19.0%	103	8.2%	2	30.1%	18	16.0%	15	10.5%	14	23.0%	24	22.9%	11	20.9%	8	28.1%	10
CDs, DVD's, music	18.1%	97	8.0%	2	15.2%	9	18.0%	17	10.5%	14	26.5%	28	22.2%	11	20.5%	8	24.8%	9
Computer games	4.0%	22	0.0%	0	2.6%	2	3.6%	3	0.8%	1	12.1%	13	0.0%	0	2.6%	1	4.9%	2
DIY goods	1.3%	7	0.0%	0	2.6%	2	1.8%	2	0.8%	1	0.0%	0	1.0%	1	1.8%	1	4.1%	1
Furniture / Carpets	2.8%	15	0.0%	0	0.0%	0	0.9%	1	1.6%	2	6.4%	7	0.0%	0	8.8%	3	6.1%	2
Garden items	1.8%	10	1.6%	0	2.6%	2	2.5%	2	0.6%	1	0.0%	0	3.9%	2	0.0%	0	8.0%	3
Gifts	4.4%	24	3.6%	1	3.8%	2	1.9%	2	5.3%	7	1.1%	1	12.0%	6	3.9%	1	9.2%	3
Health & Beauty items	2.4%	13	0.0%	0	2.6%	2	3.8%	4	1.1%	1	3.2%	3	1.0%	1	1.8%	1	4.1%	1
Holiday and / or Travel Tickets	4.6%	25	3.3%	1	3.3%	2	4.5%	4	0.8%	1	6.4%	7	5.0%	2	11.6%	4	7.9%	3
Insurance	1.3%	7	2.4%	1	0.0%	0	3.6%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	5.5%	2
Jewellery	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	6.1%	2
Major electrical items	4.4%	23	5.7%	1	7.9%	5	8.1%	8	1.6%	2	2.5%	3	4.9%	2	3.6%	1	2.9%	1
Pet related products	1.8%	10	0.0%	0	1.0%	1	8.3%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.4%	1
Small electrical items	8.2%	44	10.3%	3	8.1%	5	13.8%	13	0.8%	1	14.8%	16	4.4%	2	10.9%	4	2.0%	1
Small household goods	4.0%	22	9.4%	2	10.1%	6	5.3%	5	0.8%	1	0.0%	0	2.6%	1	14.8%	6	1.0%	0
Sports goods	1.1%	6	1.2%	0	1.3%	1	1.8%	2	1.6%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Toys	2.9%	16	8.5%	2	2.6%	2	1.8%	2	4.2%	5	3.0%	3	1.0%	1	3.1%	1	0.0%	0
Vehicles / vehicle parts	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.5%	2	1.3%	1	0.0%	0	0.0%	0
Other	2.5%	13	0.0%	0	6.1%	4	0.0%	0	2.8%	4	3.2%	3	2.6%	1	1.3%	0	2.8%	1
(None)	24.9%	134	26.4%	7	21.4%	13	27.8%	27	31.5%	41	22.1%	23	15.4%	8	12.4%	5	32.8%	12
(Don't know)	20.3%	110	20.7%	5	17.2%	10	10.4%	10	29.6%	38	17.4%	18	28.8%	14	22.9%	9	13.0%	5
Weighted base:		539		26		60		96		129		106		49		38		36
Sample:		469		54		61		66		62		60		52		53		61
Q36 Which of these leisure activities do you participate in? [MR/PR]																		
Health and Fitness	28.1%	225	31.0%	13	29.2%	26	34.4%	44	26.0%	47	25.7%	41	26.8%	22	27.8%	18	25.1%	13
Leisure Centre Activities	20.0%	160	9.6%	4	15.3%	14	32.0%	41	18.7%	34	17.4%	28	19.2%	16	19.3%	12	20.9%	11
Cinema	51.8%	414	56.5%	23	51.0%	46	53.3%	69	52.8%	96	58.0%	92	37.0%	31	51.1%	33	47.1%	24
Restaurant	70.7%	565	63.5%	26	77.2%	69	74.2%	96	77.1%	141	65.4%	104	55.2%	46	68.6%	44	77.2%	40
Pub /Bars	55.1%	441	56.5%	23	55.3%	50	53.1%	69	58.0%	106	52.5%	84	48.8%	40	59.1%	38	61.8%	32
Nightclub	6.6%	53	6.3%	3	0.0%	0	6.6%	8	11.7%	21	8.3%	13	1.6%	1	4.1%	3	6.4%	3
Social Club	7.6%	60	6.7%	3	4.2%	4	10.8%	14	6.0%	11	6.7%	11	7.8%	6	8.1%	5	13.3%	7
Ten Pin Bowling	22.4%	179	18.3%	8	14.8%	13	34.2%	44	23.6%	43	26.8%	43	15.6%	13	12.8%	8	14.7%	8
Bingo	8.6%	69	0.6%	0	1.5%	1	10.2%	13	9.2%	17	17.6%	28	2.6%	2	4.2%	3	8.7%	4
Theatre / concert hall	38.0%	304	43.0%	18	41.1%	37	42.6%	55	33.9%	62	31.3%	50	41.6%	35	38.0%	24	47.1%	24
Museum / Art Galleries	30.4%	243	31.7%	13	30.4%	27	28.3%	37	25.7%	47	27.3%	43	42.6%	35	32.6%	21	38.8%	20
Running / Cycling / outdoor activities	31.3%	251	30.9%	13	39.2%	35	32.8%	42	27.7%	51	23.7%	38	29.2%	24	45.9%	30	35.6%	18
(None mentioned)	10.8%	86	9.0%	4	7.5%	7	4.3%	6	12.8%	23	13.6%	22	16.7%	14	12.5%	8	6.8%	3
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?
Those that participate in Health and Fitness or Leisure centre activities at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Jubille Hall, RAF Shawbury, Shawbury	0.6%	2	13.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, High Ercall	0.0%	0	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 Facility / Gym, Shawbury	0.1%	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
Zone 2																		
Lilleshall Hall National Sports Centre, Sheriffhales Drive, Newport	0.6%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Back & Body Care Clinic, St Marys Street, Newport	0.3%	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
Newport Fitness Centre, Springfield Industrial Estate, Newport	1.0%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Junior School, Avenue Road, Newport	0.3%	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
Newport Swimming Pool, Victoria Park, Newport	1.7%	4	0.0%	0	12.0%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physical Sculpture Gym, Broadway, Newport	0.0%	0	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 Facility / Gym, Church Aston	0.3%	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 Facility / Gym, Edgmond	0.0%	0	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 Facility / Gym, Newport Town Centre	2.6%	7	0.0%	0	22.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fitness Factory On the Move, Abbey Road, Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymophobics, New Street, Wellington	1.7%	4	2.1%	0	0.0%	0	2.9%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KG's Body Shapers Gym, Wellington, Telford	1.1%	3	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purity Health & Fitness, Wrekin Professional Centre, Holyhead Road, Wellington	1.3%	3	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Telford Whitehouse Hotel, Watling Street, Wellington	1.1%	3	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Civic & Leisure Centre, Larkin Way, Wellington	18.0%	48	21.0%	2	0.0%	0	52.0%	30	19.4%	11	8.2%	4	0.0%	0	0.0%	0	0.0%	0
Wrekin College, Sutherland Road, Wellington	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Wellington District Centre	1.3%	3	5.4%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Zone 4																		
Fitness Factory, Bridges Business Park, Bridge Road, Horsehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym Nation, Hortonwood, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley Learning Community, Crescent Road, Hadley	1.0%	3	0.0%	0	0.0%	0	2.9%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates Leisure Centre, New Road, Oakengates	6.4%	17	0.0%	0	5.0%	2	2.9%	2	17.4%	10	7.3%	3	0.0%	0	1.9%	0	0.0%	0
Telford Tennis Centre, New Road, Wrockwardine Wood	0.4%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Donnington District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Hadley District Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	6	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym,	0.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Oakengates District Centre																		
Zone 5																		
DW Fitness, Telford Forge Retail Park, Telford	8.2%	22	0.0%	0	4.4%	1	4.4%	3	14.8%	8	7.3%	3	3.3%	1	14.9%	3	13.7%	2
Grays Hotel, Forge Gate, Telford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Holiday Inn, Telford International Centre, St. Quentin Gate, Telford	1.5%	4	0.0%	0	5.3%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Horsehay Village Golf Centre, Wellington Road, Horsehay, Telford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Nuffield Fitness & Wellbeing Centre, Telford Forge Retail Park, Telford	7.3%	19	0.0%	0	0.0%	0	5.8%	3	13.9%	8	15.4%	7	0.0%	0	3.4%	1	2.0%	0
Park Inn Radisson Telford, Forgegate, Telford	4.9%	13	13.8%	2	0.0%	0	0.0%	0	12.1%	7	9.8%	5	0.0%	0	0.0%	0	0.0%	0
Phoenix Sports Centre, Manor Road, Dawley, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Gym, Stafford Park, Telford	2.6%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	2	8.1%	4	0.0%	0	5.0%	1	0.0%	0
Stirchley Recreation Centre, Grange Avenue, Stirchley, Telford	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Lawley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Local Facility / Gym, Telford Town Centre	4.6%	12	0.0%	0	0.0%	0	7.9%	5	1.8%	1	2.4%	1	19.5%	5	0.0%	0	2.5%	0
Zone 6																		
Abraham Darby Sports & Leisure Centre, Ironbridge Road, Madeley, Telford	7.9%	21	0.0%	0	0.0%	0	0.0%	0	3.7%	2	16.9%	8	41.7%	11	0.0%	0	0.0%	0
Park Lane Centre, Park Lane, Madeley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.5%	0
Telford Snowboard & Ski Centre, Court Street, Madeley, Telford	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Local Facility / Gym, Ironbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Local Facility / Gym, Madeley District Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.5%	0
Local Facility / Gym, Sutton Hill	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0
Zone 7																		
Haughton Hall Hotel & Leisure, Haughton Lane, Shifnal	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Idsall Sports Centre, Coppice Green Lane, Shifnal	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Local Facility / Gym, Albrighton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Local Facility / Gym, Shifnal Town Centre	3.6%	9	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.2%	6	13.0%	2
Zone 8																		
Broseley Cricket Club, Woodlands Road, Broseley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Local Facility / Gym, Much Wenlock Town Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	6
Outside the Study Area - Birmingham																		
Local Facility / Gym, Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Chester West and Chester																		
Carden Park Golf Resort, De Vere Carden Park, Chester	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Outside the Study Area -																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Dudley																		
Local Facility / Gym, Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Durham																		
Local Facility / Gym, Durham	0.4%	1	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Bannatyne's, Meole Brace Golf Course, Otley Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodyplus Fitness & Leisure, Hartley Business Centre, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodytech Health Club, Cheshire Street, Market Drayton	1.5%	4	0.0%	0	12.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodytech Health Club, Mardol, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Club, Sundorne Road, Shrewsbury	1.1%	3	19.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Shrewsbury Sports Village, Sundorne Road, Shrewsbury	0.9%	2	7.3%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studio One, Whitchurch Road, Shrewsbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Local Facility / Gym, Bridgnorth Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	3.4%	1
Local Facility / Gym, Church Stretton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Local Facility / Gym, Market Drayton Town Centre	0.5%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Facility / Gym, Shrewsbury Town Centre	0.5%	1	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
Outside the Study Area - Stafford																		
Local Facility / Gym, Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stoke on Trent																		
Local Facility / Gym, Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Local Facility / Gym, Wolverhampton City Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Outside the Study Area - Wyre Forest																		
Local Facility / Gym, Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	3	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
Weighted base:		265		11		31		58		57		47		26		20		15
Sample:		210		16		28		39		29		22		26		24		26

Column %ges.

Q38 Which centre/facility did you last visit to go the cinema?
Those who go to the Cinema at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 2																		
Newport Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Burton Borough School, Audley Avenue, Newport	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Odeon, Forge Gate, Telford	82.5%	338	48.4%	11	79.1%	36	86.0%	58	93.3%	90	87.6%	81	86.2%	26	85.3%	28	38.6%	9
Zone 7																		
Shifnal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Outside the Study Area - Birmingham																		
Vue Cinema, Star City, Watson Rd, Nechells, Birmingham	0.6%	2	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Outside the Study Area - Cannock																		
Electric Palace Picture House, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle under Lyme																		
Vue Cinema, The Square, Market Arcade, High Street, 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
Outside the Study Area - Northampton																		
Cineworld, Sixfields Leisure, Weedon Road, Upton, Northampton	0.7%	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
Outside the Study Area - Shropshire																		
Cineworld, Old Potts Way, Shrewsbury	9.5%	39	43.8%	10	4.9%	2	7.6%	5	3.4%	3	10.7%	10	4.2%	1	0.0%	0	31.8%	7
Festival Drayton Cinema, Frogmore Road, Market Drayton	0.6%	3	3.2%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	0.5%	2	4.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Reel Cinema, Whitburn Street, Bridgnorth	2.3%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.3%	1	0.0%	0	27.4%	6
Outside the Study Area - Stafford																		
Apollo Cinema, Newport Road, Stafford	0.4%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stoke on Trent																		
Odeon, Festival Park, Etruria Road, Stoke-on-Trent	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
Outside the Study Area - Wolverhampton																		
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	9.3%	3	0.0%	0
Light House, the Chubb Buildings, Fryer Street, Wolverhampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Outside the Study Area - Other																		
Outside the Study Area - Other	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.2%	1
Others																		
Abroad	0.5%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:		410		22		46		67		96		92		31		32		23
Sample:		352		42		46		47		54		45		32		43		43

Q39 Which centre/facility did you last visit to go to a restaurant?
Those who go to Restaurants at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Allscott	0.3%	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
Hadnall	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
High Ercall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Wenlock	0.3%	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
Longdon upon Tern	0.3%	2	1.9%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rodington	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
Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton upon Hine Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walcot	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
Waters Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withington	0.0%	0	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 2																		
Edgmond	0.5%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forton, Newport	0.6%	3	0.0%	0	2.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilleshall	0.9%	5	0.0%	0	4.1%	3	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	5.2%	28	1.7%	0	33.5%	23	3.3%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Sambrook	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard	0.3%	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
Zone 3																		
Admaston	0.8%	4	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	7.3%	39	5.0%	1	3.5%	2	21.3%	18	8.3%	11	3.1%	3	3.7%	2	0.0%	0	2.8%	1
Wrekin Retail Park, Arleston, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Donnington District Centre	1.1%	6	0.0%	0	2.9%	2	1.0%	1	1.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hadley District Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketley	1.4%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	6.3%	6	0.0%	0	0.0%	0	0.0%	0
Muxton	0.7%	4	0.0%	0	2.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	0.5%	3	0.0%	0	0.0%	0	2.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Priorslee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	1.5%	8	6.3%	2	1.5%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrockwardine Wood	0.0%	0	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																		
Dawley District Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	2.6%	1	1.6%	1	0.0%	0
Horsehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	1.9%	10	6.3%	2	0.0%	0	0.0%	0	0.8%	1	3.6%	3	9.4%	4	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	22.5%	119	8.2%	2	12.0%	8	20.7%	18	32.6%	44	28.8%	27	19.9%	9	13.7%	6	15.5%	6
Telford Bridge Retail Park, Telford	0.0%	0	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 Forge Retail Park, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Shopping Centre, Telford	0.0%	0	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 6																		
Buildwas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalbrookdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Coalport	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	3.3%	1
Ironbridge	7.5%	40	2.5%	1	1.1%	1	2.4%	2	6.2%	8	9.8%	9	22.6%	10	11.2%	5	10.3%	4
Jackfield	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
Madeley District Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.4%	3	2.6%	1	0.0%	0	1.6%	1
Sutton Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Albrighton	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	9	0.0%	0
Cosford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shifnal Town Centre	6.0%	32	1.0%	0	0.0%	0	1.0%	1	9.9%	13	2.6%	2	4.5%	2	29.1%	12	1.4%	1
Tong	0.3%	1	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atcham	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benthall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	1.4%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.5%	3	0.0%	0	6.5%	2
Cressage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2
Outside the Study Area - Coventry																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Coventry City Centre	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
Outside the Study Area - Birmingham																		
Birmingham City Centre	1.7%	9	4.1%	1	1.5%	1	2.0%	2	1.6%	2	1.2%	1	2.0%	1	2.1%	1	0.0%	0
Outside the Study Area - Cannock																		
Cannock Town Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	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
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucester																		
Gloucester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Herefordshire																		
Hereford Town Centre	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
Moreton on Lugg	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	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
Outside the Study Area - Newcastle under Lyme																		
Newcastle-under-Lyme Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Oxford																		
Oxford City Centre	0.3%	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
Outside the Study Area - Runcorn																		
Runcorn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Outside the Study Area - Shropshire																		
Apley Forge	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	3.4%	18	0.0%	0	0.9%	1	4.0%	3	1.6%	2	1.7%	2	2.6%	1	0.0%	0	25.0%	9
Church Stretton Town Centre	0.2%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.7%	4	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Picklescott	0.1%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	13.7%	73	52.9%	13	1.5%	1	16.6%	14	16.1%	22	12.2%	11	7.1%	3	1.2%	0	20.6%	8
Ternhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Redcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch Town Cente	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, 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	2.0%	1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	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
Outside the Study Area - Solihull																		
Solihull Town Centre	0.2%	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
Outside the Study Area - South Staffordshire																		
Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside the Study Area - Stafford																		
Eccleshall Town Centre	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gnosall	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
Norbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.0%	5	0.0%	0	3.7%	3	0.8%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Study Area - Stoke on Trent																		
Stoke-on-Trent City Centre	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Bilston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Town Centre	0.1%	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
Wolverhampton City Centre	1.1%	6	0.0%	0	0.0%	0	2.0%	2	0.8%	1	1.7%	2	1.4%	1	2.3%	1	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Worcestershire																		
Tenbury Wells Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Erbistock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Wrexham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wychavon																		
Evesham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Other																		
Outside the Study Area - Other	5.1%	27	0.0%	0	4.2%	3	2.0%	2	5.8%	8	11.4%	11	0.0%	0	8.9%	4	0.0%	0
Others																		
Abroad	1.0%	5	0.0%	0	3.3%	2	1.4%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.0%	0
Weighted base:		530		25		68		85		136		93		44		42		37
Sample:		507		58		77		63		70		53		53		63		70

Q40 Which centre/facility did you last visit to go to bars, pubs and nightclubs?
Those that go to Pubs/bars, Nightclubs or a Social club at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Allscott	0.3%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadnall	0.1%	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
High Ercall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Wenlock	0.1%	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
Longdon upon Tern	0.6%	2	1.1%	0	0.0%	0	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rodington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbury	0.2%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton upon Hine Heath	0.1%	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
Walcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waters Upton	0.1%	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
Withington	0.1%	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
Zone 2																		
Edgmond	1.0%	4	1.1%	0	5.3%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forton, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinstock	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
Lilleshall	1.0%	4	0.0%	0	6.5%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	6.5%	29	1.8%	0	50.8%	24	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Sambrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard	0.0%	0	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																		
Admaston	1.2%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arleston, Telford	0.2%	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
Shawbirch	1.3%	6	0.0%	0	0.0%	0	8.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	8.3%	37	13.6%	3	1.2%	1	38.1%	27	5.1%	5	0.0%	0	1.2%	1	0.0%	0	0.9%	0
Wrekin Retail Park, Arleston, Telford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Zone 4																		
Donnington District Centre	0.3%	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
Hadley District Centre	2.0%	9	0.0%	0	0.0%	0	3.6%	3	6.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketley	1.1%	5	0.0%	0	0.0%	0	0.9%	1	2.8%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Muxton	0.5%	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
Oakengates District Centre	4.1%	18	7.0%	2	0.0%	0	2.6%	2	12.0%	13	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Priorslee	1.6%	7	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Trench	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrockwardine Wood	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Dawley District Centre	2.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	10	0.0%	0	0.0%	0	0.0%	0
Horsehay	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Lawley	0.9%	4	0.0%	0	0.0%	0	1.2%	1	2.0%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.3%	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
Telford Town Centre	18.6%	82	6.9%	2	0.0%	0	14.3%	10	24.0%	25	46.2%	39	8.5%	4	2.6%	1	6.8%	2
Telford Bridge Retail Park, Telford	0.0%	0	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 Forge Retail Park, Telford	0.2%	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
Telford Shopping Centre, Telford	0.0%	0	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 6																		
Buildwas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Coalbrookdale	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
Coalport	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	3.1%	1	0.0%	0	0.9%	0
Ironbridge	6.4%	28	1.8%	0	2.2%	1	0.0%	0	2.0%	2	2.7%	2	44.5%	19	0.0%	0	11.6%	4
Jackfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	4.2%	1
Madeley District Centre	5.3%	24	0.0%	0	0.0%	0	4.0%	3	0.8%	1	12.0%	10	23.2%	10	0.0%	0	0.9%	0
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Zone 7																		
Albrighton	2.8%	12	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	26.8%	10	0.0%	0
Cosford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	7.4%	33	0.0%	0	1.6%	1	1.2%	1	8.0%	8	1.3%	1	0.0%	0	56.9%	22	0.0%	0
Tong	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atcham	0.3%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Benthall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	2.1%	9	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	20.1%	7
Cressage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	1.5%	7	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5
Outside the Study Area - Coventry																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Coventry City Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham																		
Birmingham City Centre	1.6%	7	0.0%	0	5.3%	3	2.4%	2	0.0%	0	2.7%	2	1.5%	1	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucester																		
Gloucester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Herefordshire																		
Hereford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton on Lugg	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle under Lyme																		
Newcastle-under-Lyme Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Oxford																		
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Runcorn																		
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Apley Forge	0.1%	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
Bridgnorth Town Centre	2.2%	10	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.7%	2	2.7%	1	1.0%	0	12.6%	4
Church Stretton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Market Drayton Town Centre	1.8%	8	0.0%	0	16.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picklescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	7.8%	34	47.2%	11	0.0%	0	10.3%	7	6.4%	7	1.3%	1	4.6%	2	2.8%	1	17.2%	6
Ternhill	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Redcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch Town Cente	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Codsall	0.2%	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
Wombourne	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

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside the Study Area - Stafford																		
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gnosall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.4%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Study Area - Stoke on Trent																		
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Bilston Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Wednesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.5%	7	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	1.5%	1	1.0%	0	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Worcestershire																		
Tenbury Wells Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Erbistock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wychavon																		
Evesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Outside the Study Area - Other																		
Outside the Study Area - Other	0.5%	2	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	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:		443		23		48		71		104		84		42		38		33
Sample:		403		48		51		49		54		46		45		50		60

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q41 Which centre/facility did you last visit to go ten-pin bowling? *Those who go to Ten pin bowling at Q36 AND Excl Nulls & SFT*																		
Zone 5																		
Tenpin Telford, St Quentins Gate, Telford	82.9%	141	29.0%	2	82.0%	10	67.6%	29	100.0%	37	90.8%	38	100.0%	12	88.0%	7	65.3%	5
Outside the Study Area - Dudley																		
Bowlplex, Castlegate Way, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	16.2%	28	71.0%	5	5.9%	1	32.4%	14	0.0%	0	9.2%	4	0.0%	0	12.0%	1	34.7%	3
Outside the Study Area - Stafford																		
Tenpin Stafford, Greyfriars Place, Stafford	0.9%	2	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Bentley Bridge Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	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
Weighted base:		170		8		13		43		37		42		12		8		8
Sample:		111		10		12		26		17		18		11		6		11

Q42 Which centre/facility do you last visit for bingo?
Those who go to Bingo at Q36 AND Excl Nulls & SFT

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 2																	
Newport Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	1	0.0%	0
Zone 3																	
Belmont Community Hall, Wellington District Centre	1.1%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																	
Globe Bingo, Wellington Rd, Donnington, Telford	48.7%	31	99.8%	0	44.2%	1	52.8%	7	66.4%	7	41.9%	12	23.4%	1	36.4%	1	53.6%	2
Maddocks Sports & Social Club, Church Street, Oakengates District Centre	1.8%	1	0.0%	0	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																	
Dawley Social Club, King Street, Dawley District Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	1	0.0%	0	0.0%	0
Mecca Bingo, Southwater Square, St Quentin Gate, Telford	34.7%	22	0.0%	0	55.8%	1	33.4%	4	18.9%	2	49.9%	14	29.6%	1	0.0%	0	0.0%	0
Zone 6																	
Jackfield	0.5%	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
Madeley District Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	1	0.0%	0	0.0%	0
Zone 7																	
Shifnal	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	1	0.0%	0
Zone 8																	
Broseley Social Club, High Street, Broseley	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	1
Cressage Club, Sheinton Road, Cressage	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	1
Broseley	0.5%	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
Outside the Study Area - Dudley																	
Gala Bingo, Castle Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, High Street, Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																	
Gala Bingo, Castle Gates, Shrewsbury	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Stafford																	
Gala Bingo, Queensville Retail Park, Silkmore Lane, 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
Outside the Study Area - Wolverhampton																	
Gala Bingo, Boshbury Lane, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Springvale Estate, Bilston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																	
Abroad	0.0%	0	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
Weighted base:		63		0		1		13		11		28		2		3		4
Sample:		42		1		2		6		8		10		4		4		7

Column %ges.

Q43 Which centre/facility do you normally last for art/culture activities (i.e. theatres / galleries / museums)?
Those who visit the Theate / Concert Hall or Museum / Art galleries at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Allscott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Wenlock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon upon Tern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rodington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton upon Hine Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waters Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withington	0.0%	0	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 2																		
Edgmond	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forton, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilleshall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	0.4%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sambrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard	0.0%	0	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																		
Admaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	0.3%	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
Wrekin Retail Park, Arleston, Telford	0.0%	0	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 4																		
Donnington District Centre	0.4%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muxton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	19.0%	67	10.7%	2	8.2%	3	24.2%	15	29.7%	22	21.4%	12	22.3%	9	10.1%	3	1.3%	0
Priorslee	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrockwardine Wood	0.0%	0	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																		
Dawley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	2.9%	10	0.0%	0	0.0%	0	5.8%	3	0.0%	0	5.7%	3	6.0%	3	0.0%	0	3.6%	1
Telford Bridge Retail Park, Telford	0.0%	0	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 Forge Retail Park, Telford	0.0%	0	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 Shopping Centre, Telford	0.0%	0	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 6																		
Buildwas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalbrookdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge	13.0%	46	4.7%	1	3.9%	2	7.9%	5	21.1%	16	14.1%	8	27.2%	11	4.1%	1	8.3%	2
Jackfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Madeley District Centre	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
Sutton Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodside	0.0%	0	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 7																		
Albrighton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosford	0.4%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tong	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atcham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benthall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broseley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Cressage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much Wenlock Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Outside the Study Area - Coventry																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Coventry City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Outside the Study Area - Birmingham																		
Birmingham City Centre	14.6%	52	5.9%	1	15.9%	7	9.0%	5	16.6%	13	10.1%	6	18.7%	8	25.9%	8	16.2%	5
Outside the Study Area - Cannock																		
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucester																		
Gloucester City Centre	0.1%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Herefordshire																		
Hereford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton on Lugg	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Liverpool																		
Liverpool City Centre	1.5%	5	4.8%	1	7.2%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.5%	2	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Outside the Study Area - Newcastle under Lyme																		
Newcastle-under-Lyme Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Oxford																		
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Runcorn																		
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Apley Forge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stretton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.5%	2	2.2%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picklescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	13.3%	47	44.2%	8	6.4%	3	14.0%	8	5.6%	4	15.6%	9	5.7%	2	9.0%	3	32.9%	10
Ternhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Redcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch Town Cente	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside the Study Area - Stafford																		
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gnosall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.2%	4	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Study Area - Stoke on Trent																		
Stoke-on-Trent City Centre	1.1%	4	0.0%	0	9.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Bilston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	17.8%	63	13.6%	3	13.9%	6	23.8%	14	25.8%	19	7.7%	4	6.3%	3	38.5%	12	7.8%	2
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Worcestershire																		
Tenbury Wells Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Erbistock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Outside the Study Area - Wychavon																		
Evesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Other																		
Outside the Study Area - Other	9.9%	35	9.1%	2	11.5%	5	12.1%	7	1.4%	1	20.5%	11	3.3%	1	10.3%	3	14.6%	4
Others																		
Abroad	0.7%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1
Weighted base:		355		19		42		60		76		56		42		30		29
Sample:		365		45		50		49		41		28		48		49		55

Q44 Which centre/facility do you last visit for running / cycling / outdoor activities?
Those who participate in Running / Cycling / Outdoor activities at Q36 AND Excl Nulls & SFT

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Allscott	0.3%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadnall	0.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Ercall	0.3%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Wenlock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon upon Tern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rodington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbury	0.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanton upon Hine Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walcot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waters Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withington	0.0%	0	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 2																		
Edgmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forton, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilleshall	0.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Town Centre	10.5%	22	0.0%	0	74.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sambrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Lizard	0.0%	0	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																		
Admaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arleston, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawbirch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington District Centre	6.2%	13	14.4%	2	0.0%	0	27.3%	11	0.0%	0	0.0%	0	0.0%	0	1.9%	0	3.0%	1
Wrekin Retail Park, Arleston, Telford	0.0%	0	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 4																		
Donnington District Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	5.2%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Hadley District Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ketley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Muxton	1.6%	3	0.0%	0	0.0%	0	0.0%	0	8.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakengates District Centre	3.9%	8	0.0%	0	0.0%	0	0.0%	0	19.6%	8	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Priorslee	1.0%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Georges	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trench	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrockwardine Wood	0.7%	2	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Dawley District Centre	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	6	0.0%	0	0.0%	0	0.0%	0
Horsehay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	0	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 Town Centre	31.0%	66	2.7%	0	5.1%	2	62.7%	24	33.1%	13	62.2%	18	16.9%	3	11.6%	3	9.6%	2
Telford Bridge Retail Park, Telford	0.0%	0	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 Forge Retail Park, Telford	0.0%	0	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 Shopping Centre, Telford	0.0%	0	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 6																		
Buildwas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalbrookdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ironbridge	7.7%	16	3.7%	0	5.1%	2	1.7%	1	11.2%	5	3.8%	1	41.3%	8	0.0%	0	0.0%	0
Jackfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Madeley District Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	5	0.0%	0	0.0%	0
Sutton Hill	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Woodside	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Zone 7																		
Albrighton	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	6	0.0%	0
Cosford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shifnal Town Centre	4.4%	9	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	9	0.0%	0
Tong	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atcham	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Benthall	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
Broseley Town Centre	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.6%	7
Cressage	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Much Wenlock Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	4
Outside the Study Area - Coventry																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Coventry City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Birmingham																		
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Cannock																		
Cannock Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Outside the Study Area - Cheshire East																		
Audlem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Dudley																		
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Gloucester																		
Gloucester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Herefordshire																		
Hereford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moreton on Lugg	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
Outside the Study Area - Liverpool																		
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Manchester																		
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Newcastle under Lyme																		
Newcastle-under-Lyme Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Oxford																		
Oxford City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Runcorn																		
Runcorn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Shropshire																		
Apley Forge	0.8%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.9%	1
Church Stretton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton Town Centre	0.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Picklescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Town Centre	6.6%	14	39.4%	4	2.5%	1	2.2%	1	13.4%	5	0.0%	0	0.0%	0	3.8%	1	9.2%	2
Ternhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-under-Redcastle	0.2%	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
Whitchurch Town Cente	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Solihull																		
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - South Staffordshire																		
Codsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside the Study Area - Stafford																		
Eccleshall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gnosall	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Norbury	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Stafford Town Centre	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
Friary Retail Park, 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
Greyfriars Place Retail Park, 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
Guildhall Shopping Centre, 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
Hough Retail Park, 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
Madford Retail Park, 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
Queens Retail Park, 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
Outside the Study Area - Stoke on Trent																		
Stoke-on-Trent City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wolverhampton																		
Bilston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0
Mander Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Retail Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wulfrun Shopping Centre, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Worcestershire																		
Tenbury Wells Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wrexham																		
Erbistock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wychavon																		
Evesham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Wyre Forest																		
Kidderminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside the Study Area - Other																		
Outside the Study Area - Other	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	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:		212		11		30		39		41		30		19		26		17
Sample:		203		26		31		29		19		17		23		30		28

Q45 How do you normally travel when visiting leisure destinations?

Those who participate in leisure activities at Q36 AND excluding 'Don't know / varies'

Car / van (as driver)	72.7%	497	76.4%	27	74.0%	59	74.8%	87	72.7%	114	76.8%	101	51.5%	33	71.1%	38	82.4%	38
Car / van (as passenger)	8.9%	61	13.2%	5	14.1%	11	6.5%	7	8.4%	13	7.6%	10	10.8%	7	8.5%	5	5.6%	3
Bus, minibus or coach	4.1%	28	2.6%	1	1.5%	1	1.1%	1	4.8%	8	7.1%	9	9.8%	6	2.1%	1	0.6%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.0%	69	6.1%	2	5.3%	4	14.1%	16	8.4%	13	6.1%	8	23.6%	15	12.6%	7	6.0%	3
Taxi	1.8%	12	0.0%	0	0.0%	0	1.5%	2	2.7%	4	1.5%	2	4.3%	3	0.0%	0	2.7%	1
Train	1.9%	13	1.8%	1	5.1%	4	2.1%	2	2.6%	4	0.0%	0	0.0%	0	1.4%	1	1.9%	1
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	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	2	0.8%	0
Mobility scooter / disability vehicle	0.0%	0	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	0.1%	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
Weighted base:		684		35		80		116		156		132		64		54		46
Sample:		675		85		87		86		86		78		81		84		88

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q46 Which leisure facilities would you like to see more of in the Telford area? [MR] *Excluding 'None' & 'Don't know'*																		
Bars / pubs	11.4%	30	0.0%	0	12.5%	5	11.3%	4	10.4%	5	19.5%	15	0.0%	0	0.0%	0	6.1%	1
Better shopping facilities	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.2%	1
Bowling alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	6.1%	16	5.5%	0	16.2%	6	9.0%	3	0.0%	0	7.5%	6	0.0%	0	2.0%	0	0.0%	0
Concert hall / venue	1.7%	5	0.0%	0	0.0%	0	4.3%	2	3.7%	2	0.0%	0	3.1%	1	2.0%	0	0.0%	0
Cycle paths / area	3.4%	9	11.9%	1	1.6%	1	5.1%	2	4.2%	2	2.9%	2	0.0%	0	0.0%	0	9.1%	1
Dance facilities	1.0%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	6.1%	1
Extreme sports	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Health and fitness (Gym)	6.9%	18	9.6%	1	12.2%	5	17.5%	7	0.0%	0	5.4%	4	0.0%	0	0.0%	0	16.2%	2
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	0.1%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Karting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Leisure centre	4.1%	11	0.0%	0	1.6%	1	0.0%	0	1.6%	1	7.5%	6	3.1%	1	0.0%	0	24.3%	3
More children facilities / activities	8.7%	23	28.0%	2	7.7%	3	0.0%	0	16.7%	8	4.0%	3	18.7%	4	8.7%	2	6.1%	1
More sports facilities (football pitches, tennis courts)	7.2%	19	7.1%	1	11.8%	4	6.0%	2	11.2%	6	4.9%	4	7.4%	2	3.5%	1	0.0%	0
Museum / art galleries	2.3%	6	0.0%	0	6.1%	2	8.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Outdoor play areas / park facilities	2.3%	6	2.7%	0	5.7%	2	0.0%	0	0.0%	0	2.3%	2	6.3%	1	0.0%	0	6.1%	1
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	13.8%	37	4.8%	0	4.8%	2	11.0%	4	19.6%	10	22.5%	18	2.5%	1	2.5%	0	12.3%	1
Swimming pool	35.0%	93	7.6%	1	37.5%	14	23.5%	9	34.6%	17	37.4%	29	19.2%	4	65.7%	13	48.2%	6
Theatre	6.8%	18	12.3%	1	10.8%	4	6.6%	3	8.4%	4	4.0%	3	4.3%	1	11.6%	2	0.0%	0
Other	11.8%	31	29.2%	3	6.1%	2	14.4%	6	6.9%	3	9.7%	8	32.2%	7	4.6%	1	19.3%	2
Disabled friendly activities	2.2%	6	0.0%	0	2.8%	1	0.0%	0	2.1%	1	2.0%	2	6.3%	1	5.2%	1	0.0%	0
Weighted base:		266		9		37		39		50		78		20		19		12
Sample:		212		17		36		26		27		40		19		27		20
GEN Gender of respondent.																		
Male	31.1%	249	25.8%	11	22.4%	20	30.5%	39	25.3%	46	42.4%	67	31.0%	26	38.1%	25	28.3%	15
Female	68.9%	551	74.2%	30	77.6%	70	69.5%	90	74.7%	136	57.6%	92	69.0%	57	61.9%	40	71.7%	37
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
AGE Could I ask, how old are you?																		
18 – 24 years	6.3%	51	2.5%	1	2.8%	3	10.9%	14	9.6%	17	4.7%	8	2.6%	2	5.1%	3	4.8%	2
25 – 34 years	18.5%	148	22.9%	9	4.4%	4	17.0%	22	29.9%	54	14.7%	23	20.0%	17	19.7%	13	11.1%	6
35 – 44 years	22.9%	183	11.9%	5	22.2%	20	31.9%	41	23.3%	42	25.9%	41	14.0%	12	13.8%	9	24.6%	13
45 – 54 years	20.7%	166	7.3%	3	25.2%	23	16.3%	21	19.5%	35	32.5%	52	17.6%	15	15.1%	10	14.2%	7
55 – 64 years	13.9%	111	26.2%	11	18.5%	17	5.4%	7	8.7%	16	12.6%	20	16.9%	14	18.7%	12	28.4%	15
65+ years	16.9%	135	27.2%	11	24.6%	22	17.5%	23	9.1%	17	9.5%	15	26.7%	22	27.5%	18	15.8%	8
(Refused)	0.8%	6	2.1%	1	2.4%	2	0.9%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
ADU How many adults, including yourself, live in your household (16 years and above)?																		
One	18.9%	151	18.7%	8	17.5%	16	17.3%	22	25.5%	47	10.3%	16	26.6%	22	20.3%	13	15.0%	8
Two	57.0%	456	54.1%	22	69.6%	62	54.4%	70	50.1%	91	59.3%	94	50.8%	42	61.7%	40	65.8%	34
Three	15.0%	120	15.6%	6	5.5%	5	21.3%	27	14.1%	26	18.8%	30	15.8%	13	10.0%	6	11.8%	6
Four or more	7.0%	56	9.0%	4	4.3%	4	6.1%	8	7.9%	14	8.1%	13	5.7%	5	8.0%	5	6.5%	3
(Refused)	2.0%	16	2.6%	1	3.0%	3	0.9%	1	2.4%	4	3.6%	6	1.1%	1	0.0%	0	1.0%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
CHI How many children aged under 16 years old are there living in your household?																		
None	63.2%	506	69.8%	29	68.4%	61	62.9%	81	49.2%	90	69.2%	110	69.4%	58	65.8%	42	67.8%	35
One	14.5%	116	6.1%	3	11.6%	10	14.2%	18	20.7%	38	12.1%	19	12.4%	10	16.7%	11	12.9%	7
Two	17.0%	136	16.6%	7	17.0%	15	18.7%	24	27.7%	50	8.7%	14	11.0%	9	12.5%	8	16.9%	9
Three	2.4%	19	3.8%	2	0.0%	0	3.3%	4	0.0%	0	5.0%	8	2.2%	2	3.9%	3	1.4%	1
Four or more	0.8%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.0%	3	0.0%	0	0.0%	0
(Refused)	2.1%	17	2.6%	1	3.0%	3	0.9%	1	2.4%	4	3.6%	6	1.1%	1	1.0%	1	1.0%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
CAR How many cars does your household own or have the use of?																		
None	9.9%	79	5.5%	2	6.0%	5	5.7%	7	11.9%	22	8.5%	13	25.8%	21	9.5%	6	3.5%	2
One	38.8%	311	35.9%	15	39.9%	36	40.9%	53	36.6%	67	44.3%	71	32.6%	27	41.3%	27	31.8%	16
Two	38.6%	309	39.2%	16	49.8%	45	40.9%	53	39.2%	71	29.3%	47	28.0%	23	41.3%	27	52.9%	27
Three or more	10.3%	83	16.2%	7	2.0%	2	11.1%	14	9.8%	18	13.6%	22	11.5%	10	7.9%	5	10.8%	6
(Refused)	2.3%	19	3.2%	1	2.4%	2	1.4%	2	2.4%	4	4.3%	7	2.1%	2	0.0%	0	1.0%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
OCC What is the occupation of the main income earner in the household?																		
Occupation	83.0%	664	75.7%	31	83.0%	74	87.6%	113	85.1%	155	80.6%	128	83.0%	69	78.7%	51	83.1%	43
Retired state pension - ONLY	8.3%	67	13.4%	6	5.5%	5	6.7%	9	4.5%	8	9.1%	14	12.4%	10	14.8%	10	9.6%	5
(Refused)	8.7%	69	10.9%	4	11.5%	10	5.7%	7	10.4%	19	10.3%	16	4.6%	4	6.5%	4	7.4%	4
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
EMP Is the chief wage earner in full-time or part-time emloyment? *Those who are in employment or retired on a private company pension*																		
Full-time	72.4%	481	67.3%	21	66.5%	50	80.1%	91	73.5%	114	78.7%	101	60.6%	42	66.9%	34	69.1%	30
Part-time	9.4%	62	5.7%	2	8.3%	6	5.9%	7	9.9%	15	13.5%	17	7.7%	5	4.6%	2	17.8%	8
Retired - private company pension	12.4%	82	21.9%	7	23.2%	17	10.3%	12	5.0%	8	6.1%	8	23.4%	16	20.8%	11	10.1%	4
Unemployed - less than 3 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed - more than 3 months	1.7%	11	0.0%	0	1.0%	1	3.8%	4	0.7%	1	0.9%	1	4.8%	3	1.0%	0	1.2%	1
Disabled / long term sick	1.9%	13	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.9%	1	2.5%	2	6.7%	3	1.2%	1
Housewife / househusband	2.0%	13	5.0%	2	1.0%	1	0.0%	0	7.0%	11	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
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	0
Weighted base:		664		31		74		113		155		128		69		51		43
Sample:		606		68		80		80		82		74		77		68		77
HOM Do you own your own home?																		
Yes	73.2%	585	72.4%	30	82.2%	74	75.1%	97	73.2%	133	64.8%	103	79.4%	66	70.7%	45	72.0%	37
No	23.4%	187	23.4%	10	13.5%	12	21.3%	27	23.7%	43	31.0%	49	17.4%	14	28.0%	18	25.4%	13
(Refused)	3.5%	28	4.2%	2	4.4%	4	3.6%	5	3.2%	6	4.3%	7	3.2%	3	1.4%	1	2.5%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																		
White	94.9%	759	94.2%	39	97.6%	87	89.3%	115	96.1%	175	93.1%	148	96.0%	80	100.0%	64	97.5%	50
Indian	0.4%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.6%	4	0.0%	0	0.0%	0	3.4%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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
Chinese	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.6%	5	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.4%	2	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)	3.4%	27	4.8%	2	2.4%	2	3.1%	4	4.0%	7	4.5%	7	4.0%	3	0.0%	0	2.5%	1
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
QUOTA Zone																		
Zone 1	5.1%	41	100.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.2%	90	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.2%	129	0.0%	0	0.0%	0	100.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	22.8%	182	0.0%	0	0.0%	0	0.0%	0	100.0%	182	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	19.9%	159	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	159	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.4%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0
Zone 7	8.0%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0
Zone 8	6.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	52
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100
PC Postcode Sector																		
SY4 4	2.4%	19	46.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY5 6	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	10
TF1 1	0.9%	7	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF1 2	1.9%	15	0.0%	0	0.0%	0	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF1 3	4.5%	36	0.0%	0	0.0%	0	27.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF1 5	4.6%	37	0.0%	0	0.0%	0	0.0%	0	20.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF1 6	5.9%	47	0.0%	0	0.0%	0	36.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF107	6.5%	52	0.0%	0	58.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF108	1.9%	15	0.0%	0	17.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF109	1.5%	12	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF118	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.2%	27	0.0%	0
TF119	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	16	0.0%	0
TF125	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	32
TF136	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	10
TF2 0	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF2 6	3.8%	30	0.0%	0	0.0%	0	0.0%	0	16.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF2 7	4.2%	33	0.0%	0	0.0%	0	0.0%	0	18.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF2 8	2.6%	21	0.0%	0	0.0%	0	0.0%	0	11.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF2 9	6.6%	53	0.0%	0	0.0%	0	0.0%	0	29.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF3 1	4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	35	0.0%	0	0.0%	0	0.0%	0
TF3 2	4.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	36	0.0%	0	0.0%	0	0.0%	0
TF3 4	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
TF3 5	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	20	0.0%	0	0.0%	0	0.0%	0
TF4 2	5.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	41	0.0%	0	0.0%	0	0.0%	0
TF4 3	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	26	0.0%	0	0.0%	0	0.0%	0
TF5 0	3.0%	24	0.0%	0	0.0%	0	18.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF6 5	0.4%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF6 6	2.4%	19	46.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF7 4	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	31	0.0%	0	0.0%	0
TF7 5	5.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.6%	40	0.0%	0	0.0%	0
TF8 7	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	12	0.0%	0	0.0%	0
TF9 2	1.3%	11	0.0%	0	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV7 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	21	0.0%	0
Weighted base:		800		41		90		129		182		159		83		64		52
Sample:		800		100		100		100		100		100		100		100		100

Appendix 5 – Statistical Retail Tables (Population Growth Scenario 1)

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE GOODS)

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	11,124	11,196	11,267	11,339	11,382	1,889	1,906	1,971	2,039	2,089
2	25,136	25,833	26,531	27,228	27,646	1,814	1,831	1,894	1,959	2,006
3	34,403	36,152	37,902	39,651	40,701	1,829	1,845	1,909	1,975	2,022
4	48,778	51,258	53,739	56,219	57,708	1,720	1,735	1,795	1,857	1,902
5	41,890	44,020	46,150	48,281	49,559	1,759	1,775	1,836	1,900	1,945
6	21,494	22,587	23,680	24,773	25,429	1,803	1,819	1,882	1,946	1,993
7	18,218	18,588	18,932	19,220	19,389	1,655	1,670	1,728	1,787	1,831
8	12,352	12,748	13,082	13,303	13,452	1,999	2,017	2,086	2,158	2,210
TOTAL	**213,395**	**222,383**	**231,283**	**240,015**	**245,266**					

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	CONVENIENCE EXPENDITURE (£m)					GROWTH CONVENIENCE (£m)			
	2013	2018	2023	2028	2031	2013-18	2013-23	2013-28	2013-31
1	21.0	21.3	22.2	23.1	23.8	0.3	1.2	2.1	2.8
2	45.6	47.3	50.2	53.3	55.5	1.7	4.6	7.7	9.9
3	62.9	66.7	72.3	78.3	82.3	3.8	9.4	15.4	19.4
4	83.9	88.9	96.5	104.4	109.7	5.1	12.6	20.5	25.9
5	73.7	78.1	84.7	91.7	96.4	4.4	11.0	18.0	22.7
6	38.7	41.1	44.6	48.2	50.7	2.3	5.8	9.5	11.9
7	30.2	31.0	32.7	34.4	35.5	0.9	2.6	4.2	5.3
8	24.7	25.7	27.3	28.7	29.7	1.0	2.6	4.0	5.0
TOTAL	**380.7**	**400.3**	**430.6**	**462.1**	**483.6**	**19.5**	**49.9**	**81.4**	**102.9**

TABLE 2B: MAIN / TOP-UP SPLIT (2013)

ZONE	CONVENIENCE EXPENDITURE (£m)		
	MAIN	TOP-UP	TOTAL
1	16.8	4.2	**21.0**
2	36.5	9.1	**45.6**
3	50.3	12.6	**62.9**
4	67.1	16.8	**83.9**
5	59.0	14.7	**73.7**
6	31.0	7.7	**38.7**
7	24.1	6.0	**30.2**
8	19.8	4.9	**24.7**
TOTAL	**304.6**	**76.1**	**380.7**

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

e. WYG has proportioned the level of convenience goods spent between main food and top up at 80/20 which is reflective of the local spending patterns found in Q05 and Q15 of the Household Survey

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS

DESTINATION	TOTAL MAIN FOOD (%)	TOTAL TOP UP (%)	1 MAIN FOOD (%)	1 TOP UP (%)	2 MAIN FOOD (%)	2 TOP UP (%)	3 MAIN FOOD (%)	3 TOP UP (%)	4 MAIN FOOD (%)	4 TOP UP (%)	5 MAIN FOOD (%)	5 TOP UP (%)	6 MAIN FOOD (%)	6 TOP UP (%)	7 MAIN FOOD (%)	7 TOP UP (%)	8 MAIN FOOD (%)	8 TOP UP (%)
RETAINED IN STUDY AREA																		
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	0.0	0.5	0.0	11.6	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
Spar, Church Street, Shawbury	0.0	0.0	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
Local Shops, High Ercall	0.0	0.5	0.0	10.5	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
Local Shops, Shawbury	0.0	0.2	0.0	4.1	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
Local Shops, Waters Upton	0.0	0.0	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
Sub-Total	*0.0*	*1.3*	*0.0*	*28.1*	*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*
Zone 2																		
Newport Town Centre																		
B&M Bargains, High Street, Newport	0.1	0.2	0.0	0.0	0.7	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
Local Shops, Newport Town Centre	0.1	1.4	0.0	0.0	0.7	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
Edge or Out of Defined Centre																		
Co-operative Food (former Somerfield), High Street, Newport	0.9	4.2	0.0	0.0	7.5	22.1	0.0	1.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	4.2	5.2	2.7	3.2	34.3	34.6	0.0	0.0	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Cheswardine	0.0	0.1	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	0.0
Local Shops, Edgmond	0.0	0.1	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	0.0
Local Shops, Hinstock	0.0	0.4	0.0	0.0	0.0	3.1	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	*5.2*	*11.7*	*2.7*	*3.2*	*43.2*	*73.8*	*0.0*	*1.0*	*0.8*	*1.8*	*0.0*	*5.3*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
Zone 3																		
Wellington District Centre																		
Iceland, New Street, Wellington	1.3	0.2	0.0	1.6	0.0	0.0	2.0	0.8	3.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Spring Hill, Wellington	10.7	7.2	23.2	7.0	1.4	2.4	36.8	33.5	7.2	6.1	4.2	0.0	2.6	1.0	3.7	1.0	6.6	0.0
Local Shops, Wellington District Centre	0.4	2.1	0.0	0.0	0.0	0.0	1.8	13.1	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.4	0.0
Wrekin Retail Park																		
Tesco Extra, Wrekin Retail Park, Arleston, Telford	9.0	2.3	4.6	0.0	1.9	0.0	21.7	7.5	7.1	1.9	12.1	3.1	0.7	1.2	6.3	0.8	7.8	0.0
Edge or Out of Defined Centre																		
Aldi, Grooms Alley, Wellington	1.2	1.7	0.6	1.2	0.0	0.0	4.7	10.4	0.5	0.0	0.7	0.0	0.7	0.0	0.8	0.0	1.1	1.0
Co-operative Food, Bagley Drive, Wellington	0.0	0.7	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
Co-operative Food, King Street, Wellington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0	0.0	0.0	0.0	0.0	0.0	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, Castle Street, Hadley, Telford	0.0	2.1	0.0	0.0	0.0	0.0	0.0	2.1	0.0	7.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	0.0	0.7	0.0	8.5	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Haygate Road, Wellington	3.4	0.7	2.2	0.0	0.9	0.0	8.6	1.0	4.3	2.6	0.6	0.0	0.7	0.0	3.4	0.0	5.5	0.0
Local Shops, Admaston	0.0	0.0	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
Local Shops, Leegomery	0.0	0.6	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbirch	0.0	0.2	0.0	2.5	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
Sub-Total	*26.1*	*18.8*	*30.7*	*21.7*	*4.2*	*2.4*	*75.6*	*80.1*	*22.1*	*17.7*	*19.2*	*4.5*	*4.6*	*3.9*	*14.1*	*1.8*	*22.4*	*1.0*
Zone 4																		
Donnington District Centre																		
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Tureff Avenue, Donnington, Telford	0.5	2.0	0.0	0.0	1.2	0.0	1.0	0.0	0.9	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Donnington District Centre	0.0	0.3	0.0	0.0	0.0	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
District Centres																		
Local Shops, Hadley District Centre	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Limes Walk, Oakengates, Telford	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Oakengates District Centre	0.0	0.6	0.0	6.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	2.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.5	4.0	0.0	5.4	0.0	1.3	0.8	1.9	0.0
Aldi, Wellington Road, Donnington, Telford	2.2	2.6	0.0	1.2	6.1	6.2	0.0	1.8	3.7	3.8	1.6	3.1	1.7	0.0	0.6	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	23.2	6.5	6.9	0.0	29.0	0.8	11.4	2.1	44.1	17.0	20.3	11.1	12.5	0.0	21.9	1.6	6.4	0.0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Wombridge Road, Trench, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Holyhead Road, Ketley, Telford	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
One Stop, Trench Road, Trench	0.0	0.3	0.0	0.0	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
Local Shops, Ketley	0.0	0.3	0.0	0.0	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
Local Shops, Trench	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trench Lock	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*28.7*	*18.4*	*6.9*	*7.3*	*36.3*	*9.1*	*12.4*	*5.3*	*52.7*	*59.5*	*25.9*	*14.2*	*19.5*	*0.0*	*28.0*	*2.3*	*9.9*	*0.0*
Zone 5																		
Telford Town Centre																		
Asda, The Border, Telford Town Centre	5.7	2.8	4.0	2.4	0.0	0.0	1.0	4.5	1.1	2.9	13.3	5.1	12.7	3.9	7.6	0.0	9.5	0.0
Iceland, Brodie House, Central Square, Telford	0.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.3	4.3	1.7	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	0.0	0.8	0.0	0.0	0.0	0.8	0.0	0.8	0.0	1.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Local Shops, Telford Town Centre	0.2	2.8	0.0	2.4	0.0	0.0	0.0	2.1	0.0	6.3	0.0	2.6	1.2	4.9	1.1	0.8	0.0	0.0
Major Retail Park																		
Sainsbury's, Telford Forge Retail Park, Telford	12.8	5.7	1.4	0.0	2.5	0.0	9.7	0.8	17.2	8.9	15.8	12.6	10.8	8.6	26.4	0.8	8.9	4.2
Dawley District Centre																		
Local Shops, Dawley District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, High Street, Dawley, Telford	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Co-operative Food, Grange Avenue, Stirchley, Telford	0.1	2.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.7	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	4.6	1.6	0.6	0.0	0.0	0.0	0.0	0.0	6.2	0.0	12.9	8.2	0.7	0.0	1.6	0.0	5.1	0.0
Nisa, Holly Road, Little Dawley	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hollinswood	0.0	0.5	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
Local Shops, Overdale	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Randlay	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*24.0*	*21.0*	*6.0*	*4.8*	*2.5*	*2.9*	*10.7*	*8.1*	*24.4*	*19.3*	*43.6*	*62.3*	*29.6*	*22.0*	*36.7*	*1.6*	*23.6*	*4.2*
Zone 6																		
Madeley District Centre																		
Local Shops, Madeley District Centre	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0
Tesco Superstore, Park Avenue, Madeley, Telford	8.0	7.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	13.7	43.2	48.7	6.4	0.0	12.6	7.1
Edge or Out of Defined Centre																		
Local Shops, Ironbridge	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	2.9	0.0	0.0	0.0	0.0
Local Shops, Sutton Hill	0.0	0.0	0.0	0.0	0.0	0.0	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, Woodside	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	13.0	0.0	0.0	0.0	0.0
Sub-Total	*8.0*	*10.1*	*1.6*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*1.8*	*11.4*	*13.7*	*43.2*	*69.0*	*6.4*	*0.0*	*12.6*	*7.1*
Zone 7 (Outside Telford Borough)																		
Co-operative Food, Bradford Street, Shifnal	0.4	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	5.3	20.5	0.0	0.0
Co-operative Food, High Street, Albrighton	0.2	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	3.0	13.3	0.0	0.0
Co-operative Food, High Street, Shifnal	0.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	20.9	0.0	0.0
Spar, High Street, Albrighton	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	2.1	0.0	0.0
Local Shops, Albrighton	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	0.0	0.0	13.1	0.0	0.0
Local Shops, Cosford	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	2.0	0.0	0.0
Local Shops, Shifnal Town Centre	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	0.0	14.5	0.0	0.0
Sub-Total	*0.8*	*7.7*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*9.9*	*86.5*	*0.0*	*0.0*
Zone 8 (Outside Telford Borough)																		
Co-operative Food, Ironbridge Road, Broseley	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	1.0	0.0	0.0	3.1	20.1
Nisa, Bridgnorth Road, Much Wenlock	0.1	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	1.7	3.1
Spar, High Street, Broseley	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	5.1
Spar, High Street, Much Wenlock	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	0.6	1.8
Local Shops, Broseley Town Centre	0.1	1.8	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	0.0	1.4	24.7
Local Shops, Much Wenlock Town Centre	0.0	1.1	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	0.6	15.2
Sub-Total	*0.5*	*4.9*	*0.0*	*0.9*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*2.2*	*0.0*	*0.0*	*7.4*	*70.0*
SUB-TOTAL STUDY AREA	**93.3**	**93.9**	**47.9**	**66.0**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**97.1**	**95.2**	**92.2**	**75.8**	**82.3**
Sub-Total Telford & Wrekin Borough	**92.1**	**80.4**	**47.9**	**48.4**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**94.9**	**85.3**	**5.7**	**68.4**	**12.3**
OUTSIDE STUDY AREA																		
Outside the Study Area - Birmingham																		
Local Shops, Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																		
Co-operative Food, Fisher Street, Dudley	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	1.2	0.0	0.0	0.0	0.0
Local Shops, Dudley Town Centre	0.0	0.1	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	0.0	0.0	0.0
Sainsbury's, The Merry Hill Centre, Brierley Hill	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.2**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	0.2	0.1	3.1	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	1.4	0.0
Aldi, Kings Court, Stourbridge Road, Bridgnorth	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	2.7	0.0
Asda (Former Netto), Stafford Street, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	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, Old Potts Way, Shrewsbury	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	2.1	2.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	0.0	0.6	0.0	6.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	0.0	0.1	0.0	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	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	0.0	0.3	0.0	1.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	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 and Spencers, Castle Street, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Maer Lane, Market Drayton	0.5	0.2	2.6	0.0	3.5	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
Morrisons, Whitchurch Road, Shrewsbury	0.9	0.1	9.8	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	5.7	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	0.8	0.3	3.5	1.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	4.0
Sainsbury's, Shrewsbury Road, Market Drayton	0.0	0.3	0.0	0.0	0.0	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
Sainsbury's, Whitburn Street, Bridgnorth	0.3	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	5.1	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	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	1.1	2.2
Tesco Express, Ditherington Road, Shrewsbury	0.7	0.1	2.9	0.9	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	1.4
Tesco Express, High Street, Bridgnorth	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	2.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	1.6	0.7	28.4	14.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canal Way, Ellesmere	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	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bridgnorth Town Centre	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	1.7	0.0	1.4	0.0	0.0
Local Shops, Market Drayton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shrewsbury Town Centre	0.0	0.1	0.0	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	0.0	0.0
Local Shops, Ternhill	0.0	0.7	0.0	0.0	0.0	5.3	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	**5.4**	**4.4**	**51.0**	**32.8**	**8.8**	**9.0**	**1.4**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**1.7**	**0.0**	**3.4**	**24.2**	**10.4**
Outside the Study Area - Stafford																		
Asda, Queensway, Stafford	0.1	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Holmcroft Road, Stafford	0.1	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	0.0	0.0
Sainsbury's, Chell Road, Stafford	0.3	0.1	1.1	0.0	2.1	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
Tesco Extra, Newport Road, Stafford	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
Local Shops, Stafford Town Centre	0.0	0.4	0.0	0.0	0.0	0.8	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.7**	**1.1**	**0.0**	**5.1**	**2.8**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent																		
Local Shops, Stoke-on-Trent City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley 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	0.8
Morrisons, Blaydon Road, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	0.4	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	4.8	3.5	0.0	0.0
Sainsbury's, St. Georges Parade, 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	1.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**4.8**	**4.5**	**0.0**	**0.8**
Outside the Study Area - Wyre Forest																		
Local Shops, Kidderminster Town Centre	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	6.6
Sub-Total	**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**	**6.6**
Others																		
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	0.0	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*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*	*0.0*
SUB-TOTAL OUTSIDE STUDY AREA	**6.7**	**6.2**	**52.1**	**34.0**	**13.8**	**11.8**	**1.4**	**5.5**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**2.9**	**4.8**	**7.8**	**24.2**	**17.7**
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 as set out in Table 1
b. Market shares for 'main' and 'top-up' shopping derived directly from Telford Household Survey (March 2013) and weighted/filtered
c. Excludes 'don't know/ varies' and internet sales
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

DESTINATION	TOTAL			1			2			3			4			5			6			7			8		
	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m
RETAINED IN STUDY AREA																											
Zone 1																											
Co-operative Food, Market Drayton Road, Shawbury	0.0	0.5	0.5	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
Spar, Church Street, Shawbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, High Ercall	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Shawbury	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Waters Upton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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*	*1.2*	1.2	*0.0*	*1.2*	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*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Zone 2																											
Newport Town Centre																											
B&M Bargains, High Street, Newport	0.3	0.1	0.4	0.0	0.0	0.0	0.3	0.1	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
Local Shops, Newport Town Centre	0.3	1.0	1.2	0.0	0.0	0.0	0.3	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Co-operative Food (former Somerfield), High Street, Newport	2.7	2.9	5.7	0.0	0.0	0.0	2.7	2.0	4.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	13.5	3.6	17.1	0.5	0.1	0.6	12.5	3.2	15.7	0.0	0.0	0.0	0.5	0.3	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
Local Shops, Cheswardine	0.0	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
Local Shops, Edgmond	0.0	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
Local Shops, Hinstock	0.0	0.3	0.3	0.0	0.0	0.0	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
Sub-Total	*16.8*	*8.1*	24.8	*0.5*	*0.1*	0.6	*15.8*	*6.7*	22.5	*0.0*	*0.1*	0.1	*0.5*	*0.3*	0.8	*0.0*	*0.8*	0.8	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Zone 3																											
Wellington District Centre																											
Iceland, New Street, Wellington	3.9	0.2	4.1	0.0	0.1	0.1	0.0	0.0	0.0	1.0	0.1	1.1	2.1	0.0	2.1	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Spring Hill, Wellington	33.2	5.9	39.1	3.9	0.3	4.2	0.5	0.2	0.7	18.5	4.2	22.7	4.8	1.0	5.8	2.5	0.0	2.5	0.8	0.1	0.9	0.9	0.1	0.9	1.3	0.0	1.3
Local Shops, Wellington District Centre	1.2	1.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.3
Wrekin Retail Park																											
Tesco Extra, Wrekin Retail Park, Arleston, Telford	27.5	1.9	29.4	0.8	0.0	0.8	0.7	0.0	0.7	10.9	0.9	11.9	4.7	0.3	5.1	7.2	0.5	7.6	0.2	0.1	0.3	1.5	0.0	1.6	1.5	0.0	1.5
Edge or Out of Defined Centre																											
Aldi, Grooms Alley, Wellington	3.8	1.4	5.2	0.1	0.0	0.2	0.0	0.0	0.0	2.4	1.3	3.7	0.3	0.0	0.3	0.4	0.0	0.4	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3
Co-operative Food, Bagley Drive, Wellington	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
Co-operative Food, King Street, Wellington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Castle Street, Hadley, Telford	0.0	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	1.2	1.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.0	0.0	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
Tesco Express, Haygate Road, Wellington	10.3	0.6	10.9	0.4	0.0	0.4	0.3	0.0	0.3	4.3	0.1	4.4	2.9	0.4	3.3	0.3	0.0	0.3	0.2	0.0	0.2	0.8	0.0	0.8	1.1	0.0	1.1
Local Shops, Admaston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Leegomery	0.0	0.5	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbirch	0.0	0.2	0.2	0.0	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
Sub-Total	*80.1*	*15.3*	95.4	*0.5*	*0.6*	1.0	*0.3*	*0.0*	0.3	*6.7*	*3.2*	9.9	*3.2*	*1.6*	4.8	*0.8*	*0.2*	1.0	*0.4*	*0.0*	0.4	*1.0*	*0.0*	1.0	*1.3*	*0.0*	1.3
Zone 4																											
Donnington District Centre																											
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	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	0.6	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
Morrisons, Tureff Avenue, Donnington, Telford	1.5	1.5	3.1	0.0	0.0	0.0	0.4	0.0	0.4	0.5	0.0	0.5	0.6	1.5	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
Local Shops, Donnington District Centre	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
District Centres																											
Local Shops, Hadley District Centre	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	0.9	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
Co-operative Food, Limes Walk, Oakengates, Telford	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	0.6	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
Local Shops, Oakengates District Centre	0.0	0.5	0.5	0.0	0.3	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	7.4	0.3	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.3	2.9	2.4	0.0	2.4	1.7	0.0	1.7	0.3	0.0	0.4	0.4	0.0	0.4
Aldi, Wellington Road, Donnington, Telford	6.6	1.9	8.6	0.0	0.0	0.0	2.2	0.6	2.8	0.0	0.2	0.2	2.5	0.6	3.1	1.0	0.5	1.4	0.5	0.0	0.5	0.2	0.0	0.2	0.3	0.0	0.3
Asda, St George's Road, Donnington Wood, Telford	69.5	4.9	74.4	1.2	0.0	1.2	10.6	0.1	10.7	5.8	0.3	6.0	29.6	2.9	32.5	11.9	1.6	13.6	3.9	0.0	3.9	5.3	0.1	5.4	1.3	0.0	1.3
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	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	1.7	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
Co-operative Food, Wombridge Road, Trench, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Holyhead Road, Ketley, Telford	1.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0
One Stop, Trench Road, Trench	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	0.2	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
Local Shops, Ketley	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	0.2	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
Local Shops, Trench	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	0.1	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
Local Shops, Trench Lock	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	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*86.0*	*14.0*	100.1	*1.2*	*0.0*	1.2	*12.8*	*0.6*	13.5	*5.8*	*0.7*	6.4	*34.7*	*6.0*	40.8	*15.3*	*2.1*	17.3	*6.1*	*0.0*	6.1	*6.8*	*0.1*	6.9	*1.9*	*0.0*	1.9
Zone 5																											
Telford Town Centre																											
Asda, The Border, Telford Town Centre	17.3	2.2	19.6	0.7	0.1	0.8	0.0	0.0	0.0	0.5	0.6	1.0	0.7	0.5	1.2	7.8	0.8	8.6	3.9	0.3	4.2	1.8	0.0	1.8	1.9	0.0	1.9
Iceland, Brodie House, Central Square, Telford	1.8	0.9	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	0.4	0.8	1.2	1.3	0.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	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
Local Shops, Telford Town Centre	0.6	2.2	2.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.3	0.0	1.1	1.1	0.0	0.4	0.4	0.4	0.4	0.7	0.3	0.0	0.3	0.0	0.0	0.0
Major Retail Park																											
Sainsbury's, Telford Forge Retail Park, Telford	38.4	4.4	42.7	0.2	0.0	0.2	0.9	0.0	0.9	4.9	0.1	5.0	11.5	1.5	13.0	9.3	1.9	11.2	3.3	0.7	4.0	6.4	0.0	6.4	1.8	0.2	2.0
District Centre																											
Local Shops, Dawley District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, High Street, Dawley, Telford	0.0	1.2	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	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Co-operative Food, Grange Avenue, Stirchley, Telford	0.4	1.5	1.9	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	13.5	1.2	14.7	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	4.1	7.6	1.2	8.8	0.2	0.0	0.2	0.4	0.0	0.4	1.0	0.0	1.0
Nisa, Holly Road, Little Dawley	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
Local Shops, Hollinswood	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
Local Shops, Overdale	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	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Randlay	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	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*72.0*	*15.9*	87.9	*1.0*	*0.2*	1.2	*0.9*	*0.3*	1.2	*5.4*	*1.0*	6.4	*16.4*	*3.2*	19.6	*25.7*	*9.2*	34.9	*9.2*	*1.7*	10.9	*8.8*	*0.1*	8.9	*4.7*	*0.2*	4.9
Zone 6																											
Madeley District Centre																											
Local Shops, Madeley District Centre	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	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Park Avenue, Madeley, Telford	24.4	6.1	30.5	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	2.0	8.7	13.4	3.8	17.2	1.6	0.0	1.6	2.5	0.4	2.8
Edge or Out of Defined Centre																											
Local Shops, Ironbridge	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	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Sutton Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Woodside	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	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*24.4*	*8.0*	32.4	*0.3*	*0.0*	0.3	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*6.7*	*2.0*	8.7	*13.4*	*5.0*	18.4	*1.6*	*0.0*	1.6	*2.5*	*0.4*	2.8
Zone 7 (Outside Telford Borough)																											
Co-operative Food, Bradford Street, Shifnal	1.3	1.2	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	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.2	2.5	0.0	0.0	0.0
Co-operative Food, High Street, Albrighton	0.7	0.8	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	0.7	0.8	1.5	0.0	0.0	0.0
Co-operative Food, High Street, Shifnal	0.4	1.3	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	0.4	1.3	1.7	0.0	0.0	0.0
Spar, High Street, Albrighton	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	0.1	0.1	0.0	0.0	0.0
Local Shops, Albrighton	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, Cosford	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	0.1	0.1	0.0	0.0	0.0
Local Shops, Shifnal Town Centre	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	0.0	0.9	0.9	0.0	0.0	0.0
Sub-Total	*2.4*	*5.2*	7.6	*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	*2.4*	*5.2*	7.6	*0.0*	*0.0*	0.0
Zone 8 (Outside Telford Borough)																											
Co-operative Food, Ironbridge Road, Broseley	0.6	1.1	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	0.1	0.1	0.0	0.0	0.0	0.6	1.0	1.6
Nisa, Bridgnorth Road, Much Wenlock	0.3	0.2	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	0.3	0.2	0.5
Spar, High Street, Broseley	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
Spar, High Street, Much Wenlock	0.1	0.1	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	0.1	0.1	0.2
Local Shops, Broseley Town Centre	0.3	1.3	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	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	1.2	1.5
Local Shops, Much Wenlock Town Centre	0.1	0.8	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	0.1	0.8	0.9
Sub-Total	*1.5*	*3.7*	5.1	*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*	*0.2*	0.2	*0.0*	*0.0*	0.0	*1.5*	*3.5*	4.9
SUB-TOTAL STUDY AREA	283.1	71.4	354.5	3.4	2.2	5.5	29.8	7.6	37.4	17.8	5.0	22.8	54.8	11.2	66.0	48.4	14.3	62.7	29.0	6.9	35.9	20.6	5.5	26.0	11.8	4.1	15.9
Sub-Total Telford & Wrekin Borough	279.3	61.8	341.1	3.4	1.4	4.8	29.8	7.6	37.4	17.8	5.0	22.8	54.8	11.2	66.0	48.4	14.3	62.7	29.0	6.7	35.7	18.2	0.2	18.4	10.4	0.6	11.0

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

DESTINATION	TOTAL MAIN FOOD £m	TOTAL TOP UP £m	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
RETAINED IN STUDY AREA																											
OUTSIDE STUDY AREA																											
Outside the Study Area - Birmingham																											
Local Shops, Birmingham City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																											
Co-operative Food, Fisher Street, Dudley	**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	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Dudley Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, The Merry Hill Centre, Brierley Hill	**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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***0.4***	***0.1***	**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**	***0.4***	***0.1***	**0.4**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Shropshire																											
Aldi, Arlington Way, Shrewsbury	**0.8**	**0.1**	**0.9**	0.5	0.1	**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**
Aldi, Kings Court, Stourbridge Road, Bridgnorth	**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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.5	0.0	**0.5**
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Old Potts Way, Shrewsbury	**0.4**	**0.1**	**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**	0.4	0.1	**0.5**
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	**0.5**	**0.5**	0.0	0.3	**0.3**	0.0	0.0	**0.0**	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**
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Harlescott Lane, Shrewsbury	**0.0**	**0.2**	**0.2**	0.0	0.1	**0.1**	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**
Lidl, Towers Lawn, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Castle Street, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Maer Lane, Market Drayton	**1.7**	**0.1**	**1.9**	0.4	0.0	**0.4**	1.3	0.1	**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**
Morrisons, Whitchurch Road, Shrewsbury	**2.8**	**0.1**	**2.9**	1.6	0.1	**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**	1.1	0.0	**1.1**
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**2.5**	**0.2**	**2.8**	0.6	0.0	**0.6**	0.0	0.0	**0.0**	0.7	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**	1.2	0.2	**1.4**
Sainsbury's, Shrewsbury Road, Market Drayton	**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**
Sainsbury's, Whitburn Street, Bridgnorth	**1.0**	**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	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	1.0	0.0	**1.0**
Sainsbury's, Whitecroft Road, Shrewsbury	**0.2**	**0.1**	**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**	0.2	0.1	**0.3**
Tesco Express, Ditherington Road, Shrewsbury	**2.2**	**0.1**	**2.3**	0.5	0.0	**0.5**	1.7	0.0	**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	0.1	**0.1**
Tesco Express, High Street, Bridgnorth	**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	0.1	**0.1**	0.0	0.0	**0.0**
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**5.3**	**0.6**	**5.9**	4.8	0.6	**5.4**	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**
Tesco Superstore, Canal Way, Ellesmere	**0.1**	**0.0**	**0.1**	0.1	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Waitrose, Pride Hill, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Bridgnorth Town Centre	**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	0.1	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**
Local Shops, Market Drayton Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 Town Centre	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Ternhill	**0.0**	**0.5**	**0.5**	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***17.5***	***3.5***	**21.0**	***8.6***	***1.4***	**10.0**	***3.2***	***0.8***	**4.0**	***0.7***	***0.4***	**1.1**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.3***	***0.1***	**0.4**	***0.0***	***0.2***	**0.2**	***4.8***	***0.5***	**5.3**
Outside the Study Area - Stafford																											
Asda, Queensway, Stafford	**0.4**	**0.1**	**0.5**	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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Holmcroft Road, Stafford	**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**
Sainsbury's, Chell Road, Stafford	**0.9**	**0.1**	**1.0**	0.2	0.0	**0.2**	0.8	0.1	**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, Newport Road, Stafford	**0.7**	**0.0**	**0.7**	0.0	0.0	**0.0**	0.7	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	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Stafford Town Centre	**0.0**	**0.3**	**0.3**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	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**
Sub-Total	***2.4***	***0.5***	**2.9**	***0.2***	***0.0***	**0.2**	***1.8***	***0.3***	**2.1**	***0.0***	***0.3***	**0.3**	***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**
Outside the Study Area - Stoke on Trent																											
Local Shops, Stoke-on-Trent City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wolverhampton																											
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Aldi, Mercury Drive, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Finchfield Hill, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Dudley Street, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Blaydon Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, Anders Square, Perton	**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**	0.0	0.0	**0.0**	1.2	0.2	**1.4**	0.0	0.0	**0.0**
Sainsbury's, St. Georges Parade, 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	0.1	**0.1**	0.0	0.0	**0.0**
Waitrose, Penn Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Wolverhampton City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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	***1.2***	***0.3***	**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**	***1.2***	***0.3***	**1.4**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wyre Forest																											
Local Shops, Kidderminster Town Centre	**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	***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**
Others																											
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	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***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 OUTSIDE STUDY AREA	**21.4**	**4.8**	**26.2**	**8.8**	**1.4**	**10.2**	**5.0**	**1.1**	**6.1**	**0.7**	**0.7**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.2**	**1.2**	**1.2**	**0.5**	**1.6**	**4.8**	**0.9**	**5.6**
TOTAL	**304.6**	**76.1**	**380.7**	**12.1**	**3.6**	**15.7**	**34.8**	**8.7**	**43.6**	**18.5**	**5.7**	**24.2**	**54.8**	**11.2**	**66.0**	**48.4**	**14.3**	**62.7**	**30.0**	**7.1**	**37.1**	**21.7**	**5.9**	**27.7**	**16.6**	**4.9**	**21.6**

Notes:
a. Post code sectors as set out in Table 1
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)
c. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 PRICES

TABLE 5: PERFORMANCE OF EXISTING CONVENIENCE GOODS PROVISION AT 2013

DESTINATION	CONVENIENCE NET SALES (sq m)	SALES AREA (A)	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB) £m	SURVEY TURNOVER DERIVED FROM STUDY AREA £m	DRAWN FROM STUDY AREA %	SURVEY DERIVED TURNOVER £m
TELFORD BOROUGH							
Zone 1							
Edge/Out of Centre (or Undefined)							
Co-operative Food, Market Drayton Road, Shawbury	110	96	8,306	0.8	**0.5**	90	**0.5**
Spar, Church Street, Shawbury				0.0	**0.0**	90	**0.0**
Local Shops, High Ercall				0.4	**0.4**	100	**0.4**
Local Shops, Shawbury				0.2	**0.2**	100	**0.2**
Local Shops, Waters Upton				0.0	**0.0**	100	**0.0**
Sub-Total (Study Area)				**1.5**	**1.2**		**1.2**
Sub Total (within Telford & Wrekin)				**0.5**	***0.5***		**0.5**
Zone 2							
Newport Town Centre							
B&M Bargains, High Street, Newport	197	99	3,000	0.3	**0.4**	90	**0.4**
Local Shops, Newport Town Centre	916	916	2,000	1.8	**1.2**	90	**1.4**
Edge/Out of Centre (or Undefined)							
Co-operative Food (former Somerfield), High Street, Newport	1,011	884	8,306	7.3	**5.7**	90	**6.3**
Waitrose, Audley Road, Newport	2,046	1,719	11,356	19.5	**17.1**	85	**20.1**
Local Shops, Cheswardine				0.1	**0.1**	100	**0.1**
Local Shops, Edgmond				0.1	**0.1**	100	**0.1**
Local Shops, Hinstock				0.3	**0.3**	100	**0.3**
Sub-Total				**29.4**	**24.8**		**28.7**
Zone 3							
Wellington District Centre							
Iceland, New Street, Wellington	288	279	6,667	1.9	**4.1**	100	**4.1**
Morrisons, Spring Hill, Wellington	3,510	2,796	12,817	35.8	**39.1**	95	**41.2**
Local Shops, Wellington District Centre	1,368	1,368	2,000	2.7	**3.0**	100	**3.0**
Edge/Out of Centre (or Undefined)							
Aldi, Grooms Alley, Wellington	650	585	7,476	4.4	**5.2**	100	**5.2**
Co-operative Food, Bagley Drive, Wellington	160	140	8,306	1.2	**0.6**	100	**0.6**
Co-operative Food, King Street, Wellington	256	224	8,306	1.9	**0.0**	100	**0.0**
Co-operative Food, Roden Close, Dot Hill, Telford	308	269	8,306	2.2	**0.0**	100	**0.0**
Lidl, Castle Street, Hadley, Telford	1,360	1,224	3,034	3.7	**1.7**	100	**1.7**
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	288	274	7,786	2.1	**0.6**	100	**0.6**
Tesco Express, Haygate Road, Wellington	135	122	10,760	1.3	**10.9**	100	**10.9**
Tesco Extra, Wrekin Retail Park, Arleston, Telford	6,175	3,705	10,760	39.9	**29.4**	90	**32.7**
Local Shops, Admaston				0.0	**0.0**	100	**0.0**
Local Shops, Leegomery				0.5	**0.5**	100	**0.5**
Local Shops, Shawbirch				0.2	**0.2**	100	**0.2**
Sub-Total				**97.8**	**95.4**		**100.7**
Zone 4							
Donnington District Centre							
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	499	436	8,306	3.6	**0.6**	100	**0.6**
Morrisons, Tureff Avenue, Donnington, Telford	757	681	12,817	8.7	**3.1**	100	**3.1**
Local Shops, Donnington District Centre	219	219	2,000	0.4	**0.2**	100	**0.2**
Hadley District Centre							
Local Shops, Hadley District Centre	166	166	2,000	0.3	**0.9**	100	**0.9**
Oakengates District Centre							
Co-operative Food, Limes Walk, Oakengates, Telford	743	649	8,306	5.4	**0.6**	100	**0.6**
Local Shops, Oakengates District Centre	928	928	2,000	1.9	**0.5**	100	**0.5**
Edge/Out of Centre (or Undefined)							
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	1,125	1,013	7,476	7.6	**7.7**	100	**7.7**
Aldi, Wellington Road, Donnington, Telford	754	679	7,476	5.1	**8.6**	100	**8.6**
Asda, St George's Road, Donnington Wood, Telford	5,382	3,229	12,536	40.5	**74.4**	95	**78.3**
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	164	143	8,306	1.2	**1.7**	100	**1.7**
Co-operative Food, Wombridge Road, Trench, Telford	279	244	8,306	2.0	**0.0**	100	**0.0**
Farmfoods, Holyhead Road, Ketley, Telford	568	568	4,000	2.3	**1.1**	100	**1.1**
One Stop, Trench Road, Trench	139	132	4,000	0.5	**0.2**	100	**0.2**
Local Shops, Ketley				0.2	**0.2**	100	**0.2**
Local Shops, Trench				0.1	**0.1**	100	**0.1**
Local Shops, Trench Lock				0.2	**0.2**	100	**0.2**
Sub-Total				**80.0**	**100.1**		**104.0**
Zone 5							
Telford Town Centre							
Asda, The Border, Telford Town Centre	4,274	2,859	12,536	35.8	**19.6**	90	**21.7**
Iceland, Brodie House, Central Square, Telford	486	471	6,667	3.1	**2.7**	100	**2.7**
Marks and Spencers, Dean Street, Telford	649	615	11,488	7.1	**0.6**	90	**0.7**
Local Shops, Telford Town Centre	712	712	3,000	2.1	**2.8**	100	**2.8**
Dawley District Centre							
Co-operative Food, High Street, Dawley, Telford	571	499	8,306	4.1	**1.2**	100	**1.2**
Local Shops, Dawley District Centre	334	334	2,000	0.7	**0.0**	100	**0.0**
Edge/Out of Centre (or Undefined)							
Co-operative Food, Grange Avenue, Stirchley, Telford	827	723	8,306	6.0	**1.9**	100	**1.9**
Morrisons, Gresham Drive, Newdale, Lawley, Telford	1,828	1,456	12,817	18.7	**14.7**	100	**14.7**
Nisa, Holly Road, Little Dawley	102	102	11,566	1.2	**0.5**	100	**0.5**
Sainsbury's, Telford Forge Retail Park, Telford	3,763	2,709	11,864	32.1	**42.7**	90	**47.5**
Local Shops, Hollinswood				0.4	**0.4**	100	**0.4**
Local Shops, Overdale				0.8	**0.8**	100	**0.8**
Local Shops, Randlay				0.1	**0.1**	100	**0.1**
Sub-Total				**112.2**	**87.9**		**94.9**
Zone 6							
Madeley District Centre							
Tesco Superstore, Park Avenue, Madeley, Telford	3,458	2,628	10,760	28.3	**30.5**	90	**33.9**
Local Shops, Madeley District Centre	285	285	2,000	0.6	**0.6**	100	**0.6**
Edge/Out of Centre (or Undefined)							
Local Shops, Ironbridge	315	315	2,000	0.6	**0.2**	80	**0.3**
Local Shops, Sutton Hill				0.0	**0.0**	100	**0.0**
Local Shops, Woodside				1.0	**1.0**	100	**1.0**
Sub-Total				**30.5**	**32.4**		**35.8**
SUB-TOTAL TELFORD BOROUGH				**350.5**	**341.1**		**364.6**

Notes:

a. Floorspace figures taken from GOAD 2012 and IGD 2010 database

b. Net floorspace derived from IGD Database or WYG judgement. Where no floorspace data is available for local shops, it is assumed that they are trading at equilibrium

c. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, except for larger format stores (Tesco Extra at Wrekin RP and Asda at St George's Road, where it has been assumed that convenience floorspace will be 60% of sales)

d. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for local shops

e. Survey derived turnover derived from Telford Household Survey (2013) taken from Table 4

f. Percentage of turnover drawn from outside Study Area is based on WYG judgement (with reference to historic household surveys in the wider area) and geographic position of facility within the Study Area

2011 PRICES

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

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Telford Borough

Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure -
2013	350.5	364.6	14.1
2018	343.9	383.3	39.4
2023	344.9	412.3	67.4
2028	346.6	442.6	95.9
2031	347.7	463.2	115.5
Market Share (%)		**89.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Borough) facilities at 89.6% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.9% of overall turnover derived from Table 5
At 2011 prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.1	1,200	2,800
2018	39.4	3,400	8,000
2023	67.4	5,800	13,700
2028	95.9	8,200	19,500
2031	115.5	9,800	23,500

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6c: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.1	65.1	-51.1	-4,300	-10,200
2018	39.4	63.9	-24.5	-2,100	-5,000
2023	67.4	64.1	3.3	300	700
2028	95.9	64.4	31.5	2,700	6,400
2031	115.5	64.6	50.9	4,300	10,300

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d below
At 2011 prices

TABLE 6d: Convenience Goods Planning Commitments Benchmark Turnover within Identified Centres

Reference	Location	Proposal	Gross Retail	Net Convenience	Sales Density	Estimated Turnover	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2009/0915	Land at Malinslee House	Replacement Asda store	7,897	3,148	12,536	39.5	90	16.0
TWC/2006/1417	Aldi, Grooms Alley, Wellington	Extension to foodstore	248	223	7,476	1.7	100	1.7
TWC/2011/0953	Gladstone House, Hadely	Tesco Express	371	234	10,760	2.5	100	2.5
TWC/2012/0866	Land off Burford, Brookside,	Retail units below flats	534	278	5,000	1.4	100	1.4
TWC/2013/0102	Aldi, Land off Parkway, Madeley	New foodstore	1,419	842	7,476	6.3	90	5.7
TWC/2013/0092	Queens Arms, Southall Road	Ground floor retail units and flats	368	221	5,000	1.1	100	1.1
TWC/2013/0277	Greenfields Farm Shop, Station	Erection of replacement farm shop	328	230	3,000	0.7	90	0.6
TWC/2008/0001	Standford Hall Farm, Edgemond	COU to Farmshop	215	194	3,000	0.6	90	0.5
TWC/2013/0118	Merrythought Village, Ironbridge	Change of use to foodstore and	557	379	5,000	1.9	80	1.5
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food & drink	36,400	3,150	11,867	37.4	90	33.6
Sub-Total Telford Urban Area			**48,337**	**8,897**		**93.0**		**64.6**
Newport (Zone 2)								
TWC/2011/0916	Audley Avenue	Erection of new (Morrisons)	5,084	2,644				
TWC/2012/0859	Land off A41/A518 Roundabout	Convenience store at PFS	150	105	5,000	0.5	100	0.5
Sub-Total Newport			**5,234**	**2,749**		**0.5**		**0.5**
Total			**53,571**	**11,646**		**93.5**		**65.1**

Notes:
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA. Not included as commitment as currently subject of legal challenge
b. The proposed Asda at Malinslee House is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated convenience goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Convenience floorspace is expected to be provided by planning permission reference TWC/2013/0612 and estimate of floorspace is based on previous proposal for Red Oak Car Park (planning permission reference TWC/2009/1074)
e. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, otherwise WYG judgement
f. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
g. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of A1 floorspace

Table 6e: Estimated 'Capacity' for Convenience Goods Facilities in Telford Urban Area (Facilities in Zones 3, 4, 5 and 6)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure -
2013	320.6	335.4	14.9
2018	314.5	352.7	38.2
2023	315.5	379.4	63.9
2028	317.0	407.2	90.2
2031	318.0	426.1	108.1
Market Share		**82.9**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Urban Area) facilities at 82.9% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.2% of overall turnover derived from Table 5
At 2011 prices

Table 6f: Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.9	1,300	3,000
2018	38.2	3,300	7,800
2023	63.9	5,500	13,000
2028	90.2	7,700	18,300
2031	108.1	9,200	22,000

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6g: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.9	64.6	-49.7	-4,200	-9,900
2018	38.2	63.4	-25.2	-2,200	-5,100
2023	63.9	63.6	0.3	0	100
2028	90.2	63.9	26.3	2,200	5,300
2031	108.1	64.1	44.1	3,700	8,900

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

Table 6h: Estimated 'Capacity' for Convenience Goods Facilities in Newport (Facilities in Zone 2)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure -
2013	29.4	28.7	-0.8
2018	28.9	30.1	1.2
2023	29.0	32.4	3.4
2028	29.1	34.8	5.7
2031	29.2	36.4	7.2
Market Share		**6.5**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Newport (Town) facilities at 6.5% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 15.4% of overall turnover derived from Table 5
At 2011 prices

Table 6i: Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods		
	£m	Floorspace	
		Min	Max
2013	-0.8	-100	-200
2018	1.2	100	300
2023	3.4	300	700
2028	5.7	500	1,200
2031	7.2	600	1,500

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6j: Net Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	-0.8	0.5	-1.3	-100	-300
2018	1.2	0.5	0.7	100	100
2023	3.4	0.5	2.9	300	600
2028	5.7	0.5	5.1	400	1,000
2031	7.2	0.5	6.7	600	1,300

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

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TABLE 7: POPULATION AND EXPENDITURE (COMPARISON GOODS)

ZONE	POPULATION 2013	POPULATION 2018	POPULATION 2023	POPULATION 2028	POPULATION 2031
1	11,124	11,196	11,267	11,339	11,382
2	25,136	25,833	26,531	27,228	27,646
3	34,403	36,152	37,902	39,651	40,701
4	48,778	51,258	53,739	56,219	57,708
5	41,890	44,020	46,150	48,281	49,559
6	21,494	22,587	23,680	24,773	25,429
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	**213,395**	**222,383**	**231,283**	**240,015**	**245,266**

PER CAPITA EXPENDITURE

2013

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	290	287	375	693	189.3	501	416	63	**2,813**
2	282	259	365	716	173.1	488	383	70	**2,736**
3	272	228	367	760	165.6	472	383	64	**2,713**
4	237	206	352	701	150.5	434	362	54	**2,497**
5	225	196	323	683	144.4	405	367	51	**2,395**
6	223	205	298	636	136.8	382	367	50	**2,297**
7	265	235	321	660	151.7	448	327	65	**2,473**
8	299	290	375	736	188.4	496	413	71	**2,868**
TOTAL									

2018

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	319	316	413	763	209	552	458	70	**3,100**
2	310	285	402	789	191	538	422	77	**3,015**
3	300	251	405	837	183	520	422	71	**2,990**
4	262	227	388	772	166	479	399	60	**2,751**
5	248	216	356	752	159	447	405	56	**2,639**
6	245	226	329	701	151	421	404	55	**2,531**
7	292	259	354	727	167	494	360	72	**2,725**
8	329	320	413	811	208	547	455	78	**3,160**
TOTAL									

2023

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	363	360	469	868	237	627	521	79	**3,525**
2	353	324	457	897	217	612	480	87	**3,427**
3	341	286	460	952	208	592	480	81	**3,399**
4	297	258	441	878	189	544	453	68	**3,128**
5	282	245	404	855	181	508	460	64	**3,000**
6	279	256	374	797	171	479	459	63	**2,878**
7	332	294	402	826	190	561	410	82	**3,098**
8	374	363	470	922	236	621	517	89	**3,593**
TOTAL									

2028

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	418	414	540	999	273	722	599	94	**4,061**
2	406	373	526	1,033	250	704	553	103	**3,949**
3	393	329	530	1,096	239	681	553	96	**3,916**
4	342	298	508	1,010	217	626	522	80	**3,604**
5	325	283	465	985	208	585	530	76	**3,456**
6	321	295	430	918	197	551	529	74	**3,316**
7	382	339	463	951	219	646	472	97	**3,570**
8	431	419	541	1,061	272	715	595	105	**4,139**
TOTAL									

2031

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	456	451	589	1,089	298	787	653	99	**4,422**
2	443	407	573	1,125	272	767	602	110	**4,300**
3	428	359	577	1,194	260	742	602	101	**4,264**
4	373	324	553	1,101	237	683	569	85	**3,924**
5	354	308	507	1,073	227	637	577	80	**3,763**
6	350	322	469	1,000	215	601	576	78	**3,611**
7	416	369	505	1,037	238	704	514	103	**3,887**
8	469	456	590	1,156	296	780	649	111	**4,507**
TOTAL									

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

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TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON GOODS)

ZONE	EXPENDITURE £(m)																																				GROWTH ALL COMPARISON			
	COMPARISON																																							
	2013									2018									2023								2028								2031								'13-18	'13-23	'13-'28	'13-'31
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total				
1	3.2	3.2	4.2	7.7	2.1	5.6	4.6	0.7	**31.3**	3.6	3.5	4.6	8.5	2.3	6.2	5.1	0.8	**34.7**	4.1	4.1	5.3	9.8	2.7	7.1	5.9	0.9	**39.7**	4.7	4.7	6.1	11.3	3.1	8.2	6.8	1.1	**46.0**	5.2	5.1	6.7	12.4	3.4	9.0	7.4	1.1	**50.3**	3.4	8.4	14.8	19.0
2	7.1	6.5	9.2	18.0	4.4	12.3	9.6	1.8	**68.8**	8.0	7.4	10.4	20.4	4.9	13.9	10.9	2.0	**77.9**	9.4	8.6	12.1	23.8	5.8	16.2	12.7	2.3	**90.9**	11.1	10.2	14.3	28.1	6.8	19.2	15.1	2.8	**107.5**	12.2	11.2	15.9	31.1	7.5	21.2	16.7	3.0	**118.9**	9.1	22.2	38.8	50.1
3	9.4	7.9	12.6	26.1	5.7	16.2	13.2	2.2	**93.3**	10.8	9.1	14.6	30.3	6.6	18.8	15.3	2.6	**108.1**	12.9	10.8	17.4	36.1	7.9	22.4	18.2	3.1	**128.8**	15.6	13.1	21.0	43.5	9.5	27.0	21.9	3.8	**155.3**	17.4	14.6	23.5	48.6	10.6	30.2	24.5	4.1	**173.5**	14.7	35.5	61.9	80.2
4	11.58	10.06	17.16	34.17	7.3	21.18	17.65	2.64	**121.8**	13.4	11.7	19.9	39.6	8.5	24.5	20.4	3.1	**141.0**	16.0	13.9	23.7	47.2	10.1	29.2	24.4	3.6	**168.1**	19.3	16.7	28.5	56.8	12.2	35.2	29.3	4.5	**202.6**	21.5	18.7	31.9	63.5	13.6	39.4	32.8	4.9	**226.4**	19.2	46.3	80.8	104.7
5	9.4	8.2	13.5	28.6	6.0	17.0	15.4	2.1	**100.3**	10.9	9.5	15.7	33.1	7.0	19.7	17.8	2.5	**116.2**	13.0	11.3	18.7	39.5	8.3	23.4	21.2	3.0	**138.4**	15.7	13.6	22.5	47.6	10.1	28.2	25.6	3.7	**166.9**	17.5	15.3	25.1	53.2	11.2	31.6	28.6	4.0	**186.5**	15.8	38.1	66.6	86.2
6	4.8	4.4	6.4	13.7	2.9	8.2	7.9	1.1	**49.4**	5.5	5.1	7.4	15.8	3.4	9.5	9.1	1.2	**57.2**	6.6	6.1	8.8	18.9	4.1	11.3	10.9	1.5	**68.2**	8.0	7.3	10.7	22.7	4.9	13.7	13.1	1.8	**82.1**	8.9	8.2	11.9	25.4	5.5	15.3	14.7	2.0	**91.8**	7.8	18.8	32.8	42.4
7	4.8	4.3	5.8	12.0	2.8	8.2	6.0	1.2	**45.1**	5.4	4.8	6.6	13.5	3.1	9.2	6.7	1.3	**50.7**	6.3	5.6	7.6	15.6	3.6	10.6	7.8	1.6	**58.7**	7.3	6.5	8.9	18.3	4.2	12.4	9.1	1.9	**68.6**	8.1	7.2	9.8	20.1	4.6	13.7	10.0	2.0	**75.4**	5.6	13.6	23.6	30.3
8	3.7	3.6	4.6	9.1	2.3	6.1	5.1	0.9	**35.4**	4.2	4.1	5.3	10.3	2.6	7.0	5.8	1.0	**40.3**	4.9	4.8	6.1	12.1	3.1	8.1	6.8	1.2	**47.0**	5.7	5.6	7.2	14.1	3.6	9.5	7.9	1.4	**55.1**	6.3	6.1	7.9	15.6	4.0	10.5	8.7	1.5	**60.6**	4.9	11.6	19.6	25.2
TOTAL	**54.0**	**48.1**	**73.5**	**149.4**	**33.6**	**94.8**	**79.4**	**12.6**	**545.4**	**61.9**	**55.1**	**84.4**	**171.6**	**38.5**	**108.7**	**91.2**	**14.4**	**626.0**	**73.2**	**65.1**	**99.8**	**202.9**	**45.5**	**128.5**	**107.8**	**17.1**	**739.8**	**87.3**	**77.7**	**119.2**	**242.4**	**54.3**	**153.4**	**128.8**	**21.0**	**884.2**	**97.2**	**86.4**	**132.7**	**269.9**	**60.5**	**170.7**	**143.4**	**22.7**	**983.5**	**80.6**	**194.5**	**338.8**	**438.2**

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.8**	0.0	6.1	0.7	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.0**	**0.0**	**7.4**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.3**	3.7	0.8	9.2	5.8	2.3	3.4	0.0	5.7
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.9**	0.0	1.0	0.0	1.2	0.8	0.0	2.5	1.6
Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	4.7	12.2	7.4	6.1	6.4	4.7	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**11.8**	**3.7**	**6.4**	**21.4**	**14.4**	**9.1**	**9.8**	**7.2**	**10.6**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	2.5	2.9	3.1	3.5	0.0	6.5	0.8
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**2.8**	**0.0**	**2.5**	**2.9**	**3.1**	**3.5**	**0.0**	**6.5**	**0.8**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.0**	1.8	0.0	0.0	0.7	1.4	0.8	4.3	0.8
Marks and Spencers, Dean Street, Telford	**1.4**	0.0	0.0	2.0	0.0	3.5	1.7	0.0	2.8
Telford Town Centre	**53.7**	33.4	44.8	51.8	53.1	67.0	72.0	44.4	38.1
Telford Shopping Centre, Telford	**0.9**	0.0	3.3	0.0	0.0	0.0	0.0	4.3	2.7
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.0**	0.0	0.0	2.0	0.0	2.4	0.0	1.9	0.0
Telford Forge Retail Park, Telford	**7.4**	0.0	2.9	7.9	15.8	5.6	1.5	9.2	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	2.5	0.6	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**65.7**	**35.2**	**51.0**	**63.7**	**69.7**	**80.0**	**78.5**	**64.6**	**45.4**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***
SUB TOTAL	**81.6**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**79.6**	**60.1**
Sub-Total Telford & Wrekin Borough	**81.4**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**78.3**	**59.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**2.1**	1.8	2.0	2.9	0.5	0.0	4.3	6.7	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**1.8**	**2.0**	**2.9**	**0.5**	**0.0**	**4.3**	**6.7**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	2.3	1.1	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.6**	0.9	1.3	1.4	0.0	0.0	1.5	0.0	0.0
Sub-Total	**1.0**	**0.9**	**3.6**	**2.6**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	1.2	0.8	0.0	2.2	0.8	0.8	0.0	0.8
Sub-Total	**0.9**	**1.2**	**0.8**	**0.0**	**2.2**	**0.8**	**0.8**	**0.0**	**0.8**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.3**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Manchester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	**0.1**	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.1**	44.5	10.0	2.2	8.0	2.2	1.7	1.9	27.1
Whitchurch Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.3**	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.2**	**52.8**	**12.9**	**2.2**	**8.0**	**2.2**	**1.7**	**1.9**	**32.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stafford Town Centre	**0.7**	1.2	4.2	0.0	0.7	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**1.2**	**4.2**	**0.0**	**0.7**	**0.0**	**0.0**	**0.6**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.3**	1.2	0.8	0.0	0.0	0.0	0.8	0.6	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**1.2**	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.6**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.7**	0.0	1.4	2.9	0.0	1.6	0.0	7.0	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**1.4**	**2.9**	**0.0**	**1.6**	**0.0**	**7.0**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.2**	1.2	3.3	0.0	0.9	1.6	0.8	1.5	1.1
Sub-Total	**1.2**	**1.2**	**3.3**	**0.0**	**0.9**	**1.6**	**0.8**	**1.5**	**1.1**
Others									
Abroad	**0.3**	0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.6
Sub-total	***0.3***	***0.7***	***0.0***	***0.0***	***0.0***	***1.1***	***0.0***	***0.0***	***0.6***
SUB TOTAL OUTSIDE STUDY AREA	**18.4**	**61.1**	**32.6**	**11.3**	**12.8**	**7.4**	**11.7**	**20.4**	**39.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

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TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.1	0.2	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**1.3**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**6.4**	0.3	0.1	2.4	2.0	0.6	0.5	0.0	0.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**1.2**	0.0	0.2	0.0	0.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**10.0**	0.0	0.8	3.2	2.5	1.7	0.9	0.6	0.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.7**	**0.3**	**1.1**	**5.6**	**4.9**	**2.6**	**1.3**	**0.9**	**1.0**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.1**	0.0	0.4	0.7	1.1	1.0	0.0	0.8	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.0**	**0.4**	**0.7**	**1.1**	**1.0**	**0.0**	**0.8**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.5**	0.1	0.0	0.0	0.2	0.4	0.1	0.5	0.1
Marks and Spencers, Dean Street, Telford	**2.0**	0.0	0.0	0.5	0.0	1.0	0.2	0.0	0.3
Telford Town Centre	**80.1**	2.6	8.1	13.5	18.2	19.2	9.8	5.3	3.5
Telford Shopping Centre, Telford	**1.3**	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.2
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.4**	0.0	0.0	0.5	0.0	0.7	0.0	0.2	0.0
Telford Forge Retail Park, Telford	**11.0**	0.0	0.5	2.1	5.4	1.6	0.2	1.1	0.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**97.9**	**2.7**	**9.2**	**16.7**	**23.8**	**22.9**	**10.7**	**7.8**	**4.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**121.7**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.6**	**5.5**
Sub-Total Telford & Wrekin Borough	**121.5**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.4**	**5.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**3.2**	0.1	0.4	0.7	0.2	0.0	0.6	0.8	0.4
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**0.1**	**0.4**	**0.7**	**0.2**	**0.0**	**0.6**	**0.8**	**0.4**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.7**	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.9**	0.1	0.2	0.4	0.0	0.0	0.2	0.0	0.0
Sub-Total	**1.6**	**0.1**	**0.7**	**0.7**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.1	0.1	0.0	0.8	0.2	0.1	0.0	0.1
Sub-Total	**1.4**	**0.1**	**0.1**	**0.0**	**0.8**	**0.2**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.5**	0.0	0.5	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**
Outside the Study Area - Manchester									
Manchester City Centre	**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**
Outside the Study Area - Preston									
Preston City 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**

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TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.3**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**12.1**	3.4	1.8	0.6	2.7	0.6	0.2	0.2	2.5
Whitchurch Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.8**	**4.1**	**2.3**	**0.6**	**2.7**	**0.6**	**0.2**	**0.2**	**2.9**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Town Centre	**1.1**	0.1	0.8	0.0	0.2	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.2**	**0.1**	**0.8**	**0.0**	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.4**	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**2.4**	0.0	0.2	0.8	0.0	0.5	0.0	0.8	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.0**	**0.2**	**0.8**	**0.0**	**0.5**	**0.0**	**0.8**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.9**	0.1	0.6	0.0	0.3	0.5	0.1	0.2	0.1
Sub-Total	**1.9**	**0.1**	**0.6**	**0.0**	**0.3**	**0.5**	**0.1**	**0.2**	**0.1**
Others									
Abroad	**0.4**	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Sub-Total	***0.4***	***0.1***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***	***0.0***	***0.1***
SUB TOTAL OUTSIDE STUDY AREA	**27.7**	**4.7**	**5.9**	**3.0**	**4.4**	**2.1**	**1.6**	**2.4**	**3.6**
TOTAL	**149.4**	**7.7**	**18.0**	**26.1**	**34.2**	**28.6**	**13.7**	**12.0**	**9.1**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.1**	0.0	12.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.2**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**4.5**	11.8	0.0	17.0	2.5	0.0	0.0	0.0	0.0
Wellington District Centre	**3.8**	6.2	0.0	16.8	0.0	0.0	0.0	0.0	3.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	0.0	12.5	16.4	0.0	0.0	4.5	2.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.7
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**2.1**	0.0	0.0	9.0	1.5	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.4**	**17.9**	**0.0**	**55.3**	**20.4**	**0.0**	**0.0**	**6.7**	**7.8**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	10.2	0.0	0.0	2.1	0.0	1.3	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	**8.4**	0.0	12.7	3.0	19.3	8.0	2.2	9.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**10.2**	**12.7**	**3.0**	**21.4**	**8.0**	**3.5**	**11.2**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**2.4**	0.0	0.0	0.0	0.0	1.9	11.0	2.9	5.9
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**44.0**	13.5	35.7	39.1	41.5	64.7	52.9	47.8	28.3
Telford Shopping Centre, Telford	**2.4**	0.0	9.9	0.0	0.0	0.0	0.0	11.6	6.6
District Centre									
Dawley District Centre	**0.5**	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**2.0**	0.0	0.0	0.0	6.7	0.0	2.9	0.0	2.7
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.8**	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**52.3**	**13.5**	**45.7**	**39.1**	**48.2**	**74.6**	**66.8**	**64.4**	**43.5**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.1**	0.0	0.0	0.0	0.0	0.0	8.8	0.0	0.0
Madeley District Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**1.2**	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**	**12.6**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	9.3
Sub-Total	***0.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***	***9.3***
SUB TOTAL	**84.8**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**84.2**	**86.0**	**60.6**
Sub-Total Telford & Wrekin Borough	**83.7**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**82.9**	**82.2**	**51.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	2.3	0.0	0.0	0.0	0.0	3.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.3**	0.0	0.0	0.0	3.2	2.4	0.0	0.0	3.9
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**3.2**	**2.4**	**0.0**	**0.0**	**3.9**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.6**	0.0	2.3	1.4	0.0	0.0	0.0	0.0	2.7
Sub-Total	**0.6**	**0.0**	**2.3**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**1.1**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.4**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	10.9
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.1**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**6.4**	52.2	2.9	1.1	4.7	2.4	5.1	1.3	17.9
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.9**	**58.4**	**5.2**	**1.1**	**4.7**	**2.4**	**5.1**	**2.5**	**32.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.3**	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.8**	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**13.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.8**	0.0	2.9	0.0	2.1	4.8	0.0	3.2	0.0
Sub-Total	**1.8**	**0.0**	**2.9**	**0.0**	**2.1**	**4.8**	**0.0**	**3.2**	**0.0**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**15.2**	**58.4**	**26.0**	**2.5**	**10.0**	**9.5**	**15.8**	**14.0**	**39.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**1.4**	0.2	0.0	1.0	0.2	0.0	0.0	0.0	0.0
Wellington District Centre	**1.2**	0.1	0.0	1.0	0.0	0.0	0.0	0.0	0.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**2.1**	0.0	0.0	0.7	1.2	0.0	0.0	0.1	0.0
Wrekin Retail Park, Arleston, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.4**	**0.4**	**0.0**	**3.2**	**1.5**	**0.0**	**0.0**	**0.2**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.4**	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.0**	0.0	0.6	0.2	1.4	0.5	0.1	0.3	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.4**	**0.2**	**0.6**	**0.2**	**1.6**	**0.5**	**0.1**	**0.3**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**14.6**	0.3	1.6	2.2	3.0	3.9	1.6	1.3	0.7
Telford Shopping Centre, Telford	**0.9**	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.2
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.5	0.0	0.1	0.0	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.3**	**0.3**	**2.0**	**2.2**	**3.5**	**4.5**	**2.0**	**1.8**	**1.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Madeley District Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.4**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.3**	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***	***0.2***
SUB TOTAL WITHIN STUDY AREA	**28.0**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.5**	**2.4**	**1.4**
Sub-Total Telford & Wrekin Borough	**27.6**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.4**	**2.3**	**1.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.2**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.5**	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.2**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**2.4**	1.1	0.1	0.1	0.3	0.1	0.2	0.0	0.4
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**1.2**	**0.2**	**0.1**	**0.3**	**0.1**	**0.2**	**0.1**	**0.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.6**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.7**	0.0	0.1	0.0	0.2	0.3	0.0	0.1	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.3**	**0.0**	**0.1**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**5.6**	**1.2**	**1.1**	**0.1**	**0.7**	**0.6**	**0.5**	**0.4**	**0.9**
TOTAL	**33.6**	**2.1**	**4.4**	**5.7**	**7.3**	**6.0**	**2.9**	**2.8**	**2.3**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.7**	1.8	14.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**1.8**	**15.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	6.9	0.0	19.7	1.6	1.7	0.0	0.0	4.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.1**	0.0	0.0	6.6	11.3	1.2	0.0	3.4	1.3
Wrekin Retail Park, Arleston, Telford	**5.8**	0.0	0.0	2.8	12.3	7.8	2.2	6.6	7.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.7**	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**15.8**	**6.9**	**0.0**	**33.4**	**25.2**	**10.7**	**2.2**	**10.0**	**12.8**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.0**	0.0	0.0	1.0	9.2	1.7	0.0	18.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.0**	**0.0**	**3.6**	**1.8**	**10.8**	**1.7**	**0.0**	**19.9**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.8**	0.0	1.5	0.0	0.0	1.0	2.2	1.3	1.3
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Telford Town Centre	**32.7**	16.6	27.4	30.3	15.0	55.8	52.8	22.5	29.5
Telford Shopping Centre, Telford	**0.7**	0.0	3.0	0.0	0.0	0.0	0.0	1.0	4.3
District Centre									
Dawley District Centre	**0.4**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.8**	1.3	3.0	7.4	16.8	3.5	1.3	4.1	7.0
Telford Forge Retail Park, Telford	**15.0**	6.7	18.7	19.5	12.9	12.2	13.2	26.3	5.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.0	0.0	1.6	2.3	1.8
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**57.0**	**24.7**	**53.7**	**59.2**	**44.7**	**72.5**	**72.4**	**57.6**	**49.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.1**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Much Wenlock Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.6***
SUB TOTAL	**81.2**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**66.5**
Sub-Total Telford & Wrekin Borough	**80.9**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**61.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	7.0	4.2	1.0	2.4	1.2	2.3	1.0	2.6
Birmingham City Centre	**1.8**	1.1	1.5	0.0	6.2	0.0	1.6	2.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.0**	**8.0**	**5.7**	**1.0**	**8.5**	**1.2**	**3.9**	**3.1**	**2.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**1.3**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**1.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	1.6	1.2	0.0	1.8	2.6
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.2**	**0.0**	**2.8**	**2.6**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.5**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.3
Harlescott	**0.1**	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.1**	28.9	6.9	1.0	1.2	5.0	4.5	1.8	11.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Meole Brace Retail Park, Shrewsbury	**0.9**	8.8	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	10.1	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Sub-Total	**9.1**	**58.6**	**15.9**	**3.1**	**1.2**	**6.3**	**4.5**	**2.8**	**23.5**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.5**	0.0	0.0	0.0	1.6	0.0	0.0	2.6	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**2.6**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	1.2	0.0	0.0	0.0	0.0	1.0	1.8
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**1.2**	**0.0**	**1.6**	**1.0**	**1.8**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**
Others									
Abroad	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**18.8**	**66.7**	**27.5**	**5.5**	**19.3**	**15.1**	**11.3**	**12.4**	**33.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

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TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.8**	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.0**	**0.1**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.5**	0.4	0.0	3.2	0.3	0.3	0.0	0.0	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.0**	0.0	0.0	1.1	2.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**5.5**	0.0	0.0	0.5	2.6	1.3	0.2	0.5	0.4
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.8**	**0.4**	**0.0**	**5.4**	**5.3**	**1.8**	**0.2**	**0.8**	**0.8**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.9**	0.0	0.0	0.2	1.9	0.3	0.0	1.5	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.9**	**0.0**	**0.4**	**0.3**	**2.3**	**0.3**	**0.0**	**1.6**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.2	0.0	0.0	0.2	0.2	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Telford Town Centre	**29.8**	0.9	3.4	4.9	3.2	9.5	4.3	1.8	1.8
Telford Shopping Centre, Telford	**0.7**	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.3
District Centre									
Dawley District Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.7**	0.1	0.4	1.2	3.6	0.6	0.1	0.3	0.4
Telford Forge Retail Park, Telford	**14.2**	0.4	2.3	3.2	2.7	2.1	1.1	2.1	0.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.0**	**1.4**	**6.6**	**9.6**	**9.5**	**12.3**	**5.9**	**4.7**	**3.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.7**	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**76.1**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**4.1**
Sub-Total Telford & Wrekin Borough	**75.8**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**3.8**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	0.4	0.5	0.2	0.5	0.2	0.2	0.1	0.2
Birmingham City Centre	**1.8**	0.1	0.2	0.0	1.3	0.0	0.1	0.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.4**	**0.7**	**0.2**	**1.8**	**0.2**	**0.3**	**0.3**	**0.2**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	0.3	0.2	0.0	0.1	0.2
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.3**	**0.2**	**0.0**	**0.2**	**0.2**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.0**	1.6	0.8	0.2	0.2	0.9	0.4	0.1	0.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	0.6	0.0	0.0	0.0	0.2	0.0	0.1	0.0
Sub-Total	**9.1**	**3.3**	**2.0**	**0.5**	**0.2**	**1.1**	**0.4**	**0.2**	**1.4**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.6**	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.0**	**0.1**	**0.1**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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***
SUB TOTAL OUTSIDE STUDY AREA	**18.6**	**3.7**	**3.4**	**0.9**	**4.1**	**2.6**	**0.9**	**1.0**	**2.1**
TOTAL	**94.8**	**5.6**	**12.3**	**16.2**	**21.2**	**17.0**	**8.2**	**8.2**	**6.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.8**	2.8	22.8	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**2.8**	**22.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.6	0.0	7.7	0.0	1.5	3.5	1.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**5.6**	1.6	0.0	13.6	10.5	6.0	0.0	0.0	1.3
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	3.5	7.7	2.5	1.5	1.9	1.4	2.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	5.6	0.0	0.0	0.0	2.9	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**11.4**	**3.2**	**3.5**	**34.6**	**13.0**	**9.0**	**5.4**	**5.5**	**3.6**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.0	1.7	4.1	9.8	0.0	2.9	3.4
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.9**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.1**	**1.6**	**4.8**	**1.7**	**4.1**	**9.8**	**7.1**	**2.9**	**3.4**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	2.8	0.0	0.0	0.0	6.2	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**36.2**	12.8	33.5	33.0	24.3	48.7	47.6	37.1	43.1
Telford Shopping Centre, Telford	**1.4**	0.0	3.5	0.0	0.0	0.0	0.0	7.5	5.5
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**13.4**	0.0	7.0	12.4	28.8	8.1	12.3	5.7	8.6
Telford Forge Retail Park, Telford	**14.4**	28.5	1.7	14.9	20.8	5.0	20.1	28.3	3.3
Sainsbury's, Telford Forge Retail Park, Telford	**1.7**	0.0	0.0	0.0	0.0	7.8	0.0	1.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**68.7**	**44.1**	**45.7**	**60.3**	**73.9**	**77.0**	**80.1**	**79.7**	**60.6**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
Sub-Total Telford & Wrekin Borough	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	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	2.5	1.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**2.5**	**1.2**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Bristol									
Bristol City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.3
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**2.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.0	0.0	0.0	1.7	3.0	0.0	4.8	0.0
Sub-Total	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**3.0**	**0.0**	**4.8**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.1**	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.4**	22.7	5.3	1.7	4.9	0.0	5.5	1.1	11.9
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	12.4	0.0	0.0	0.0	0.0	0.0	1.1	10.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.5**	**46.6**	**15.7**	**1.7**	**4.9**	**0.0**	**5.5**	**3.4**	**25.6**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**11.9**	**46.6**	**23.2**	**3.4**	**9.1**	**4.2**	**7.4**	**11.9**	**32.4**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.3**	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.3**	**0.1**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.7**	0.1	0.0	1.0	0.0	0.2	0.3	0.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.7**	0.1	0.0	1.8	1.9	0.9	0.0	0.0	0.1
Wrekin Retail Park, Arleston, Telford	**2.4**	0.0	0.3	1.0	0.4	0.2	0.1	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.9**	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**0.2**	**0.3**	**4.6**	**2.3**	**1.4**	**0.4**	**0.3**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	0.0	0.2	0.7	1.5	0.0	0.2	0.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.5**	**0.2**	**0.7**	**1.5**	**0.6**	**0.2**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**28.1**	0.6	3.2	4.3	4.3	7.5	3.8	2.2	2.2
Telford Shopping Centre, Telford	**1.1**	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.3
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**10.4**	0.0	0.7	1.6	5.1	1.2	1.0	0.3	0.4
Telford Forge Retail Park, Telford	**11.3**	1.3	0.2	2.0	3.7	0.8	1.6	1.7	0.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.4**	**2.0**	**4.4**	**8.0**	**13.0**	**11.8**	**6.3**	**4.7**	**3.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	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**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL WITHIN STUDY AREA	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
Sub-Total Telford & Wrekin Borough	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.6**	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.4**	**0.2**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Bristol									
Bristol City Centre	**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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.0**	0.0	0.0	0.0	0.3	0.5	0.0	0.3	0.0
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.5**	**0.0**	**0.3**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.8**	1.1	0.5	0.2	0.9	0.0	0.4	0.1	0.6
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.5
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.7**	**2.2**	**1.5**	**0.2**	**0.9**	**0.0**	**0.4**	**0.2**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.1**	0.0	0.1	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**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City Centre	**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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**10.0**	**2.2**	**2.2**	**0.4**	**1.6**	**0.6**	**0.6**	**0.7**	**1.7**
TOTAL	**79.4**	**4.6**	**9.6**	**13.2**	**17.7**	**15.4**	**7.9**	**6.0**	**5.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**8.6**	1.1	73.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.3**	1.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.9**	**2.3**	**75.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**3.9**	8.8	2.0	12.8	4.4	0.0	1.4	0.0	0.6
Wellington District Centre	**4.7**	7.5	0.7	17.8	5.0	0.9	0.0	0.0	0.6
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.8**	0.0	0.0	15.9	5.1	2.7	0.7	3.1	3.2
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	0.0	8.0	3.1	0.0	4.5	1.5	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.6**	0.7	0.9	6.4	1.2	0.0	0.0	0.0	2.4
Leegomery	**0.2**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Shawbirch	**1.4**	0.0	0.0	8.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**19.5**	**17.0**	**3.7**	**71.4**	**18.9**	**3.6**	**6.6**	**4.6**	**10.1**
Zone 4									
District Centres									
Donnington District Centre	**2.1**	0.0	1.3	0.0	8.0	0.0	0.0	0.0	0.0
Hadley District Centre	**1.0**	0.0	0.0	0.8	3.7	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.8**	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.4**	0.0	0.0	0.0	0.0	1.6	1.2	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**7.7**	6.6	2.2	1.1	21.9	3.7	1.4	6.3	5.7
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.2**	**6.6**	**3.5**	**1.8**	**42.0**	**5.3**	**2.6**	**6.3**	**5.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.0	0.0	1.1	0.0	2.7	2.5	1.3	0.6
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**23.3**	12.8	1.8	19.7	17.8	54.0	28.6	16.5	13.8
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**1.6**	0.0	0.0	0.0	0.0	6.3	4.5	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.6	0.9	0.9	0.0	0.8
Telford Forge Retail Park, Telford	**6.6**	0.7	0.0	2.9	17.6	8.3	0.0	2.5	2.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	1.7	0.0	0.0	1.0	2.7	3.0	2.4	2.9
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**1.2**	0.7	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Hollinswood	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Lawley	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Little Dawley	**0.8**	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0
Stirchley	**0.4**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**37.3**	**15.8**	**1.8**	**23.7**	**37.1**	**90.2**	**39.4**	**22.8**	**20.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.4**	1.7	0.0	0.0	0.0	0.9	10.7	0.0	0.8
Madeley District Centre	**2.6**	0.0	0.0	0.0	0.0	0.0	25.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sutton Hill	**0.6**	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0
Woodside	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sub-Total	**5.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.9**	**44.7**	**0.0**	**0.8**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Albrighton	**1.8**	0.0	0.0	0.0	0.0	0.0	0.0	22.5	0.0
Shifnal Town Centre	**3.1**	0.0	0.0	0.0	0.0	0.0	0.7	37.6	0.0
Sub-Total	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**60.9**	**0.0**
Zone 8									
Broseley Town Centre	**1.6**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	20.7
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9
Sub-Total	***2.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.9***	***0.0***	***30.6***
SUB TOTAL	**91.2**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**95.9**	**94.6**	**67.4**
Sub-Total Telford & Wrekin Borough	**83.9**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**93.3**	**33.7**	**36.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.4**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.2**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn Town Centre	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.3**	1.8	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.4**	1.1	0.0	1.6	0.0	0.0	0.0	0.0	1.6
Sainsbury's, Whitburn Street, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.6**	1.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**1.2**	18.7	1.3	0.0	0.0	0.0	0.9	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	2.1	1.2	5.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Oswestry Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.2**	29.4	0.9	1.6	1.3	0.0	0.0	0.0	15.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.3**	2.9	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.2**	**56.0**	**9.0**	**3.1**	**2.1**	**0.0**	**2.9**	**1.2**	**27.4**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.0**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**8.9**	**56.7**	**16.0**	**3.1**	**2.1**	**0.0**	**4.1**	**5.4**	**32.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Wellington District Centre	**0.6**	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.6**	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.6**	**0.1**	**0.1**	**1.6**	**0.5**	**0.1**	**0.1**	**0.1**	**0.1**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Hadley District Centre	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.9**	0.0	0.0	0.0	0.6	0.1	0.0	0.1	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**0.1**	**0.0**	**1.1**	**0.1**	**0.0**	**0.1**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**2.8**	0.1	0.0	0.4	0.5	1.2	0.3	0.2	0.1
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	**0.8**	0.0	0.0	0.1	0.5	0.2	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.5**	**1.0**	**1.9**	**0.4**	**0.3**	**0.2**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Woodside	**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**	**0.5**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**
Zone 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**11.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**1.1**	**0.6**
Sub-Total Telford & Wrekin Borough	**10.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**0.4**	**0.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield 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**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.4**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.4**	**0.2**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**1.2**	**0.4**	**0.3**	**0.1**	**0.1**	**0.0**	**0.0**	**0.1**	**0.3**
TOTAL	**12.6**	**0.7**	**1.8**	**2.2**	**2.6**	**2.1**	**1.1**	**1.2**	**0.9**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.2**	4.6	22.4	0.0	0.0	0.0	0.0	1.3	1.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**4.6**	**22.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**1.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.8	0.0	10.9	0.0	0.0	0.0	0.0	1.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.0**	0.0	2.5	9.4	10.7	7.3	0.0	2.6	2.7
Wrekin Retail Park, Arleston, Telford	**2.6**	0.0	3.7	5.7	1.6	0.9	1.8	4.5	2.5
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.3**	0.0	0.0	6.8	1.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**12.4**	**1.8**	**6.3**	**36.1**	**13.3**	**8.3**	**1.8**	**7.1**	**6.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.6**	0.0	0.0	0.9	2.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.6**	7.9	1.2	0.9	1.6	0.9	2.8	1.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.7**	0.0	4.7	0.0	13.2	1.6	1.0	9.5	1.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**7.9**	**5.9**	**1.8**	**16.9**	**2.6**	**3.9**	**10.6**	**1.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	0.0	0.0	1.5	0.0	2.4	4.4	2.4	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**18.0**	5.7	19.3	14.0	14.4	16.8	38.6	17.5	19.0
Telford Shopping Centre, Telford	**1.1**	0.0	2.5	2.3	0.0	2.1	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.4**	3.1	7.5	8.5	14.6	16.2	10.1	6.0	15.7
Telford Forge Retail Park, Telford	**30.5**	17.9	13.6	28.3	34.8	44.6	17.5	44.0	24.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	0.0	0.0	0.0	4.1	1.2	2.6	1.3	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	1.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**64.4**	**27.7**	**43.0**	**54.6**	**67.8**	**85.6**	**73.3**	**71.1**	**58.9**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.7**	0.0	0.0	0.0	0.0	1.2	3.9	0.0	1.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**3.9**	**0.0**	**1.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***
SUB TOTAL	**88.0**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**83.8**	**91.9**	**70.0**
Sub-Total Telford & Wrekin Borough	**87.6**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**82.8**	**90.1**	**68.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.7**	0.0	0.0	1.1	0.0	1.2	2.7	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**1.1**	**0.0**	**2.4**	**2.7**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.0**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.4**	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	2.8	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.8**	15.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	2.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.8**	14.6	0.0	0.0	2.1	0.0	2.1	0.0	7.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.8	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.9**	9.3	0.0	2.0	0.0	0.0	1.0	0.0	15.8
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.6**	6.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.1**	**56.9**	**10.5**	**3.1**	**2.1**	**0.0**	**3.1**	**0.0**	**27.5**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.8**	0.0	8.2	0.0	0.0	0.0	6.8	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.3**	0.0	2.5	0.0	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
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
Sub-Total	**2.2**	**0.0**	**12.0**	**0.0**	**0.0**	**0.0**	**6.8**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby Town Centre	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.5**	0.0	0.0	0.0	0.0	0.0	1.3	4.4	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**4.4**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.0**	**58.0**	**22.5**	**7.6**	**2.1**	**2.4**	**16.2**	**8.1**	**30.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.4**	0.2	2.1	0.0	0.0	0.0	0.0	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.2**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.4**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.5**	0.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.5**	0.0	0.2	1.2	1.8	1.0	0.0	0.2	0.1
Wrekin Retail Park, Arleston, Telford	**2.0**	0.0	0.3	0.7	0.3	0.1	0.1	0.3	0.1
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.4**	**0.1**	**0.6**	**4.6**	**2.3**	**1.1**	**0.1**	**0.4**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.5**	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	0.3	0.1	0.1	0.3	0.1	0.2	0.1	0.0
Other (Undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.4	0.0	2.3	0.2	0.1	0.6	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.3**	**0.3**	**0.5**	**0.2**	**2.9**	**0.3**	**0.2**	**0.6**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.9**	0.0	0.0	0.2	0.0	0.3	0.3	0.1	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**12.9**	0.2	1.8	1.8	2.5	2.3	2.5	1.0	0.9
Telford Shopping Centre, Telford	**0.8**	0.0	0.2	0.3	0.0	0.3	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**8.3**	0.1	0.7	1.1	2.5	2.2	0.6	0.3	0.7
Telford Forge Retail Park, Telford	**22.4**	0.7	1.3	3.6	6.0	6.0	1.1	2.6	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**1.1**	0.0	0.0	0.0	0.7	0.2	0.2	0.1	0.0
Other (Undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**46.8**	**1.2**	**3.9**	**6.9**	**11.6**	**11.6**	**4.7**	**4.2**	**2.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.5**	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**64.5**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.4**	**5.4**	**3.2**
Sub-Total Telford & Wrekin Borough	**64.3**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.3**	**5.3**	**3.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.1**	**0.0**	**0.3**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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**
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.7**	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.7**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.4**	0.6	0.0	0.0	0.4	0.0	0.1	0.0	0.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.4**	0.4	0.0	0.3	0.0	0.0	0.1	0.0	0.7
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.4**	**1.0**	**0.4**	**0.4**	**0.0**	**0.2**	**0.0**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.2**	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.2**	0.0	0.2	0.0	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
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
Sub-Total	**1.5**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.3**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**9.0**	**2.4**	**2.1**	**1.0**	**0.4**	**0.3**	**1.0**	**0.5**	**1.4**
TOTAL	**73.5**	**4.2**	**9.2**	**12.6**	**17.2**	**13.5**	**6.4**	**5.8**	**4.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
Roden	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**2.0**	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**0.0**	**21.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.2**	1.0	1.4	15.2	3.0	0.0	5.7	0.0	2.8
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**14.5**	3.9	6.1	33.8	15.9	10.1	12.6	5.6	9.2
Wrekin Retail Park, Arleston, Telford	**3.3**	0.0	1.0	6.0	4.1	1.5	0.0	9.8	1.3
Sub-Total	**22.0**	**7.1**	**8.6**	**55.0**	**23.0**	**11.6**	**18.3**	**15.4**	**13.3**
Zone 4									
District Centres									
Donnington District Centre	**0.4**	2.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.6**	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.9
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.9**	0.0	1.0	0.0	2.2	0.0	0.0	2.5	1.3
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**4.0**	0.0	0.0	4.4	8.9	5.6	1.9	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**8.7**	7.7	16.4	8.4	10.4	5.3	4.3	9.2	4.0
Aldi, Wellington Road, Donnington, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Sub-Total	**15.6**	**10.0**	**19.7**	**12.8**	**24.4**	**15.3**	**6.2**	**11.8**	**6.3**
Zone 5									
Telford Town Centre									
Telford Town Centre	**4.0**	0.8	4.8	4.2	5.1	3.4	3.8	0.8	6.4
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**32.4**	13.1	14.4	12.2	39.2	57.0	50.6	31.9	20.3
Telford Bridge Retail Park, Telford	**1.2**	0.0	0.0	0.0	1.1	2.2	0.0	1.1	6.8
Telford Forge Retail Park, Telford	**4.4**	2.1	3.5	7.3	4.3	1.1	0.0	12.5	5.8
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**1.3**	0.0	0.0	0.9	0.0	4.7	2.1	0.0	0.9
Sub-Total	**43.4**	**16.1**	**22.7**	**24.7**	**49.6**	**68.4**	**56.6**	**46.2**	**40.2**
Zone 6									
Madeley District Centre	**0.4**	0.0	0.0	0.7	0.0	0.0	1.4	0.0	1.9
Sub-Total	**0.4**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**1.4**	**0.0**	**1.9**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0
Tile Maze, Stafford Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Stafford Park, Telford	**0.4**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**2.1**	**18.2**	**1.3**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Sub-Total	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.3***
SUB TOTAL	**86.5**	**34.0**	**72.7**	**93.2**	**98.6**	**95.3**	**84.6**	**91.6**	**66.2**
Sub-Total Telford & Wrekin Borough	**84.2**	**34.0**	**72.7**	**93.2**	**97.0**	**95.3**	**82.4**	**73.4**	**61.7**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.6**	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**4.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.0**	**0.9**
Outside the Study Area - Lincolnshire									
Spalding Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**3.0**	29.4	0.8	0.0	0.8	1.5	1.1	0.0	12.3
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.9**	0.8	1.0	2.9	0.0	0.0	0.0	0.8	2.6
Homebase, Axis Centre, Market Drayton	**0.2**	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**1.7**	15.2	5.4	0.0	0.0	0.0	1.4	0.0	1.3
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Wickes, Kendal Road, Shrewsbury	**0.5**	2.1	1.0	0.0	0.0	0.0	0.0	0.0	3.8
Bridgnorth Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	1.7
Market Drayton Town Centre	**0.3**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.3**	9.8	1.5	1.2	0.0	0.0	0.0	0.0	5.8
Battlefield Industrial Estate, Shrewsbury	**0.3**	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	5.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.2**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**10.1**	**65.2**	**14.2**	**6.8**	**0.8**	**1.5**	**11.4**	**2.5**	**32.8**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.3**	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**8.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.8	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Wolverhampton City Centre	**0.5**	0.0	0.0	0.0	0.6	1.1	1.4	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.6**	**1.1**	**2.7**	**4.4**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**
Others	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**13.5**	**66.0**	**27.3**	**6.8**	**1.4**	**4.7**	**15.4**	**8.4**	**33.8**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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									
Newport Town Centre									
Newport Town Centre	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.4**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**2.0**	0.0	0.1	1.2	0.3	0.0	0.3	0.0	0.1
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**1.5**	0.0	0.1	0.5	0.4	0.1	0.0	0.4	0.0
Sub-Total	**10.3**	**0.2**	**0.6**	**4.3**	**2.3**	**1.0**	**0.8**	**0.7**	**0.5**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**7.3**	**0.3**	**1.3**	**1.0**	**2.5**	**1.3**	**0.3**	**0.5**	**0.2**
Zone 5									
Telford Town Centre									
Telford Town Centre	**1.9**	0.0	0.3	0.3	0.5	0.3	0.2	0.0	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2
Telford Forge Retail Park, Telford	**2.1**	0.1	0.2	0.6	0.4	0.1	0.0	0.5	0.2
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Sub-Total	**20.4**	**0.5**	**1.5**	**1.9**	**5.0**	**5.6**	**2.5**	**2.0**	**1.4**
Zone 6									
Madeley District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.8**	**0.0**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broseley Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**40.9**	**1.1**	**4.7**	**7.3**	**9.9**	**7.8**	**3.7**	**3.9**	**2.4**
Sub-Total Telford & Wrekin Borough	**39.7**	**1.1**	**4.7**	**7.3**	**9.8**	**7.8**	**3.6**	**3.1**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.3**	0.0	0.3	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**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Lincolnshire									
Spalding 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**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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**
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**1.7**	0.9	0.1	0.0	0.1	0.1	0.0	0.0	0.4
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.5**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1
Homebase, Axis Centre, Market Drayton	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**0.9**	0.5	0.4	0.0	0.0	0.0	0.1	0.0	0.0
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kendal Road, Shrewsbury	**0.3**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.7**	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.2
Battlefield Industrial Estate, Shrewsbury	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.1**	**0.9**	**0.5**	**0.1**	**0.1**	**0.5**	**0.1**	**1.2**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.5**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent									
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.1**	**0.1**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Kidderminster Town Centre	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**7.2**	**2.1**	**1.8**	**0.5**	**0.1**	**0.4**	**0.7**	**0.4**	**1.2**
TOTAL	**48.1**	**3.2**	**6.5**	**7.9**	**10.1**	**8.2**	**4.4**	**4.3**	**3.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.1**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**5.3**	2.5	36.8	0.0	0.0	1.7	3.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.2**	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.5**	**38.4**	**0.0**	**0.0**	**1.7**	**3.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**9.8**	15.7	1.3	19.9	10.5	2.3	14.2	2.4	7.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**3.4**	0.0	0.0	10.8	1.1	3.4	0.0	1.4	2.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.1**	**15.7**	**1.3**	**30.7**	**11.6**	**5.7**	**14.2**	**3.7**	**9.0**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.4	0.0	0.8	0.0	0.0	0.0	0.0	1.4
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**2.5**	1.4	0.0	1.8	7.0	1.7	1.6	0.0	2.9
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.7**	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Ketley	**2.1**	1.4	4.5	1.8	1.9	4.0	0.0	0.0	0.0
Trench	**0.2**	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**4.3**	**4.5**	**4.4**	**18.5**	**5.7**	**1.6**	**1.7**	**4.3**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Telford Town Centre	**12.2**	3.7	12.6	2.9	1.4	29.7	21.4	19.3	11.2
Telford Shopping Centre, Telford	**2.1**	0.0	0.0	2.1	0.0	8.8	0.0	2.4	0.0
District Centre									
Dawley District Centre	**2.8**	0.0	0.0	3.9	1.1	3.6	6.7	1.4	5.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.6**	16.1	6.4	9.5	21.5	8.1	6.4	7.2	18.5
Telford Forge Retail Park, Telford	**17.7**	9.9	4.5	26.5	21.6	17.8	11.6	22.4	11.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**1.1**	0.0	0.0	0.8	2.8	0.0	3.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.6**	0.0	1.3	2.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**48.2**	**29.7**	**24.7**	**47.7**	**48.4**	**68.0**	**49.3**	**53.9**	**45.8**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**1.6**	1.4	0.0	0.0	0.0	1.7	11.3	0.0	1.4
Other (undefined)									
Ironbridge	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**13.5**	**0.0**	**1.4**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Much Wenlock Town Centre	**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***	***0.0***	***2.0***
SUB TOTAL	**77.0**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**74.9**	**62.4**
Sub-Total Telford & Wrekin Borough	**75.7**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**59.4**	**60.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**3.0**	0.0	1.3	2.1	1.4	3.4	7.1	2.7	8.6
Birmingham City Centre	**0.3**	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.3**	**0.0**	**1.3**	**2.1**	**2.8**	**3.4**	**7.1**	**2.7**	**8.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.6**	0.0	3.2	1.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Virage Park, Walsall Road, Cannock	**0.3**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**5.4**	**1.0**	**0.0**	**0.0**	**1.3**	**9.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.3**	24.6	6.3	5.9	6.8	8.7	8.3	5.5	15.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.4**	2.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.7**	1.4	0.0	0.0	0.0	1.7	0.0	0.0	4.9
Meole Brace Retail Park, Shrewsbury	**1.9**	9.4	0.0	6.9	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**2.2**	5.3	2.8	0.0	7.2	0.0	0.0	0.0	2.9
Sub-Total	**14.0**	**43.2**	**14.1**	**12.7**	**14.1**	**10.4**	**8.3**	**5.5**	**25.6**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.3**	1.8	3.8	0.0	0.0	3.4	0.0	1.7	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.3**	**1.8**	**3.8**	**0.0**	**0.0**	**3.4**	**0.0**	**1.7**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.4**	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.3**	0.0	1.3	0.0	4.7	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**0.0**	**4.5**	**0.0**	**4.7**	**0.0**	**1.6**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.4**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**0.4**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**23.0**	**45.0**	**31.2**	**17.2**	**21.5**	**17.2**	**18.2**	**25.1**	**37.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.0**	0.1	2.6	0.0	0.0	0.2	0.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.1**	**0.1**	**2.7**	**0.0**	**0.0**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	0.5	0.1	1.9	1.2	0.2	0.7	0.1	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**1.6**	0.0	0.0	1.0	0.1	0.3	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.5**	**0.5**	**0.1**	**2.9**	**1.3**	**0.5**	**0.7**	**0.2**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.4**	0.0	0.0	0.2	0.8	0.2	0.1	0.0	0.1
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.1**	0.0	0.3	0.2	0.2	0.4	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.3**	**0.4**	**2.1**	**0.5**	**0.1**	**0.1**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Town Centre	**6.6**	0.1	0.9	0.3	0.2	2.8	1.0	0.9	0.4
Telford Shopping Centre, Telford	**1.1**	0.0	0.0	0.2	0.0	0.8	0.0	0.1	0.0
District Centre									
Dawley District Centre	**1.4**	0.0	0.0	0.4	0.1	0.3	0.3	0.1	0.2
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.5**	0.5	0.5	0.9	2.5	0.8	0.3	0.3	0.7
Telford Forge Retail Park, Telford	**9.3**	0.3	0.3	2.5	2.5	1.7	0.6	1.1	0.4
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**25.8**	**1.0**	**1.7**	**4.5**	**5.6**	**6.4**	**2.4**	**2.6**	**1.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.8**	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.1
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.6**	**0.0**	**0.1**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Shifnal Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**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***	***0.0***	***0.1***
SUB TOTAL WITHIN STUDY AREA	**41.1**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**3.6**	**2.3**
Sub-Total Telford & Wrekin Borough	**40.3**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**2.9**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**1.6**	0.0	0.1	0.2	0.2	0.3	0.3	0.1	0.3
Birmingham City Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**0.1**	**0.2**	**0.3**	**0.3**	**0.3**	**0.1**	**0.3**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.3**	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Virage Park, Walsall Road, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.1**	**0.4**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.6**	0.8	0.4	0.5	0.8	0.8	0.4	0.3	0.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.2**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.4**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**1.3**	0.2	0.2	0.0	0.8	0.0	0.0	0.0	0.1
Sub-Total	**7.8**	**1.4**	**1.0**	**1.2**	**1.6**	**1.0**	**0.4**	**0.3**	**0.9**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.7**	0.1	0.3	0.0	0.0	0.3	0.0	0.1	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.1**	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.8**	0.0	0.1	0.0	0.5	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.3**	**0.0**	**0.5**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.8**	**1.5**	**2.2**	**1.6**	**2.5**	**1.6**	**0.9**	**1.2**	**1.4**
TOTAL	**54.0**	**3.2**	**7.1**	**9.4**	**11.6**	**9.4**	**4.8**	**4.8**	**3.7**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roden	**0.0**	0.0	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**
Zone 2									
Newport Town Centre									
Newport Town Centre	**13.7**	0.5	12.5	0.2	0.0	0.2	0.2	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.7**	**0.5**	**13.6**	**0.2**	**0.0**	**0.2**	**0.2**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Wellington District Centre	**22.8**	1.5	0.3	12.4	4.0	1.4	1.7	0.2	1.3
Morrisons, Spring Hill, Wellington	**2.5**	0.4	0.0	1.8	0.3	0.0	0.0	0.0	0.0
Major Retail Parks									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**23.5**	0.0	1.6	7.0	6.5	3.9	1.4	2.0	1.2
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**17.2**	0.1	0.4	5.1	7.8	2.4	0.0	0.9	0.5
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**3.4**	0.0	0.0	2.8	0.3	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**76.4**	**2.1**	**2.8**	**32.1**	**20.5**	**8.5**	**3.6**	**3.5**	**3.3**
Zone 4									
District Centres									
Donnington District Centre	**1.2**	0.2	0.7	0.1	0.2	0.0	0.0	0.0	0.1
Hadley District Centre	**0.8**	0.0	0.2	0.1	0.5	0.0	0.0	0.0	0.0
Oakengates District Centre	**3.8**	0.6	0.1	0.3	2.0	0.3	0.3	0.1	0.1
Other (undefined)									
Aldi, Wellington Road, Donnington, Telford	**0.6**	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0
Asda, St George's Road, Donnington Wood, Telford	**18.5**	0.0	1.5	1.3	8.0	3.8	0.1	3.4	0.4
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.3**	0.0	0.3	0.3	0.2	0.4	0.0	0.0	0.0
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Sub-Total	**34.3**	**1.1**	**4.1**	**3.1**	**14.2**	**5.5**	**1.3**	**4.2**	**0.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**5.0**	0.3	0.2	0.2	0.2	2.0	0.9	0.9	0.3
Marks and Spencers, Dean Street, Telford	**2.2**	0.0	0.0	0.5	0.0	1.0	0.3	0.1	0.3
Telford Town Centre	**176.8**	4.8	19.2	27.8	32.3	46.5	23.5	12.9	9.8
Telford Shopping Centre, Telford	**6.0**	0.0	2.0	0.5	0.0	1.1	0.0	1.5	0.9
District Centre									
Dawley District Centre	**2.5**	0.0	0.0	0.7	0.1	1.0	0.4	0.1	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**33.9**	0.7	2.2	5.3	13.8	5.7	2.0	1.7	2.5
Telford Forge Retail Park, Telford	**71.2**	2.8	4.8	13.9	21.2	12.4	4.6	9.1	2.3
Sainsbury's, Telford Forge Retail Park, Telford	**4.1**	0.0	0.0	0.0	1.2	1.4	0.8	0.4	0.2
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.6**	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**319.1**	**9.1**	**29.4**	**50.3**	**73.1**	**77.1**	**34.9**	**28.0**	**17.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.3**	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.3
Madeley District Centre	**1.7**	0.1	0.0	0.1	0.0	0.2	1.3	0.0	0.1
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.1**	**0.0**	**0.8**	**2.9**	**0.0**	**0.4**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Shifnal Town Centre	**1.2**	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.5**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Much Wenlock Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	**1.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**1.0**
SUB TOTAL STUDY AREA	**453.1**	**13.2**	**49.8**	**85.7**	**107.9**	**92.0**	**43.1**	**38.4**	**22.8**
Sub-Total Telford & Wrekin Borough	**449.0**	**13.1**	**49.8**	**85.7**	**107.8**	**92.0**	**42.9**	**35.8**	**21.8**

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
OUTSIDE STAFFORD BOROUGH									
Outside the Study Area - Barrow in Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Birmingham	**10.6**	0.6	1.3	1.2	2.7	1.0	1.4	1.3	1.0
Outside the Study Area - Bristol	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Cannock	**1.3**	0.0	0.6	0.1	0.0	0.0	0.2	0.4	0.0
Outside the Study Area - Cheshire East	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Cheshire West and Chester	**2.6**	0.1	0.8	0.7	0.0	0.4	0.4	0.0	0.2
Outside the Study Area - Corby	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Dudley	**4.0**	0.1	0.1	0.0	1.6	1.0	0.2	0.5	0.4
Outside the Study Area - Gloucestershire	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Lancashire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Lichfield	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Lincolnshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Liverpool	**0.6**	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Manchester	**0.4**	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Powys	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Preston	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Outside the Study Area - Sandwell	**0.5**	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0
Outside the Study Area - Shropshire	**52.4**	17.0	9.1	3.6	6.3	2.9	2.3	1.1	10.1
Outside the Study Area - Solihull	**0.7**	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford	**5.6**	0.2	4.3	0.0	0.2	0.3	0.4	0.2	0.0
Outside the Area - Stoke on Trent	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Centre - Walsall	**0.7**	0.1	0.1	0.0	0.2	0.0	0.1	0.1	0.0
Outside the Study Area - Warwickshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wednesbury	**1.0**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1
Outside the Study Area - Wolverhampton	**5.2**	0.0	0.7	0.8	0.9	0.6	0.4	1.7	0.2
Outside the Study Area - Wrexham	**0.5**	0.0	0.0	0.2	0.2	0.0	0.1	0.0	0.0
Outside the Study Area - Wyre Forest	**0.7**	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0
Outside the Study Area - Other	**3.2**	0.1	0.9	0.0	0.5	0.8	0.2	0.5	0.3
Others	**0.8**	0.1	0.0	0.2	0.0	0.3	0.0	0.1	0.1
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**92.2**	**18.2**	**18.9**	**7.6**	**13.8**	**8.2**	**6.2**	**6.7**	**12.5**
TOTAL	**545.4**	**31.4**	**68.8**	**93.3**	**121.8**	**100.3**	**49.3**	**45.0**	**35.4**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)
b. Total comaparison goods Taken from aggregating results from Tables 10, 12, 14, 16, 18, 20, 22 and 24
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 26: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

DESTINATION	SURVEY COMPARISON (£m)	DRAWN FROM STUDY AREA (%)	TOTAL COMPARISON (£m)
Zone 1			
High Ercall	0.0	100	0.0
Roden	0.0	100	0.0
Sub-Total	**0.1**		**0.1**
Zone 2			
Newport Town Centre			
Newport Town Centre	13.7	90	15.2
Other (Undefined)			
Waitrose, Audley Road, Newport	0.3	85	0.4
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	0.1	100	0.1
Mere Park Garden Centre, Stafford Road, Newport	0.6	100	0.6
Springfield Industrial Estate, Newport	0.1	100	0.1
Sub-Total	**14.7**		**16.3**
Zone 3			
Wellington District Centre			
Wellington District Centre	22.8	100	22.8
Morrisons, Spring Hill, Wellington	2.5	95	2.7
Major Retail Parks			
Homebase, Wrekin Retail Park, Telford	6.7	100	6.7
Wrekin Retail Park, Arleston, Telford	23.5	90	26.1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	17.2	90	19.1
Other (Undefined)			
Tesco Express, Haygate Road, Wellington	3.4	100	3.4
Leegomery	0.0	100	0.0
Shawbirch	0.2	100	0.2
Sub-Total	**76.4**		**81.0**
Zone 4			
District Centres			
Donnington District Centre	1.2	100	1.2
Hadley District Centre	0.8	100	0.8
Oakengates District Centre	3.8	100	3.8
Other (undefined)			
Aldi, Wellington Road, Donnington, Telford	0.6	100	0.6
Asda, St George's Road, Donnington Wood, Telford	18.5	95	19.5
Dave's Carpets, Wombridge Road, Trench	1.0	100	1.0
Horton Park Industrial Estate, Telford	0.6	100	0.6
Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.1	100	0.1
Ketley	1.3	100	1.3
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	0.4	100	0.4
Priorslee	0.1	100	0.1
Trench	0.1	100	0.1
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	1.8	100	1.8
Wyevale Garden Centre, Station Road, Donnington	4.2	100	4.2
Sub-Total	**34.3**		**35.2**
Zone 5			
Telford Town Centre			
Asda, The Border, Telford Town Centre	5.0	90	5.6
Marks and Spencers, Dean Street, Telford	2.2	85	2.6
Telford Town Centre	176.8	85	208.0
Telford Shopping Centre, Telford	6.0	85	7.0
District Centre			
Dawley District Centre	2.5	100	2.5
Major Retail Parks			
B&Q, Telford Bridge Retail Park, Old Park, Telford	15.3	90	16.9
Telford Bridge Retail Park, Telford	33.9	90	37.7
Telford Forge Retail Park, Telford	71.2	90	79.1
Sainsbury's, Telford Forge Retail Park, Telford	4.1	90	4.5
Other (undefined)			
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.6	100	0.6
Hollinswood	0.0	100	0.0
Lawley	0.0	100	0.0
Little Dawley	0.1	100	0.1
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	0.6	100	0.6
Stirchley	0.1	100	0.1
Heath Hill Industrial Estate, Dawley	0.6	100	0.6
Queensway Link Industrial Estate, Stafford Park, Telford	0.3	100	0.3
Sub-Total	**319.1**		**366.1**
Zone 6			
Madeley District Centre			
Tesco Superstore, Park Avenue, Madeley, Telford	1.3	90	1.4
Madeley District Centre	1.7	100	1.7
Other (undefined)			
Ironbridge	0.8	50	1.6
Sutton Hill	0.5	100	0.5
Woodside	0.0	100	0.0
Sub-Total	**4.4**		**5.3**
SUB TOTAL TELFORD & WREKIN	**449.0**		**504.1**

TABLE 27: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Table 27a: Estimated 'Capacity' for Comparison Goods Facilities in Telford Borough

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	504.1	504.1	0.0
2018	558.8	578.6	19.8
2023	618.1	683.9	65.7
2028	682.5	817.3	134.8
2031	724.2	909.1	184.9
Market Share		**82.3**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilites in Telford Borough facilities at 82.3% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27b: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	19.8	3,600	6,000
2023	65.7	10,700	17,900
2028	134.8	19,900	33,200
2031	184.9	25,700	42,900

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27c: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	19.8	126.1	-106.2	-19,200	-31,900
2023	65.7	139.5	-73.7	-12,000	-20,000
2028	134.8	154.0	-19.1	-2,800	-4,700
2031	184.9	163.4	21.5	3,000	5,000

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d below
At 2011 prices

Table 27d: Comparison Goods Planning Commitments Benchmark Planning Commitments Benchmark Turnover within Identified Centres at 2013

Reference	Location	Proposal	Gross Retail Floorspace	Net Comparison Floorspace	Assumed Sales Density (£ per sq.m)	Estimated Turnover (£)	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2006/0229	**AA Service Centre/Halford, Unit 1,**	**COU from Garage to**	**383**	**306**	**2,904**	**0.9**	**100**	**0.9**
TWC/2008/1193	7 Oakengates, Telford	COU to A1	146	117	3,000	0.4	100	0.4
TWC/2009/0915	Malinslee House	Asda Store	7,897	1,349	9,270	12.5	90	6.3
TWC/2011/0699	Unit 9, Merrythought Village	COU from B2 to Antiques	452	362	2,000	0.7	70	0.5
TWC/2011/0951	Toybox Creche, Southwater Way	A1 Retail Unit	489	489	5,000	2.4	85	2.1
TWC/2012/0118	The Glebe Centre, Glebe Street,	Mixed use development inc.	190	190	3,000	0.6	100	0.6
TWC/2012/0271	Telford Garden Centre, Station Road	Garden Centre sales building	186	177	2,000	0.4	100	0.4
TWC/2012/0385	Unit 3, 125 King Street, Wellington	COU to retail shop	238	190	3,000	0.6	100	0.6
TWC/2012/0391	Unit 6, Telford Bridge Retail Park	Mezzanine	312	303	2,000	0.6	90	0.5
TWC/2012/0551	Land off Parkway, Madeley	1,400 sq.m non-food retail	1,400	1,120				
TWC/2012/0667	Aero Garage, Chetwynd End	COU from car showroom to	493	394	2,000	0.8	90	0.7
TWC/2013/0102	Aldi, land off Parkway, Madeley	New foodstore	1,419	149	5,000	0.7	100	0.7
TWC/2013/0118	Inchcape, Trench Road, Donnington	COU to furniture showroom	1,090	872	2,000	1.7	100	1.7
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	36,400	20,230	5,000	101.2	85	86.0
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	7,500	1,350	10,233	13.8	90	12.4
Sub Total (Telford UA)			**58,595**	**27,598**		**137.3**		**113.7**
Newport								
TWC/2011/0916	Audley Avenue	New (Morrisons)	5,084	661				
Sub Total (Newport)			**5,084**	**661**		**0.0**		**0.0**
Total			**63,679**	**28,259**		**137.3**		**113.7**

Notes
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c.
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA
b. The proposed Asda at Malinslee House, is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated comparison goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Planning permission reference TWC/2013/0612 supersedes the earlier Brodie House (reference TWC/2012/0059) and Red Oak Car Park (TWC/2009/1074) permissions. Floorspace is considered in two elements: that which would form additional retail units and that associated with a likely foodstore
e. It is assumed that the comparison goods unit at Parkway will not be built out as planning permission exists for foodstore at same site
g. Net convenience floorspace for foodstores derived from ratio provided by Verdict Grocer Retailers where available, otherwise WYG judgement
h. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
i. Gross to net sales area ratio is 80% for retail warehousing and 70% for traditional town centre floorspace
j. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

Table 27e: Estimated 'Capacity' for Comparison Goods Facilities - Telford Urban Area (facilities in Zones 3, 4, 5 and 6)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	487.7	487.7	0.0
2018	540.6	559.8	19.2
2023	598.0	661.6	63.6
2028	660.3	790.7	130.4
2031	700.7	879.6	178.9
Market Share		**79.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilites in Telford Urban Area (Zones 3, 4, 5 and 6) facilities at 79.6% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27f: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	19.2	3,500	5,800
2023	63.6	10,400	17,300
2028	130.4	19,300	32,100
2031	178.9	24,900	41,500

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27g: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	19.2	126.1	-106.9	-19,300	-32,100
2023	63.6	139.5	-75.9	-12,400	-20,600
2028	130.4	154.0	-23.5	-3,500	-5,800
2031	178.9	163.4	15.5	2,200	3,600

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Table 27h: Estimated 'Capacity' for Comparison Goods Facilities -Newport (Zone 2)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	16.3	16.3	0.0
2018	**18.1**	**18.7**	**0.6**
2023	20.0	22.1	2.1
2028	22.1	26.4	4.4
2031	23.4	29.4	6.0
Market Share		**2.7**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilites in Newport (Zones 2) facilities at 2.7% from Study Area
c. Assumes a inflow of 10.7% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27i: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace	
		Min	Max
2013	0.0	0	0
2018	0.6	100	200
2023	2.1	300	600
2028	4.4	600	1,100
2031	6.0	800	1,400

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27j: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace	
		Extant	Residual	Min	Max
2013	0.0	0.0	0.0	0	0
2018	0.6	0.0	0.6	100	200
2023	2.1	0.0	2.1	300	600
2028	4.4	0.0	4.4	600	1,100
2031	6.0	0.0	6.0	800	1,400

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Appendix 6 – Statistical Retail Tables (Population Growth Scenario 2)

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TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE GOODS)

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	11,124	11,209	11,294	11,379	11,430	1,889	1,906	1,971	2,039	2,089
2	25,136	25,963	26,790	27,617	28,113	1,814	1,831	1,894	1,959	2,006
3	34,403	36,478	38,552	40,627	41,871	1,829	1,845	1,909	1,975	2,022
4	48,778	51,719	54,661	57,602	59,367	1,720	1,735	1,795	1,857	1,902
5	41,890	44,416	46,942	49,468	50,984	1,759	1,775	1,836	1,900	1,945
6	21,494	22,790	24,086	25,382	26,160	1,803	1,819	1,882	1,946	1,993
7	18,218	18,588	18,932	19,220	19,389	1,655	1,670	1,728	1,787	1,831
8	12,352	12,748	13,082	13,303	13,452	1,999	2,017	2,086	2,158	2,210
TOTAL	**213,395**	**223,911**	**234,339**	**244,598**	**250,766**					

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

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TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	CONVENIENCE EXPENDITURE (£m)					GROWTH CONVENIENCE (£m)			
	2013	2018	2023	2028	2031	2013-18	2013-23	2013-28	2013-31
1	21.0	21.4	22.3	23.2	23.9	0.4	1.3	2.2	2.9
2	45.6	47.5	50.7	54.1	56.4	1.9	5.1	8.5	10.8
3	62.9	67.3	73.6	80.2	84.7	4.4	10.7	17.3	21.8
4	83.9	89.7	98.1	106.9	112.9	5.9	14.2	23.1	29.0
5	73.7	78.8	86.2	94.0	99.2	5.1	12.5	20.3	25.5
6	38.7	41.5	45.3	49.4	52.1	2.7	6.6	10.7	13.4
7	30.2	31.0	32.7	34.4	35.5	0.9	2.6	4.2	5.3
8	24.7	25.7	27.3	28.7	29.7	1.0	2.6	4.0	5.0
TOTAL	**380.7**	**403.0**	**436.2**	**470.9**	**494.4**	**22.3**	**55.5**	**90.2**	**113.7**

TABLE 2B: MAIN / TOP-UP SPLIT (2013)

ZONE	CONVENIENCE EXPENDITURE (£m)		
	MAIN	TOP-UP	TOTAL
1	16.8	4.2	**21.0**
2	36.5	9.1	**45.6**
3	50.3	12.6	**62.9**
4	67.1	16.8	**83.9**
5	59.0	14.7	**73.7**
6	31.0	7.7	**38.7**
7	24.1	6.0	**30.2**
8	19.8	4.9	**24.7**
TOTAL	**304.6**	**76.1**	**380.7**

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

e. WYG has proportioned the level of convenience goods spent between main food and top up at 80/20 which reflects the local spending patterns found in Q05 and Q15 of the Household Survey

2011 PRICES

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TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS

DESTINATION	TOTAL MAIN FOOD (%)	TOTAL TOP UP (%)	1 MAIN FOOD (%)	1 TOP UP (%)	2 MAIN FOOD (%)	2 TOP UP (%)	3 MAIN FOOD (%)	3 TOP UP (%)	4 MAIN FOOD (%)	4 TOP UP (%)	5 MAIN FOOD (%)	5 TOP UP (%)	6 MAIN FOOD (%)	6 TOP UP (%)	7 MAIN FOOD (%)	7 TOP UP (%)	8 MAIN FOOD (%)	8 TOP UP (%)
RETAINED IN STUDY AREA																		
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	**0.0**	**0.5**	0.0	11.6	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
Spar, Church Street, Shawbury	**0.0**	**0.0**	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
Local Shops, High Ercall	**0.0**	**0.5**	0.0	10.5	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
Local Shops, Shawbury	**0.0**	**0.2**	0.0	4.1	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
Local Shops, Waters Upton	**0.0**	**0.0**	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
Sub-Total	***0.0***	***1.3***	***0.0***	***28.1***	***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***
Zone 2																		
Newport Town Centre																		
B&M Bargains, High Street, Newport	**0.1**	**0.2**	0.0	0.0	0.7	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
Local Shops, Newport Town Centre	**0.1**	**1.4**	0.0	0.0	0.7	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
Edge or Out of Defined Centre																		
Co-operative Food (former Somerfield), High Street, Newport	**0.9**	**4.2**	0.0	0.0	7.5	22.1	0.0	1.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	**4.2**	**5.2**	2.7	3.2	34.3	34.6	0.0	0.0	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Cheswardine	**0.0**	**0.1**	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	0.0
Local Shops, Edgmond	**0.0**	**0.1**	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	0.0
Local Shops, Hinstock	**0.0**	**0.4**	0.0	0.0	0.0	3.1	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	***5.2***	***11.7***	***2.7***	***3.2***	***43.2***	***73.8***	***0.0***	***1.0***	***0.8***	***1.8***	***0.0***	***5.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3																		
Wellington District Centre																		
Iceland, New Street, Wellington	**1.3**	**0.2**	0.0	1.6	0.0	0.0	2.0	0.8	3.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Spring Hill, Wellington	**10.7**	**7.2**	23.2	7.0	1.4	2.4	36.8	33.5	7.2	6.1	4.2	0.0	2.6	1.0	3.7	1.0	6.6	0.0
Local Shops, Wellington District Centre	**0.4**	**2.1**	0.0	0.0	0.0	0.0	1.8	13.1	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.4	0.0
Wrekin Retail Park																		
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**9.0**	**2.3**	4.6	0.0	1.9	0.0	21.7	7.5	7.1	1.9	12.1	3.1	0.7	1.2	6.3	0.8	7.8	0.0
Edge or Out of Defined Centre																		
Aldi, Grooms Alley, Wellington	**1.2**	**1.7**	0.6	1.2	0.0	0.0	4.7	10.4	0.5	0.0	0.7	0.0	0.7	0.0	0.8	0.0	1.1	1.0
Co-operative Food, Bagley Drive, Wellington	**0.0**	**0.7**	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
Co-operative Food, King Street, Wellington	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Roden Close, Dot Hill, Telford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Castle Street, Hadley, Telford	**0.0**	**2.1**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	7.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	**0.0**	**0.7**	0.0	8.5	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Haygate Road, Wellington	**3.4**	**0.7**	2.2	0.0	0.9	0.0	8.6	1.0	4.3	2.6	0.6	0.0	0.7	0.0	3.4	0.0	5.5	0.0
Local Shops, Admaston	**0.0**	**0.0**	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
Local Shops, Leegomery	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbirch	**0.0**	**0.2**	0.0	2.5	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
Sub-Total	***26.1***	***18.8***	***30.7***	***21.7***	***4.2***	***2.4***	***75.6***	***80.1***	***22.1***	***17.7***	***19.2***	***4.5***	***4.6***	***3.9***	***14.1***	***1.8***	***22.4***	***1.0***
Zone 4																		
Donnington District Centre																		
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Tureff Avenue, Donnington, Telford	**0.5**	**2.0**	0.0	0.0	1.2	0.0	1.0	0.0	0.9	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Donnington District Centre	**0.0**	**0.3**	0.0	0.0	0.0	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
District Centres																		
Local Shops, Hadley District Centre	**0.0**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Limes Walk, Oakengates, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Oakengates District Centre	**0.0**	**0.6**	0.0	6.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**2.5**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.5	4.0	0.0	5.4	0.0	1.3	0.8	1.9	0.0
Aldi, Wellington Road, Donnington, Telford	**2.2**	**2.6**	0.0	1.2	6.1	6.2	0.0	1.8	3.7	3.8	1.6	3.1	1.7	0.0	0.6	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	**23.2**	**6.5**	6.9	0.0	29.0	0.8	11.4	2.1	44.1	17.0	20.3	11.1	12.5	0.0	21.9	1.6	6.4	0.0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	**0.0**	**2.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Wombridge Road, Trench, Telford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Holyhead Road, Ketley, Telford	**0.3**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
One Stop, Trench Road, Trench	**0.0**	**0.3**	0.0	0.0	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
Local Shops, Ketley	**0.0**	**0.3**	0.0	0.0	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
Local Shops, Trench	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trench Lock	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***28.7***	***18.4***	***6.9***	***7.3***	***36.3***	***9.1***	***12.4***	***5.3***	***52.7***	***59.5***	***25.9***	***14.2***	***19.5***	***0.0***	***28.0***	***2.3***	***9.9***	***0.0***
Zone 5																		
Telford Town Centre																		
Asda, The Border, Telford Town Centre	**5.7**	**2.8**	4.0	2.4	0.0	0.0	1.0	4.5	1.1	2.9	13.3	5.1	12.7	3.9	7.6	0.0	9.5	0.0
Iceland, Brodie House, Central Square, Telford	**0.6**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.3	4.3	1.7	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.8	0.0	0.8	0.0	1.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Local Shops, Telford Town Centre	**0.2**	**2.8**	0.0	2.4	0.0	0.0	0.0	2.1	0.0	6.3	0.0	2.6	1.2	4.9	1.1	0.8	0.0	0.0
Major Retail Park																		
Sainsbury's, Telford Forge Retail Park, Telford	**12.8**	**5.7**	1.4	0.0	2.5	0.0	9.7	0.8	17.2	8.9	15.8	12.6	10.8	8.6	26.4	0.8	8.9	4.2
Dawley District Centre																		
Local Shops, Dawley District Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, High Street, Dawley, Telford	**0.0**	**1.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Co-operative Food, Grange Avenue, Stirchley, Telford	**0.1**	**2.1**	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.7	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**4.6**	**1.6**	0.6	0.0	0.0	0.0	0.0	0.0	6.2	0.0	12.9	8.2	0.7	0.0	1.6	0.0	5.1	0.0
Nisa, Holly Road, Little Dawley	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hollinswood	**0.0**	**0.5**	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
Local Shops, Overdale	**0.0**	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Randlay	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***24.0***	***21.0***	***6.0***	***4.8***	***2.5***	***2.9***	***10.7***	***8.1***	***24.4***	***19.3***	***43.6***	***62.3***	***29.6***	***22.0***	***36.7***	***1.6***	***23.6***	***4.2***
Zone 6																		
Madeley District Centre																		
Local Shops, Madeley District Centre	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0
Tesco Superstore, Park Avenue, Madeley, Telford	**8.0**	**7.8**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	13.7	43.2	48.7	6.4	0.0	12.6	7.1
Edge or Out of Defined Centre																		
Local Shops, Ironbridge	**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	2.9	0.0	0.0	0.0	0.0
Local Shops, Sutton Hill	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Woodside	**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	13.0	0.0	0.0	0.0	0.0
Sub-Total	***8.0***	***10.1***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.8***	***11.4***	***13.7***	***43.2***	***69.0***	***6.4***	***0.0***	***12.6***	***7.1***
Zone 7 (Outside Telford Borough)																		
Co-operative Food, Bradford Street, Shifnal	**0.4**	**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	5.3	20.5	0.0	0.0
Co-operative Food, High Street, Albrighton	**0.2**	**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	3.0	13.3	0.0	0.0
Co-operative Food, High Street, Shifnal	**0.1**	**1.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	20.9	0.0	0.0
Spar, High Street, Albrighton	**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	2.1	0.0	0.0
Local Shops, Albrighton	**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	0.0	0.0	13.1	0.0	0.0
Local Shops, Cosford	**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	2.0	0.0	0.0
Local Shops, Shifnal Town Centre	**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	0.0	14.5	0.0	0.0
Sub-Total	***0.8***	***7.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***9.9***	***86.5***	***0.0***	***0.0***
Zone 8 (Outside Telford Borough)																		
Co-operative Food, Ironbridge Road, Broseley	**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	1.0	0.0	0.0	3.1	20.1
Nisa, Bridgnorth Road, Much Wenlock	**0.1**	**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	1.7	3.1
Spar, High Street, Broseley	**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	5.1
Spar, High Street, Much Wenlock	**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	0.6	1.8
Local Shops, Broseley Town Centre	**0.1**	**1.8**	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	0.0	1.4	24.7
Local Shops, Much Wenlock Town Centre	**0.0**	**1.1**	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	0.6	15.2
Sub-Total	***0.5***	***4.9***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***2.2***	***0.0***	***0.0***	***7.4***	***70.0***
SUB-TOTAL STUDY AREA	**93.3**	**93.9**	**47.9**	**66.0**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**97.1**	**95.2**	**92.2**	**75.8**	**82.3**
Sub-Total Telford & Wrekin Borough	**92.1**	**80.4**	**47.9**	**48.4**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**94.9**	**85.3**	**5.7**	**68.4**	**12.3**
OUTSIDE STUDY AREA																		
Outside the Study Area - Birmingham																		
Local Shops, Birmingham City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																		
Co-operative Food, Fisher Street, Dudley	**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	1.2	0.0	0.0	0.0	0.0
Local Shops, Dudley Town Centre	**0.0**	**0.1**	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	0.0	0.0	0.0
Sainsbury's, The Merry Hill Centre, Brierley Hill	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.2**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	**0.2**	**0.1**	3.1	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	1.4	0.0
Aldi, Kings Court, Stourbridge Road, Bridgnorth	**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	2.7	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Old Potts Way, Shrewsbury	**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	2.1	2.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	**0.6**	0.0	6.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	**0.1**	0.0	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	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	**0.3**	0.0	1.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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 and Spencers, Castle Street, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Maer Lane, Market Drayton	**0.5**	**0.2**	2.6	0.0	3.5	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
Morrisons, Whitchurch Road, Shrewsbury	**0.9**	**0.1**	9.8	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	5.7	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.8**	**0.3**	3.5	1.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	4.0
Sainsbury's, Shrewsbury Road, Market Drayton	**0.0**	**0.3**	0.0	0.0	0.0	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
Sainsbury's, Whitburn Street, Bridgnorth	**0.3**	**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	5.1	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	**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	1.1	2.2
Tesco Express, Ditherington Road, Shrewsbury	**0.7**	**0.1**	2.9	0.9	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	1.4
Tesco Express, High Street, Bridgnorth	**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	2.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**1.6**	**0.7**	28.4	14.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canal Way, Ellesmere	**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	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bridgnorth Town Centre	**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	1.7	0.0	1.4	0.0	0.0
Local Shops, Market Drayton Town Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shrewsbury Town Centre	**0.0**	**0.1**	0.0	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	0.0	0.0
Local Shops, Ternhill	**0.0**	**0.7**	0.0	0.0	0.0	5.3	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	**5.4**	**4.4**	**51.0**	**32.8**	**8.8**	**9.0**	**1.4**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**1.7**	**0.0**	**3.4**	**24.2**	**10.4**
Outside the Study Area - Stafford																		
Asda, Queensway, Stafford	**0.1**	**0.1**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Holmcroft Road, Stafford	**0.1**	**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	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.3**	**0.1**	1.1	0.0	2.1	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
Tesco Extra, Newport Road, Stafford	**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
Local Shops, Stafford Town Centre	**0.0**	**0.4**	0.0	0.0	0.0	0.8	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.7**	**1.1**	**0.0**	**5.1**	**2.8**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent																		
Local Shops, Stoke-on-Trent City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley 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	0.8
Morrisons, Blaydon Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.4**	**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	4.8	3.5	0.0	0.0
Sainsbury's, St. Georges Parade, 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	1.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wolverhampton City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**4.8**	**4.5**	**0.0**	**0.8**
Outside the Study Area - Wyre Forest																		
Local Shops, Kidderminster Town Centre	**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	6.6
Sub-Total	**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**	**6.6**
Others																		
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	0.0	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***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB-TOTAL OUTSIDE STUDY AREA	**6.7**	**6.2**	**52.1**	**34.0**	**13.8**	**11.8**	**1.4**	**5.5**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**2.9**	**4.8**	**7.8**	**24.2**	**17.7**
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 as set out in Table 1
b. Market shares for 'main' and 'top-up' shopping derived directly from Telford Household Survey (March 2013) and weighted/filtered
c. Excludes 'don't know/ varies' and internet sales
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

	TOTAL			1			2			3			4			5			6			7			8		
DESTINATION	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m
RETAINED IN STUDY AREA																											
Zone 1																											
Co-operative Food, Market Drayton Road, Shawbury	**0.0**	**0.5**	**0.5**	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**
Spar, Church Street, Shawbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, High Ercall	**0.0**	**0.4**	**0.4**	0.0	0.4	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Shawbury	**0.0**	**0.2**	**0.2**	0.0	0.2	**0.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Waters Upton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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***	***1.2***	**1.2**	***0.0***	***1.2***	**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***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Zone 2																											
Newport Town Centre																											
B&M Bargains, High Street, Newport	**0.3**	**0.1**	**0.4**	0.0	0.0	**0.0**	0.3	0.1	**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**
Local Shops, Newport Town Centre	**0.3**	**1.0**	**1.2**	0.0	0.0	**0.0**	0.3	1.0	**1.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Edge or Out of Defined Centre																											
Co-operative Food (former Somerfield), High Street, Newport	**2.7**	**2.9**	**5.7**	0.0	0.0	**0.0**	2.7	2.0	**4.8**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.8	**0.8**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Waitrose, Audley Road, Newport	**13.5**	**3.6**	**17.1**	0.5	0.1	**0.6**	12.5	3.2	**15.7**	0.0	0.0	**0.0**	0.5	0.3	**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**
Local Shops, Cheswardine	**0.0**	**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**
Local Shops, Edgmond	**0.0**	**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**
Local Shops, Hinstock	**0.0**	**0.3**	**0.3**	0.0	0.0	**0.0**	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**
Sub-Total	***16.8***	***8.1***	**24.8**	***0.5***	***0.1***	**0.6**	***15.8***	***6.7***	**22.5**	***0.0***	***0.1***	**0.1**	***0.5***	***0.3***	**0.8**	***0.0***	***0.8***	**0.8**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Zone 3																											
Wellington District Centre																											
Iceland, New Street, Wellington	**3.9**	**0.2**	**4.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	1.0	0.1	**1.1**	2.1	0.0	**2.1**	0.9	0.0	**0.9**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Morrisons, Spring Hill, Wellington	**33.2**	**5.9**	**39.1**	3.9	0.3	**4.2**	0.5	0.2	**0.7**	18.5	4.2	**22.7**	4.8	1.0	**5.8**	2.5	0.0	**2.5**	0.8	0.1	**0.9**	0.9	0.1	**0.9**	1.3	0.0	**1.3**
Local Shops, Wellington District Centre	**1.2**	**1.8**	**3.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.9	1.7	**2.6**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.3	0.0	**0.3**
Wrekin Retail Park																											
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**27.5**	**1.9**	**29.4**	0.8	0.0	**0.8**	0.7	0.0	**0.7**	10.9	0.9	**11.9**	4.7	0.3	**5.1**	7.2	0.5	**7.6**	0.2	0.1	**0.3**	1.5	0.0	**1.6**	1.5	0.0	**1.5**
Edge or Out of Defined Centre																											
Aldi, Grooms Alley, Wellington	**3.8**	**1.4**	**5.2**	0.1	0.0	**0.2**	0.0	0.0	**0.0**	2.4	1.3	**3.7**	0.3	0.0	**0.3**	0.4	0.0	**0.4**	0.2	0.0	**0.2**	0.2	0.0	**0.2**	0.2	0.0	**0.3**
Co-operative Food, Bagley Drive, Wellington	**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**
Co-operative Food, King Street, Wellington	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Roden Close, Dot Hill, Telford	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Castle Street, Hadley, Telford	**0.0**	**1.7**	**1.7**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.3	**0.3**	0.0	1.2	**1.2**	0.0	0.2	**0.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	**0.0**	**0.6**	**0.6**	0.0	0.4	**0.4**	0.0	0.0	**0.0**	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**
Tesco Express, Haygate Road, Wellington	**10.3**	**0.6**	**10.9**	0.4	0.0	**0.4**	0.3	0.0	**0.3**	4.3	0.1	**4.4**	2.9	0.4	**3.3**	0.3	0.0	**0.3**	0.2	0.0	**0.2**	0.8	0.0	**0.8**	1.1	0.0	**1.1**
Local Shops, Admaston	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Leegomery	**0.0**	**0.5**	**0.5**	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Shawbirch	**0.0**	**0.2**	**0.2**	0.0	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**
Sub-Total	***80.1***	***15.3***	**95.4**	***0.5***	***0.6***	**1.0**	***0.3***	***0.0***	**0.3**	***6.7***	***3.2***	**9.9**	***3.2***	***1.6***	**4.8**	***0.8***	***0.2***	**1.0**	***0.4***	***0.0***	**0.4**	***1.0***	***0.0***	**1.0**	***1.3***	***0.0***	**1.3**
Zone 4																											
Donnington District Centre																											
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	**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	0.6	**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**
Morrisons, Tureff Avenue, Donnington, Telford	**1.5**	**1.5**	**3.1**	0.0	0.0	**0.0**	0.4	0.0	**0.4**	0.5	0.0	**0.5**	0.6	1.5	**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**
Local Shops, Donnington District Centre	**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**
District Centres																											
Local Shops, Hadley District Centre	**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	0.9	**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**
Co-operative Food, Limes Walk, Oakengates, Telford	**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	0.6	**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**
Local Shops, Oakengates District Centre	**0.0**	**0.5**	**0.5**	0.0	0.3	**0.3**	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	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Edge or Out of Defined Centre																											
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**7.4**	**0.3**	**7.7**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	2.7	0.3	**2.9**	2.4	0.0	**2.4**	1.7	0.0	**1.7**	0.3	0.0	**0.4**	0.4	0.0	**0.4**
Aldi, Wellington Road, Donnington, Telford	**6.6**	**1.9**	**8.6**	0.0	0.0	**0.0**	2.2	0.6	**2.8**	0.0	0.2	**0.2**	2.5	0.6	**3.1**	1.0	0.5	**1.4**	0.5	0.0	**0.5**	0.2	0.0	**0.2**	0.3	0.0	**0.3**
Asda, St George's Road, Donnington Wood, Telford	**69.5**	**4.9**	**74.4**	1.2	0.0	**1.2**	10.6	0.1	**10.7**	5.8	0.3	**6.0**	29.6	2.9	**32.5**	11.9	1.6	**13.6**	3.9	0.0	**3.9**	5.3	0.1	**5.4**	1.3	0.0	**1.3**
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	**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	1.7	**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**
Co-operative Food, Wombridge Road, Trench, Telford	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Farmfoods, Holyhead Road, Ketley, Telford	**1.0**	**0.1**	**1.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	1.0	0.0	**1.0**	0.0	0.0	**0.0**
One Stop, Trench Road, Trench	**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	0.2	**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**
Local Shops, Ketley	**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	0.2	**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**
Local Shops, Trench	**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	0.1	**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**
Local Shops, Trench Lock	**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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***86.0***	***14.0***	**100.1**	***1.2***	***0.0***	**1.2**	***12.8***	***0.6***	**13.5**	***5.8***	***0.7***	**6.4**	***34.7***	***6.0***	**40.8**	***15.3***	***2.1***	**17.3**	***6.1***	***0.0***	**6.1**	***6.8***	***0.1***	**6.9**	***1.9***	***0.0***	**1.9**
Zone 5																											
Telford Town Centre																											
Asda, The Border, Telford Town Centre	**17.3**	**2.2**	**19.6**	0.7	0.1	**0.8**	0.0	0.0	**0.0**	0.5	0.6	**1.0**	0.7	0.5	**1.2**	7.8	0.8	**8.6**	3.9	0.3	**4.2**	1.8	0.0	**1.8**	1.9	0.0	**1.9**
Iceland, Brodie House, Central Square, Telford	**1.8**	**0.9**	**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**	0.4	0.8	**1.2**	1.3	0.1	**1.5**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Marks and Spencers, Dean Street, Telford	**0.0**	**0.6**	**0.6**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	0.0	0.1	**0.1**	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**
Local Shops, Telford Town Centre	**0.6**	**2.2**	**2.8**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.3	**0.3**	0.0	1.1	**1.1**	0.0	0.4	**0.4**	0.4	0.4	**0.7**	0.3	0.0	**0.3**	0.0	0.0	**0.0**
Major Retail Park																											
Sainsbury's, Telford Forge Retail Park, Telford	**38.4**	**4.4**	**42.7**	0.2	0.0	**0.2**	0.9	0.0	**0.9**	4.9	0.1	**5.0**	11.5	1.5	**13.0**	9.3	1.9	**11.2**	3.3	0.7	**4.0**	6.4	0.0	**6.4**	1.8	0.2	**2.0**
District Centre																											
Local Shops, Dawley District Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, High Street, Dawley, Telford	**0.0**	**1.2**	**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	1.2	**1.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Edge or Out of Defined Centre																											
Co-operative Food, Grange Avenue, Stirchley, Telford	**0.4**	**1.5**	**1.9**	0.0	0.0	**0.0**	0.0	0.2	**0.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.4	1.3	**1.8**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**13.5**	**1.2**	**14.7**	0.1	0.0	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	4.1	0.0	**4.1**	7.6	1.2	**8.8**	0.2	0.0	**0.2**	0.4	0.0	**0.4**	1.0	0.0	**1.0**
Nisa, Holly Road, Little Dawley	**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**
Local Shops, Hollinswood	**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**
Local Shops, Overdale	**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	0.8	**0.8**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Randlay	**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	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***72.0***	***15.9***	**87.9**	***1.0***	***0.2***	**1.2**	***0.9***	***0.3***	**1.2**	***5.4***	***1.0***	**6.4**	***16.4***	***3.2***	**19.6**	***25.7***	***9.2***	**34.9**	***9.2***	***1.7***	**10.9**	***8.8***	***0.1***	**8.9**	***4.7***	***0.2***	**4.9**
Zone 6																											
Madeley District Centre																											
Local Shops, Madeley District Centre	**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	0.3	**0.3**	0.0	0.0	**0.0**	0.0	0.3	**0.3**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Tesco Superstore, Park Avenue, Madeley, Telford	**24.4**	**6.1**	**30.5**	0.3	0.0	**0.3**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	6.7	2.0	**8.7**	13.4	3.8	**17.2**	1.6	0.0	**1.6**	2.5	0.4	**2.8**
Edge or Out of Defined Centre																											
Local Shops, Ironbridge	**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	0.2	**0.2**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Sutton Hill	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Woodside	**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	1.0	**1.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***24.4***	***8.0***	**32.4**	***0.3***	***0.0***	**0.3**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***6.7***	***2.0***	**8.7**	***13.4***	***5.0***	**18.4**	***1.6***	***0.0***	**1.6**	***2.5***	***0.4***	**2.8**
Zone 7 (Outside Telford Borough)																											
Co-operative Food, Bradford Street, Shifnal	**1.3**	**1.2**	**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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	1.3	1.2	**2.5**	0.0	0.0	**0.0**
Co-operative Food, High Street, Albrighton	**0.7**	**0.8**	**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**	0.7	0.8	**1.5**	0.0	0.0	**0.0**
Co-operative Food, High Street, Shifnal	**0.4**	**1.3**	**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**	0.4	1.3	**1.7**	0.0	0.0	**0.0**
Spar, High Street, Albrighton	**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	0.1	**0.1**	0.0	0.0	**0.0**
Local Shops, Albrighton	**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, Cosford	**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	0.1	**0.1**	0.0	0.0	**0.0**
Local Shops, Shifnal Town Centre	**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**	0.0	0.9	**0.9**	0.0	0.0	**0.0**
Sub-Total	***2.4***	***5.2***	**7.6**	***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**	***2.4***	***5.2***	**7.6**	***0.0***	***0.0***	**0.0**
Zone 8 (Outside Telford Borough)																											
Co-operative Food, Ironbridge Road, Broseley	**0.6**	**1.1**	**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	0.1	**0.1**	0.0	0.0	**0.0**	0.6	1.0	**1.6**
Nisa, Bridgnorth Road, Much Wenlock	**0.3**	**0.2**	**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**	0.3	0.2	**0.5**
Spar, High Street, Broseley	**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**
Spar, High Street, Much Wenlock	**0.1**	**0.1**	**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**	0.1	0.1	**0.2**
Local Shops, Broseley Town Centre	**0.3**	**1.3**	**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**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.3	1.2	**1.5**
Local Shops, Much Wenlock Town Centre	**0.1**	**0.8**	**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**	0.1	0.8	**0.9**
Sub-Total	***1.5***	***3.7***	**5.1**	***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***	***0.2***	**0.2**	***0.0***	***0.0***	**0.0**	***1.5***	***3.5***	**4.9**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

DESTINATION	TOTAL MAIN FOOD £m	TOTAL TOP UP £m	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
RETAINED IN STUDY AREA																											
SUB-TOTAL STUDY AREA	**283.1**	**71.4**	**354.5**	**3.4**	**2.2**	**5.5**	**29.8**	**7.6**	**37.4**	**17.8**	**5.0**	**22.8**	**54.8**	**11.2**	**66.0**	**48.4**	**14.3**	**62.7**	**29.0**	**6.9**	**35.9**	**20.6**	**5.5**	**26.0**	**11.8**	**4.1**	**15.9**
Sub-Total Telford & Wrekin Borough	279.3	61.8	341.1	3.4	1.4	4.8	29.8	7.6	37.4	17.8	5.0	22.8	54.8	11.2	66.0	48.4	14.3	62.7	29.0	6.7	35.7	18.2	0.2	18.4	10.4	0.6	11.0
OUTSIDE STUDY AREA																											
Outside the Study Area - Birmingham																											
Local Shops, Birmingham City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																											
Co-operative Food, Fisher Street, Dudley	**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	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Dudley Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, The Merry Hill Centre, Brierley Hill	**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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***0.4***	***0.1***	**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**	***0.4***	***0.1***	**0.4**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Shropshire																											
Aldi, Arlington Way, Shrewsbury	**0.8**	**0.1**	**0.9**	0.5	0.1	**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**
Aldi, Kings Court, Stourbridge Road, Bridgnorth	**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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.5	0.0	**0.5**
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Old Potts Way, Shrewsbury	**0.4**	**0.1**	**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**	0.4	0.1	**0.5**
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	**0.5**	**0.5**	0.0	0.3	**0.3**	0.0	0.0	**0.0**	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**
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Harlescott Lane, Shrewsbury	**0.0**	**0.2**	**0.2**	0.0	0.1	**0.1**	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**
Lidl, Towers Lawn, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Castle Street, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Maer Lane, Market Drayton	**1.7**	**0.1**	**1.9**	0.4	0.0	**0.4**	1.3	0.1	**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**
Morrisons, Whitchurch Road, Shrewsbury	**2.8**	**0.1**	**2.9**	1.6	0.1	**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**	1.1	0.0	**1.1**
Sainsbury's, Meole Brace Retail Park, Hereford Road, Shrewsbury	**2.5**	**0.2**	**2.8**	0.6	0.0	**0.6**	0.0	0.0	**0.0**	0.7	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**	1.2	0.2	**1.4**
Sainsbury's, Shrewsbury Road, Market Drayton	**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**
Sainsbury's, Whitburn Street, Bridgnorth	**1.0**	**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	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	1.0	0.0	**1.0**
Sainsbury's, Whitecroft Road, Shrewsbury	**0.2**	**0.1**	**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**	0.2	0.1	**0.3**
Tesco Express, Ditherington Road, Shrewsbury	**2.2**	**0.1**	**2.3**	0.5	0.0	**0.5**	1.7	0.0	**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	0.1	**0.1**
Tesco Express, High Street, Bridgnorth	**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	0.1	**0.1**	0.0	0.0	**0.0**
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**5.3**	**0.6**	**5.9**	4.8	0.6	**5.4**	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**
Tesco Superstore, Canal Way, Ellesmere	**0.1**	**0.0**	**0.1**	0.1	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Waitrose, Pride Hill, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Bridgnorth Town Centre	**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	0.1	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**
Local Shops, Market Drayton Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 Town Centre	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Ternhill	**0.0**	**0.5**	**0.5**	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***17.5***	***3.5***	**21.0**	***8.6***	***1.4***	**10.0**	***3.2***	***0.8***	**4.0**	***0.7***	***0.4***	**1.1**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.3***	***0.1***	**0.4**	***0.0***	***0.2***	**0.2**	***4.8***	***0.5***	**5.3**
Outside the Study Area - Stafford																											
Asda, Queensway, Stafford	**0.4**	**0.1**	**0.5**	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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Holmcroft Road, Stafford	**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**
Sainsbury's, Chell Road, Stafford	**0.9**	**0.1**	**1.0**	0.2	0.0	**0.2**	0.8	0.1	**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, Newport Road, Stafford	**0.7**	**0.0**	**0.7**	0.0	0.0	**0.0**	0.7	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	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Stafford Town Centre	**0.0**	**0.3**	**0.3**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	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**
Sub-Total	***2.4***	***0.5***	**2.9**	***0.2***	***0.0***	**0.2**	***1.8***	***0.3***	**2.1**	***0.0***	***0.3***	**0.3**	***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**
Outside the Study Area - Stoke on Trent																											
Local Shops, Stoke-on-Trent City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wolverhampton																											
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Aldi, Mercury Drive, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Finchfield Hill, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Dudley Street, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Blaydon Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, Anders Square, Perton	**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**	0.0	0.0	**0.0**	1.2	0.2	**1.4**	0.0	0.0	**0.0**
Sainsbury's, St. Georges Parade, 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	0.1	**0.1**	0.0	0.0	**0.0**
Waitrose, Penn Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Wolverhampton City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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	***1.2***	***0.3***	**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**	***1.2***	***0.3***	**1.4**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wyre Forest																											
Local Shops, Kidderminster Town Centre	**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	***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**
Others																											
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	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***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 OUTSIDE STUDY AREA	**21.4**	**4.8**	**26.2**	**8.8**	**1.4**	**10.2**	**5.0**	**1.1**	**6.1**	**0.7**	**0.7**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.2**	**1.2**	**1.2**	**0.5**	**1.6**	**4.8**	**0.9**	**5.6**
TOTAL	**304.6**	**76.1**	**380.7**	**12.1**	**3.6**	**15.7**	**34.8**	**8.7**	**43.6**	**18.5**	**5.7**	**24.2**	**54.8**	**11.2**	**66.0**	**48.4**	**14.3**	**62.7**	**30.0**	**7.1**	**37.1**	**21.7**	**5.9**	**27.7**	**16.6**	**4.9**	**21.6**

Notes:
a. Post code sectors as set out in Table 1
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)
c. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 PRICES

TABLE 5: PERFORMANCE OF EXISTING CONVENIENCE GOODS PROVISION AT 2013

DESTINATION	CONVENIENCE NET SALES (sq m)	SALES AREA (A)	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER DERIVED FROM STUDY AREA £m	DRAWN FROM STUDY AREA %	SURVEY DERIVED TURNOVER £m
TELFORD BOROUGH							
Zone 1							
Edge/Out of Centre (or Undefined)							
Co-operative Food, Market Drayton Road, Shawbury	110	96	8,306	0.8	**0.5**	90	**0.5**
Spar, Church Street, Shawbury				0.0	**0.0**	90	**0.0**
Local Shops, High Ercall				0.4	**0.4**	100	**0.4**
Local Shops, Shawbury				0.2	**0.2**	100	**0.2**
Local Shops, Waters Upton				0.0	**0.0**	100	**0.0**
Sub-Total (Study Area)				**1.5**	**1.2**		**1.2**
Sub Total (within Telford & Wrekin)				**0.5**	***0.5***		**0.5**
Zone 2							
Newport Town Centre							
B&M Bargains, High Street, Newport	197	99	3,000	0.3	**0.4**	90	**0.4**
Local Shops, Newport Town Centre	916	916	2,000	1.8	**1.2**	90	**1.4**
Edge/Out of Centre (or Undefined)							
Co-operative Food (former Somerfield), High Street, Newport	1,011	884	8,306	7.3	**5.7**	90	**6.3**
Waitrose, Audley Road, Newport	2,046	1,719	11,356	19.5	**17.1**	85	**20.1**
Local Shops, Cheswardine				0.1	**0.1**	100	**0.1**
Local Shops, Edgmond				0.1	**0.1**	100	**0.1**
Local Shops, Hinstock				0.3	**0.3**	100	**0.3**
Sub-Total				**29.4**	**24.8**		**28.7**
Zone 3							
Wellington District Centre							
Iceland, New Street, Wellington	288	279	6,667	1.9	**4.1**	100	**4.1**
Morrisons, Spring Hill, Wellington	3,510	2,796	12,817	35.8	**39.1**	95	**41.2**
Local Shops, Wellington District Centre	1,368	1,368	2,000	2.7	**3.0**	100	**3.0**
Edge/Out of Centre (or Undefined)							
Aldi, Grooms Alley, Wellington	650	585	7,476	4.4	**5.2**	100	**5.2**
Co-operative Food, Bagley Drive, Wellington	160	140	8,306	1.2	**0.6**	100	**0.6**
Co-operative Food, King Street, Wellington	256	224	8,306	1.9	**0.0**	100	**0.0**
Co-operative Food, Roden Close, Dot Hill, Telford	308	269	8,306	2.2	**0.0**	100	**0.0**
Lidl, Castle Street, Hadley, Telford	1,360	1,224	3,034	3.7	**1.7**	100	**1.7**
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	288	274	7,786	2.1	**0.6**	100	**0.6**
Tesco Express, Haygate Road, Wellington	135	122	10,760	1.3	**10.9**	100	**10.9**
Tesco Extra, Wrekin Retail Park, Arleston, Telford	6,175	3,705	10,760	39.9	**29.4**	90	**32.7**
Local Shops, Admaston				0.0	**0.0**	100	**0.0**
Local Shops, Leegomery				0.5	**0.5**	100	**0.5**
Local Shops, Shawbirch				0.2	**0.2**	100	**0.2**
Sub-Total				**97.8**	**95.4**		**100.7**
Zone 4							
Donnington District Centre							
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	499	436	8,306	3.6	**0.6**	100	**0.6**
Morrisons, Tureff Avenue, Donnington, Telford	757	681	12,817	8.7	**3.1**	100	**3.1**
Local Shops, Donnington District Centre	219	219	2,000	0.4	**0.2**	100	**0.2**
Hadley District Centre							
Local Shops, Hadley District Centre	166	166	2,000	0.3	**0.9**	100	**0.9**
Oakengates District Centre							
Co-operative Food, Limes Walk, Oakengates, Telford	743	649	8,306	5.4	**0.6**	100	**0.6**
Local Shops, Oakengates District Centre	928	928	2,000	1.9	**0.5**	100	**0.5**
Edge/Out of Centre (or Undefined)							
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	1,125	1,013	7,476	7.6	**7.7**	100	**7.7**
Aldi, Wellington Road, Donnington, Telford	754	679	7,476	5.1	**8.6**	100	**8.6**
Asda, St George's Road, Donnington Wood, Telford	5,382	3,229	12,536	40.5	**74.4**	95	**78.3**
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	164	143	8,306	1.2	**1.7**	100	**1.7**
Co-operative Food, Wombridge Road, Trench, Telford	279	244	8,306	2.0	**0.0**	100	**0.0**
Farmfoods, Holyhead Road, Ketley, Telford	568	568	4,000	2.3	**1.1**	100	**1.1**
One Stop, Trench Road, Trench	139	132	4,000	0.5	**0.2**	100	**0.2**
Local Shops, Ketley				0.2	**0.2**	100	**0.2**
Local Shops, Trench				0.1	**0.1**	100	**0.1**
Local Shops, Trench Lock				0.2	**0.2**	100	**0.2**
Sub-Total				**80.0**	**100.1**		**104.0**
Zone 5							
Telford Town Centre							
Asda, The Border, Telford Town Centre	4,274	2,859	12,536	35.8	**19.6**	90	**21.7**
Iceland, Brodie House, Central Square, Telford	486	471	6,667	3.1	**2.7**	100	**2.7**
Marks and Spencers, Dean Street, Telford	649	615	11,488	7.1	**0.6**	90	**0.7**
Local Shops, Telford Town Centre	712	712	3,000	2.1	**2.8**	100	**2.8**
Dawley District Centre							
Co-operative Food, High Street, Dawley, Telford	571	499	8,306	4.1	**1.2**	100	**1.2**
Local Shops, Dawley District Centre	334	334	2,000	0.7	**0.0**	100	**0.0**
Edge/Out of Centre (or Undefined)							
Co-operative Food, Grange Avenue, Stirchley, Telford	827	723	8,306	6.0	**1.9**	100	**1.9**
Morrisons, Gresham Drive, Newdale, Lawley, Telford	1,828	1,456	12,817	18.7	**14.7**	100	**14.7**
Nisa, Holly Road, Little Dawley	102	102	11,566	1.2	**0.5**	100	**0.5**
Sainsbury's, Telford Forge Retail Park, Telford	3,763	2,709	11,864	32.1	**42.7**	90	**47.5**
Local Shops, Hollinswood				0.4	**0.4**	100	**0.4**
Local Shops, Overdale				0.8	**0.8**	100	**0.8**
Local Shops, Randlay				0.1	**0.1**	100	**0.1**
Sub-Total				**112.2**	**87.9**		**94.9**
Zone 6							
Madeley District Centre							
Tesco Superstore, Park Avenue, Madeley, Telford	3,458	2,628	10,760	28.3	**30.5**	90	**33.9**
Local Shops, Madeley District Centre	285	285	2,000	0.6	**0.6**	100	**0.6**
Edge/Out of Centre (or Undefined)							
Local Shops, Ironbridge	315	315	2,000	0.6	**0.2**	80	**0.3**
Local Shops, Sutton Hill				0.0	**0.0**	100	**0.0**
Local Shops, Woodside				1.0	**1.0**	100	**1.0**
Sub-Total				**30.5**	**32.4**		**35.8**
SUB-TOTAL TELFORD BOROUGH				**350.5**	**341.1**		**364.6**

Notes:

a. Floorspace figures taken from GOAD 2012 and IGD 2010 database

b. Net floorspace derived from IGD Database or WYG judgement. Where no floorspace data is available for local shops, it is assumed that they are trading at equilibrium

c. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, except for larger format stores (Tesco Extra at Wrekin RP and Asda at St George's Road, where it has been assumed that convenience floorspace will be 60% of sales)

d. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for local shops

e. Survey derived turnover derived from Telford Household Survey (2013) taken from Table 4

f. Percentage of turnover drawn from outside Study Area is based on WYG judgement (with reference to historic household surveys in the wider area) and geographic position of facility within the Study Area

2011 PRICES

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

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Telford Borough

Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure [a]
2013	350.5	364.6	14.1
2018	343.9	385.9	42.1
2023	344.9	417.7	72.8
2028	346.6	451.0	104.3
2031	347.7	473.5	125.8
Market Share (%)		**89.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Borough) facilities at 89.6% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.9% of overall turnover derived from Table 5
At 2011 prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.1	1,200	2,800
2018	42.1	3,600	8,600
2023	72.8	6,200	14,800
2028	104.3	8,900	21,200
2031	125.8	10,700	25,600

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6c: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.1	65.1	-51.1	-4,300	-10,200
2018	42.1	63.9	-21.8	-1,900	-4,500
2023	72.8	64.1	8.7	700	1,800
2028	104.3	64.4	39.9	3,400	8,100
2031	125.8	64.6	61.2	5,200	12,300

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d below
At 2011 prices

TABLE 6d: Convenience Goods Planning Commitments Benchmark Turnover within Identified Centres

Reference	Location	Proposal	Gross Retail	Net Convenience	Sales Density	Estimated Turnover	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2009/0915	Land at Malinslee House	Replacement Asda store	7,897	3,148	12,536	39.5	90	16.0
TWC/2006/1417	Aldi, Grooms Alley, Wellington	Extension to foodstore	248	223	7,476	1.7	100	1.7
TWC/2011/0953	Gladstone House, Hadely	Tesco Express	371	234	10,760	2.5	100	2.5
TWC/2012/0866	Land off Burford, Brookside,	Retail units below flats	534	278	5,000	1.4	100	1.4
TWC/2013/0102	Aldi, Land off Parkway, Madeley	New foodstore	1,419	842	7,476	6.3	90	5.7
TWC/2013/0092	Queens Arms, Southall Road	Ground floor retail units and flats	368	221	5,000	1.1	100	1.1
TWC/2013/0277	Greenfields Farm Shop, Station	Erection of replacement farm shop	328	230	3,000	0.7	90	0.6
TWC/2008/0001	Standford Hall Farm, Edgemond	COU to Farmshop	215	194	3,000	0.6	90	0.5
TWC/2013/0118	Merrythought Village, Ironbridge	Change of use to foodstore and	557	379	5,000	1.9	80	1.5
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food & drink	36,400	3,150	11,867	37.4	90	33.6
Sub-Total Telford Urban Area			**48,337**	**8,897**		**93.0**		**64.6**
Newport (Zone 2)								
TWC/2011/0916	Audley Avenue	Erection of new (Morrisons)	5,084	2,644				
TWC/2012/0859	Land off A41/A518 Roundabout	Convenience store at PFS	150	105	5,000	0.5	100	0.5
Sub-Total Newport			**5,234**	**2,749**		**0.5**		**0.5**
Total			**53,571**	**11,646**		**93.5**		**65.1**

Notes:
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA. Not included as commitment as currently subject of legal challenge
b. The proposed Asda at Malinslee House, is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated convenience goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Convenience floorspace is expected to be provided by planning permission reference TWC/2013/0612 and estimate of floorspace is based on previous proposal for Red Oak Car Park (planning permission reference TWC/2009/1074)
e. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, otherwise WYG judgement
f. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
g. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of A1 floorspace

Table 6e: Estimated 'Capacity' for Convenience Goods Facilities in Telford Urban Area (Facilities in Zones 3, 4, 5 and 6)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure [a]
2013	320.6	335.4	14.9
2018	314.5	355.1	40.6
2023	315.5	384.4	68.9
2028	317.0	414.9	97.9
2031	318.0	435.6	117.7
Market Share		**82.9**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Urban Area) facilities at 82.9% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.2% of overall turnover derived from Table 5
At 2011 prices

Table 6f: Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.9	1,300	3,000
2018	40.6	3,500	8,300
2023	68.9	5,900	14,000
2028	97.9	8,300	19,900
2031	117.7	10,000	23,900

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6g: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.9	64.6	-49.7	-4,200	-9,900
2018	40.6	63.4	-22.8	-2,000	-4,700
2023	68.9	63.6	5.3	500	1,100
2028	97.9	63.9	34.0	2,900	6,900
2031	117.7	64.1	53.6	4,600	10,800

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

Table 6h: Estimated 'Capacity' for Convenience Goods Facilities in Newport (Facilities in Zone 2)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure [a]
2013	29.4	28.7	-0.8
2018	28.9	30.3	1.4
2023	29.0	32.8	3.9
2028	29.1	35.5	6.3
2031	29.2	37.2	8.0
Market Share		**6.5**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Newport (Town) facilities at 6.5% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 15.4% of overall turnover derived from Table 5
At 2011 prices

Table 6i: Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods		
	£m	Floorspace	
		Min	Max
2013	-0.8	-100	-200
2018	1.4	100	300
2023	3.9	300	800
2028	6.3	500	1,300
2031	8.0	700	1,600

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6j: Net Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	-0.8	0.5	-1.3	-100	-300
2018	1.4	0.5	0.9	100	200
2023	3.9	0.5	3.3	300	700
2028	6.3	0.5	5.8	500	1,200
2031	8.0	0.5	7.5	600	1,500

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

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TABLE 7: POPULATION AND EXPENDITURE (COMPARISON GOODS)

ZONE	POPULATION 2013	2018	2023	2028	2031
1	11,124	11,209	11,294	11,379	11,430
2	25,136	25,963	26,790	27,617	28,113
3	34,403	36,478	38,552	40,627	41,871
4	48,778	51,719	54,661	57,602	59,367
5	41,890	44,416	46,942	49,468	50,984
6	21,494	22,790	24,086	25,382	26,160
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	**213,395**	**223,911**	**234,339**	**244,598**	**250,766**

PER CAPITA EXPENDITURE

ZONE	2013 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	290	287	375	693	189.3	501	416	63	**2,813**
2	282	259	365	716	173.1	488	383	70	**2,736**
3	272	228	367	760	165.6	472	383	64	**2,713**
4	237	206	352	701	150.5	434	362	54	**2,497**
5	225	196	323	683	144.4	405	367	51	**2,395**
6	223	205	298	636	136.8	382	367	50	**2,297**
7	265	235	321	660	151.7	448	327	65	**2,473**
8	299	290	375	736	188.4	496	413	71	**2,868**
TOTAL									

ZONE	2018 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	319	316	413	763	209	552	458	70	**3,100**
2	310	285	402	789	191	538	422	77	**3,015**
3	300	251	405	837	183	520	422	71	**2,990**
4	262	227	388	772	166	479	399	60	**2,751**
5	248	216	356	752	159	447	405	56	**2,639**
6	245	226	329	701	151	421	404	55	**2,531**
7	292	259	354	727	167	494	360	72	**2,725**
8	329	320	413	811	208	547	455	78	**3,160**
TOTAL									

ZONE	2023 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	363	360	469	868	237	627	521	79	**3,525**
2	353	324	457	897	217	612	480	87	**3,427**
3	341	286	460	952	208	592	480	81	**3,399**
4	297	258	441	878	189	544	453	68	**3,128**
5	282	245	404	855	181	508	460	64	**3,000**
6	279	256	374	797	171	479	459	63	**2,878**
7	332	294	402	826	190	561	410	82	**3,098**
8	374	363	470	922	236	621	517	89	**3,593**
TOTAL									

ZONE	2028 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	418	414	540	999	273	722	599	94	**4,061**
2	406	373	526	1,033	250	704	553	103	**3,949**
3	393	329	530	1,096	239	681	553	96	**3,916**
4	342	298	508	1,010	217	626	522	80	**3,604**
5	325	283	465	985	208	585	530	76	**3,456**
6	321	295	430	918	197	551	529	74	**3,316**
7	382	339	463	951	219	646	472	97	**3,570**
8	431	419	541	1,061	272	715	595	105	**4,139**
TOTAL									

ZONE	2031 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	456	451	589	1,089	298	787	653	99	**4,422**
2	443	407	573	1,125	272	767	602	110	**4,300**
3	428	359	577	1,194	260	742	602	101	**4,264**
4	373	324	553	1,101	237	683	569	85	**3,924**
5	354	308	507	1,073	227	637	577	80	**3,763**
6	350	322	469	1,000	215	601	576	78	**3,611**
7	416	369	505	1,037	238	704	514	103	**3,887**
8	469	456	590	1,156	296	780	649	111	**4,507**
TOTAL									

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON GOODS)

ZONE	EXPENDITURE £(m)																																				GROWTH ALL COMPARISON			
	COMPARISON																																							
	2013									2018									2023								2028								2031								'13-18	'13-23	'13-'28	'13-'31
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total				
1	3.2	3.2	4.2	7.7	2.1	5.6	4.6	0.7	**31.3**	3.6	3.5	4.6	8.6	2.3	6.2	5.1	0.8	**34.7**	4.1	4.1	5.3	9.8	2.7	7.1	5.9	0.9	**39.8**	4.8	4.7	6.1	11.4	3.1	8.2	6.8	1.1	**46.2**	5.2	5.2	6.7	12.4	3.4	9.0	7.5	1.1	**50.5**	3.5	8.5	14.9	19.2
2	7.1	6.5	9.2	18.0	4.4	12.3	9.6	1.8	**68.8**	8.1	7.4	10.4	20.5	5.0	14.0	11.0	2.0	**78.3**	9.5	8.7	12.2	24.0	5.8	16.4	12.9	2.3	**91.8**	11.2	10.3	14.5	28.5	6.9	19.5	15.3	2.9	**109.1**	12.4	11.4	16.1	31.6	7.6	21.6	16.9	3.1	**120.9**	9.5	23.1	40.3	52.1
3	9.4	7.9	12.6	26.1	5.7	16.2	13.2	2.2	**93.3**	10.9	9.2	14.8	30.5	6.7	19.0	15.4	2.6	**109.1**	13.1	11.0	17.7	36.7	8.0	22.8	18.5	3.1	**131.0**	16.0	13.4	21.5	44.5	9.7	27.7	22.5	3.9	**159.1**	17.9	15.0	24.2	50.0	10.9	31.1	25.2	4.2	**178.5**	15.7	37.7	65.8	85.2
4	11.58	10.06	17.16	34.17	7.3	21.18	17.65	2.64	**121.8**	13.5	11.8	20.1	39.9	8.6	24.7	20.6	3.1	**142.3**	16.3	14.1	24.1	48.0	10.3	29.7	24.8	3.7	**171.0**	19.7	17.1	29.2	58.2	12.5	36.1	30.1	4.6	**207.6**	22.2	19.3	32.8	65.4	14.0	40.5	33.8	5.0	**233.0**	20.5	49.2	85.8	111.2
5	9.4	8.2	13.5	28.6	6.0	17.0	15.4	2.1	**100.3**	11.0	9.6	15.8	33.4	7.1	19.8	18.0	2.5	**117.2**	13.2	11.5	19.0	40.2	8.5	23.8	21.6	3.0	**140.8**	16.1	14.0	23.0	48.7	10.3	28.9	26.2	3.8	**171.0**	18.0	15.7	25.9	54.7	11.6	32.5	29.4	4.1	**191.9**	16.9	40.5	70.7	91.6
6	4.8	4.4	6.4	13.7	2.9	8.2	7.9	1.1	**49.4**	5.6	5.1	7.5	16.0	3.4	9.6	9.2	1.3	**57.7**	6.7	6.2	9.0	19.2	4.1	11.5	11.1	1.5	**69.3**	8.2	7.5	10.9	23.3	5.0	14.0	13.4	1.9	**84.2**	9.2	8.4	12.3	26.2	5.6	15.7	15.1	2.1	**94.5**	8.3	19.9	34.8	45.1
7	4.8	4.3	5.8	12.0	2.8	8.2	6.0	1.2	**45.1**	5.4	4.8	6.6	13.5	3.1	9.2	6.7	1.3	**50.7**	6.3	5.6	7.6	15.6	3.6	10.6	7.8	1.6	**58.7**	7.3	6.5	8.9	18.3	4.2	12.4	9.1	1.9	**68.6**	8.1	7.2	9.8	20.1	4.6	13.7	10.0	2.0	**75.4**	5.6	13.6	23.6	30.3
8	3.7	3.6	4.6	9.1	2.3	6.1	5.1	0.9	**35.4**	4.2	4.1	5.3	10.3	2.6	7.0	5.8	1.0	**40.3**	4.9	4.8	6.1	12.1	3.1	8.1	6.8	1.2	**47.0**	5.7	5.6	7.2	14.1	3.6	9.5	7.9	1.4	**55.1**	6.3	6.1	7.9	15.6	4.0	10.5	8.7	1.5	**60.6**	4.9	11.6	19.6	25.2
TOTAL	**54.0**	**48.1**	**73.5**	**149.4**	**33.6**	**94.8**	**79.4**	**12.6**	**545.4**	**62.3**	**55.5**	**85.0**	**172.8**	**38.8**	**109.5**	**91.8**	**14.5**	**630.2**	**74.1**	**65.9**	**101.1**	**205.6**	**46.1**	**130.1**	**109.2**	**17.3**	**749.4**	**88.9**	**79.1**	**121.5**	**247.1**	**55.3**	**156.3**	**131.2**	**21.3**	**900.8**	**99.3**	**88.3**	**135.7**	**276.0**	**61.8**	**174.5**	**146.6**	**23.1**	**1,005.2**	**84.8**	**204.1**	**355.4**	**459.9**

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.8**	0.0	6.1	0.7	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.0**	**0.0**	**7.4**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.3**	3.7	0.8	9.2	5.8	2.3	3.4	0.0	5.7
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.9**	0.0	1.0	0.0	1.2	0.8	0.0	2.5	1.6
Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	4.7	12.2	7.4	6.1	6.4	4.7	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**11.8**	**3.7**	**6.4**	**21.4**	**14.4**	**9.1**	**9.8**	**7.2**	**10.6**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	2.5	2.9	3.1	3.5	0.0	6.5	0.8
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**2.8**	**0.0**	**2.5**	**2.9**	**3.1**	**3.5**	**0.0**	**6.5**	**0.8**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.0**	1.8	0.0	0.0	0.7	1.4	0.8	4.3	0.8
Marks and Spencers, Dean Street, Telford	**1.4**	0.0	0.0	2.0	0.0	3.5	1.7	0.0	2.8
Telford Town Centre	**53.7**	33.4	44.8	51.8	53.1	67.0	72.0	44.4	38.1
Telford Shopping Centre, Telford	**0.9**	0.0	3.3	0.0	0.0	0.0	0.0	4.3	2.7
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.0**	0.0	0.0	2.0	0.0	2.4	0.0	1.9	0.0
Telford Forge Retail Park, Telford	**7.4**	0.0	2.9	7.9	15.8	5.6	1.5	9.2	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	2.5	0.6	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**65.7**	**35.2**	**51.0**	**63.7**	**69.7**	**80.0**	**78.5**	**64.6**	**45.4**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***
SUB TOTAL	**81.6**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**79.6**	**60.1**
Sub-Total Telford & Wrekin Borough	**81.4**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**78.3**	**59.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**2.1**	1.8	2.0	2.9	0.5	0.0	4.3	6.7	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**1.8**	**2.0**	**2.9**	**0.5**	**0.0**	**4.3**	**6.7**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	2.3	1.1	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.6**	0.9	1.3	1.4	0.0	0.0	1.5	0.0	0.0
Sub-Total	**1.0**	**0.9**	**3.6**	**2.6**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	1.2	0.8	0.0	2.2	0.8	0.8	0.0	0.8
Sub-Total	**0.9**	**1.2**	**0.8**	**0.0**	**2.2**	**0.8**	**0.8**	**0.0**	**0.8**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.3**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Manchester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	**0.1**	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.1**	44.5	10.0	2.2	8.0	2.2	1.7	1.9	27.1
Whitchurch Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.3**	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.2**	**52.8**	**12.9**	**2.2**	**8.0**	**2.2**	**1.7**	**1.9**	**32.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stafford Town Centre	**0.7**	1.2	4.2	0.0	0.7	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**1.2**	**4.2**	**0.0**	**0.7**	**0.0**	**0.0**	**0.6**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.3**	1.2	0.8	0.0	0.0	0.0	0.8	0.6	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**1.2**	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.6**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.7**	0.0	1.4	2.9	0.0	1.6	0.0	7.0	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**1.4**	**2.9**	**0.0**	**1.6**	**0.0**	**7.0**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.2**	1.2	3.3	0.0	0.9	1.6	0.8	1.5	1.1
Sub-Total	**1.2**	**1.2**	**3.3**	**0.0**	**0.9**	**1.6**	**0.8**	**1.5**	**1.1**
Others									
Abroad	**0.3**	0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.6
Sub-total	***0.3***	***0.7***	***0.0***	***0.0***	***0.0***	***1.1***	***0.0***	***0.0***	***0.6***
SUB TOTAL OUTSIDE STUDY AREA	**18.4**	**61.1**	**32.6**	**11.3**	**12.8**	**7.4**	**11.7**	**20.4**	**39.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.1	0.2	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**1.3**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**6.4**	0.3	0.1	2.4	2.0	0.6	0.5	0.0	0.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**1.2**	0.0	0.2	0.0	0.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**10.0**	0.0	0.8	3.2	2.5	1.7	0.9	0.6	0.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.7**	**0.3**	**1.1**	**5.6**	**4.9**	**2.6**	**1.3**	**0.9**	**1.0**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.1**	0.0	0.4	0.7	1.1	1.0	0.0	0.8	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.0**	**0.4**	**0.7**	**1.1**	**1.0**	**0.0**	**0.8**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.5**	0.1	0.0	0.0	0.2	0.4	0.1	0.5	0.1
Marks and Spencers, Dean Street, Telford	**2.0**	0.0	0.0	0.5	0.0	1.0	0.2	0.0	0.3
Telford Town Centre	**80.1**	2.6	8.1	13.5	18.2	19.2	9.8	5.3	3.5
Telford Shopping Centre, Telford	**1.3**	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.2
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.4**	0.0	0.0	0.5	0.0	0.7	0.0	0.2	0.0
Telford Forge Retail Park, Telford	**11.0**	0.0	0.5	2.1	5.4	1.6	0.2	1.1	0.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**97.9**	**2.7**	**9.2**	**16.7**	**23.8**	**22.9**	**10.7**	**7.8**	**4.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**121.7**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.6**	**5.5**
Sub-Total Telford & Wrekin Borough	**121.5**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.4**	**5.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**3.2**	0.1	0.4	0.7	0.2	0.0	0.6	0.8	0.4
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**0.1**	**0.4**	**0.7**	**0.2**	**0.0**	**0.6**	**0.8**	**0.4**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.7**	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.9**	0.1	0.2	0.4	0.0	0.0	0.2	0.0	0.0
Sub-Total	**1.6**	**0.1**	**0.7**	**0.7**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.1	0.1	0.0	0.8	0.2	0.1	0.0	0.1
Sub-Total	**1.4**	**0.1**	**0.1**	**0.0**	**0.8**	**0.2**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.5**	0.0	0.5	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**
Outside the Study Area - Manchester									
Manchester City Centre	**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**

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.3**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**12.1**	3.4	1.8	0.6	2.7	0.6	0.2	0.2	2.5
Whitchurch Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.8**	**4.1**	**2.3**	**0.6**	**2.7**	**0.6**	**0.2**	**0.2**	**2.9**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Town Centre	**1.1**	0.1	0.8	0.0	0.2	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.2**	**0.1**	**0.8**	**0.0**	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.4**	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**2.4**	0.0	0.2	0.8	0.0	0.5	0.0	0.8	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.0**	**0.2**	**0.8**	**0.0**	**0.5**	**0.0**	**0.8**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.9**	0.1	0.6	0.0	0.3	0.5	0.1	0.2	0.1
Sub-Total	**1.9**	**0.1**	**0.6**	**0.0**	**0.3**	**0.5**	**0.1**	**0.2**	**0.1**
Others									
Abroad	**0.4**	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Sub-Total	***0.4***	***0.1***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***	***0.0***	***0.1***
SUB TOTAL OUTSIDE STUDY AREA	**27.7**	**4.7**	**5.9**	**3.0**	**4.4**	**2.1**	**1.6**	**2.4**	**3.6**
TOTAL	**149.4**	**7.7**	**18.0**	**26.1**	**34.2**	**28.6**	**13.7**	**12.0**	**9.1**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.1**	0.0	12.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.2**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**4.5**	11.8	0.0	17.0	2.5	0.0	0.0	0.0	0.0
Wellington District Centre	**3.8**	6.2	0.0	16.8	0.0	0.0	0.0	0.0	3.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	0.0	12.5	16.4	0.0	0.0	4.5	2.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.7
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**2.1**	0.0	0.0	9.0	1.5	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.4**	**17.9**	**0.0**	**55.3**	**20.4**	**0.0**	**0.0**	**6.7**	**7.8**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	10.2	0.0	0.0	2.1	0.0	1.3	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	**8.4**	0.0	12.7	3.0	19.3	8.0	2.2	9.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**10.2**	**12.7**	**3.0**	**21.4**	**8.0**	**3.5**	**11.2**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**2.4**	0.0	0.0	0.0	0.0	1.9	11.0	2.9	5.9
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**44.0**	13.5	35.7	39.1	41.5	64.7	52.9	47.8	28.3
Telford Shopping Centre, Telford	**2.4**	0.0	9.9	0.0	0.0	0.0	0.0	11.6	6.6
District Centre									
Dawley District Centre	**0.5**	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**2.0**	0.0	0.0	0.0	6.7	0.0	2.9	0.0	2.7
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.8**	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**52.3**	**13.5**	**45.7**	**39.1**	**48.2**	**74.6**	**66.8**	**64.4**	**43.5**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.1**	0.0	0.0	0.0	0.0	0.0	8.8	0.0	0.0
Madeley District Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**1.2**	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**	**12.6**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	9.3
Sub-Total	***0.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***	***9.3***
SUB TOTAL	**84.8**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**84.2**	**86.0**	**60.6**
Sub-Total Telford & Wrekin Borough	**83.7**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**82.9**	**82.2**	**51.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	2.3	0.0	0.0	0.0	0.0	3.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.3**	0.0	0.0	0.0	3.2	2.4	0.0	0.0	3.9
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**3.2**	**2.4**	**0.0**	**0.0**	**3.9**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.6**	0.0	2.3	1.4	0.0	0.0	0.0	0.0	2.7
Sub-Total	**0.6**	**0.0**	**2.3**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**1.1**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.4**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	10.9
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.1**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**6.4**	52.2	2.9	1.1	4.7	2.4	5.1	1.3	17.9
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.9**	**58.4**	**5.2**	**1.1**	**4.7**	**2.4**	**5.1**	**2.5**	**32.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.3**	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.8**	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**13.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.8**	0.0	2.9	0.0	2.1	4.8	0.0	3.2	0.0
Sub-Total	**1.8**	**0.0**	**2.9**	**0.0**	**2.1**	**4.8**	**0.0**	**3.2**	**0.0**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**15.2**	**58.4**	**26.0**	**2.5**	**10.0**	**9.5**	**15.8**	**14.0**	**39.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**1.4**	0.2	0.0	1.0	0.2	0.0	0.0	0.0	0.0
Wellington District Centre	**1.2**	0.1	0.0	1.0	0.0	0.0	0.0	0.0	0.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**2.1**	0.0	0.0	0.7	1.2	0.0	0.0	0.1	0.0
Wrekin Retail Park, Arleston, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.4**	**0.4**	**0.0**	**3.2**	**1.5**	**0.0**	**0.0**	**0.2**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.4**	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.0**	0.0	0.6	0.2	1.4	0.5	0.1	0.3	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.4**	**0.2**	**0.6**	**0.2**	**1.6**	**0.5**	**0.1**	**0.3**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**14.6**	0.3	1.6	2.2	3.0	3.9	1.6	1.3	0.7
Telford Shopping Centre, Telford	**0.9**	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.2
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.5	0.0	0.1	0.0	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.3**	**0.3**	**2.0**	**2.2**	**3.5**	**4.5**	**2.0**	**1.8**	**1.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Madeley District Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.4**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.3**	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***	***0.2***
SUB TOTAL WITHIN STUDY AREA	**28.0**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.5**	**2.4**	**1.4**
Sub-Total Telford & Wrekin Borough	**27.6**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.4**	**2.3**	**1.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.2**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.5**	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.2**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**2.4**	1.1	0.1	0.1	0.3	0.1	0.2	0.0	0.4
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**1.2**	**0.2**	**0.1**	**0.3**	**0.1**	**0.2**	**0.1**	**0.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.6**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.7**	0.0	0.1	0.0	0.2	0.3	0.0	0.1	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.3**	**0.0**	**0.1**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**5.6**	**1.2**	**1.1**	**0.1**	**0.7**	**0.6**	**0.5**	**0.4**	**0.9**
TOTAL	**33.6**	**2.1**	**4.4**	**5.7**	**7.3**	**6.0**	**2.9**	**2.8**	**2.3**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.7**	1.8	14.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**1.8**	**15.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	6.9	0.0	19.7	1.6	1.7	0.0	0.0	4.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.1**	0.0	0.0	6.6	11.3	1.2	0.0	3.4	1.3
Wrekin Retail Park, Arleston, Telford	**5.8**	0.0	0.0	2.8	12.3	7.8	2.2	6.6	7.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.7**	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**15.8**	**6.9**	**0.0**	**33.4**	**25.2**	**10.7**	**2.2**	**10.0**	**12.8**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.0**	0.0	0.0	1.0	9.2	1.7	0.0	18.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.0**	**0.0**	**3.6**	**1.8**	**10.8**	**1.7**	**0.0**	**19.9**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.8**	0.0	1.5	0.0	0.0	1.0	2.2	1.3	1.3
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Telford Town Centre	**32.7**	16.6	27.4	30.3	15.0	55.8	52.8	22.5	29.5
Telford Shopping Centre, Telford	**0.7**	0.0	3.0	0.0	0.0	0.0	0.0	1.0	4.3
District Centre									
Dawley District Centre	**0.4**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.8**	1.3	3.0	7.4	16.8	3.5	1.3	4.1	7.0
Telford Forge Retail Park, Telford	**15.0**	6.7	18.7	19.5	12.9	12.2	13.2	26.3	5.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.0	0.0	1.6	2.3	1.8
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**57.0**	**24.7**	**53.7**	**59.2**	**44.7**	**72.5**	**72.4**	**57.6**	**49.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.1**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Much Wenlock Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.6***
SUB TOTAL	**81.2**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**66.5**
Sub-Total Telford & Wrekin Borough	**80.9**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**61.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	7.0	4.2	1.0	2.4	1.2	2.3	1.0	2.6
Birmingham City Centre	**1.8**	1.1	1.5	0.0	6.2	0.0	1.6	2.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.0**	**8.0**	**5.7**	**1.0**	**8.5**	**1.2**	**3.9**	**3.1**	**2.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**1.3**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**1.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	1.6	1.2	0.0	1.8	2.6
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.2**	**0.0**	**2.8**	**2.6**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.5**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.3
Harlescott	**0.1**	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.1**	28.9	6.9	1.0	1.2	5.0	4.5	1.8	11.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Meole Brace Retail Park, Shrewsbury	**0.9**	8.8	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	10.1	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Sub-Total	**9.1**	**58.6**	**15.9**	**3.1**	**1.2**	**6.3**	**4.5**	**2.8**	**23.5**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.5**	0.0	0.0	0.0	1.6	0.0	0.0	2.6	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**2.6**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	1.2	0.0	0.0	0.0	0.0	1.0	1.8
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**1.2**	**0.0**	**1.6**	**1.0**	**1.8**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**
Others									
Abroad	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**18.8**	**66.7**	**27.5**	**5.5**	**19.3**	**15.1**	**11.3**	**12.4**	**33.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.8**	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.0**	**0.1**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.5**	0.4	0.0	3.2	0.3	0.3	0.0	0.0	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.0**	0.0	0.0	1.1	2.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**5.5**	0.0	0.0	0.5	2.6	1.3	0.2	0.5	0.4
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.8**	**0.4**	**0.0**	**5.4**	**5.3**	**1.8**	**0.2**	**0.8**	**0.8**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.9**	0.0	0.0	0.2	1.9	0.3	0.0	1.5	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.9**	**0.0**	**0.4**	**0.3**	**2.3**	**0.3**	**0.0**	**1.6**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.2	0.0	0.0	0.2	0.2	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Telford Town Centre	**29.8**	0.9	3.4	4.9	3.2	9.5	4.3	1.8	1.8
Telford Shopping Centre, Telford	**0.7**	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.3
District Centre									
Dawley District Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.7**	0.1	0.4	1.2	3.6	0.6	0.1	0.3	0.4
Telford Forge Retail Park, Telford	**14.2**	0.4	2.3	3.2	2.7	2.1	1.1	2.1	0.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.0**	**1.4**	**6.6**	**9.6**	**9.5**	**12.3**	**5.9**	**4.7**	**3.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.7**	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**76.1**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**4.1**
Sub-Total Telford & Wrekin Borough	**75.8**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**3.8**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	0.4	0.5	0.2	0.5	0.2	0.2	0.1	0.2
Birmingham City Centre	**1.8**	0.1	0.2	0.0	1.3	0.0	0.1	0.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.4**	**0.7**	**0.2**	**1.8**	**0.2**	**0.3**	**0.3**	**0.2**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	0.3	0.2	0.0	0.1	0.2
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.3**	**0.2**	**0.0**	**0.2**	**0.2**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.0**	1.6	0.8	0.2	0.2	0.9	0.4	0.1	0.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	0.6	0.0	0.0	0.0	0.2	0.0	0.1	0.0
Sub-Total	**9.1**	**3.3**	**2.0**	**0.5**	**0.2**	**1.1**	**0.4**	**0.2**	**1.4**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.6**	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.0**	**0.1**	**0.1**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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***
SUB TOTAL OUTSIDE STUDY AREA	**18.6**	**3.7**	**3.4**	**0.9**	**4.1**	**2.6**	**0.9**	**1.0**	**2.1**
TOTAL	**94.8**	**5.6**	**12.3**	**16.2**	**21.2**	**17.0**	**8.2**	**8.2**	**6.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.8**	2.8	22.8	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**2.8**	**22.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.6	0.0	7.7	0.0	1.5	3.5	1.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**5.6**	1.6	0.0	13.6	10.5	6.0	0.0	0.0	1.3
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	3.5	7.7	2.5	1.5	1.9	1.4	2.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	5.6	0.0	0.0	0.0	2.9	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**11.4**	**3.2**	**3.5**	**34.6**	**13.0**	**9.0**	**5.4**	**5.5**	**3.6**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.0	1.7	4.1	9.8	0.0	2.9	3.4
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.9**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.1**	**1.6**	**4.8**	**1.7**	**4.1**	**9.8**	**7.1**	**2.9**	**3.4**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	2.8	0.0	0.0	0.0	6.2	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**36.2**	12.8	33.5	33.0	24.3	48.7	47.6	37.1	43.1
Telford Shopping Centre, Telford	**1.4**	0.0	3.5	0.0	0.0	0.0	0.0	7.5	5.5
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**13.4**	0.0	7.0	12.4	28.8	8.1	12.3	5.7	8.6
Telford Forge Retail Park, Telford	**14.4**	28.5	1.7	14.9	20.8	5.0	20.1	28.3	3.3
Sainsbury's, Telford Forge Retail Park, Telford	**1.7**	0.0	0.0	0.0	0.0	7.8	0.0	1.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**68.7**	**44.1**	**45.7**	**60.3**	**73.9**	**77.0**	**80.1**	**79.7**	**60.6**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
Sub-Total Telford & Wrekin Borough	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	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	2.5	1.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**2.5**	**1.2**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Bristol									
Bristol City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.3
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**2.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.0	0.0	0.0	1.7	3.0	0.0	4.8	0.0
Sub-Total	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**3.0**	**0.0**	**4.8**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.1**	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.4**	22.7	5.3	1.7	4.9	0.0	5.5	1.1	11.9
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	12.4	0.0	0.0	0.0	0.0	0.0	1.1	10.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.5**	**46.6**	**15.7**	**1.7**	**4.9**	**0.0**	**5.5**	**3.4**	**25.6**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**11.9**	**46.6**	**23.2**	**3.4**	**9.1**	**4.2**	**7.4**	**11.9**	**32.4**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.3**	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.3**	**0.1**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.7**	0.1	0.0	1.0	0.0	0.2	0.3	0.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.7**	0.1	0.0	1.8	1.9	0.9	0.0	0.0	0.1
Wrekin Retail Park, Arleston, Telford	**2.4**	0.0	0.3	1.0	0.4	0.2	0.1	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.9**	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**0.2**	**0.3**	**4.6**	**2.3**	**1.4**	**0.4**	**0.3**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	0.0	0.2	0.7	1.5	0.0	0.2	0.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.5**	**0.2**	**0.7**	**1.5**	**0.6**	**0.2**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**28.1**	0.6	3.2	4.3	4.3	7.5	3.8	2.2	2.2
Telford Shopping Centre, Telford	**1.1**	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.3
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**10.4**	0.0	0.7	1.6	5.1	1.2	1.0	0.3	0.4
Telford Forge Retail Park, Telford	**11.3**	1.3	0.2	2.0	3.7	0.8	1.6	1.7	0.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.4**	**2.0**	**4.4**	**8.0**	**13.0**	**11.8**	**6.3**	**4.7**	**3.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	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**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL WITHIN STUDY AREA	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
Sub-Total Telford & Wrekin Borough	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.6**	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.4**	**0.2**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Bristol									
Bristol City Centre	**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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.0**	0.0	0.0	0.0	0.3	0.5	0.0	0.3	0.0
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.5**	**0.0**	**0.3**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.8**	1.1	0.5	0.2	0.9	0.0	0.4	0.1	0.6
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.5
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.7**	**2.2**	**1.5**	**0.2**	**0.9**	**0.0**	**0.4**	**0.2**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.1**	0.0	0.1	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**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City Centre	**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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**10.0**	**2.2**	**2.2**	**0.4**	**1.6**	**0.6**	**0.6**	**0.7**	**1.7**
TOTAL	**79.4**	**4.6**	**9.6**	**13.2**	**17.7**	**15.4**	**7.9**	**6.0**	**5.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**8.6**	1.1	73.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.3**	1.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.9**	**2.3**	**75.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**3.9**	8.8	2.0	12.8	4.4	0.0	1.4	0.0	0.6
Wellington District Centre	**4.7**	7.5	0.7	17.8	5.0	0.9	0.0	0.0	0.6
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.8**	0.0	0.0	15.9	5.1	2.7	0.7	3.1	3.2
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	0.0	8.0	3.1	0.0	4.5	1.5	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.6**	0.7	0.9	6.4	1.2	0.0	0.0	0.0	2.4
Leegomery	**0.2**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Shawbirch	**1.4**	0.0	0.0	8.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**19.5**	**17.0**	**3.7**	**71.4**	**18.9**	**3.6**	**6.6**	**4.6**	**10.1**
Zone 4									
District Centres									
Donnington District Centre	**2.1**	0.0	1.3	0.0	8.0	0.0	0.0	0.0	0.0
Hadley District Centre	**1.0**	0.0	0.0	0.8	3.7	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.8**	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.4**	0.0	0.0	0.0	0.0	1.6	1.2	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**7.7**	6.6	2.2	1.1	21.9	3.7	1.4	6.3	5.7
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.2**	**6.6**	**3.5**	**1.8**	**42.0**	**5.3**	**2.6**	**6.3**	**5.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.0	0.0	1.1	0.0	2.7	2.5	1.3	0.6
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**23.3**	12.8	1.8	19.7	17.8	54.0	28.6	16.5	13.8
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**1.6**	0.0	0.0	0.0	0.0	6.3	4.5	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.6	0.9	0.9	0.0	0.8
Telford Forge Retail Park, Telford	**6.6**	0.7	0.0	2.9	17.6	8.3	0.0	2.5	2.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	1.7	0.0	0.0	1.0	2.7	3.0	2.4	2.9
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**1.2**	0.7	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Hollinswood	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Lawley	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Little Dawley	**0.8**	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0
Stirchley	**0.4**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**37.3**	**15.8**	**1.8**	**23.7**	**37.1**	**90.2**	**39.4**	**22.8**	**20.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.4**	1.7	0.0	0.0	0.0	0.9	10.7	0.0	0.8
Madeley District Centre	**2.6**	0.0	0.0	0.0	0.0	0.0	25.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sutton Hill	**0.6**	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0
Woodside	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sub-Total	**5.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.9**	**44.7**	**0.0**	**0.8**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Albrighton	**1.8**	0.0	0.0	0.0	0.0	0.0	0.0	22.5	0.0
Shifnal Town Centre	**3.1**	0.0	0.0	0.0	0.0	0.0	0.7	37.6	0.0
Sub-Total	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**60.9**	**0.0**
Zone 8									
Broseley Town Centre	**1.6**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	20.7
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9
Sub-Total	***2.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.9***	***0.0***	***30.6***
SUB TOTAL	**91.2**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**95.9**	**94.6**	**67.4**
Sub-Total Telford & Wrekin Borough	**83.9**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**93.3**	**33.7**	**36.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.4**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.2**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn Town Centre	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.3**	1.8	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.4**	1.1	0.0	1.6	0.0	0.0	0.0	0.0	1.6
Sainsbury's, Whitburn Street, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.6**	1.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**1.2**	18.7	1.3	0.0	0.0	0.0	0.9	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	2.1	1.2	5.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Oswestry Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.2**	29.4	0.9	1.6	1.3	0.0	0.0	0.0	15.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.3**	2.9	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.2**	**56.0**	**9.0**	**3.1**	**2.1**	**0.0**	**2.9**	**1.2**	**27.4**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.0**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**8.9**	**56.7**	**16.0**	**3.1**	**2.1**	**0.0**	**4.1**	**5.4**	**32.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Wellington District Centre	**0.6**	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.6**	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.6**	**0.1**	**0.1**	**1.6**	**0.5**	**0.1**	**0.1**	**0.1**	**0.1**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Hadley District Centre	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.9**	0.0	0.0	0.0	0.6	0.1	0.0	0.1	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**0.1**	**0.0**	**1.1**	**0.1**	**0.0**	**0.1**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**2.8**	0.1	0.0	0.4	0.5	1.2	0.3	0.2	0.1
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	**0.8**	0.0	0.0	0.1	0.5	0.2	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.5**	**1.0**	**1.9**	**0.4**	**0.3**	**0.2**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Woodside	**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**	**0.5**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**
Zone 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**11.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**1.1**	**0.6**
Sub-Total Telford & Wrekin Borough	**10.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**0.4**	**0.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield 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**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.4**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.4**	**0.2**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**1.2**	**0.4**	**0.3**	**0.1**	**0.1**	**0.0**	**0.0**	**0.1**	**0.3**
TOTAL	**12.6**	**0.7**	**1.8**	**2.2**	**2.6**	**2.1**	**1.1**	**1.2**	**0.9**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.2**	4.6	22.4	0.0	0.0	0.0	0.0	1.3	1.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**4.6**	**22.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**1.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.8	0.0	10.9	0.0	0.0	0.0	0.0	1.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.0**	0.0	2.5	9.4	10.7	7.3	0.0	2.6	2.7
Wrekin Retail Park, Arleston, Telford	**2.6**	0.0	3.7	5.7	1.6	0.9	1.8	4.5	2.5
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.3**	0.0	0.0	6.8	1.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**12.4**	**1.8**	**6.3**	**36.1**	**13.3**	**8.3**	**1.8**	**7.1**	**6.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.6**	0.0	0.0	0.9	2.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.6**	7.9	1.2	0.9	1.6	0.9	2.8	1.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.7**	0.0	4.7	0.0	13.2	1.6	1.0	9.5	1.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**7.9**	**5.9**	**1.8**	**16.9**	**2.6**	**3.9**	**10.6**	**1.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	0.0	0.0	1.5	0.0	2.4	4.4	2.4	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**18.0**	5.7	19.3	14.0	14.4	16.8	38.6	17.5	19.0
Telford Shopping Centre, Telford	**1.1**	0.0	2.5	2.3	0.0	2.1	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.4**	3.1	7.5	8.5	14.6	16.2	10.1	6.0	15.7
Telford Forge Retail Park, Telford	**30.5**	17.9	13.6	28.3	34.8	44.6	17.5	44.0	24.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	0.0	0.0	0.0	4.1	1.2	2.6	1.3	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	1.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**64.4**	**27.7**	**43.0**	**54.6**	**67.8**	**85.6**	**73.3**	**71.1**	**58.9**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.7**	0.0	0.0	0.0	0.0	1.2	3.9	0.0	1.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**3.9**	**0.0**	**1.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***
SUB TOTAL	**88.0**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**83.8**	**91.9**	**70.0**
Sub-Total Telford & Wrekin Borough	**87.6**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**82.8**	**90.1**	**68.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.7**	0.0	0.0	1.1	0.0	1.2	2.7	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**1.1**	**0.0**	**2.4**	**2.7**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.0**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.4**	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	2.8	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.8**	15.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	2.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.8**	14.6	0.0	0.0	2.1	0.0	2.1	0.0	7.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.8	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.9**	9.3	0.0	2.0	0.0	0.0	1.0	0.0	15.8
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.6**	6.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.1**	**56.9**	**10.5**	**3.1**	**2.1**	**0.0**	**3.1**	**0.0**	**27.5**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.8**	0.0	8.2	0.0	0.0	0.0	6.8	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.3**	0.0	2.5	0.0	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
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
Sub-Total	**2.2**	**0.0**	**12.0**	**0.0**	**0.0**	**0.0**	**6.8**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby Town Centre	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.5**	0.0	0.0	0.0	0.0	0.0	1.3	4.4	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**4.4**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.0**	**58.0**	**22.5**	**7.6**	**2.1**	**2.4**	**16.2**	**8.1**	**30.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.4**	0.2	2.1	0.0	0.0	0.0	0.0	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.2**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.4**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.5**	0.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.5**	0.0	0.2	1.2	1.8	1.0	0.0	0.2	0.1
Wrekin Retail Park, Arleston, Telford	**2.0**	0.0	0.3	0.7	0.3	0.1	0.1	0.3	0.1
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.4**	**0.1**	**0.6**	**4.6**	**2.3**	**1.1**	**0.1**	**0.4**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.5**	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	0.3	0.1	0.1	0.3	0.1	0.2	0.1	0.0
Other (Undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.4	0.0	2.3	0.2	0.1	0.6	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.3**	**0.3**	**0.5**	**0.2**	**2.9**	**0.3**	**0.2**	**0.6**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.9**	0.0	0.0	0.2	0.0	0.3	0.3	0.1	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**12.9**	0.2	1.8	1.8	2.5	2.3	2.5	1.0	0.9
Telford Shopping Centre, Telford	**0.8**	0.0	0.2	0.3	0.0	0.3	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**8.3**	0.1	0.7	1.1	2.5	2.2	0.6	0.3	0.7
Telford Forge Retail Park, Telford	**22.4**	0.7	1.3	3.6	6.0	6.0	1.1	2.6	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**1.1**	0.0	0.0	0.0	0.7	0.2	0.2	0.1	0.0
Other (Undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**46.8**	**1.2**	**3.9**	**6.9**	**11.6**	**11.6**	**4.7**	**4.2**	**2.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.5**	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**64.5**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.4**	**5.4**	**3.2**
Sub-Total Telford & Wrekin Borough	**64.3**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.3**	**5.3**	**3.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.1**	**0.0**	**0.3**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**
Outside the Study Area - Preston									
Preston City 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**

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.7**	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.7**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.4**	0.6	0.0	0.0	0.4	0.0	0.1	0.0	0.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.4**	0.4	0.0	0.3	0.0	0.0	0.1	0.0	0.7
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.4**	**1.0**	**0.4**	**0.4**	**0.0**	**0.2**	**0.0**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.2**	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.2**	0.0	0.2	0.0	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
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
Sub-Total	**1.5**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.3**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**9.0**	**2.4**	**2.1**	**1.0**	**0.4**	**0.3**	**1.0**	**0.5**	**1.4**
TOTAL	**73.5**	**4.2**	**9.2**	**12.6**	**17.2**	**13.5**	**6.4**	**5.8**	**4.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
Roden	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**2.0**	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**0.0**	**21.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.2**	1.0	1.4	15.2	3.0	0.0	5.7	0.0	2.8
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**14.5**	3.9	6.1	33.8	15.9	10.1	12.6	5.6	9.2
Wrekin Retail Park, Arleston, Telford	**3.3**	0.0	1.0	6.0	4.1	1.5	0.0	9.8	1.3
Sub-Total	**22.0**	**7.1**	**8.6**	**55.0**	**23.0**	**11.6**	**18.3**	**15.4**	**13.3**
Zone 4									
District Centres									
Donnington District Centre	**0.4**	2.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.6**	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.9
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.9**	0.0	1.0	0.0	2.2	0.0	0.0	2.5	1.3
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**4.0**	0.0	0.0	4.4	8.9	5.6	1.9	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**8.7**	7.7	16.4	8.4	10.4	5.3	4.3	9.2	4.0
Aldi, Wellington Road, Donnington, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Sub-Total	**15.6**	**10.0**	**19.7**	**12.8**	**24.4**	**15.3**	**6.2**	**11.8**	**6.3**
Zone 5									
Telford Town Centre									
Telford Town Centre	**4.0**	0.8	4.8	4.2	5.1	3.4	3.8	0.8	6.4
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**32.4**	13.1	14.4	12.2	39.2	57.0	50.6	31.9	20.3
Telford Bridge Retail Park, Telford	**1.2**	0.0	0.0	0.0	1.1	2.2	0.0	1.1	6.8
Telford Forge Retail Park, Telford	**4.4**	2.1	3.5	7.3	4.3	1.1	0.0	12.5	5.8
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**1.3**	0.0	0.0	0.9	0.0	4.7	2.1	0.0	0.9
Sub-Total	**43.4**	**16.1**	**22.7**	**24.7**	**49.6**	**68.4**	**56.6**	**46.2**	**40.2**
Zone 6									
Madeley District Centre	**0.4**	0.0	0.0	0.7	0.0	0.0	1.4	0.0	1.9
Sub-Total	**0.4**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**1.4**	**0.0**	**1.9**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0
Tile Maze, Stafford Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Stafford Park, Telford	**0.4**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**2.1**	**18.2**	**1.3**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Sub-Total	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.3***
SUB TOTAL	**86.5**	**34.0**	**72.7**	**93.2**	**98.6**	**95.3**	**84.6**	**91.6**	**66.2**
Sub-Total Telford & Wrekin Borough	**84.2**	**34.0**	**72.7**	**93.2**	**97.0**	**95.3**	**82.4**	**73.4**	**61.7**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.6**	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**4.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.0**	**0.9**
Outside the Study Area - Lincolnshire									
Spalding Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**3.0**	29.4	0.8	0.0	0.8	1.5	1.1	0.0	12.3
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.9**	0.8	1.0	2.9	0.0	0.0	0.0	0.8	2.6
Homebase, Axis Centre, Market Drayton	**0.2**	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**1.7**	15.2	5.4	0.0	0.0	0.0	1.4	0.0	1.3
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Wickes, Kendal Road, Shrewsbury	**0.5**	2.1	1.0	0.0	0.0	0.0	0.0	0.0	3.8
Bridgnorth Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	1.7
Market Drayton Town Centre	**0.3**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.3**	9.8	1.5	1.2	0.0	0.0	0.0	0.0	5.8
Battlefield Industrial Estate, Shrewsbury	**0.3**	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	5.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.2**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**10.1**	**65.2**	**14.2**	**6.8**	**0.8**	**1.5**	**11.4**	**2.5**	**32.8**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.3**	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**8.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.8	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Wolverhampton City Centre	**0.5**	0.0	0.0	0.0	0.6	1.1	1.4	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.6**	**1.1**	**2.7**	**4.4**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**
Others	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**13.5**	**66.0**	**27.3**	**6.8**	**1.4**	**4.7**	**15.4**	**8.4**	**33.8**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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									
Newport Town Centre									
Newport Town Centre	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.4**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**2.0**	0.0	0.1	1.2	0.3	0.0	0.3	0.0	0.1
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**1.5**	0.0	0.1	0.5	0.4	0.1	0.0	0.4	0.0
Sub-Total	**10.3**	**0.2**	**0.6**	**4.3**	**2.3**	**1.0**	**0.8**	**0.7**	**0.5**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**7.3**	**0.3**	**1.3**	**1.0**	**2.5**	**1.3**	**0.3**	**0.5**	**0.2**
Zone 5									
Telford Town Centre									
Telford Town Centre	**1.9**	0.0	0.3	0.3	0.5	0.3	0.2	0.0	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2
Telford Forge Retail Park, Telford	**2.1**	0.1	0.2	0.6	0.4	0.1	0.0	0.5	0.2
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Sub-Total	**20.4**	**0.5**	**1.5**	**1.9**	**5.0**	**5.6**	**2.5**	**2.0**	**1.4**
Zone 6									
Madeley District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.8**	**0.0**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broseley Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**40.9**	**1.1**	**4.7**	**7.3**	**9.9**	**7.8**	**3.7**	**3.9**	**2.4**
Sub-Total Telford & Wrekin Borough	**39.7**	**1.1**	**4.7**	**7.3**	**9.8**	**7.8**	**3.6**	**3.1**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.3**	0.0	0.3	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**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Lincolnshire									
Spalding 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**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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**
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**1.7**	0.9	0.1	0.0	0.1	0.1	0.0	0.0	0.4
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.5**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1
Homebase, Axis Centre, Market Drayton	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**0.9**	0.5	0.4	0.0	0.0	0.0	0.1	0.0	0.0
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kendal Road, Shrewsbury	**0.3**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.7**	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.2
Battlefield Industrial Estate, Shrewsbury	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.1**	**0.9**	**0.5**	**0.1**	**0.1**	**0.5**	**0.1**	**1.2**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.5**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent									
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.1**	**0.1**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Kidderminster Town Centre	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**7.2**	**2.1**	**1.8**	**0.5**	**0.1**	**0.4**	**0.7**	**0.4**	**1.2**
TOTAL	**48.1**	**3.2**	**6.5**	**7.9**	**10.1**	**8.2**	**4.4**	**4.3**	**3.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.1**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**5.3**	2.5	36.8	0.0	0.0	1.7	3.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.2**	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.5**	**38.4**	**0.0**	**0.0**	**1.7**	**3.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**9.8**	15.7	1.3	19.9	10.5	2.3	14.2	2.4	7.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**3.4**	0.0	0.0	10.8	1.1	3.4	0.0	1.4	2.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.1**	**15.7**	**1.3**	**30.7**	**11.6**	**5.7**	**14.2**	**3.7**	**9.0**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.4	0.0	0.8	0.0	0.0	0.0	0.0	1.4
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**2.5**	1.4	0.0	1.8	7.0	1.7	1.6	0.0	2.9
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.7**	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Ketley	**2.1**	1.4	4.5	1.8	1.9	4.0	0.0	0.0	0.0
Trench	**0.2**	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**4.3**	**4.5**	**4.4**	**18.5**	**5.7**	**1.6**	**1.7**	**4.3**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Telford Town Centre	**12.2**	3.7	12.6	2.9	1.4	29.7	21.4	19.3	11.2
Telford Shopping Centre, Telford	**2.1**	0.0	0.0	2.1	0.0	8.8	0.0	2.4	0.0
District Centre									
Dawley District Centre	**2.8**	0.0	0.0	3.9	1.1	3.6	6.7	1.4	5.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.6**	16.1	6.4	9.5	21.5	8.1	6.4	7.2	18.5
Telford Forge Retail Park, Telford	**17.7**	9.9	4.5	26.5	21.6	17.8	11.6	22.4	11.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**1.1**	0.0	0.0	0.8	2.8	0.0	3.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.6**	0.0	1.3	2.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**48.2**	**29.7**	**24.7**	**47.7**	**48.4**	**68.0**	**49.3**	**53.9**	**45.8**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**1.6**	1.4	0.0	0.0	0.0	1.7	11.3	0.0	1.4
Other (undefined)									
Ironbridge	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**13.5**	**0.0**	**1.4**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Much Wenlock Town Centre	**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***	***0.0***	***2.0***
SUB TOTAL	**77.0**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**74.9**	**62.4**
Sub-Total Telford & Wrekin Borough	**75.7**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**59.4**	**60.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**3.0**	0.0	1.3	2.1	1.4	3.4	7.1	2.7	8.6
Birmingham City Centre	**0.3**	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.3**	**0.0**	**1.3**	**2.1**	**2.8**	**3.4**	**7.1**	**2.7**	**8.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.6**	0.0	3.2	1.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Virage Park, Walsall Road, Cannock	**0.3**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**5.4**	**1.0**	**0.0**	**0.0**	**1.3**	**9.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.3**	24.6	6.3	5.9	6.8	8.7	8.3	5.5	15.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.4**	2.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.7**	1.4	0.0	0.0	0.0	1.7	0.0	0.0	4.9
Meole Brace Retail Park, Shrewsbury	**1.9**	9.4	0.0	6.9	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**2.2**	5.3	2.8	0.0	7.2	0.0	0.0	0.0	2.9
Sub-Total	**14.0**	**43.2**	**14.1**	**12.7**	**14.1**	**10.4**	**8.3**	**5.5**	**25.6**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.3**	1.8	3.8	0.0	0.0	3.4	0.0	1.7	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.3**	**1.8**	**3.8**	**0.0**	**0.0**	**3.4**	**0.0**	**1.7**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.4**	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.3**	0.0	1.3	0.0	4.7	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**0.0**	**4.5**	**0.0**	**4.7**	**0.0**	**1.6**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.4**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**0.4**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**23.0**	**45.0**	**31.2**	**17.2**	**21.5**	**17.2**	**18.2**	**25.1**	**37.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.0**	0.1	2.6	0.0	0.0	0.2	0.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.1**	**0.1**	**2.7**	**0.0**	**0.0**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	0.5	0.1	1.9	1.2	0.2	0.7	0.1	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**1.6**	0.0	0.0	1.0	0.1	0.3	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.5**	**0.5**	**0.1**	**2.9**	**1.3**	**0.5**	**0.7**	**0.2**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.4**	0.0	0.0	0.2	0.8	0.2	0.1	0.0	0.1
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.1**	0.0	0.3	0.2	0.2	0.4	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.3**	**0.4**	**2.1**	**0.5**	**0.1**	**0.1**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Town Centre	**6.6**	0.1	0.9	0.3	0.2	2.8	1.0	0.9	0.4
Telford Shopping Centre, Telford	**1.1**	0.0	0.0	0.2	0.0	0.8	0.0	0.1	0.0
District Centre									
Dawley District Centre	**1.4**	0.0	0.0	0.4	0.1	0.3	0.3	0.1	0.2
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.5**	0.5	0.5	0.9	2.5	0.8	0.3	0.3	0.7
Telford Forge Retail Park, Telford	**9.3**	0.3	0.3	2.5	2.5	1.7	0.6	1.1	0.4
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**25.8**	**1.0**	**1.7**	**4.5**	**5.6**	**6.4**	**2.4**	**2.6**	**1.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.8**	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.1
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.6**	**0.0**	**0.1**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Shifnal Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**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***	***0.0***	***0.1***
SUB TOTAL WITHIN STUDY AREA	**41.1**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**3.6**	**2.3**
Sub-Total Telford & Wrekin Borough	**40.3**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**2.9**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**1.6**	0.0	0.1	0.2	0.2	0.3	0.3	0.1	0.3
Birmingham City Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**0.1**	**0.2**	**0.3**	**0.3**	**0.3**	**0.1**	**0.3**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.3**	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Virage Park, Walsall Road, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.1**	**0.4**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.6**	0.8	0.4	0.5	0.8	0.8	0.4	0.3	0.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.2**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.4**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**1.3**	0.2	0.2	0.0	0.8	0.0	0.0	0.0	0.1
Sub-Total	**7.8**	**1.4**	**1.0**	**1.2**	**1.6**	**1.0**	**0.4**	**0.3**	**0.9**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.7**	0.1	0.3	0.0	0.0	0.3	0.0	0.1	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.1**	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.8**	0.0	0.1	0.0	0.5	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.3**	**0.0**	**0.5**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.8**	**1.5**	**2.2**	**1.6**	**2.5**	**1.6**	**0.9**	**1.2**	**1.4**
TOTAL	**54.0**	**3.2**	**7.1**	**9.4**	**11.6**	**9.4**	**4.8**	**4.8**	**3.7**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roden	**0.0**	0.0	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**
Zone 2									
Newport Town Centre									
Newport Town Centre	**13.7**	0.5	12.5	0.2	0.0	0.2	0.2	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.7**	**0.5**	**13.6**	**0.2**	**0.0**	**0.2**	**0.2**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Wellington District Centre	**22.8**	1.5	0.3	12.4	4.0	1.4	1.7	0.2	1.3
Morrisons, Spring Hill, Wellington	**2.5**	0.4	0.0	1.8	0.3	0.0	0.0	0.0	0.0
Major Retail Parks									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**23.5**	0.0	1.6	7.0	6.5	3.9	1.4	2.0	1.2
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**17.2**	0.1	0.4	5.1	7.8	2.4	0.0	0.9	0.5
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**3.4**	0.0	0.0	2.8	0.3	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**76.4**	**2.1**	**2.8**	**32.1**	**20.5**	**8.5**	**3.6**	**3.5**	**3.3**
Zone 4									
District Centres									
Donnington District Centre	**1.2**	0.2	0.7	0.1	0.2	0.0	0.0	0.0	0.1
Hadley District Centre	**0.8**	0.0	0.2	0.1	0.5	0.0	0.0	0.0	0.0
Oakengates District Centre	**3.8**	0.6	0.1	0.3	2.0	0.3	0.3	0.1	0.1
Other (undefined)									
Aldi, Wellington Road, Donnington, Telford	**0.6**	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0
Asda, St George's Road, Donnington Wood, Telford	**18.5**	0.0	1.5	1.3	8.0	3.8	0.1	3.4	0.4
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.3**	0.0	0.3	0.3	0.2	0.4	0.0	0.0	0.0
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Sub-Total	**34.3**	**1.1**	**4.1**	**3.1**	**14.2**	**5.5**	**1.3**	**4.2**	**0.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**5.0**	0.3	0.2	0.2	0.2	2.0	0.9	0.9	0.3
Marks and Spencers, Dean Street, Telford	**2.2**	0.0	0.0	0.5	0.0	1.0	0.3	0.1	0.3
Telford Town Centre	**176.8**	4.8	19.2	27.8	32.3	46.5	23.5	12.9	9.8
Telford Shopping Centre, Telford	**6.0**	0.0	2.0	0.5	0.0	1.1	0.0	1.5	0.9
District Centre									
Dawley District Centre	**2.5**	0.0	0.0	0.7	0.1	1.0	0.4	0.1	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**33.9**	0.7	2.2	5.3	13.8	5.7	2.0	1.7	2.5
Telford Forge Retail Park, Telford	**71.2**	2.8	4.8	13.9	21.2	12.4	4.6	9.1	2.3
Sainsbury's, Telford Forge Retail Park, Telford	**4.1**	0.0	0.0	0.0	1.2	1.4	0.8	0.4	0.2
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.6**	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**319.1**	**9.1**	**29.4**	**50.3**	**73.1**	**77.1**	**34.9**	**28.0**	**17.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.3**	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.3
Madeley District Centre	**1.7**	0.1	0.0	0.1	0.0	0.2	1.3	0.0	0.1
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.1**	**0.0**	**0.8**	**2.9**	**0.0**	**0.4**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Shifnal Town Centre	**1.2**	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.5**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Much Wenlock Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	**1.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**1.0**
SUB TOTAL STUDY AREA	**453.1**	**13.2**	**49.8**	**85.7**	**107.9**	**92.0**	**43.1**	**38.4**	**22.8**
Sub-Total Telford & Wrekin Borough	**449.0**	**13.1**	**49.8**	**85.7**	**107.8**	**92.0**	**42.9**	**35.8**	**21.8**

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
OUTSIDE STAFFORD BOROUGH									
Outside the Study Area - Barrow in Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Birmingham	**10.6**	0.6	1.3	1.2	2.7	1.0	1.4	1.3	1.0
Outside the Study Area - Bristol	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Cannock	**1.3**	0.0	0.6	0.1	0.0	0.0	0.2	0.4	0.0
Outside the Study Area - Cheshire East	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Cheshire West and Chester	**2.6**	0.1	0.8	0.7	0.0	0.4	0.4	0.0	0.2
Outside the Study Area - Corby	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Dudley	**4.0**	0.1	0.1	0.0	1.6	1.0	0.2	0.5	0.4
Outside the Study Area - Gloucestershire	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Lancashire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Lichfield	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Lincolnshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Liverpool	**0.6**	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Manchester	**0.4**	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Powys	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Preston	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Outside the Study Area - Sandwell	**0.5**	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0
Outside the Study Area - Shropshire	**52.4**	17.0	9.1	3.6	6.3	2.9	2.3	1.1	10.1
Outside the Study Area - Solihull	**0.7**	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford	**5.6**	0.2	4.3	0.0	0.2	0.3	0.4	0.2	0.0
Outside the Area - Stoke on Trent	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Centre - Walsall	**0.7**	0.1	0.1	0.0	0.2	0.0	0.1	0.1	0.0
Outside the Study Area - Warwickshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wednesbury	**1.0**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1
Outside the Study Area - Wolverhampton	**5.2**	0.0	0.7	0.8	0.9	0.6	0.4	1.7	0.2
Outside the Study Area - Wrexham	**0.5**	0.0	0.0	0.2	0.2	0.0	0.1	0.0	0.0
Outside the Study Area - Wyre Forest	**0.7**	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0
Outside the Study Area - Other	**3.2**	0.1	0.9	0.0	0.5	0.8	0.2	0.5	0.3
Others	**0.8**	0.1	0.0	0.2	0.0	0.3	0.0	0.1	0.1
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**92.2**	**18.2**	**18.9**	**7.6**	**13.8**	**8.2**	**6.2**	**6.7**	**12.5**
TOTAL	**545.4**	**31.4**	**68.8**	**93.3**	**121.8**	**100.3**	**49.3**	**45.0**	**35.4**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)
b. Total comaparison goods Taken from aggregating results from Tables 10, 12, 14, 16, 18, 20, 22 and 24
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 26: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

DESTINATION	SURVEY COMPARISON (£m)	DRAWN FROM STUDY AREA (%)	TOTAL COMPARISON (£m)
Zone 1			
High Ercall	0.0	100	0.0
Roden	0.0	100	0.0
Sub-Total	**0.1**		**0.1**
Zone 2			
Newport Town Centre			
Newport Town Centre	13.7	90	15.2
Other (Undefined)			
Waitrose, Audley Road, Newport	0.3	85	0.4
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	0.1	100	0.1
Mere Park Garden Centre, Stafford Road, Newport	0.6	100	0.6
Springfield Industrial Estate, Newport	0.1	100	0.1
Sub-Total	**14.7**		**16.3**
Zone 3			
Wellington District Centre			
Wellington District Centre	22.8	100	22.8
Morrisons, Spring Hill, Wellington	2.5	95	2.7
Major Retail Parks			
Homebase, Wrekin Retail Park, Telford	6.7	100	6.7
Wrekin Retail Park, Arleston, Telford	23.5	90	26.1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	17.2	90	19.1
Other (Undefined)			
Tesco Express, Haygate Road, Wellington	3.4	100	3.4
Leegomery	0.0	100	0.0
Shawbirch	0.2	100	0.2
Sub-Total	**76.4**		**81.0**
Zone 4			
District Centres			
Donnington District Centre	1.2	100	1.2
Hadley District Centre	0.8	100	0.8
Oakengates District Centre	3.8	100	3.8
Other (undefined)			
Aldi, Wellington Road, Donnington, Telford	0.6	100	0.6
Asda, St George's Road, Donnington Wood, Telford	18.5	95	19.5
Dave's Carpets, Wombridge Road, Trench	1.0	100	1.0
Horton Park Industrial Estate, Telford	0.6	100	0.6
Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.1	100	0.1
Ketley	1.3	100	1.3
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	0.4	100	0.4
Priorslee	0.1	100	0.1
Trench	0.1	100	0.1
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	1.8	100	1.8
Wyevale Garden Centre, Station Road, Donnington	4.2	100	4.2
Sub-Total	**34.3**		**35.2**
Zone 5			
Telford Town Centre			
Asda, The Border, Telford Town Centre	5.0	90	5.6
Marks and Spencers, Dean Street, Telford	2.2	85	2.6
Telford Town Centre	176.8	85	208.0
Telford Shopping Centre, Telford	6.0	85	7.0
District Centre			
Dawley District Centre	2.5	100	2.5
Major Retail Parks			
B&Q, Telford Bridge Retail Park, Old Park, Telford	15.3	90	16.9
Telford Bridge Retail Park, Telford	33.9	90	37.7
Telford Forge Retail Park, Telford	71.2	90	79.1
Sainsbury's, Telford Forge Retail Park, Telford	4.1	90	4.5
Other (undefined)			
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.6	100	0.6
Hollinswood	0.0	100	0.0
Lawley	0.0	100	0.0
Little Dawley	0.1	100	0.1
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	0.6	100	0.6
Stirchley	0.1	100	0.1
Heath Hill Industrial Estate, Dawley	0.6	100	0.6
Queensway Link Industrial Estate, Stafford Park, Telford	0.3	100	0.3
Sub-Total	**319.1**		**366.1**
Zone 6			
Madeley District Centre			
Tesco Superstore, Park Avenue, Madeley, Telford	1.3	90	1.4
Madeley District Centre	1.7	100	1.7
Other (undefined)			
Ironbridge	0.8	50	1.6
Sutton Hill	0.5	100	0.5
Woodside	0.0	100	0.0
Sub-Total	**4.4**		**5.3**
SUB TOTAL TELFORD & WREKIN	**449.0**		**504.1**

TABLE 27: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Table 27a: Estimated 'Capacity' for Comparison Goods Facilities in Telford Borough

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	504.1	504.1	0.0
2018	558.8	582.5	23.8
2023	618.1	692.7	74.6
2028	682.5	832.7	150.2
2031	724.2	929.2	205.0
Market Share		**82.3**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Telford Borough facilities at 82.3% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27b: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	23.8	4,300	7,100
2023	74.6	12,200	20,300
2028	150.2	22,200	37,000
2031	205.0	28,500	47,600

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27c: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	23.8	126.1	-102.3	-18,500	-30,800
2023	74.6	139.5	-64.8	-10,600	-17,600
2028	150.2	154.0	-3.8	-600	-900
2031	205.0	163.4	41.6	5,800	9,600

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d below
At 2011 prices

Table 27d: Comparison Goods Planning Commitments Benchmark Planning Commitments Benchmark Turnover within Identified Centres at 2013

Reference	Location	Proposal	Gross Retail Floorspace	Net Comparison Floorspace	Assumed Sales Density (£ per sq.m)	Estimated Turnover (£)	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2006/0229	AA Service Centre/Halford, Unit 1,	COU from Garage to Halfords	383	306	2,904	0.9	100	0.9
TWC/2008/1193	7 Oakengates, Telford	COU to A1	146	117	3,000	0.4	100	0.4
TWC/2009/0915	Malinslee House	Asda Store	7,897	1,349	9,270	12.5	90	6.3
TWC/2011/0699	Unit 9, Merrythought Village	COU from B2 to Antiques	452	362	2,000	0.7	70	0.5
TWC/2011/0951	Toybox Creche, Southwater Way	A1 Retail Unit	489	489	5,000	2.4	85	2.1
TWC/2012/0118	The Glebe Centre, Glebe Street,	Mixed use development inc.	190	190	3,000	0.6	100	0.6
TWC/2012/0271	Telford Garden Centre, Station Road	Garden Centre sales building	186	177	2,000	0.4	100	0.4
TWC/2012/0385	Unit 3, 125 King Street, Wellington	COU to retail shop	238	190	3,000	0.6	100	0.6
TWC/2012/0391	Unit 6, Telford Bridge Retail Park	Mezzanine	312	303	2,000	0.6	90	0.5
TWC/2012/0551	Land off Parkway, Madeley	1,400 sq.m non-food retail	1,400	1,120				
TWC/2012/0667	Aero Garage, Chetwynd End	COU from car showroom to	493	394	2,000	0.8	90	0.7
TWC/2013/0102	Aldi, land off Parkway, Madeley	New foodstore	1,419	149	5,000	0.7	100	0.7
TWC/2013/0118	Inchcape, Trench Road, Donnington	COU to furniture showroom	1,090	872	2,000	1.7	100	1.7
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	36,400	20,230	5,000	101.2	85	86.0
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	7,500	1,350	10,233	13.8	90	12.4
Sub Total (Telford UA)			**58,595**	**27,598**		**137.3**		**113.7**
Newport								
TWC/2011/0916	Audley Avenue	New (Morrisons) Supermarket	5,084	661				
Sub Total (Newport)			**5,084**	**661**		**0.0**		**0.0**
Total			**63,679**	**28,259**		**137.3**		**113.7**

Notes
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c.
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA
b. The proposed Asda at Malinslee House, is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated comparison goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Planning permission reference TWC/2013/0612 supersedes the earlier Brodie House (reference TWC/2012/0059) and Red Oak Car Park (TWC/2009/1074) permissions. Floorspace is considered in two elements: that which would form additional retail units and that associated with a likely foodstore
e. It is assumed that the comparison goods unit at Parkway will not be built out as planning permission exists for foodstore at same site
g. Net convenience floorspace for foodstores derived from ratio provided by Verdict Grocer Retailers where available, otherwise WYG judgement
h. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
i. Gross to net sales area ratio is 80% for retail warehousing and 70% for traditional town centre floorspace
j. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

j. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

Table 27e: Estimated 'Capacity' for Comparison Goods Facilities - Telford Urban Area (facilities in Zones 3, 4, 5 and 6)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	487.7	487.7	0.0
2018	540.6	563.6	23.0
2023	598.0	670.2	72.2
2028	660.3	805.6	145.3
2031	700.7	899.0	198.3
Market Share		**79.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Telford Urban Area (Zones 3, 4, 5 and 6) facilities at 79.6% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27f: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	23.0	4,100	6,900
2023	72.2	11,800	19,600
2028	145.3	21,500	35,800
2031	198.3	27,600	46,000

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27g: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	23.0	126.1	-103.1	-18,600	-31,000
2023	72.2	139.5	-67.3	-11,000	-18,300
2028	145.3	154.0	-8.7	-1,300	-2,100
2031	198.3	163.4	34.9	4,900	8,100

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Table 27h: Estimated 'Capacity' for Comparison Goods Facilities -Newport (Zone 2)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	16.3	16.3	0.0
2018	18.1	18.8	0.8
2023	20.0	22.4	2.4
2028	22.1	26.9	4.9
2031	23.4	30.1	6.6
Market Share		**2.7**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Newport (Zones 2) facilities at 2.7% from Study Area
c. Assumes a inflow of 10.7% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27i: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace	
		Min	Max
2013	0.0	0	0
2018	0.8	100	200
2023	2.4	400	700
2028	4.9	700	1,200
2031	6.6	900	1,500

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27j: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace	
		Extant	Residual	Min	Max
2013	0.0	0.0	0.0	0	0
2018	0.8	0.0	0.8	100	200
2023	2.4	0.0	2.4	400	700
2028	4.9	0.0	4.9	700	1,200
2031	6.6	0.0	6.6	900	1,500

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Appendix 7 – Statistical Retail Tables (Population Growth Scenario 3)

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE GOODS)

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2013	2018	2023	2028	2031	2013	2018	2023	2028	2031
1	11,124	11,237	11,350	11,463	11,530	1,889	1,906	1,971	2,039	2,089
2	25,136	26,234	27,332	28,429	29,088	1,814	1,831	1,894	1,959	2,006
3	34,403	37,157	39,911	42,666	44,318	1,829	1,845	1,909	1,975	2,022
4	48,778	52,683	56,588	60,493	62,836	1,720	1,735	1,795	1,857	1,902
5	41,890	45,244	48,597	51,951	53,963	1,759	1,775	1,836	1,900	1,945
6	21,494	23,215	24,936	26,656	27,689	1,803	1,819	1,882	1,946	1,993
7	18,218	18,588	18,932	19,220	19,389	1,655	1,670	1,728	1,787	1,831
8	12,352	12,748	13,082	13,303	13,452	1,999	2,017	2,086	2,158	2,210
TOTAL	**213,395**	**227,105**	**240,728**	**254,181**	**262,266**					

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	CONVENIENCE EXPENDITURE (£m)					GROWTH CONVENIENCE (£m)			
	2013	2018	2023	2028	2031	2013-18	2013-23	2013-28	2013-31
1	21.0	21.4	22.4	23.4	24.1	0.4	1.4	2.4	3.1
2	45.6	48.0	51.8	55.7	58.4	2.4	6.2	10.1	12.8
3	62.9	68.6	76.2	84.2	89.6	5.6	13.3	21.3	26.7
4	83.9	91.4	101.6	112.3	119.5	7.5	17.7	28.4	35.6
5	73.7	80.3	89.2	98.7	105.0	6.6	15.5	25.0	31.3
6	38.7	42.2	46.9	51.9	55.2	3.5	8.2	13.1	16.5
7	30.2	31.0	32.7	34.4	35.5	0.9	2.6	4.2	5.3
8	24.7	25.7	27.3	28.7	29.7	1.0	2.6	4.0	5.0
TOTAL	**380.7**	**408.7**	**448.0**	**489.3**	**517.0**	**28.0**	**67.3**	**108.6**	**136.3**

TABLE 2B: MAIN / TOP-UP SPLIT (2013)

ZONE	CONVENIENCE EXPENDITURE (£m)		
	MAIN	TOP-UP	TOTAL
1	16.8	4.2	**21.0**
2	36.5	9.1	**45.6**
3	50.3	12.6	**62.9**
4	67.1	16.8	**83.9**
5	59.0	14.7	**73.7**
6	31.0	7.7	**38.7**
7	24.1	6.0	**30.2**
8	19.8	4.9	**24.7**
TOTAL	**304.6**	**76.1**	**380.7**

Notes:

a. Post code sectors

Zone 1: SY 4 4, TF 6 5, TF 6 6

Zone 2: TF 9 2, TF10 7, TF10 8, TF10 9

Zone 3: TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0

Zone 4: TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9

Zone 5: TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3

Zone 6: TF 7 4, TF 7 5, TF 8 7

Zone 7: TF11 8, TF11 9, WV 7 3

Zone 8: SY 5 6, TF12 5, TF13 6

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

e. WYG has proportioned the level of convenience goods spent between main food and top up at 80/20 which reflects the local spending patterns found in Q05 and Q15 of the Household Survey

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS

DESTINATION	TOTAL MAIN FOOD (%)	TOTAL TOP UP (%)	1 MAIN FOOD (%)	1 TOP UP (%)	2 MAIN FOOD (%)	2 TOP UP (%)	3 MAIN FOOD (%)	3 TOP UP (%)	4 MAIN FOOD (%)	4 TOP UP (%)	5 MAIN FOOD (%)	5 TOP UP (%)	6 MAIN FOOD (%)	6 TOP UP (%)	7 MAIN FOOD (%)	7 TOP UP (%)	8 MAIN FOOD (%)	8 TOP UP (%)
RETAINED IN STUDY AREA																		
Zone 1																		
Co-operative Food, Market Drayton Road, Shawbury	**0.0**	**0.5**	0.0	11.6	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
Spar, Church Street, Shawbury	**0.0**	**0.0**	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
Local Shops, High Ercall	**0.0**	**0.5**	0.0	10.5	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
Local Shops, Shawbury	**0.0**	**0.2**	0.0	4.1	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
Local Shops, Waters Upton	**0.0**	**0.0**	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
Sub-Total	***0.0***	***1.3***	***0.0***	***28.1***	***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***
Zone 2																		
Newport Town Centre																		
B&M Bargains, High Street, Newport	**0.1**	**0.2**	0.0	0.0	0.7	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
Local Shops, Newport Town Centre	**0.1**	**1.4**	0.0	0.0	0.7	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
Edge or Out of Defined Centre																		
Co-operative Food (former Somerfield), High Street, Newport	**0.9**	**4.2**	0.0	0.0	7.5	22.1	0.0	1.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	**4.2**	**5.2**	2.7	3.2	34.3	34.6	0.0	0.0	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Cheswardine	**0.0**	**0.1**	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	0.0
Local Shops, Edgmond	**0.0**	**0.1**	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	0.0
Local Shops, Hinstock	**0.0**	**0.4**	0.0	0.0	0.0	3.1	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	***5.2***	***11.7***	***2.7***	***3.2***	***43.2***	***73.8***	***0.0***	***1.0***	***0.8***	***1.8***	***0.0***	***5.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 3																		
Wellington District Centre																		
Iceland, New Street, Wellington	**1.3**	**0.2**	0.0	1.6	0.0	0.0	2.0	0.8	3.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Spring Hill, Wellington	**10.7**	**7.2**	23.2	7.0	1.4	2.4	36.8	33.5	7.2	6.1	4.2	0.0	2.6	1.0	3.7	1.0	6.6	0.0
Local Shops, Wellington District Centre	**0.4**	**2.1**	0.0	0.0	0.0	0.0	1.8	13.1	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.4	0.0
Wrekin Retail Park																		
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**9.0**	**2.3**	4.6	0.0	1.9	0.0	21.7	7.5	7.1	1.9	12.1	3.1	0.7	1.2	6.3	0.8	7.8	0.0
Edge or Out of Defined Centre																		
Aldi, Grooms Alley, Wellington	**1.2**	**1.7**	0.6	1.2	0.0	0.0	4.7	10.4	0.5	0.0	0.7	0.0	0.7	0.0	0.8	0.0	1.1	1.0
Co-operative Food, Bagley Drive, Wellington	**0.0**	**0.7**	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
Co-operative Food, King Street, Wellington	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Roden Close, Dot Hill, Telford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Castle Street, Hadley, Telford	**0.0**	**2.1**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	7.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	**0.0**	**0.7**	0.0	8.5	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Haygate Road, Wellington	**3.4**	**0.7**	2.2	0.0	0.9	0.0	8.6	1.0	4.3	2.6	0.6	0.0	0.7	0.0	3.4	0.0	5.5	0.0
Local Shops, Admaston	**0.0**	**0.0**	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
Local Shops, Leegomery	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbirch	**0.0**	**0.2**	0.0	2.5	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
Sub-Total	***26.1***	***18.8***	***30.7***	***21.7***	***4.2***	***2.4***	***75.6***	***80.1***	***22.1***	***17.7***	***19.2***	***4.5***	***4.6***	***3.9***	***14.1***	***1.8***	***22.4***	***1.0***
Zone 4																		
Donnington District Centre																		
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Tureff Avenue, Donnington, Telford	**0.5**	**2.0**	0.0	0.0	1.2	0.0	1.0	0.0	0.9	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Donnington District Centre	**0.0**	**0.3**	0.0	0.0	0.0	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
District Centres																		
Local Shops, Hadley District Centre	**0.0**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Limes Walk, Oakengates, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Oakengates District Centre	**0.0**	**0.6**	0.0	6.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**2.5**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.5	4.0	0.0	5.4	0.0	1.3	0.8	1.9	0.0
Aldi, Wellington Road, Donnington, Telford	**2.2**	**2.6**	0.0	1.2	6.1	6.2	0.0	1.8	3.7	3.8	1.6	3.1	1.7	0.0	0.6	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	**23.2**	**6.5**	6.9	0.0	29.0	0.8	11.4	2.1	44.1	17.0	20.3	11.1	12.5	0.0	21.9	1.6	6.4	0.0
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	**0.0**	**2.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Wombridge Road, Trench, Telford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Holyhead Road, Ketley, Telford	**0.3**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
One Stop, Trench Road, Trench	**0.0**	**0.3**	0.0	0.0	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
Local Shops, Ketley	**0.0**	**0.3**	0.0	0.0	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
Local Shops, Trench	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trench Lock	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***28.7***	***18.4***	***6.9***	***7.3***	***36.3***	***9.1***	***12.4***	***5.3***	***52.7***	***59.5***	***25.9***	***14.2***	***19.5***	***0.0***	***28.0***	***2.3***	***9.9***	***0.0***
Zone 5																		
Telford Town Centre																		
Asda, The Border, Telford Town Centre	**5.7**	**2.8**	4.0	2.4	0.0	0.0	1.0	4.5	1.1	2.9	13.3	5.1	12.7	3.9	7.6	0.0	9.5	0.0
Iceland, Brodie House, Central Square, Telford	**0.6**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.3	4.3	1.7	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	**0.8**	0.0	0.0	0.0	0.8	0.0	0.8	0.0	1.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Local Shops, Telford Town Centre	**0.2**	**2.8**	0.0	2.4	0.0	0.0	0.0	2.1	0.0	6.3	0.0	2.6	1.2	4.9	1.1	0.8	0.0	0.0
Major Retail Park																		
Sainsbury's, Telford Forge Retail Park, Telford	**12.8**	**5.7**	1.4	0.0	2.5	0.0	9.7	0.8	17.2	8.9	15.8	12.6	10.8	8.6	26.4	0.8	8.9	4.2
Dawley District Centre																		
Local Shops, Dawley District Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, High Street, Dawley, Telford	**0.0**	**1.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																		
Co-operative Food, Grange Avenue, Stirchley, Telford	**0.1**	**2.1**	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.7	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**4.6**	**1.6**	0.6	0.0	0.0	0.0	0.0	0.0	6.2	0.0	12.9	8.2	0.7	0.0	1.6	0.0	5.1	0.0
Nisa, Holly Road, Little Dawley	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hollinswood	**0.0**	**0.5**	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
Local Shops, Overdale	**0.0**	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Randlay	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***24.0***	***21.0***	***6.0***	***4.8***	***2.5***	***2.9***	***10.7***	***8.1***	***24.4***	***19.3***	***43.6***	***62.3***	***29.6***	***22.0***	***36.7***	***1.6***	***23.6***	***4.2***
Zone 6																		
Madeley District Centre																		
Local Shops, Madeley District Centre	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0
Tesco Superstore, Park Avenue, Madeley, Telford	**8.0**	**7.8**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4	13.7	43.2	48.7	6.4	0.0	12.6	7.1
Edge or Out of Defined Centre																		
Local Shops, Ironbridge	**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	2.9	0.0	0.0	0.0	0.0
Local Shops, Sutton Hill	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Woodside	**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	13.0	0.0	0.0	0.0	0.0
Sub-Total	***8.0***	***10.1***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.8***	***11.4***	***13.7***	***43.2***	***69.0***	***6.4***	***0.0***	***12.6***	***7.1***
Zone 7 (Outside Telford Borough)																		
Co-operative Food, Bradford Street, Shifnal	**0.4**	**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	5.3	20.5	0.0	0.0
Co-operative Food, High Street, Albrighton	**0.2**	**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	3.0	13.3	0.0	0.0
Co-operative Food, High Street, Shifnal	**0.1**	**1.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	20.9	0.0	0.0
Spar, High Street, Albrighton	**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	2.1	0.0	0.0
Local Shops, Albrighton	**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	0.0	0.0	13.1	0.0	0.0
Local Shops, Cosford	**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	2.0	0.0	0.0
Local Shops, Shifnal Town Centre	**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	0.0	14.5	0.0	0.0
Sub-Total	***0.8***	***7.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***9.9***	***86.5***	***0.0***	***0.0***
Zone 8 (Outside Telford Borough)																		
Co-operative Food, Ironbridge Road, Broseley	**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	1.0	0.0	0.0	3.1	20.1
Nisa, Bridgnorth Road, Much Wenlock	**0.1**	**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	1.7	3.1
Spar, High Street, Broseley	**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	5.1
Spar, High Street, Much Wenlock	**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	0.6	1.8
Local Shops, Broseley Town Centre	**0.1**	**1.8**	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	0.0	1.4	24.7
Local Shops, Much Wenlock Town Centre	**0.0**	**1.1**	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	0.6	15.2
Sub-Total	***0.5***	***4.9***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***2.2***	***0.0***	***0.0***	***7.4***	***70.0***
SUB-TOTAL STUDY AREA	**93.3**	**93.9**	**47.9**	**66.0**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**97.1**	**95.2**	**92.2**	**75.8**	**82.3**
Sub-Total Telford & Wrekin Borough	**92.1**	**80.4**	**47.9**	**48.4**	**86.2**	**88.2**	**98.6**	**94.5**	**100.0**	**100.0**	**100.0**	**100.0**	**96.9**	**94.9**	**85.3**	**5.7**	**68.4**	**12.3**
OUTSIDE STUDY AREA																		
Outside the Study Area - Birmingham																		
Local Shops, Birmingham City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																		
Co-operative Food, Fisher Street, Dudley	**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	1.2	0.0	0.0	0.0	0.0
Local Shops, Dudley Town Centre	**0.0**	**0.1**	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	0.0	0.0	0.0
Sainsbury's, The Merry Hill Centre, Brierley Hill	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.2**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire																		
Aldi, Arlington Way, Shrewsbury	**0.2**	**0.1**	3.1	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	1.4	0.0
Aldi, Kings Court, Stourbridge Road, Bridgnorth	**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	2.7	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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, Old Potts Way, Shrewsbury	**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	2.1	2.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	**0.6**	0.0	6.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	**0.1**	0.0	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	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	**0.3**	0.0	1.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	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 and Spencers, Castle Street, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Maer Lane, Market Drayton	**0.5**	**0.2**	2.6	0.0	3.5	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
Morrisons, Whitchurch Road, Shrewsbury	**0.9**	**0.1**	9.8	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	5.7	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.8**	**0.3**	3.5	1.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	4.0
Sainsbury's, Shrewsbury Road, Market Drayton	**0.0**	**0.3**	0.0	0.0	0.0	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
Sainsbury's, Whitburn Street, Bridgnorth	**0.3**	**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	5.1	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	**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	1.1	2.2
Tesco Express, Ditherington Road, Shrewsbury	**0.7**	**0.1**	2.9	0.9	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	1.4
Tesco Express, High Street, Bridgnorth	**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	2.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**1.6**	**0.7**	28.4	14.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canal Way, Ellesmere	**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	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bridgnorth Town Centre	**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	1.7	0.0	1.4	0.0	0.0
Local Shops, Market Drayton Town Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shrewsbury Town Centre	**0.0**	**0.1**	0.0	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	0.0	0.0
Local Shops, Ternhill	**0.0**	**0.7**	0.0	0.0	0.0	5.3	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	**5.4**	**4.4**	**51.0**	**32.8**	**8.8**	**9.0**	**1.4**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**1.7**	**0.0**	**3.4**	**24.2**	**10.4**
Outside the Study Area - Stafford																		
Asda, Queensway, Stafford	**0.1**	**0.1**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Holmcroft Road, Stafford	**0.1**	**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	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.3**	**0.1**	1.1	0.0	2.1	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
Tesco Extra, Newport Road, Stafford	**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
Local Shops, Stafford Town Centre	**0.0**	**0.4**	0.0	0.0	0.0	0.8	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.7**	**1.1**	**0.0**	**5.1**	**2.8**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent																		
Local Shops, Stoke-on-Trent City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton																		
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley 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	0.8
Morrisons, Blaydon Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.4**	**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	4.8	3.5	0.0	0.0
Sainsbury's, St. Georges Parade, 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	1.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wolverhampton City Centre	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**4.8**	**4.5**	**0.0**	**0.8**
Outside the Study Area - Wyre Forest																		
Local Shops, Kidderminster Town Centre	**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	6.6
Sub-Total	**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**	**6.6**
Others																		
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	0.0	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***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB-TOTAL OUTSIDE STUDY AREA	**6.7**	**6.2**	**52.1**	**34.0**	**13.8**	**11.8**	**1.4**	**5.5**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**2.9**	**4.8**	**7.8**	**24.2**	**17.7**
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 as set out in Table 1
b. Market shares for 'main' and 'top-up' shopping derived directly from Telford Household Survey (March 2013) and weighted/filtered
c. Excludes 'don't know/ varies' and internet sales
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

	TOTAL			1			2			3			4			5			6			7			8		
DESTINATION	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	TOTAL £m
RETAINED IN STUDY AREA																											
Zone 1																											
Co-operative Food, Market Drayton Road, Shawbury	0.0	0.5	0.5	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
Spar, Church Street, Shawbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, High Ercall	0.0	0.4	0.4	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Shawbury	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Waters Upton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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*	*1.2*	1.2	*0.0*	*1.2*	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*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Zone 2																											
Newport Town Centre																											
B&M Bargains, High Street, Newport	0.3	0.1	0.4	0.0	0.0	0.0	0.3	0.1	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
Local Shops, Newport Town Centre	0.3	1.0	1.2	0.0	0.0	0.0	0.3	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Co-operative Food (former Somerfield), High Street, Newport	2.7	2.9	5.7	0.0	0.0	0.0	2.7	2.0	4.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Audley Road, Newport	13.5	3.6	17.1	0.5	0.1	0.6	12.5	3.2	15.7	0.0	0.0	0.0	0.5	0.3	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
Local Shops, Cheswardine	0.0	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
Local Shops, Edgmond	0.0	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
Local Shops, Hinstock	0.0	0.3	0.3	0.0	0.0	0.0	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
Sub-Total	*16.8*	*8.1*	24.8	*0.5*	*0.1*	0.6	*15.8*	*6.7*	22.5	*0.0*	*0.1*	0.1	*0.5*	*0.3*	0.8	*0.0*	*0.8*	0.8	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0
Zone 3																											
Wellington District Centre																											
Iceland, New Street, Wellington	3.9	0.2	4.1	0.0	0.1	0.1	0.0	0.0	0.0	1.0	0.1	1.1	2.1	0.0	2.1	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Spring Hill, Wellington	33.2	5.9	39.1	3.9	0.3	4.2	0.5	0.2	0.7	18.5	4.2	22.7	4.8	1.0	5.8	2.5	0.0	2.5	0.8	0.1	0.9	0.9	0.1	0.9	1.3	0.0	1.3
Local Shops, Wellington District Centre	1.2	1.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.7	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.3
Wrekin Retail Park																											
Tesco Extra, Wrekin Retail Park, Arleston, Telford	27.5	1.9	29.4	0.8	0.0	0.8	0.7	0.0	0.7	10.9	0.9	11.9	4.7	0.3	5.1	7.2	0.5	7.6	0.2	0.1	0.3	1.5	0.0	1.6	1.5	0.0	1.5
Edge or Out of Defined Centre																											
Aldi, Grooms Alley, Wellington	3.8	1.4	5.2	0.1	0.0	0.2	0.0	0.0	0.0	2.4	1.3	3.7	0.3	0.0	0.3	0.4	0.0	0.4	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	0.3
Co-operative Food, Bagley Drive, Wellington	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
Co-operative Food, King Street, Wellington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Roden Close, Dot Hill, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Castle Street, Hadley, Telford	0.0	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	1.2	1.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	0.0	0.6	0.6	0.0	0.4	0.4	0.0	0.0	0.0	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
Tesco Express, Haygate Road, Wellington	10.3	0.6	10.9	0.4	0.0	0.4	0.3	0.0	0.3	4.3	0.1	4.4	2.9	0.4	3.3	0.3	0.0	0.3	0.2	0.0	0.2	0.8	0.0	0.8	1.1	0.0	1.1
Local Shops, Admaston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Leegomery	0.0	0.5	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbirch	0.0	0.2	0.2	0.0	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
Sub-Total	*80.1*	*15.3*	95.4	*0.5*	*0.6*	1.0	*0.3*	*0.0*	0.3	*6.7*	*3.2*	9.9	*3.2*	*1.6*	4.8	*0.8*	*0.2*	1.0	*0.4*	*0.0*	0.4	*1.0*	*0.0*	1.0	*1.3*	*0.0*	1.3
Zone 4																											
Donnington District Centre																											
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	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	0.6	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
Morrisons, Tureff Avenue, Donnington, Telford	1.5	1.5	3.1	0.0	0.0	0.0	0.4	0.0	0.4	0.5	0.0	0.5	0.6	1.5	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
Local Shops, Donnington District Centre	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
District Centres																											
Local Shops, Hadley District Centre	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	0.9	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
Co-operative Food, Limes Walk, Oakengates, Telford	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	0.6	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
Local Shops, Oakengates District Centre	0.0	0.5	0.5	0.0	0.3	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	7.4	0.3	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.3	2.9	2.4	0.0	2.4	1.7	0.0	1.7	0.3	0.0	0.4	0.4	0.0	0.4
Aldi, Wellington Road, Donnington, Telford	6.6	1.9	8.6	0.0	0.0	0.0	2.2	0.6	2.8	0.0	0.2	0.2	2.5	0.6	3.1	1.0	0.5	1.4	0.5	0.0	0.5	0.2	0.0	0.2	0.3	0.0	0.3
Asda, St George's Road, Donnington Wood, Telford	69.5	4.9	74.4	1.2	0.0	1.2	10.6	0.1	10.7	5.8	0.3	6.0	29.6	2.9	32.5	11.9	1.6	13.6	3.9	0.0	3.9	5.3	0.1	5.4	1.3	0.0	1.3
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	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	1.7	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
Co-operative Food, Wombridge Road, Trench, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Holyhead Road, Ketley, Telford	1.0	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.0	0.0	0.0	0.0
One Stop, Trench Road, Trench	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	0.2	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
Local Shops, Ketley	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	0.2	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
Local Shops, Trench	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	0.1	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
Local Shops, Trench Lock	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	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*86.0*	*14.0*	100.1	*1.2*	*0.0*	1.2	*12.8*	*0.6*	13.5	*5.8*	*0.7*	6.4	*34.7*	*6.0*	40.8	*15.3*	*2.1*	17.3	*6.1*	*0.0*	6.1	*6.8*	*0.1*	6.9	*1.9*	*0.0*	1.9
Zone 5																											
Telford Town Centre																											
Asda, The Border, Telford Town Centre	17.3	2.2	19.6	0.7	0.1	0.8	0.0	0.0	0.0	0.5	0.6	1.0	0.7	0.5	1.2	7.8	0.8	8.6	3.9	0.3	4.2	1.8	0.0	1.8	1.9	0.0	1.9
Iceland, Brodie House, Central Square, Telford	1.8	0.9	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	0.4	0.8	1.2	1.3	0.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1	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
Local Shops, Telford Town Centre	0.6	2.2	2.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.3	0.0	1.1	1.1	0.0	0.4	0.4	0.4	0.4	0.7	0.3	0.0	0.3	0.0	0.0	0.0
Major Retail Park																											
Sainsbury's, Telford Forge Retail Park, Telford	38.4	4.4	42.7	0.2	0.0	0.2	0.9	0.0	0.9	4.9	0.1	5.0	11.5	1.5	13.0	9.3	1.9	11.2	3.3	0.7	4.0	6.4	0.0	6.4	1.8	0.2	2.0
District Centre																											
Local Shops, Dawley District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, High Street, Dawley, Telford	0.0	1.2	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	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edge or Out of Defined Centre																											
Co-operative Food, Grange Avenue, Stirchley, Telford	0.4	1.5	1.9	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Gresham Drive, Newdale, Lawley, Telford	13.5	1.2	14.7	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	4.1	7.6	1.2	8.8	0.2	0.0	0.2	0.4	0.0	0.4	1.0	0.0	1.0
Nisa, Holly Road, Little Dawley	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
Local Shops, Hollinswood	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
Local Shops, Overdale	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	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Randlay	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	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*72.0*	*15.9*	87.9	*1.0*	*0.2*	1.2	*0.9*	*0.3*	1.2	*5.4*	*1.0*	6.4	*16.4*	*3.2*	19.6	*25.7*	*9.2*	34.9	*9.2*	*1.7*	10.9	*8.8*	*0.1*	8.9	*4.7*	*0.2*	4.9
Zone 6																											
Madeley District Centre																											
Local Shops, Madeley District Centre	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	0.3	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Park Avenue, Madeley, Telford	24.4	6.1	30.5	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	2.0	8.7	13.4	3.8	17.2	1.6	0.0	1.6	2.5	0.4	2.8
Edge or Out of Defined Centre																											
Local Shops, Ironbridge	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	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Sutton Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Woodside	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	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	*24.4*	*8.0*	32.4	*0.3*	*0.0*	0.3	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*0.0*	*0.0*	0.0	*6.7*	*2.0*	8.7	*13.4*	*5.0*	18.4	*1.6*	*0.0*	1.6	*2.5*	*0.4*	2.8
Zone 7 (Outside Telford Borough)																											
Co-operative Food, Bradford Street, Shifnal	1.3	1.2	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	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.2	2.5	0.0	0.0	0.0
Co-operative Food, High Street, Albrighton	0.7	0.8	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	0.7	0.8	1.5	0.0	0.0	0.0
Co-operative Food, High Street, Shifnal	0.4	1.3	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	0.4	1.3	1.7	0.0	0.0	0.0
Spar, High Street, Albrighton	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	0.1	0.1	0.0	0.0	0.0
Local Shops, Albrighton	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, Cosford	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	0.1	0.1	0.0	0.0	0.0
Local Shops, Shifnal Town Centre	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	0.0	0.9	0.9	0.0	0.0	0.0
Sub-Total	*2.4*	*5.2*	7.6	*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	*2.4*	*5.2*	7.6	*0.0*	*0.0*	0.0
Zone 8 (Outside Telford Borough)																											
Co-operative Food, Ironbridge Road, Broseley	0.6	1.1	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	0.1	0.1	0.0	0.0	0.0	0.6	1.0	1.6
Nisa, Bridgnorth Road, Much Wenlock	0.3	0.2	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	0.3	0.2	0.5
Spar, High Street, Broseley	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
Spar, High Street, Much Wenlock	0.1	0.1	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	0.1	0.1	0.2
Local Shops, Broseley Town Centre	0.3	1.3	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	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3	1.2	1.5
Local Shops, Much Wenlock Town Centre	0.1	0.8	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	0.1	0.8	0.9
Sub-Total	*1.5*	*3.7*	5.1	*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*	*0.2*	0.2	*0.0*	*0.0*	0.0	*1.5*	*3.5*	4.9

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 4: CONVENIENCE GOODS SHOPPING EXPENDITURE AT 2013

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
RETAINED IN STUDY AREA																											
SUB-TOTAL STUDY AREA	**283.1**	**71.4**	**354.5**	**3.4**	**2.2**	**5.5**	**29.8**	**7.6**	**37.4**	**17.8**	**5.0**	**22.8**	**54.8**	**11.2**	**66.0**	**48.4**	**14.3**	**62.7**	**29.0**	**6.9**	**35.9**	**20.6**	**5.5**	**26.0**	**11.8**	**4.1**	**15.9**
Sub-Total Telford & Wrekin Borough	279.3	61.8	341.1	3.4	1.4	4.8	29.8	7.6	37.4	17.8	5.0	22.8	54.8	11.2	66.0	48.4	14.3	62.7	29.0	6.7	35.7	18.2	0.2	18.4	10.4	0.6	11.0
OUTSIDE STUDY AREA																											
Outside the Study Area - Birmingham																											
Local Shops, Birmingham City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley																											
Co-operative Food, Fisher Street, Dudley	**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	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Dudley Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, The Merry Hill Centre, Brierley Hill	**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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***0.4***	***0.1***	**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**	***0.4***	***0.1***	**0.4**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Shropshire																											
Aldi, Arlington Way, Shrewsbury	**0.8**	**0.1**	**0.9**	0.5	0.1	**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**
Aldi, Kings Court, Stourbridge Road, Bridgnorth	**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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.5	0.0	**0.5**
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Old Potts Way, Shrewsbury	**0.4**	**0.1**	**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**	0.4	0.1	**0.5**
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	**0.5**	**0.5**	0.0	0.3	**0.3**	0.0	0.0	**0.0**	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**
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Harlescott Lane, Shrewsbury	**0.0**	**0.2**	**0.2**	0.0	0.1	**0.1**	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**
Lidl, Towers Lawn, Market Drayton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Castle Street, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Maer Lane, Market Drayton	**1.7**	**0.1**	**1.9**	0.4	0.0	**0.4**	1.3	0.1	**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**
Morrisons, Whitchurch Road, Shrewsbury	**2.8**	**0.1**	**2.9**	1.6	0.1	**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**	1.1	0.0	**1.1**
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**2.5**	**0.2**	**2.8**	0.6	0.0	**0.6**	0.0	0.0	**0.0**	0.7	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**	1.2	0.2	**1.4**
Sainsbury's, Shrewsbury Road, Market Drayton	**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**
Sainsbury's, Whitburn Street, Bridgnorth	**1.0**	**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	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	1.0	0.0	**1.0**
Sainsbury's, Whitecroft Road, Shrewsbury	**0.2**	**0.1**	**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**	0.2	0.1	**0.3**
Tesco Express, Ditherington Road, Shrewsbury	**2.2**	**0.1**	**2.3**	0.5	0.0	**0.5**	1.7	0.0	**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	0.1	**0.1**
Tesco Express, High Street, Bridgnorth	**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	0.1	**0.1**	0.0	0.0	**0.0**
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**5.3**	**0.6**	**5.9**	4.8	0.6	**5.4**	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**
Tesco Superstore, Canal Way, Ellesmere	**0.1**	**0.0**	**0.1**	0.1	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Waitrose, Pride Hill, Shrewsbury	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Bridgnorth Town Centre	**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	0.1	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**
Local Shops, Market Drayton Town Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 Town Centre	**0.0**	**0.1**	**0.1**	0.0	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Ternhill	**0.0**	**0.5**	**0.5**	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**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sub-Total	***17.5***	***3.5***	**21.0**	***8.6***	***1.4***	**10.0**	***3.2***	***0.8***	**4.0**	***0.7***	***0.4***	**1.1**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.3***	***0.1***	**0.4**	***0.0***	***0.2***	**0.2**	***4.8***	***0.5***	**5.3**
Outside the Study Area - Stafford																											
Asda, Queensway, Stafford	**0.4**	**0.1**	**0.5**	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**	0.4	0.0	**0.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Co-operative Food, Holmcroft Road, Stafford	**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**
Sainsbury's, Chell Road, Stafford	**0.9**	**0.1**	**1.0**	0.2	0.0	**0.2**	0.8	0.1	**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, Newport Road, Stafford	**0.7**	**0.0**	**0.7**	0.0	0.0	**0.0**	0.7	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	0.0	**0.0**	0.0	0.0	**0.0**
Local Shops, Stafford Town Centre	**0.0**	**0.3**	**0.3**	0.0	0.0	**0.0**	0.0	0.1	**0.1**	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**
Sub-Total	***2.4***	***0.5***	**2.9**	***0.2***	***0.0***	**0.2**	***1.8***	***0.3***	**2.1**	***0.0***	***0.3***	**0.3**	***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**
Outside the Study Area - Stoke on Trent																											
Local Shops, Stoke-on-Trent City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wolverhampton																											
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Aldi, Mercury Drive, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Finchfield Hill, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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 and Spencers, Dudley Street, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Blaydon Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, Anders Square, Perton	**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**	1.2	0.2	**1.4**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Sainsbury's, St. Georges Parade, 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	0.1	**0.1**	0.0	0.0	**0.0**	0.0	0.0	**0.0**
Waitrose, Penn Road, Wolverhampton	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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, Wolverhampton City Centre	**0.0**	**0.0**	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	0.0	0.0	**0.0**	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	***1.2***	***0.3***	**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**	***1.2***	***0.3***	**1.4**	***0.0***	***0.0***	**0.0**
Outside the Study Area - Wyre Forest																											
Local Shops, Kidderminster Town Centre	**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	***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**
Others																											
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	0.0	**0.0**	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***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***0.0***	***0.0***	**0.0**	***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 OUTSIDE STUDY AREA	**21.4**	**4.8**	**26.2**	**8.8**	**1.4**	**10.2**	**5.0**	**1.1**	**6.1**	**0.7**	**0.7**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.2**	**1.2**	**1.2**	**0.5**	**1.6**	**4.8**	**0.9**	**5.6**
TOTAL	**304.6**	**76.1**	**380.7**	**12.1**	**3.6**	**15.7**	**34.8**	**8.7**	**43.6**	**18.5**	**5.7**	**24.2**	**54.8**	**11.2**	**66.0**	**48.4**	**14.3**	**62.7**	**30.0**	**7.1**	**37.1**	**21.7**	**5.9**	**27.7**	**16.6**	**4.9**	**21.6**

Notes:
a. Post code sectors as set out in Table 1
b. Expenditure estimated by market share (Table 3) by available expenditure (Table 2)
c. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 PRICES

TABLE 5: PERFORMANCE OF EXISTING CONVENIENCE GOODS PROVISION AT 2013

DESTINATION	CONVENIENCE NET SALES (sq m)	SALES AREA (A)	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER DERIVED FROM STUDY AREA £m	DRAWN FROM STUDY AREA %	SURVEY DERIVED TURNOVER £m
TELFORD BOROUGH							
Zone 1							
Edge/Out of Centre (or Undefined)							
Co-operative Food, Market Drayton Road, Shawbury	110	96	8,306	0.8	**0.5**	90	**0.5**
Spar, Church Street, Shawbury				0.0	**0.0**	90	**0.0**
Local Shops, High Ercall				0.4	**0.4**	100	**0.4**
Local Shops, Shawbury				0.2	**0.2**	100	**0.2**
Local Shops, Waters Upton				0.0	**0.0**	100	**0.0**
Sub-Total (Study Area)				**1.5**	**1.2**		**1.2**
Sub Total (within Telford & Wrekin)				**0.5**	***0.5***		**0.5**
Zone 2							
Newport Town Centre							
B&M Bargains, High Street, Newport	197	99	3,000	0.3	**0.4**	90	**0.4**
Local Shops, Newport Town Centre	916	916	2,000	1.8	**1.2**	90	**1.4**
Edge/Out of Centre (or Undefined)							
Co-operative Food (former Somerfield), High Street, Newport	1,011	884	8,306	7.3	**5.7**	90	**6.3**
Waitrose, Audley Road, Newport	2,046	1,719	11,356	19.5	**17.1**	85	**20.1**
Local Shops, Cheswardine				0.1	**0.1**	100	**0.1**
Local Shops, Edgmond				0.1	**0.1**	100	**0.1**
Local Shops, Hinstock				0.3	**0.3**	100	**0.3**
Sub-Total				**29.4**	**24.8**		**28.7**
Zone 3							
Wellington District Centre							
Iceland, New Street, Wellington	288	279	6,667	1.9	**4.1**	100	**4.1**
Morrisons, Spring Hill, Wellington	3,510	2,796	12,817	35.8	**39.1**	95	**41.2**
Local Shops, Wellington District Centre	1,368	1,368	2,000	2.7	**3.0**	100	**3.0**
Edge/Out of Centre (or Undefined)							
Aldi, Grooms Alley, Wellington	650	585	7,476	4.4	**5.2**	100	**5.2**
Co-operative Food, Bagley Drive, Wellington	160	140	8,306	1.2	**0.6**	100	**0.6**
Co-operative Food, King Street, Wellington	256	224	8,306	1.9	**0.0**	100	**0.0**
Co-operative Food, Roden Close, Dot Hill, Telford	308	269	8,306	2.2	**0.0**	100	**0.0**
Lidl, Castle Street, Hadley, Telford	1,360	1,224	3,034	3.7	**1.7**	100	**1.7**
Spar, Shawbirch Shopping Centre, Acorn Way, Telford	288	274	7,786	2.1	**0.6**	100	**0.6**
Tesco Express, Haygate Road, Wellington	135	122	10,760	1.3	**10.9**	100	**10.9**
Tesco Extra, Wrekin Retail Park, Arleston, Telford	6,175	3,705	10,760	39.9	**29.4**	90	**32.7**
Local Shops, Admaston				0.0	**0.0**	100	**0.0**
Local Shops, Leegomery				0.5	**0.5**	100	**0.5**
Local Shops, Shawbirch				0.2	**0.2**	100	**0.2**
Sub-Total				**97.8**	**95.4**		**100.7**
Zone 4							
Donnington District Centre							
Co-operative Food, Wrekin Drive, Farm Lane, Donnington, Telford	499	436	8,306	3.6	**0.6**	100	**0.6**
Morrisons, Tureff Avenue, Donnington, Telford	757	681	12,817	8.7	**3.1**	100	**3.1**
Local Shops, Donnington District Centre	219	219	2,000	0.4	**0.2**	100	**0.2**
Hadley District Centre							
Local Shops, Hadley District Centre	166	166	2,000	0.3	**0.9**	100	**0.9**
Oakengates District Centre							
Co-operative Food, Limes Walk, Oakengates, Telford	743	649	8,306	5.4	**0.6**	100	**0.6**
Local Shops, Oakengates District Centre	928	928	2,000	1.9	**0.5**	100	**0.5**
Edge/Out of Centre (or Undefined)							
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	1,125	1,013	7,476	7.6	**7.7**	100	**7.7**
Aldi, Wellington Road, Donnington, Telford	754	679	7,476	5.1	**8.6**	100	**8.6**
Asda, St George's Road, Donnington Wood, Telford	5,382	3,229	12,536	40.5	**74.4**	95	**78.3**
Co-operative Food, Priorslee Hall Farm, Priorslee Avenue, Telford	164	143	8,306	1.2	**1.7**	100	**1.7**
Co-operative Food, Wombridge Road, Trench, Telford	279	244	8,306	2.0	**0.0**	100	**0.0**
Farmfoods, Holyhead Road, Ketley, Telford	568	568	4,000	2.3	**1.1**	100	**1.1**
One Stop, Trench Road, Trench	139	132	4,000	0.5	**0.2**	100	**0.2**
Local Shops, Ketley				0.2	**0.2**	100	**0.2**
Local Shops, Trench				0.1	**0.1**	100	**0.1**
Local Shops, Trench Lock				0.2	**0.2**	100	**0.2**
Sub-Total				**80.0**	**100.1**		**104.0**
Zone 5							
Telford Town Centre							
Asda, The Border, Telford Town Centre	4,274	2,859	12,536	35.8	**19.6**	90	**21.7**
Iceland, Brodie House, Central Square, Telford	486	471	6,667	3.1	**2.7**	100	**2.7**
Marks and Spencers, Dean Street, Telford	649	615	11,488	7.1	**0.6**	90	**0.7**
Local Shops, Telford Town Centre	712	712	3,000	2.1	**2.8**	100	**2.8**
Dawley District Centre							
Co-operative Food, High Street, Dawley, Telford	571	499	8,306	4.1	**1.2**	100	**1.2**
Local Shops, Dawley District Centre	334	334	2,000	0.7	**0.0**	100	**0.0**
Edge/Out of Centre (or Undefined)							
Co-operative Food, Grange Avenue, Stirchley, Telford	827	723	8,306	6.0	**1.9**	100	**1.9**
Morrisons, Gresham Drive, Newdale, Lawley, Telford	1,828	1,456	12,817	18.7	**14.7**	100	**14.7**
Nisa, Holly Road, Little Dawley	102	102	11,566	1.2	**0.5**	100	**0.5**
Sainsbury's, Telford Forge Retail Park, Telford	3,763	2,709	11,864	32.1	**42.7**	90	**47.5**
Local Shops, Hollinswood				0.4	**0.4**	100	**0.4**
Local Shops, Overdale				0.8	**0.8**	100	**0.8**
Local Shops, Randlay				0.1	**0.1**	100	**0.1**
Sub-Total				**112.2**	**87.9**		**94.9**
Zone 6							
Madeley District Centre							
Tesco Superstore, Park Avenue, Madeley, Telford	3,458	2,628	10,760	28.3	**30.5**	90	**33.9**
Local Shops, Madeley District Centre	285	285	2,000	0.6	**0.6**	100	**0.6**
Edge/Out of Centre (or Undefined)							
Local Shops, Ironbridge	315	315	2,000	0.6	**0.2**	80	**0.3**
Local Shops, Sutton Hill				0.0	**0.0**	100	**0.0**
Local Shops, Woodside				1.0	**1.0**	100	**1.0**
Sub-Total				**30.5**	**32.4**		**35.8**
SUB-TOTAL TELFORD BOROUGH				**350.5**	**341.1**		**364.6**

Notes:

a. Floorspace figures taken from GOAD 2012 and IGD 2010 database

b. Net floorspace derived from IGD Database or WYG judgement. Where no floorspace data is available for local shops, it is assumed that they are trading at equilibrium

c. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, except for larger format stores (Tesco Extra at Wrekin RP and Asda at St George's Road, where it has been assumed that convenience floorspace will be 60% of sales)

d. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for local shops

e. Survey derived turnover derived from Telford Household Survey (2013) taken from Table 4

f. Percentage of turnover drawn from outside Study Area is based on WYG judgement (with reference to historic household surveys in the wider area) and geographic position of facility within the Study Area

2011 PRICES

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

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

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Telford Borough

Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure -
2013	350.5	364.6	14.1
2018	343.9	391.4	47.5
2023	344.9	429.1	84.2
2028	346.6	468.6	121.9
2031	347.7	495.1	147.4
Market Share (%)		**89.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Borough) facilities at 89.6% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.9% of overall turnover derived from Table 5
At 2011 prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.1	1,200	2,800
2018	47.5	4,100	9,700
2023	84.2	7,200	17,100
2028	121.9	10,400	24,800
2031	147.4	12,500	30,000

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6c: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Borough

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.1	65.1	-51.1	-4,300	-10,200
2018	47.5	63.9	-16.4	-1,400	-3,300
2023	84.2	64.1	20.1	1,700	4,100
2028	121.9	64.4	57.5	4,900	11,600
2031	147.4	64.6	82.8	7,000	16,700

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d below
At 2011 prices

TABLE 6d: Convenience Goods Planning Commitments Benchmark Turnover within Identified Centres

Reference	Location	Proposal	Gross Retail Floorspace	Net Convenience	Sales Density	Estimated Turnover	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2009/0915	Land at Malinslee House	Replacement Asda store	7,897	3,148	12,536	39.5	90	16.0
TWC/2006/1417	Aldi, Grooms Alley, Wellington	Extension to foodstore	248	223	7,476	1.7	100	1.7
TWC/2011/0953	Gladstone House, Hadely	Tesco Express	371	234	10,760	2.5	100	2.5
TWC/2012/0866	Land off Burford, Brookside,	Retail units below flats	534	278	5,000	1.4	100	1.4
TWC/2013/0102	Aldi, Land off Parkway, Madeley	New foodstore	1,419	842	7,476	6.3	90	5.7
TWC/2013/0092	Queens Arms, Southall Road	Ground floor retail units and flats	368	221	5,000	1.1	100	1.1
TWC/2013/0277	Greenfields Farm Shop, Station	Erection of replacement farm shop	328	230	3,000	0.7	90	0.6
TWC/2008/0001	Standford Hall Farm, Edgemond	COU to Farmshop	215	194	3,000	0.6	90	0.5
TWC/2013/0118	Merrythought Village, Ironbridge	Change of use to foodstore and	557	379	5,000	1.9	80	1.5
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food & drink	36,400	3,150	11,867	37.4	90	33.6
Sub-Total Telford Urban Area			**48,337**	**8,897**		**93.0**		**64.6**
Newport (Zone 2)								
TWC/2011/0916	Audley Avenue	Erection of new (Morrisons)	5,084	2,644				
TWC/2012/0859	Land off A41/A518 Roundabout	Convenience store at PFS	150	105	5,000	0.5	100	0.5
Sub-Total Newport			**5,234**	**2,749**		**0.5**		**0.5**
Total			**53,571**	**11,646**		**93.5**		**65.1**

Notes:
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA. Not included as commitment as currently subject of legal challenge
b. The proposed Asda at Malinslee House, is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated convenience goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Convenience floorspace is expected to be provided by planning permission reference TWC/2013/0612 and estimate of floorspace is based on previous proposal for Red Oak Car Park (planning permission reference TWC/2009/1074)
e. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2012) where available, otherwise WYG judgement
f. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
g. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of A1 floorspace

Table 6e: Estimated 'Capacity' for Convenience Goods Facilities in Telford Urban Area (Facilities in Zones 3, 4, 5 and 6)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure -
2013	320.6	335.4	14.9
2018	314.5	360.1	45.6
2023	315.5	394.8	79.3
2028	317.0	431.1	114.1
2031	318.0	455.5	137.5
Market Share		**82.9**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Telford (Urban Area) facilities at 82.9% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 6.2% of overall turnover derived from Table 5
At 2011 prices

Table 6f: Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	14.9	1,300	3,000
2018	45.6	3,900	9,300
2023	79.3	6,800	16,100
2028	114.1	9,700	23,200
2031	137.5	11,700	28,000

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6g: Net Quantitative Need for Additional Convenience Goods Floorspace in Telford Urban Area

Year	Convenience Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min	Max
2013	14.9	64.6	-49.7	-4,200	-9,900
2018	45.6	63.4	-17.8	-1,500	-3,600
2023	79.3	63.6	15.7	1,300	3,200
2028	114.1	63.9	50.2	4,300	10,100
2031	137.5	64.1	73.4	6,200	14,800

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

Table 6h: Estimated 'Capacity' for Convenience Goods Facilities in Newport (Facilities in Zone 2)

Year	Turnover - £m	Expenditure Available	Surplus Expenditure -
2013	29.4	28.7	-0.8
2018	28.9	30.8	1.9
2023	29.0	33.7	4.8
2028	29.1	36.8	7.7
2031	29.2	38.9	9.7
Market Share		**6.5**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by Newport (Town) facilities at 6.5% from Study Area
c. Assumes inflow of expenditure from outside Study Area at 15.4% of overall turnover derived from Table 5
At 2011 prices

Table 6i: Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods		
	£m	Floorspace	
		Min	Max
2013	-0.8	-100	-200
2018	1.9	200	400
2023	4.8	400	1,000
2028	7.7	700	1,600
2031	9.7	800	2,000

Notes:
a. Average sales density assumed to be £11,867 per sq.m at 2013 (based on the average sales density of the leading five supermarkets as identified by Verdict 2012)
b. Average sales density assumed to be £5,000 per sq.m at 2013
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 6j: Net Quantitative Need for Additional Convenience Goods Floorspace in Newport

Year	Convenience Goods				
	£m	£m	£m	Floorspace	
		Commitments	Residual	Min	Max
2013	-0.8	0.5	-1.3	-100	-300
2018	1.9	0.5	1.4	100	300
2023	4.8	0.5	4.2	400	900
2028	7.7	0.5	7.2	600	1,500
2031	9.7	0.5	9.2	800	1,900

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 6d
At 2011 prices

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TABLE 7: POPULATION AND EXPENDITURE (COMPARISON GOODS)

ZONE	POPULATION 2013	POPULATION 2018	POPULATION 2023	POPULATION 2028	POPULATION 2031
1	11,124	11,237	11,350	11,463	11,530
2	25,136	26,234	27,332	28,429	29,088
3	34,403	37,157	39,911	42,666	44,318
4	48,778	52,683	56,588	60,493	62,836
5	41,890	45,244	48,597	51,951	53,963
6	21,494	23,215	24,936	26,656	27,689
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	**213,395**	**227,105**	**240,728**	**254,181**	**262,266**

PER CAPITA EXPENDITURE

2013

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	290	287	375	693	189.3	501	416	63	**2,813**
2	282	259	365	716	173.1	488	383	70	**2,736**
3	272	228	367	760	165.6	472	383	64	**2,713**
4	237	206	352	701	150.5	434	362	54	**2,497**
5	225	196	323	683	144.4	405	367	51	**2,395**
6	223	205	298	636	136.8	382	367	50	**2,297**
7	265	235	321	660	151.7	448	327	65	**2,473**
8	299	290	375	736	188.4	496	413	71	**2,868**
TOTAL									

2018

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	319	316	413	763	209	552	458	70	**3,100**
2	310	285	402	789	191	538	422	77	**3,015**
3	300	251	405	837	183	520	422	71	**2,990**
4	262	227	388	772	166	479	399	60	**2,751**
5	248	216	356	752	159	447	405	56	**2,639**
6	245	226	329	701	151	421	404	55	**2,531**
7	292	259	354	727	167	494	360	72	**2,725**
8	329	320	413	811	208	547	455	78	**3,160**
TOTAL									

2023

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	363	360	469	868	237	627	521	79	**3,525**
2	353	324	457	897	217	612	480	87	**3,427**
3	341	286	460	952	208	592	480	81	**3,399**
4	297	258	441	878	189	544	453	68	**3,128**
5	282	245	404	855	181	508	460	64	**3,000**
6	279	256	374	797	171	479	459	63	**2,878**
7	332	294	402	826	190	561	410	82	**3,098**
8	374	363	470	922	236	621	517	89	**3,593**
TOTAL									

2028

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	418	414	540	999	273	722	599	94	**4,061**
2	406	373	526	1,033	250	704	553	103	**3,949**
3	393	329	530	1,096	239	681	553	96	**3,916**
4	342	298	508	1,010	217	626	522	80	**3,604**
5	325	283	465	985	208	585	530	76	**3,456**
6	321	295	430	918	197	551	529	74	**3,316**
7	382	339	463	951	219	646	472	97	**3,570**
8	431	419	541	1,061	272	715	595	105	**4,139**
TOTAL									

2031

ZONE	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	456	451	589	1,089	298	787	653	99	**4,422**
2	443	407	573	1,125	272	767	602	110	**4,300**
3	428	359	577	1,194	260	742	602	101	**4,264**
4	373	324	553	1,101	237	683	569	85	**3,924**
5	354	308	507	1,073	227	637	577	80	**3,763**
6	350	322	469	1,000	215	601	576	78	**3,611**
7	416	369	505	1,037	238	704	514	103	**3,887**
8	469	456	590	1,156	296	780	649	111	**4,507**
TOTAL									

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SfT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

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TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON GOODS)

ZONE	EXPENDITURE £(m)																																				GROWTH ALL COMPARISON			
	COMPARISON																																							
	2013									2018									2023								2028								2031								'13-18	'13-23	'13-'28	'13-'31
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total				
1	3.2	3.2	4.2	7.7	2.1	5.6	4.6	0.7	**31.3**	3.6	3.6	4.6	8.6	2.3	6.2	5.1	0.8	**34.8**	4.1	4.1	5.3	9.9	2.7	7.1	5.9	0.9	**40.0**	4.8	4.7	6.2	11.5	3.1	8.3	6.9	1.1	**46.5**	5.3	5.2	6.8	12.6	3.4	9.1	7.5	1.1	**51.0**	3.5	8.7	15.3	19.7
2	7.1	6.5	9.2	18.0	4.4	12.3	9.6	1.8	**68.8**	8.1	7.5	10.5	20.7	5.0	14.1	11.1	2.0	**79.1**	9.6	8.9	12.5	24.5	5.9	16.7	13.1	2.4	**93.7**	11.6	10.6	15.0	29.4	7.1	20.0	15.7	2.9	**112.3**	12.9	11.8	16.7	32.7	7.9	22.3	17.5	3.2	**125.1**	10.3	24.9	43.5	56.3
3	9.4	7.9	12.6	26.1	5.7	16.2	13.2	2.2	**93.3**	11.1	9.3	15.0	31.1	6.8	19.3	15.7	2.6	**111.1**	13.6	11.4	18.4	38.0	8.3	23.6	19.2	3.2	**135.7**	16.8	14.0	22.6	46.8	10.2	29.1	23.6	4.1	**167.1**	19.0	15.9	25.6	52.9	11.5	32.9	26.7	4.5	**189.0**	17.7	42.3	73.8	95.6
4	11.58	10.06	17.16	34.17	7.3	21.18	17.65	2.64	**121.8**	13.8	12.0	20.4	40.7	8.7	25.2	21.0	3.1	**144.9**	16.8	14.6	24.9	49.7	10.7	30.8	25.7	3.8	**177.0**	20.7	18.0	30.7	61.1	13.1	37.9	31.6	4.9	**218.0**	23.4	20.4	34.7	69.2	14.9	42.9	35.7	5.3	**246.6**	23.2	55.2	96.2	124.8
5	9.4	8.2	13.5	28.6	6.0	17.0	15.4	2.1	**100.3**	11.2	9.8	16.1	34.0	7.2	20.2	18.3	2.5	**119.4**	13.7	11.9	19.6	41.6	8.8	24.7	22.4	3.1	**145.8**	16.9	14.7	24.2	51.2	10.8	30.4	27.5	3.9	**179.6**	19.1	16.6	27.4	57.9	12.2	34.4	31.2	4.3	**203.1**	19.1	45.5	79.2	102.8
6	4.8	4.4	6.4	13.7	2.9	8.2	7.9	1.1	**49.4**	5.7	5.2	7.6	16.3	3.5	9.8	9.4	1.3	**58.8**	7.0	6.4	9.3	19.9	4.3	11.9	11.5	1.6	**71.8**	8.6	7.9	11.5	24.5	5.3	14.7	14.1	2.0	**88.4**	9.7	8.9	13.0	27.7	6.0	16.6	16.0	2.2	**100.0**	9.4	22.4	39.0	50.6
7	4.8	4.3	5.8	12.0	2.8	8.2	6.0	1.2	**45.1**	5.4	4.8	6.6	13.5	3.1	9.2	6.7	1.3	**50.7**	6.3	5.6	7.6	15.6	3.6	10.6	7.8	1.6	**58.7**	7.3	6.5	8.9	18.3	4.2	12.4	9.1	1.9	**68.6**	8.1	7.2	9.8	20.1	4.6	13.7	10.0	2.0	**75.4**	5.6	13.6	23.6	30.3
8	3.7	3.6	4.6	9.1	2.3	6.1	5.1	0.9	**35.4**	4.2	4.1	5.3	10.3	2.6	7.0	5.8	1.0	**40.3**	4.9	4.8	6.1	12.1	3.1	8.1	6.8	1.2	**47.0**	5.7	5.6	7.2	14.1	3.6	9.5	7.9	1.4	**55.1**	6.3	6.1	7.9	15.6	4.0	10.5	8.7	1.5	**60.6**	4.9	11.6	19.6	25.2
TOTAL	**54.0**	**48.1**	**73.5**	**149.4**	**33.6**	**94.8**	**79.4**	**12.6**	**545.4**	**63.2**	**56.2**	**86.2**	**175.2**	**39.3**	**111.0**	**93.1**	**14.7**	**639.0**	**76.0**	**67.6**	**103.8**	**211.2**	**47.3**	**133.6**	**112.2**	**17.7**	**769.5**	**92.3**	**82.0**	**126.2**	**256.8**	**57.5**	**162.3**	**136.4**	**22.1**	**935.6**	**103.7**	**92.1**	**141.9**	**288.7**	**64.5**	**182.3**	**153.3**	**24.2**	**1,050.6**	**93.7**	**224.2**	**390.2**	**505.3**

Notes:

a. Post code sectors as set out in Table 1

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2011 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 11

d. Projected forward using actual growth recorded between 2010 and 2011 and forecast growth from Appendix 3 of Retail Planner Briefing Note 11 taking into account estimated growth rates and allowances for 'adjusted' SFT growth

2011 PRICES

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.8**	0.0	6.1	0.7	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.0**	**0.0**	**7.4**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.3**	3.7	0.8	9.2	5.8	2.3	3.4	0.0	5.7
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.9**	0.0	1.0	0.0	1.2	0.8	0.0	2.5	1.6
Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	4.7	12.2	7.4	6.1	6.4	4.7	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**11.8**	**3.7**	**6.4**	**21.4**	**14.4**	**9.1**	**9.8**	**7.2**	**10.6**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	2.5	2.9	3.1	3.5	0.0	6.5	0.8
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**2.8**	**0.0**	**2.5**	**2.9**	**3.1**	**3.5**	**0.0**	**6.5**	**0.8**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.0**	1.8	0.0	0.0	0.7	1.4	0.8	4.3	0.8
Marks and Spencers, Dean Street, Telford	**1.4**	0.0	0.0	2.0	0.0	3.5	1.7	0.0	2.8
Telford Town Centre	**53.7**	33.4	44.8	51.8	53.1	67.0	72.0	44.4	38.1
Telford Shopping Centre, Telford	**0.9**	0.0	3.3	0.0	0.0	0.0	0.0	4.3	2.7
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.0**	0.0	0.0	2.0	0.0	2.4	0.0	1.9	0.0
Telford Forge Retail Park, Telford	**7.4**	0.0	2.9	7.9	15.8	5.6	1.5	9.2	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	2.5	0.6	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**65.7**	**35.2**	**51.0**	**63.7**	**69.7**	**80.0**	**78.5**	**64.6**	**45.4**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***
SUB TOTAL	**81.6**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**79.6**	**60.1**
Sub-Total Telford & Wrekin Borough	**81.4**	**38.9**	**67.4**	**88.7**	**87.2**	**92.6**	**88.3**	**78.3**	**59.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**2.1**	1.8	2.0	2.9	0.5	0.0	4.3	6.7	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**1.8**	**2.0**	**2.9**	**0.5**	**0.0**	**4.3**	**6.7**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	2.3	1.1	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.6**	0.9	1.3	1.4	0.0	0.0	1.5	0.0	0.0
Sub-Total	**1.0**	**0.9**	**3.6**	**2.6**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	1.2	0.8	0.0	2.2	0.8	0.8	0.0	0.8
Sub-Total	**0.9**	**1.2**	**0.8**	**0.0**	**2.2**	**0.8**	**0.8**	**0.0**	**0.8**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.3**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Manchester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	**0.1**	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

TABLE 9: CLOTHING AND SHOES SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.6
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.1**	44.5	10.0	2.2	8.0	2.2	1.7	1.9	27.1
Whitchurch Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.3**	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.2**	**52.8**	**12.9**	**2.2**	**8.0**	**2.2**	**1.7**	**1.9**	**32.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stafford Town Centre	**0.7**	1.2	4.2	0.0	0.7	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**1.2**	**4.2**	**0.0**	**0.7**	**0.0**	**0.0**	**0.6**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.3**	1.2	0.8	0.0	0.0	0.0	0.8	0.6	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**1.2**	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.6**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.7**	0.0	1.4	2.9	0.0	1.6	0.0	7.0	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**1.4**	**2.9**	**0.0**	**1.6**	**0.0**	**7.0**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.8**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.2**	1.2	3.3	0.0	0.9	1.6	0.8	1.5	1.1
Sub-Total	**1.2**	**1.2**	**3.3**	**0.0**	**0.9**	**1.6**	**0.8**	**1.5**	**1.1**
Others									
Abroad	**0.3**	0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.6
Sub-total	***0.3***	***0.7***	***0.0***	***0.0***	***0.0***	***1.1***	***0.0***	***0.0***	***0.6***
SUB TOTAL OUTSIDE STUDY AREA	**18.4**	**61.1**	**32.6**	**11.3**	**12.8**	**7.4**	**11.7**	**20.4**	**39.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.1	0.2	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**1.3**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**6.4**	0.3	0.1	2.4	2.0	0.6	0.5	0.0	0.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**1.2**	0.0	0.2	0.0	0.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**10.0**	0.0	0.8	3.2	2.5	1.7	0.9	0.6	0.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.7**	**0.3**	**1.1**	**5.6**	**4.9**	**2.6**	**1.3**	**0.9**	**1.0**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.1**	0.0	0.4	0.7	1.1	1.0	0.0	0.8	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.0**	**0.4**	**0.7**	**1.1**	**1.0**	**0.0**	**0.8**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.5**	0.1	0.0	0.0	0.2	0.4	0.1	0.5	0.1
Marks and Spencers, Dean Street, Telford	**2.0**	0.0	0.0	0.5	0.0	1.0	0.2	0.0	0.3
Telford Town Centre	**80.1**	2.6	8.1	13.5	18.2	19.2	9.8	5.3	3.5
Telford Shopping Centre, Telford	**1.3**	0.0	0.6	0.0	0.0	0.0	0.0	0.5	0.2
District Centre									
Dawley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**1.4**	0.0	0.0	0.5	0.0	0.7	0.0	0.2	0.0
Telford Forge Retail Park, Telford	**11.0**	0.0	0.5	2.1	5.4	1.6	0.2	1.1	0.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**97.9**	**2.7**	**9.2**	**16.7**	**23.8**	**22.9**	**10.7**	**7.8**	**4.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**121.7**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.6**	**5.5**
Sub-Total Telford & Wrekin Borough	**121.5**	**3.0**	**12.1**	**23.2**	**29.8**	**26.5**	**12.1**	**9.4**	**5.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**3.2**	0.1	0.4	0.7	0.2	0.0	0.6	0.8	0.4
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**0.1**	**0.4**	**0.7**	**0.2**	**0.0**	**0.6**	**0.8**	**0.4**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.7**	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.9**	0.1	0.2	0.4	0.0	0.0	0.2	0.0	0.0
Sub-Total	**1.6**	**0.1**	**0.7**	**0.7**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.1	0.1	0.0	0.8	0.2	0.1	0.0	0.1
Sub-Total	**1.4**	**0.1**	**0.1**	**0.0**	**0.8**	**0.2**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.5**	0.0	0.5	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**
Outside the Study Area - Manchester									
Manchester City Centre	**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**

TABLE 10: CLOTHING AND SHOES SHOPPING EXPENDITURE AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.3**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**12.1**	3.4	1.8	0.6	2.7	0.6	0.2	0.2	2.5
Whitchurch Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.8**	**4.1**	**2.3**	**0.6**	**2.7**	**0.6**	**0.2**	**0.2**	**2.9**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Town Centre	**1.1**	0.1	0.8	0.0	0.2	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.2**	**0.1**	**0.8**	**0.0**	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.4**	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.0
Walsall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**2.4**	0.0	0.2	0.8	0.0	0.5	0.0	0.8	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.0**	**0.2**	**0.8**	**0.0**	**0.5**	**0.0**	**0.8**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.9**	0.1	0.6	0.0	0.3	0.5	0.1	0.2	0.1
Sub-Total	**1.9**	**0.1**	**0.6**	**0.0**	**0.3**	**0.5**	**0.1**	**0.2**	**0.1**
Others									
Abroad	**0.4**	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Sub-Total	***0.4***	***0.1***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***	***0.0***	***0.1***
SUB TOTAL OUTSIDE STUDY AREA	**27.7**	**4.7**	**5.9**	**3.0**	**4.4**	**2.1**	**1.6**	**2.4**	**3.6**
TOTAL	**149.4**	**7.7**	**18.0**	**26.1**	**34.2**	**28.6**	**13.7**	**12.0**	**9.1**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q16 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.1**	0.0	12.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.2**	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**15.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**4.5**	11.8	0.0	17.0	2.5	0.0	0.0	0.0	0.0
Wellington District Centre	**3.8**	6.2	0.0	16.8	0.0	0.0	0.0	0.0	3.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.7**	0.0	0.0	12.5	16.4	0.0	0.0	4.5	2.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.7
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**2.1**	0.0	0.0	9.0	1.5	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.4**	**17.9**	**0.0**	**55.3**	**20.4**	**0.0**	**0.0**	**6.7**	**7.8**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	10.2	0.0	0.0	2.1	0.0	1.3	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Asda, St George's Road, Donnington Wood, Telford	**8.4**	0.0	12.7	3.0	19.3	8.0	2.2	9.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**10.2**	**12.7**	**3.0**	**21.4**	**8.0**	**3.5**	**11.2**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**2.4**	0.0	0.0	0.0	0.0	1.9	11.0	2.9	5.9
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**44.0**	13.5	35.7	39.1	41.5	64.7	52.9	47.8	28.3
Telford Shopping Centre, Telford	**2.4**	0.0	9.9	0.0	0.0	0.0	0.0	11.6	6.6
District Centre									
Dawley District Centre	**0.5**	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**2.0**	0.0	0.0	0.0	6.7	0.0	2.9	0.0	2.7
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.8**	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**52.3**	**13.5**	**45.7**	**39.1**	**48.2**	**74.6**	**66.8**	**64.4**	**43.5**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.1**	0.0	0.0	0.0	0.0	0.0	8.8	0.0	0.0
Madeley District Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**1.2**	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**	**12.6**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	9.3
Sub-Total	***0.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***	***9.3***
SUB TOTAL	**84.8**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**84.2**	**86.0**	**60.6**
Sub-Total Telford & Wrekin Borough	**83.7**	**41.6**	**74.0**	**97.5**	**90.0**	**90.5**	**82.9**	**82.2**	**51.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	2.3	0.0	0.0	0.0	0.0	3.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.3**	0.0	0.0	0.0	3.2	2.4	0.0	0.0	3.9
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**3.2**	**2.4**	**0.0**	**0.0**	**3.9**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.6**	0.0	2.3	1.4	0.0	0.0	0.0	0.0	2.7
Sub-Total	**0.6**	**0.0**	**2.3**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**

TABLE 11: BOOKS, CDs, DVDs SHOPPING PATTERNS

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. (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**1.1**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.4**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	10.9
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.1**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**6.4**	52.2	2.9	1.1	4.7	2.4	5.1	1.3	17.9
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.9**	**58.4**	**5.2**	**1.1**	**4.7**	**2.4**	**5.1**	**2.5**	**32.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.3**	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.8**	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**13.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**1.8**	0.0	2.9	0.0	2.1	4.8	0.0	3.2	0.0
Sub-Total	**1.8**	**0.0**	**2.9**	**0.0**	**2.1**	**4.8**	**0.0**	**3.2**	**0.0**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**15.2**	**58.4**	**26.0**	**2.5**	**10.0**	**9.5**	**15.8**	**14.0**	**39.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**1.4**	0.2	0.0	1.0	0.2	0.0	0.0	0.0	0.0
Wellington District Centre	**1.2**	0.1	0.0	1.0	0.0	0.0	0.0	0.0	0.1
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**2.1**	0.0	0.0	0.7	1.2	0.0	0.0	0.1	0.0
Wrekin Retail Park, Arleston, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.4**	**0.4**	**0.0**	**3.2**	**1.5**	**0.0**	**0.0**	**0.2**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.4**	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.0**	0.0	0.6	0.2	1.4	0.5	0.1	0.3	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.4**	**0.2**	**0.6**	**0.2**	**1.6**	**0.5**	**0.1**	**0.3**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**14.6**	0.3	1.6	2.2	3.0	3.9	1.6	1.3	0.7
Telford Shopping Centre, Telford	**0.9**	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.2
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.5	0.0	0.1	0.0	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.3**	**0.3**	**2.0**	**2.2**	**3.5**	**4.5**	**2.0**	**1.8**	**1.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Madeley District Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.4**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.3**	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***	***0.2***
SUB TOTAL WITHIN STUDY AREA	**28.0**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.5**	**2.4**	**1.4**
Sub-Total Telford & Wrekin Borough	**27.6**	**0.9**	**3.2**	**5.6**	**6.6**	**5.5**	**2.4**	**2.3**	**1.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.2**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.5**	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City Centre	**0.2**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 12: BOOKS, CDs, DVDs SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**2.4**	1.1	0.1	0.1	0.3	0.1	0.2	0.0	0.4
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**1.2**	**0.2**	**0.1**	**0.3**	**0.1**	**0.2**	**0.1**	**0.8**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.6**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.7**	0.0	0.1	0.0	0.2	0.3	0.0	0.1	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.3**	**0.0**	**0.1**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**5.6**	**1.2**	**1.1**	**0.1**	**0.7**	**0.6**	**0.5**	**0.4**	**0.9**
TOTAL	**33.6**	**2.1**	**4.4**	**5.7**	**7.3**	**6.0**	**2.9**	**2.8**	**2.3**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q19 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.7**	1.8	14.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**1.8**	**15.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	6.9	0.0	19.7	1.6	1.7	0.0	0.0	4.5
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.1**	0.0	0.0	6.6	11.3	1.2	0.0	3.4	1.3
Wrekin Retail Park, Arleston, Telford	**5.8**	0.0	0.0	2.8	12.3	7.8	2.2	6.6	7.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.7**	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**15.8**	**6.9**	**0.0**	**33.4**	**25.2**	**10.7**	**2.2**	**10.0**	**12.8**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.0**	0.0	0.0	1.0	9.2	1.7	0.0	18.6	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.2**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.0**	**0.0**	**3.6**	**1.8**	**10.8**	**1.7**	**0.0**	**19.9**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.8**	0.0	1.5	0.0	0.0	1.0	2.2	1.3	1.3
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Telford Town Centre	**32.7**	16.6	27.4	30.3	15.0	55.8	52.8	22.5	29.5
Telford Shopping Centre, Telford	**0.7**	0.0	3.0	0.0	0.0	0.0	0.0	1.0	4.3
District Centre									
Dawley District Centre	**0.4**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.8**	1.3	3.0	7.4	16.8	3.5	1.3	4.1	7.0
Telford Forge Retail Park, Telford	**15.0**	6.7	18.7	19.5	12.9	12.2	13.2	26.3	5.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.0	0.0	1.6	2.3	1.8
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**57.0**	**24.7**	**53.7**	**59.2**	**44.7**	**72.5**	**72.4**	**57.6**	**49.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.1**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Much Wenlock Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.6***
SUB TOTAL	**81.2**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**66.5**
Sub-Total Telford & Wrekin Borough	**80.9**	**33.3**	**72.5**	**94.5**	**80.7**	**84.9**	**88.7**	**87.6**	**61.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	7.0	4.2	1.0	2.4	1.2	2.3	1.0	2.6
Birmingham City Centre	**1.8**	1.1	1.5	0.0	6.2	0.0	1.6	2.1	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.0**	**8.0**	**5.7**	**1.0**	**8.5**	**1.2**	**3.9**	**3.1**	**2.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**1.3**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**1.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	1.6	1.2	0.0	1.8	2.6
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.2**	**0.0**	**2.8**	**2.6**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 13: SMALL HOUSEHOLD GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.5**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.3
Harlescott	**0.1**	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.1**	28.9	6.9	1.0	1.2	5.0	4.5	1.8	11.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Meole Brace Retail Park, Shrewsbury	**0.9**	8.8	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	10.1	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Sub-Total	**9.1**	**58.6**	**15.9**	**3.1**	**1.2**	**6.3**	**4.5**	**2.8**	**23.5**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.5**	0.0	0.0	0.0	1.6	0.0	0.0	2.6	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**2.6**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	1.2	0.0	0.0	0.0	0.0	1.0	1.8
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**1.2**	**0.0**	**1.2**	**0.0**	**1.6**	**1.0**	**1.8**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.5**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**
Others									
Abroad	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**18.8**	**66.7**	**27.5**	**5.5**	**19.3**	**15.1**	**11.3**	**12.4**	**33.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.8**	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.0**	**0.1**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.5**	0.4	0.0	3.2	0.3	0.3	0.0	0.0	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.0**	0.0	0.0	1.1	2.4	0.2	0.0	0.3	0.1
Wrekin Retail Park, Arleston, Telford	**5.5**	0.0	0.0	0.5	2.6	1.3	0.2	0.5	0.4
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.6**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.8**	**0.4**	**0.0**	**5.4**	**5.3**	**1.8**	**0.2**	**0.8**	**0.8**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.9**	0.0	0.0	0.2	1.9	0.3	0.0	1.5	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.9**	**0.0**	**0.4**	**0.3**	**2.3**	**0.3**	**0.0**	**1.6**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.7**	0.0	0.2	0.0	0.0	0.2	0.2	0.1	0.1
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Telford Town Centre	**29.8**	0.9	3.4	4.9	3.2	9.5	4.3	1.8	1.8
Telford Shopping Centre, Telford	**0.7**	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.3
District Centre									
Dawley District Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.7**	0.1	0.4	1.2	3.6	0.6	0.1	0.3	0.4
Telford Forge Retail Park, Telford	**14.2**	0.4	2.3	3.2	2.7	2.1	1.1	2.1	0.3
Sainsbury's, Telford Forge Retail Park, Telford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.0**	**1.4**	**6.6**	**9.6**	**9.5**	**12.3**	**5.9**	**4.7**	**3.0**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.7**	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**76.1**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**4.1**
Sub-Total Telford & Wrekin Borough	**75.8**	**1.9**	**8.9**	**15.4**	**17.1**	**14.4**	**7.3**	**7.1**	**3.8**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**2.2**	0.4	0.5	0.2	0.5	0.2	0.2	0.1	0.2
Birmingham City Centre	**1.8**	0.1	0.2	0.0	1.3	0.0	0.1	0.2	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.1**	**0.4**	**0.7**	**0.2**	**1.8**	**0.2**	**0.3**	**0.3**	**0.2**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**0.9**	0.0	0.0	0.0	0.3	0.2	0.0	0.1	0.2
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.3**	**0.2**	**0.0**	**0.2**	**0.2**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 14: SMALL HOUSEHOLD GOODS SHOPPING EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**5.0**	1.6	0.8	0.2	0.2	0.9	0.4	0.1	0.7
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.9**	0.6	0.0	0.0	0.0	0.2	0.0	0.1	0.0
Sub-Total	**9.1**	**3.3**	**2.0**	**0.5**	**0.2**	**1.1**	**0.4**	**0.2**	**1.4**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.6**	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.4**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.8**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.3**	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.1**	**0.0**	**0.2**	**0.0**	**0.1**	**0.1**	**0.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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***
SUB TOTAL OUTSIDE STUDY AREA	**18.6**	**3.7**	**3.4**	**0.9**	**4.1**	**2.6**	**0.9**	**1.0**	**2.1**
TOTAL	**94.8**	**5.6**	**12.3**	**16.2**	**21.2**	**17.0**	**8.2**	**8.2**	**6.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q20 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.8**	2.8	22.8	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**2.8**	**22.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.6	0.0	7.7	0.0	1.5	3.5	1.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**5.6**	1.6	0.0	13.6	10.5	6.0	0.0	0.0	1.3
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	3.5	7.7	2.5	1.5	1.9	1.4	2.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	5.6	0.0	0.0	0.0	2.9	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**11.4**	**3.2**	**3.5**	**34.6**	**13.0**	**9.0**	**5.4**	**5.5**	**3.6**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.0	1.7	4.1	9.8	0.0	2.9	3.4
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.9**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.1**	**1.6**	**4.8**	**1.7**	**4.1**	**9.8**	**7.1**	**2.9**	**3.4**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	2.8	0.0	0.0	0.0	6.2	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**36.2**	12.8	33.5	33.0	24.3	48.7	47.6	37.1	43.1
Telford Shopping Centre, Telford	**1.4**	0.0	3.5	0.0	0.0	0.0	0.0	7.5	5.5
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**13.4**	0.0	7.0	12.4	28.8	8.1	12.3	5.7	8.6
Telford Forge Retail Park, Telford	**14.4**	28.5	1.7	14.9	20.8	5.0	20.1	28.3	3.3
Sainsbury's, Telford Forge Retail Park, Telford	**1.7**	0.0	0.0	0.0	0.0	7.8	0.0	1.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**68.7**	**44.1**	**45.7**	**60.3**	**73.9**	**77.0**	**80.1**	**79.7**	**60.6**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
Sub-Total Telford & Wrekin Borough	**88.1**	**53.4**	**76.8**	**96.6**	**90.9**	**95.8**	**92.6**	**88.1**	**67.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	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	2.5	1.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**2.5**	**1.2**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Bristol									
Bristol City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.3
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**2.3**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.4**	0.0	0.0	0.0	1.7	3.0	0.0	4.8	0.0
Sub-Total	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**3.0**	**0.0**	**4.8**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 15: TOYS AND RECREATIONAL GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.1**	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.4**	22.7	5.3	1.7	4.9	0.0	5.5	1.1	11.9
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	12.4	0.0	0.0	0.0	0.0	0.0	1.1	10.1
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.5**	**46.6**	**15.7**	**1.7**	**4.9**	**0.0**	**5.5**	**3.4**	**25.6**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City Centre	**0.2**	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**11.9**	**46.6**	**23.2**	**3.4**	**9.1**	**4.2**	**7.4**	**11.9**	**32.4**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.3**	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.3**	**0.1**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.7**	0.1	0.0	1.0	0.0	0.2	0.3	0.1	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.7**	0.1	0.0	1.8	1.9	0.9	0.0	0.0	0.1
Wrekin Retail Park, Arleston, Telford	**2.4**	0.0	0.3	1.0	0.4	0.2	0.1	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.9**	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.7**	**0.2**	**0.3**	**4.6**	**2.3**	**1.4**	**0.4**	**0.3**	**0.2**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**2.8**	0.0	0.0	0.2	0.7	1.5	0.0	0.2	0.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.5**	**0.2**	**0.7**	**1.5**	**0.6**	**0.2**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**28.1**	0.6	3.2	4.3	4.3	7.5	3.8	2.2	2.2
Telford Shopping Centre, Telford	**1.1**	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.3
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**10.4**	0.0	0.7	1.6	5.1	1.2	1.0	0.3	0.4
Telford Forge Retail Park, Telford	**11.3**	1.3	0.2	2.0	3.7	0.8	1.6	1.7	0.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.3**	0.0	0.0	0.0	0.0	1.2	0.0	0.1	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**53.4**	**2.0**	**4.4**	**8.0**	**13.0**	**11.8**	**6.3**	**4.7**	**3.1**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	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**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal 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 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock 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***
SUB TOTAL WITHIN STUDY AREA	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
Sub-Total Telford & Wrekin Borough	**69.4**	**2.5**	**7.4**	**12.7**	**16.0**	**14.7**	**7.3**	**5.2**	**3.4**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.6**	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.4**	**0.2**	**0.0**	**0.0**	**0.1**
Outside the Study Area - Bristol									
Bristol City Centre	**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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**1.0**	0.0	0.0	0.0	0.3	0.5	0.0	0.3	0.0
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.5**	**0.0**	**0.3**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 16: TOYS AND RECREATION EXPENDITURE RETENTION AT 2013

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.9**	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.8**	1.1	0.5	0.2	0.9	0.0	0.4	0.1	0.6
Whitchurch Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.2**	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.5
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.7**	**2.2**	**1.5**	**0.2**	**0.9**	**0.0**	**0.4**	**0.2**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.4**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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	**0.1**	0.0	0.1	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**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City Centre	**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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**10.0**	**2.2**	**2.2**	**0.4**	**1.6**	**0.6**	**0.6**	**0.7**	**1.7**
TOTAL	**79.4**	**4.6**	**9.6**	**13.2**	**17.7**	**15.4**	**7.9**	**6.0**	**5.1**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q21 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**8.6**	1.1	73.2	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.3**	1.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.9**	**2.3**	**75.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**3.9**	8.8	2.0	12.8	4.4	0.0	1.4	0.0	0.6
Wellington District Centre	**4.7**	7.5	0.7	17.8	5.0	0.9	0.0	0.0	0.6
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.8**	0.0	0.0	15.9	5.1	2.7	0.7	3.1	3.2
Wrekin Retail Park, Arleston, Telford	**2.8**	0.0	0.0	8.0	3.1	0.0	4.5	1.5	3.3
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.6**	0.7	0.9	6.4	1.2	0.0	0.0	0.0	2.4
Leegomery	**0.2**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Shawbirch	**1.4**	0.0	0.0	8.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**19.5**	**17.0**	**3.7**	**71.4**	**18.9**	**3.6**	**6.6**	**4.6**	**10.1**
Zone 4									
District Centres									
Donnington District Centre	**2.1**	0.0	1.3	0.0	8.0	0.0	0.0	0.0	0.0
Hadley District Centre	**1.0**	0.0	0.0	0.8	3.7	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.8**	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.4**	0.0	0.0	0.0	0.0	1.6	1.2	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**7.7**	6.6	2.2	1.1	21.9	3.7	1.4	6.3	5.7
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.2**	**6.6**	**3.5**	**1.8**	**42.0**	**5.3**	**2.6**	**6.3**	**5.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.1**	0.0	0.0	1.1	0.0	2.7	2.5	1.3	0.6
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**23.3**	12.8	1.8	19.7	17.8	54.0	28.6	16.5	13.8
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**1.6**	0.0	0.0	0.0	0.0	6.3	4.5	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.5**	0.0	0.0	0.0	0.6	0.9	0.9	0.0	0.8
Telford Forge Retail Park, Telford	**6.6**	0.7	0.0	2.9	17.6	8.3	0.0	2.5	2.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	1.7	0.0	0.0	1.0	2.7	3.0	2.4	2.9
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**1.2**	0.7	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Hollinswood	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Lawley	**0.2**	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Little Dawley	**0.8**	0.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0
Stirchley	**0.4**	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**37.3**	**15.8**	**1.8**	**23.7**	**37.1**	**90.2**	**39.4**	**22.8**	**20.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.4**	1.7	0.0	0.0	0.0	0.9	10.7	0.0	0.8
Madeley District Centre	**2.6**	0.0	0.0	0.0	0.0	0.0	25.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sutton Hill	**0.6**	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0
Woodside	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sub-Total	**5.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.9**	**44.7**	**0.0**	**0.8**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Albrighton	**1.8**	0.0	0.0	0.0	0.0	0.0	0.0	22.5	0.0
Shifnal Town Centre	**3.1**	0.0	0.0	0.0	0.0	0.0	0.7	37.6	0.0
Sub-Total	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**60.9**	**0.0**
Zone 8									
Broseley Town Centre	**1.6**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	20.7
Much Wenlock Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9
Sub-Total	***2.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.9***	***0.0***	***30.6***
SUB TOTAL	**91.2**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**95.9**	**94.6**	**67.4**
Sub-Total Telford & Wrekin Borough	**83.9**	**43.3**	**84.0**	**96.9**	**97.9**	**100.0**	**93.3**	**33.7**	**36.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.4**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.1
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.2**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn Town Centre	**0.0**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 17: CHEMIST GOODS SHOPPING PATTERNS

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.3**	1.8	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.4**	1.1	0.0	1.6	0.0	0.0	0.0	0.0	1.6
Sainsbury's, Whitburn Street, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.6**	1.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**1.2**	18.7	1.3	0.0	0.0	0.0	0.9	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	2.1	1.2	5.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Oswestry Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**3.2**	29.4	0.9	1.6	1.3	0.0	0.0	0.0	15.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.3**	2.9	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.2**	**56.0**	**9.0**	**3.1**	**2.1**	**0.0**	**2.9**	**1.2**	**27.4**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.0**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.1
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**	**1.1**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**8.9**	**56.7**	**16.0**	**3.1**	**2.1**	**0.0**	**4.1**	**5.4**	**32.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**1.3**	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0
Wellington District Centre	**0.6**	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.6**	0.0	0.0	0.4	0.1	0.1	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**0.4**	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.6**	**0.1**	**0.1**	**1.6**	**0.5**	**0.1**	**0.1**	**0.1**	**0.1**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Hadley District Centre	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.9**	0.0	0.0	0.0	0.6	0.1	0.0	0.1	0.0
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**0.0**	**0.1**	**0.0**	**1.1**	**0.1**	**0.0**	**0.1**	**0.0**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**2.8**	0.1	0.0	0.4	0.5	1.2	0.3	0.2	0.1
Telford Shopping Centre, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	**0.8**	0.0	0.0	0.1	0.5	0.2	0.0	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	**0.2**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.5**	**1.0**	**1.9**	**0.4**	**0.3**	**0.2**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Madeley District Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Woodside	**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**	**0.5**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**
Zone 8									
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***
SUB TOTAL WITHIN STUDY AREA	**11.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**1.1**	**0.6**
Sub-Total Telford & Wrekin Borough	**10.4**	**0.3**	**1.5**	**2.1**	**2.6**	**2.1**	**1.0**	**0.4**	**0.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield 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**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City 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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.4**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.4**	**0.2**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**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**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**1.2**	**0.4**	**0.3**	**0.1**	**0.1**	**0.0**	**0.0**	**0.1**	**0.3**
TOTAL	**12.6**	**0.7**	**1.8**	**2.2**	**2.6**	**2.1**	**1.1**	**1.2**	**0.9**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q22 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.2**	4.6	22.4	0.0	0.0	0.0	0.0	1.3	1.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.2**	**4.6**	**22.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**1.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.5**	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.9**	1.8	0.0	10.9	0.0	0.0	0.0	0.0	1.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**6.0**	0.0	2.5	9.4	10.7	7.3	0.0	2.6	2.7
Wrekin Retail Park, Arleston, Telford	**2.6**	0.0	3.7	5.7	1.6	0.9	1.8	4.5	2.5
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**1.3**	0.0	0.0	6.8	1.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**12.4**	**1.8**	**6.3**	**36.1**	**13.3**	**8.3**	**1.8**	**7.1**	**6.2**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.6**	0.0	0.0	0.9	2.1	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.6**	7.9	1.2	0.9	1.6	0.9	2.8	1.0	0.0
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**4.7**	0.0	4.7	0.0	13.2	1.6	1.0	9.5	1.2
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**7.9**	**5.9**	**1.8**	**16.9**	**2.6**	**3.9**	**10.6**	**1.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**1.4**	0.0	0.0	1.5	0.0	2.4	4.4	2.4	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**18.0**	5.7	19.3	14.0	14.4	16.8	38.6	17.5	19.0
Telford Shopping Centre, Telford	**1.1**	0.0	2.5	2.3	0.0	2.1	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.4**	3.1	7.5	8.5	14.6	16.2	10.1	6.0	15.7
Telford Forge Retail Park, Telford	**30.5**	17.9	13.6	28.3	34.8	44.6	17.5	44.0	24.2
Sainsbury's, Telford Forge Retail Park, Telford	**1.5**	0.0	0.0	0.0	4.1	1.2	2.6	1.3	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.3**	1.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**64.4**	**27.7**	**43.0**	**54.6**	**67.8**	**85.6**	**73.3**	**71.1**	**58.9**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.7**	0.0	0.0	0.0	0.0	1.2	3.9	0.0	1.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**3.9**	**0.0**	**1.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Sub-Total	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***
SUB TOTAL	**88.0**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**83.8**	**91.9**	**70.0**
Sub-Total Telford & Wrekin Borough	**87.6**	**42.0**	**77.5**	**92.4**	**97.9**	**97.6**	**82.8**	**90.1**	**68.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.7**	0.0	0.0	1.1	0.0	1.2	2.7	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**1.1**	**0.0**	**2.4**	**2.7**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**1.0**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.4**	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.2**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**1.0**	2.8	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.8**	15.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	2.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.8**	14.6	0.0	0.0	2.1	0.0	2.1	0.0	7.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.8	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.9**	9.3	0.0	2.0	0.0	0.0	1.0	0.0	15.8
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.6**	6.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.1**	**56.9**	**10.5**	**3.1**	**2.1**	**0.0**	**3.1**	**0.0**	**27.5**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.2**	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.8**	0.0	8.2	0.0	0.0	0.0	6.8	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.3**	0.0	2.5	0.0	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
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
Sub-Total	**2.2**	**0.0**	**12.0**	**0.0**	**0.0**	**0.0**	**6.8**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby Town Centre	**0.1**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.5**	0.0	0.0	0.0	0.0	0.0	1.3	4.4	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**4.4**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.0**	**58.0**	**22.5**	**7.6**	**2.1**	**2.4**	**16.2**	**8.1**	**30.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**2.4**	0.2	2.1	0.0	0.0	0.0	0.0	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.2**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.4**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**1.5**	0.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**4.5**	0.0	0.2	1.2	1.8	1.0	0.0	0.2	0.1
Wrekin Retail Park, Arleston, Telford	**2.0**	0.0	0.3	0.7	0.3	0.1	0.1	0.3	0.1
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**1.0**	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.4**	**0.1**	**0.6**	**4.6**	**2.3**	**1.1**	**0.1**	**0.4**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadley District Centre	**0.5**	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.2**	0.3	0.1	0.1	0.3	0.1	0.2	0.1	0.0
Other (Undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**3.6**	0.0	0.4	0.0	2.3	0.2	0.1	0.6	0.1
Dave's Carpets, Wombridge Road, Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ketley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trench	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.3**	**0.3**	**0.5**	**0.2**	**2.9**	**0.3**	**0.2**	**0.6**	**0.1**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.9**	0.0	0.0	0.2	0.0	0.3	0.3	0.1	0.0
Marks and Spencers, Dean Street, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	**12.9**	0.2	1.8	1.8	2.5	2.3	2.5	1.0	0.9
Telford Shopping Centre, Telford	**0.8**	0.0	0.2	0.3	0.0	0.3	0.0	0.0	0.0
District Centre									
Dawley District Centre	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**8.3**	0.1	0.7	1.1	2.5	2.2	0.6	0.3	0.7
Telford Forge Retail Park, Telford	**22.4**	0.7	1.3	3.6	6.0	6.0	1.1	2.6	1.1
Sainsbury's, Telford Forge Retail Park, Telford	**1.1**	0.0	0.0	0.0	0.7	0.2	0.2	0.1	0.0
Other (Undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**46.8**	**1.2**	**3.9**	**6.9**	**11.6**	**11.6**	**4.7**	**4.2**	**2.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.5**	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Madeley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Ironbridge	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**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**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**
Zone 8									
Broseley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Much Wenlock Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**64.5**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.4**	**5.4**	**3.2**
Sub-Total Telford & Wrekin Borough	**64.3**	**1.8**	**7.1**	**11.7**	**16.8**	**13.2**	**5.3**	**5.3**	**3.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	**0.5**	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0
Small Heath, Birmingham	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.1**	**0.0**	**0.3**	**0.2**	**0.0**	**0.0**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Virage Park, Walsall Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Liverpool									
Liverpool City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Outside the Study Area - Manchester									
Manchester City 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**

WYG
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 20: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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**
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.7**	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.7**	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.3**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.4**	0.6	0.0	0.0	0.4	0.0	0.1	0.0	0.3
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**1.4**	0.4	0.0	0.3	0.0	0.0	0.1	0.0	0.7
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.4**	**1.0**	**0.4**	**0.4**	**0.0**	**0.2**	**0.0**	**1.3**
Outside the Study Area - Solihull									
Solihull 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**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.2**	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.2**	0.0	0.2	0.0	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
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
Sub-Total	**1.5**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.0**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.3**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**9.0**	**2.4**	**2.1**	**1.0**	**0.4**	**0.3**	**1.0**	**0.5**	**1.4**
TOTAL	**73.5**	**4.2**	**9.2**	**12.6**	**17.2**	**13.5**	**6.4**	**5.8**	**4.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q23 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 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 (%)
WITHIN STUDY AREA									
Zone 1									
Roden	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**2.0**	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.8**	**0.0**	**21.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**4.2**	1.0	1.4	15.2	3.0	0.0	5.7	0.0	2.8
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**14.5**	3.9	6.1	33.8	15.9	10.1	12.6	5.6	9.2
Wrekin Retail Park, Arleston, Telford	**3.3**	0.0	1.0	6.0	4.1	1.5	0.0	9.8	1.3
Sub-Total	**22.0**	**7.1**	**8.6**	**55.0**	**23.0**	**11.6**	**18.3**	**15.4**	**13.3**
Zone 4									
District Centres									
Donnington District Centre	**0.4**	2.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.6**	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.9
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.9**	0.0	1.0	0.0	2.2	0.0	0.0	2.5	1.3
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**4.0**	0.0	0.0	4.4	8.9	5.6	1.9	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**8.7**	7.7	16.4	8.4	10.4	5.3	4.3	9.2	4.0
Aldi, Wellington Road, Donnington, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Sub-Total	**15.6**	**10.0**	**19.7**	**12.8**	**24.4**	**15.3**	**6.2**	**11.8**	**6.3**
Zone 5									
Telford Town Centre									
Telford Town Centre	**4.0**	0.8	4.8	4.2	5.1	3.4	3.8	0.8	6.4
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**32.4**	13.1	14.4	12.2	39.2	57.0	50.6	31.9	20.3
Telford Bridge Retail Park, Telford	**1.2**	0.0	0.0	0.0	1.1	2.2	0.0	1.1	6.8
Telford Forge Retail Park, Telford	**4.4**	2.1	3.5	7.3	4.3	1.1	0.0	12.5	5.8
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**1.3**	0.0	0.0	0.9	0.0	4.7	2.1	0.0	0.9
Sub-Total	**43.4**	**16.1**	**22.7**	**24.7**	**49.6**	**68.4**	**56.6**	**46.2**	**40.2**
Zone 6									
Madeley District Centre	**0.4**	0.0	0.0	0.7	0.0	0.0	1.4	0.0	1.9
Sub-Total	**0.4**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**1.4**	**0.0**	**1.9**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0
Tile Maze, Stafford Park, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0
Shifnal Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Stafford Park, Telford	**0.4**	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**2.1**	**18.2**	**1.3**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Broseley Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Sub-Total	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***3.3***
SUB TOTAL	**86.5**	**34.0**	**72.7**	**93.2**	**98.6**	**95.3**	**84.6**	**91.6**	**66.2**
Sub-Total Telford & Wrekin Borough	**84.2**	**34.0**	**72.7**	**93.2**	**97.0**	**95.3**	**82.4**	**73.4**	**61.7**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.6**	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**4.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**	**0.0**	**0.9**
Outside the Study Area - Lincolnshire									
Spalding Town Centre	**0.0**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**3.0**	29.4	0.8	0.0	0.8	1.5	1.1	0.0	12.3
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.9**	0.8	1.0	2.9	0.0	0.0	0.0	0.8	2.6
Homebase, Axis Centre, Market Drayton	**0.2**	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**1.7**	15.2	5.4	0.0	0.0	0.0	1.4	0.0	1.3
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Wickes, Kendal Road, Shrewsbury	**0.5**	2.1	1.0	0.0	0.0	0.0	0.0	0.0	3.8
Bridgnorth Town Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	1.7
Market Drayton Town Centre	**0.3**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**1.3**	9.8	1.5	1.2	0.0	0.0	0.0	0.0	5.8
Battlefield Industrial Estate, Shrewsbury	**0.3**	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.3**	2.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.4**	5.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.2**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	**10.1**	**65.2**	**14.2**	**6.8**	**0.8**	**1.5**	**11.4**	**2.5**	**32.8**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.3**	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.6**	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.1**	**0.0**	**8.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.8	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Wolverhampton City Centre	**0.5**	0.0	0.0	0.0	0.6	1.1	1.4	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.6**	**1.1**	**2.7**	**4.4**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.4**	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Kidderminster Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**
Others	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL OUTSIDE STUDY AREA	**13.5**	**66.0**	**27.3**	**6.8**	**1.4**	**4.7**	**15.4**	**8.4**	**33.8**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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									
Newport Town Centre									
Newport Town Centre	**1.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.4**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**2.0**	0.0	0.1	1.2	0.3	0.0	0.3	0.0	0.1
Major Retail Park									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**1.5**	0.0	0.1	0.5	0.4	0.1	0.0	0.4	0.0
Sub-Total	**10.3**	**0.2**	**0.6**	**4.3**	**2.3**	**1.0**	**0.8**	**0.7**	**0.5**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**0.3**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other (Undefined)									
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Aldi, Wellington Road, Donnington, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Asda, St Georges Road, Donnington Wood, Telford	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**7.3**	**0.3**	**1.3**	**1.0**	**2.5**	**1.3**	**0.3**	**0.5**	**0.2**
Zone 5									
Telford Town Centre									
Telford Town Centre	**1.9**	0.0	0.3	0.3	0.5	0.3	0.2	0.0	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**0.6**	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.2
Telford Forge Retail Park, Telford	**2.1**	0.1	0.2	0.6	0.4	0.1	0.0	0.5	0.2
Other (undefined)									
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Sub-Total	**20.4**	**0.5**	**1.5**	**1.9**	**5.0**	**5.6**	**2.5**	**2.0**	**1.4**
Zone 6									
Madeley District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shifnal Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.1**	**0.8**	**0.0**
Zone 8									
Davis Edwin & Son, High Street, Broseley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broseley Town Centre	**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***
SUB TOTAL WITHIN STUDY AREA	**40.9**	**1.1**	**4.7**	**7.3**	**9.9**	**7.8**	**3.7**	**3.9**	**2.4**
Sub-Total Telford & Wrekin Borough	**39.7**	**1.1**	**4.7**	**7.3**	**9.8**	**7.8**	**3.6**	**3.1**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Barrow in Furness									
The Range, Duke Street, Barrow-in-Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside the Study Area - Birmingham									
Birmingham City 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**
Outside the Study Area - Cannock									
B&Q, Wyrley Brook, Vine Lane, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, The Orbital Retail Centre, Voyager Drive, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Lichfield Road, Cannock	**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**
Outside the Study Area - Cheshire East									
Bridgemere Nursery & Garden World, Bridgemere, Nantwich	**0.3**	0.0	0.3	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**
Outside the Study Area - Dudley									
Makro, Pitcairn Drive, Halesowen	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Lincolnshire									
Spalding 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**
Outside the Study Area - Powys									
Welshpool Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**

TABLE 22: SHOPPING EXPENDITURE RETENTION (DIY GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
Roden	**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**
Outside the Study Area - Shropshire									
B&Q, Featherbed Lane, Shrewsbury	**1.7**	0.9	0.1	0.0	0.1	0.1	0.0	0.0	0.4
Charlies, Arrow Point Reatil Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Bayston Hill Nurseries, Shrewsbury	**0.5**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1
Homebase, Axis Centre, Market Drayton	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sundorne Retail Park, Battlefield Road, Shrewsbury	**0.9**	0.5	0.4	0.0	0.0	0.0	0.1	0.0	0.0
Screwfix, Battlefield Enterprise Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TFM Farm & Country Superstore, Stableford, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kendal Road, Shrewsbury	**0.3**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Bridgnorth Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**0.7**	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.2
Battlefield Industrial Estate, Shrewsbury	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.1**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden World, Saxon Cross House, Gailey	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Gardenlands, Bridgnorth Road, Shipley	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pavilion Garden Store, Garden Village, Bridgnorth Road, Shipley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.1**	**0.9**	**0.5**	**0.1**	**0.1**	**0.5**	**0.1**	**1.2**
Outside the Study Area - Stafford									
B&Q, Lichfield Road, Stafford	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Foregate Street, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley, Stafford	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.5**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Stoke on Trent									
Stoke-on-Trent City 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**
Outside the Study Area - Wolverhampton									
B&Q, Spring Vale Business Park, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Homebase, St. Johns Retail Park, Church Lane, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wickes, West Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bilston Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wolverhampton City Centre	**0.2**	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**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**	**0.1**	**0.1**	**0.1**	**0.2**	**0.0**
Outside the Study Area - Wyre Forest									
B&Q, Green Street, Kidderminster	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Kidderminster Town Centre	**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**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**7.2**	**2.1**	**1.8**	**0.5**	**0.1**	**0.4**	**0.7**	**0.4**	**1.2**
TOTAL	**48.1**	**3.2**	**6.5**	**7.9**	**10.1**	**8.2**	**4.4**	**4.3**	**3.6**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.1**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Newport Town Centre									
Newport Town Centre	**5.3**	2.5	36.8	0.0	0.0	1.7	3.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.2**	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**2.5**	**38.4**	**0.0**	**0.0**	**1.7**	**3.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**9.8**	15.7	1.3	19.9	10.5	2.3	14.2	2.4	7.0
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**3.4**	0.0	0.0	10.8	1.1	3.4	0.0	1.4	2.0
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.1**	**15.7**	**1.3**	**30.7**	**11.6**	**5.7**	**14.2**	**3.7**	**9.0**
Zone 4									
District Centres									
Donnington District Centre	**0.3**	1.4	0.0	0.8	0.0	0.0	0.0	0.0	1.4
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**2.5**	1.4	0.0	1.8	7.0	1.7	1.6	0.0	2.9
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.7**	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Ketley	**2.1**	1.4	4.5	1.8	1.9	4.0	0.0	0.0	0.0
Trench	**0.2**	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total	**6.9**	**4.3**	**4.5**	**4.4**	**18.5**	**5.7**	**1.6**	**1.7**	**4.3**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Telford Town Centre	**12.2**	3.7	12.6	2.9	1.4	29.7	21.4	19.3	11.2
Telford Shopping Centre, Telford	**2.1**	0.0	0.0	2.1	0.0	8.8	0.0	2.4	0.0
District Centre									
Dawley District Centre	**2.8**	0.0	0.0	3.9	1.1	3.6	6.7	1.4	5.0
Major Retail Parks									
Telford Bridge Retail Park, Telford	**11.6**	16.1	6.4	9.5	21.5	8.1	6.4	7.2	18.5
Telford Forge Retail Park, Telford	**17.7**	9.9	4.5	26.5	21.6	17.8	11.6	22.4	11.1
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**1.1**	0.0	0.0	0.8	2.8	0.0	3.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.6**	0.0	1.3	2.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**48.2**	**29.7**	**24.7**	**47.7**	**48.4**	**68.0**	**49.3**	**53.9**	**45.8**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**1.6**	1.4	0.0	0.0	0.0	1.7	11.3	0.0	1.4
Other (undefined)									
Ironbridge	**0.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.9**	**1.4**	**0.0**	**0.0**	**0.0**	**1.7**	**13.5**	**0.0**	**1.4**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0
Shifnal Town Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Much Wenlock Town Centre	**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***	***0.0***	***2.0***
SUB TOTAL	**77.0**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**74.9**	**62.4**
Sub-Total Telford & Wrekin Borough	**75.7**	**55.0**	**68.8**	**82.8**	**78.5**	**82.8**	**81.8**	**59.4**	**60.5**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**3.0**	0.0	1.3	2.1	1.4	3.4	7.1	2.7	8.6
Birmingham City Centre	**0.3**	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.3**	**0.0**	**1.3**	**2.1**	**2.8**	**3.4**	**7.1**	**2.7**	**8.6**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.6**	0.0	3.2	1.0	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Virage Park, Walsall Road, Cannock	**0.3**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**5.4**	**1.0**	**0.0**	**0.0**	**1.3**	**9.0**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 23: SHOPPING PATTERNS (FURNITURE GOODS) (2013)

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 (%)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.4**	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**8.3**	24.6	6.3	5.9	6.8	8.7	8.3	5.5	15.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.4**	2.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.7**	1.4	0.0	0.0	0.0	1.7	0.0	0.0	4.9
Meole Brace Retail Park, Shrewsbury	**1.9**	9.4	0.0	6.9	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**2.2**	5.3	2.8	0.0	7.2	0.0	0.0	0.0	2.9
Sub-Total	**14.0**	**43.2**	**14.1**	**12.7**	**14.1**	**10.4**	**8.3**	**5.5**	**25.6**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**1.3**	1.8	3.8	0.0	0.0	3.4	0.0	1.7	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**1.3**	**1.8**	**3.8**	**0.0**	**0.0**	**3.4**	**0.0**	**1.7**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.4**	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**1.3**	0.0	1.3	0.0	4.7	0.0	0.0	2.7	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.2**	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.8**	**0.0**	**4.5**	**0.0**	**4.7**	**0.0**	**1.6**	**2.7**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.4**	0.0	2.2	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**0.4**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**23.0**	**45.0**	**31.2**	**17.2**	**21.5**	**17.2**	**18.2**	**25.1**	**37.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Post code sectors as set out in Table 1

b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)

c. Excludes 'don't know/ varies/Internet'

d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**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									
Newport Town Centre									
Newport Town Centre	**3.0**	0.1	2.6	0.0	0.0	0.2	0.2	0.0	0.0
Other (undefined)									
Waitrose, Audley Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.1**	**0.1**	**2.7**	**0.0**	**0.0**	**0.2**	**0.2**	**0.0**	**0.0**
Zone 3									
Wellington District Centre									
Morrisons, Spring Hill, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	**5.0**	0.5	0.1	1.9	1.2	0.2	0.7	0.1	0.3
Wrekin Retail Park									
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wrekin Retail Park, Arleston, Telford	**1.6**	0.0	0.0	1.0	0.1	0.3	0.0	0.1	0.1
Other (undefined)									
Tesco Express, Haygate Road, Wellington	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.5**	**0.5**	**0.1**	**2.9**	**1.3**	**0.5**	**0.7**	**0.2**	**0.3**
Zone 4									
District Centres									
Donnington District Centre	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Hadley District Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	**1.4**	0.0	0.0	0.2	0.8	0.2	0.1	0.0	0.1
Other (undefined)									
Aldi, Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wellington Road, Donnington, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St George's Road, Donnington Wood, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.1**	0.0	0.3	0.2	0.2	0.4	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub-Total	**3.9**	**0.1**	**0.3**	**0.4**	**2.1**	**0.5**	**0.1**	**0.1**	**0.2**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dean Street, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Telford Town Centre	**6.6**	0.1	0.9	0.3	0.2	2.8	1.0	0.9	0.4
Telford Shopping Centre, Telford	**1.1**	0.0	0.0	0.2	0.0	0.8	0.0	0.1	0.0
District Centre									
Dawley District Centre	**1.4**	0.0	0.0	0.4	0.1	0.3	0.3	0.1	0.2
Major Retail Parks									
Telford Bridge Retail Park, Telford	**6.5**	0.5	0.5	0.9	2.5	0.8	0.3	0.3	0.7
Telford Forge Retail Park, Telford	**9.3**	0.3	0.3	2.5	2.5	1.7	0.6	1.1	0.4
Sainsbury's, Telford Forge Retail Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stirchley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**25.8**	**1.0**	**1.7**	**4.5**	**5.6**	**6.4**	**2.4**	**2.6**	**1.7**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madeley District Centre	**0.8**	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.1
Other (undefined)									
Ironbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sutton Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.6**	**0.0**	**0.1**
Zone 7									
Co-operative Food, High Street, Shifnal	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Shifnal Town Centre	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**
Zone 8									
Broseley Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Much Wenlock Town Centre	**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***	***0.0***	***0.1***
SUB TOTAL WITHIN STUDY AREA	**41.1**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**3.6**	**2.3**
Sub-Total Telford & Wrekin Borough	**40.3**	**1.8**	**4.9**	**7.8**	**9.1**	**7.8**	**3.9**	**2.9**	**2.2**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Ikea, Park Lane, Wednesbury, Birmingham	**1.6**	0.0	0.1	0.2	0.2	0.3	0.3	0.1	0.3
Birmingham City Centre	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Small Heath, Birmingham	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.7**	**0.0**	**0.1**	**0.2**	**0.3**	**0.3**	**0.3**	**0.1**	**0.3**
Outside the Study Area - Bristol									
Bristol City 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**
Outside the Study Area - Cannock									
Floors 2 Go, Delta Way, Cannock	**0.3**	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Brindley Business Park, Chaseside Drive, Hednesford, Cannock	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Exchange Industrial Estate, Watling Street, Bridgtown, Cannock	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Linkway Retail Park, Watling Street, Cannock	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Virage Park, Walsall Road, Cannock	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.0**	**0.1**	**0.4**	**0.0**
Outside the Study Area - Cheshire East									
Audlem	**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**
Outside the Study Area - Cheshire West and Chester									
Marks & Spencer, Foregate Street, Chester	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellesmere Port	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Kinsey Road, Ellesmere Port	**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**
Outside the Study Area - Corby									
Corby 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**
Outside the Study Area - Dudley									
Dudley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stourbridge Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Merry Hill Shopping Centre, Brierley Hill, Dudley	**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**
Outside the Study Area - Gloucestershire									
Gallagher Retail Park, Tewkesbury Road, Cheltenham	**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**
Outside the Study Area - Lancashire									
Blackburn 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**
Outside the Study Area - Lichfield									
Lichfield City Centre	**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**
Outside the Study Area - Liverpool									
Liverpool City 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**
Outside the Study Area - Manchester									
Manchester City 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**

TABLE 24: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS) (2013)

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)
WITHIN STUDY AREA									
Outside the Study Area - Preston									
Preston City 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**
Outside the Study Area - Sandwell									
Wednesbury Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bridge Retail Park, West Bromwich	**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**
Outside the Study Area - Shropshire									
Aldi, Arlington Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Former Netto), Stafford Street, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Old Potts Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Bank Farm Road, Radbrook Green, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Monkmoor Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mount Pleasant Road, Heath Farm, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Mytton Oak Road, Copthorne, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Shrewsbury Road, Bomere Heath, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative Food, Sutton Farm Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Lancaster Retail Park, Brixton Way, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Harlescott Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Towers Lawn, Market Drayton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Castle Street, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Whitchurch Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsburys, Meole Brace Retail Park, Hereford Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Whitecroft Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Ditherington Road, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Bridgnorth	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cattle Market, Battlefield Road, Harlescott, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Pride Hill, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Featherbed Lane, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Harlescott	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Meole Brace	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oswestry Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	**4.6**	0.8	0.4	0.5	0.8	0.8	0.4	0.3	0.6
Whitchurch Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arrow Point Retail Park, Brixton Way, Shrewsbury	**0.2**	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Darwin Shopping Centre, Raven Meadows, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Brixton Way, Nr Harlescott, Shrewsbury	**0.4**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Meole Brace Retail Park, Shrewsbury	**0.9**	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Pride Hill Shopping Centre, Pride Hill Gallery, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Shrewsbury	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	**1.3**	0.2	0.2	0.0	0.8	0.0	0.0	0.0	0.1
Sub-Total	**7.8**	**1.4**	**1.0**	**1.2**	**1.6**	**1.0**	**0.4**	**0.3**	**0.9**
Outside the Study Area - Solihull									
Solihull Town Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub-Total	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside the Study Area - South Staffordshire									
Bradshaws Farm Shop, Wrottesley Park Road, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perton	**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**
Outside the Study Area - Stafford									
Asda, Queensway, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Chell Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Newport Road, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	**0.7**	0.1	0.3	0.0	0.0	0.3	0.0	0.1	0.0
Friary Retail Park, Stafford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	**0.0**	0.0	0.0	0.0	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
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
Sub-Total	**0.7**	**0.1**	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.1**	**0.0**
Outside the Area - Stoke on Trent									
Hanley Town Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City 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**
Outside the Study Centre - Walsall									
Boundary Mill Stores, Bentley Mill Way, Walsall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall 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**
Outside the Study Area - Warwickshire									
Rugby 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**
Outside the Study Area - Wednesbury									
Gallagher Retail Park, Axletree Way, Wednesbury	**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**
Outside the Study Area - Wolverhampton									
Aldi, Goldthorn Hill Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Mercury Drive, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Molineaux Way, Waterloo Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Crossways Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Finchfield Hill, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencers, Dudley Street, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Blaydon Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Anders Square, Perton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, St. Georges Parade, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Penn Road, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Floors 2 Go, Foxs Lane, Wolverhampton	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	**0.8**	0.0	0.1	0.0	0.5	0.0	0.0	0.1	0.0
Bentley Bridge Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mander Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spring Vale Business Park, Black Country Route, Coseley, Wolverhampton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
St. Johns Retail Park, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wulfrun Shopping Centre, Wolverhampton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.3**	**0.0**	**0.5**	**0.0**	**0.1**	**0.1**	**0.0**
Outside the Study Area - Wrexham									
Wrexham City 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**
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster	**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**
Outside the Study Area - Other									
Outside the Study Area - Other	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Sub-Total	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Others									
Abroad	**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 OUTSIDE STUDY AREA	**12.8**	**1.5**	**2.2**	**1.6**	**2.5**	**1.6**	**0.9**	**1.2**	**1.4**
TOTAL	**54.0**	**3.2**	**7.1**	**9.4**	**11.6**	**9.4**	**4.8**	**4.8**	**3.7**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q25 (weighted and filtered)
c. Excludes 'don't know/ varies/Internet'
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
Zone 1									
High Ercall	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roden	**0.0**	0.0	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**
Zone 2									
Newport Town Centre									
Newport Town Centre	**13.7**	0.5	12.5	0.2	0.0	0.2	0.2	0.1	0.0
Other (Undefined)									
Waitrose, Audley Road, Newport	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mere Park Garden Centre, Stafford Road, Newport	**0.6**	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Springfield Industrial Estate, Newport	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**14.7**	**0.5**	**13.6**	**0.2**	**0.0**	**0.2**	**0.2**	**0.1**	**0.0**
Zone 3									
Wellington District Centre									
Wellington District Centre	**22.8**	1.5	0.3	12.4	4.0	1.4	1.7	0.2	1.3
Morrisons, Spring Hill, Wellington	**2.5**	0.4	0.0	1.8	0.3	0.0	0.0	0.0	0.0
Major Retail Parks									
Homebase, Wrekin Retail Park, Telford	**6.7**	0.1	0.4	2.7	1.6	0.8	0.6	0.2	0.3
Wrekin Retail Park, Arleston, Telford	**23.5**	0.0	1.6	7.0	6.5	3.9	1.4	2.0	1.2
Tesco Extra, Wrekin Retail Park, Arleston, Telford	**17.2**	0.1	0.4	5.1	7.8	2.4	0.0	0.9	0.5
Other (Undefined)									
Tesco Express, Haygate Road, Wellington	**3.4**	0.0	0.0	2.8	0.3	0.0	0.0	0.2	0.0
Leegomery	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbirch	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**76.4**	**2.1**	**2.8**	**32.1**	**20.5**	**8.5**	**3.6**	**3.5**	**3.3**
Zone 4									
District Centres									
Donnington District Centre	**1.2**	0.2	0.7	0.1	0.2	0.0	0.0	0.0	0.1
Hadley District Centre	**0.8**	0.0	0.2	0.1	0.5	0.0	0.0	0.0	0.0
Oakengates District Centre	**3.8**	0.6	0.1	0.3	2.0	0.3	0.3	0.1	0.1
Other (undefined)									
Aldi, Wellington Road, Donnington, Telford	**0.6**	0.0	0.2	0.0	0.0	0.2	0.0	0.2	0.0
Asda, St George's Road, Donnington Wood, Telford	**18.5**	0.0	1.5	1.3	8.0	3.8	0.1	3.4	0.4
Dave's Carpets, Wombridge Road, Trench	**1.0**	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Horton Park Industrial Estate, Telford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Gateway Retail Park, Holyhead Road, Snedshill, Telford	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ketley	**1.3**	0.0	0.3	0.3	0.2	0.4	0.0	0.0	0.0
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	**0.4**	0.0	0.1	0.0	0.2	0.0	0.0	0.1	0.0
Priorslee	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Trench	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	**1.8**	0.0	0.0	0.3	0.9	0.5	0.1	0.0	0.0
Wyevale Garden Centre, Station Road, Donnington	**4.2**	0.2	1.1	0.7	1.0	0.4	0.2	0.4	0.1
Sub-Total	**34.3**	**1.1**	**4.1**	**3.1**	**14.2**	**5.5**	**1.3**	**4.2**	**0.7**
Zone 5									
Telford Town Centre									
Asda, The Border, Telford Town Centre	**5.0**	0.3	0.2	0.2	0.2	2.0	0.9	0.9	0.3
Marks and Spencers, Dean Street, Telford	**2.2**	0.0	0.0	0.5	0.0	1.0	0.3	0.1	0.3
Telford Town Centre	**176.8**	4.8	19.2	27.8	32.3	46.5	23.5	12.9	9.8
Telford Shopping Centre, Telford	**6.0**	0.0	2.0	0.5	0.0	1.1	0.0	1.5	0.9
District Centre									
Dawley District Centre	**2.5**	0.0	0.0	0.7	0.1	1.0	0.4	0.1	0.2
Major Retail Parks									
B&Q, Telford Bridge Retail Park, Old Park, Telford	**15.3**	0.4	0.9	1.0	3.9	4.7	2.2	1.4	0.7
Telford Bridge Retail Park, Telford	**33.9**	0.7	2.2	5.3	13.8	5.7	2.0	1.7	2.5
Telford Forge Retail Park, Telford	**71.2**	2.8	4.8	13.9	21.2	12.4	4.6	9.1	2.3
Sainsbury's, Telford Forge Retail Park, Telford	**4.1**	0.0	0.0	0.0	1.2	1.4	0.8	0.4	0.2
Other (undefined)									
Morrisons, Gresham Drive, Newdale, Lawley, Telford	**0.6**	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Hollinswood	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Dawley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	**0.6**	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0
Stirchley	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Heath Hill Industrial Estate, Dawley	**0.6**	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0
Queensway Link Industrial Estate, Stafford Park, Telford	**0.3**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	**319.1**	**9.1**	**29.4**	**50.3**	**73.1**	**77.1**	**34.9**	**28.0**	**17.3**
Zone 6									
Madeley District Centre									
Tesco Superstore, Park Avenue, Madeley, Telford	**1.3**	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.3
Madeley District Centre	**1.7**	0.1	0.0	0.1	0.0	0.2	1.3	0.0	0.1
Other (undefined)									
Ironbridge	**0.8**	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sutton Hill	**0.5**	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0
Woodside	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**4.4**	**0.1**	**0.0**	**0.1**	**0.0**	**0.8**	**2.9**	**0.0**	**0.4**
Zone 7									
Albrighton Garden Centre, Newport Road, Albrighton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
David Austin Roses Nursery Ltd, Bowling Green Lane, Albrighton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux, Stafford Park 12, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shifnal Home & Garden, Bradford Street, Shifnal	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tile Maze, Stafford Park, Telford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Albrighton	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Shifnal Town Centre	**1.2**	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.0
Stafford Park, Telford	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub-Total	**3.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.2**	**2.6**	**0.0**
Zone 8									
Broseley Town Centre	**0.5**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Much Wenlock Town Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-Total	**1.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**1.0**
SUB TOTAL STUDY AREA	**453.1**	**13.2**	**49.8**	**85.7**	**107.9**	**92.0**	**43.1**	**38.4**	**22.8**
Sub-Total Telford & Wrekin Borough	**449.0**	**13.1**	**49.8**	**85.7**	**107.8**	**92.0**	**42.9**	**35.8**	**21.8**

TABLE 25: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

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)
WITHIN STUDY AREA									
OUTSIDE STAFFORD BOROUGH									
Outside the Study Area - Barrow in Furness	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Birmingham	**10.6**	0.6	1.3	1.2	2.7	1.0	1.4	1.3	1.0
Outside the Study Area - Bristol	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Cannock	**1.3**	0.0	0.6	0.1	0.0	0.0	0.2	0.4	0.0
Outside the Study Area - Cheshire East	**0.3**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Cheshire West and Chester	**2.6**	0.1	0.8	0.7	0.0	0.4	0.4	0.0	0.2
Outside the Study Area - Corby	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Outside the Study Area - Dudley	**4.0**	0.1	0.1	0.0	1.6	1.0	0.2	0.5	0.4
Outside the Study Area - Gloucestershire	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Lancashire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Lichfield	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Lincolnshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Liverpool	**0.6**	0.0	0.5	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Manchester	**0.4**	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.1
Outside the Study Area - Powys	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside the Study Area - Preston	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Outside the Study Area - Sandwell	**0.5**	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0
Outside the Study Area - Shropshire	**52.4**	17.0	9.1	3.6	6.3	2.9	2.3	1.1	10.1
Outside the Study Area - Solihull	**0.7**	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
Outside the Study Area - South Staffordshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford	**5.6**	0.2	4.3	0.0	0.2	0.3	0.4	0.2	0.0
Outside the Area - Stoke on Trent	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Centre - Walsall	**0.7**	0.1	0.1	0.0	0.2	0.0	0.1	0.1	0.0
Outside the Study Area - Warwickshire	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wednesbury	**1.0**	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1
Outside the Study Area - Wolverhampton	**5.2**	0.0	0.7	0.8	0.9	0.6	0.4	1.7	0.2
Outside the Study Area - Wrexham	**0.5**	0.0	0.0	0.2	0.2	0.0	0.1	0.0	0.0
Outside the Study Area - Wyre Forest	**0.7**	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0
Outside the Study Area - Other	**3.2**	0.1	0.9	0.0	0.5	0.8	0.2	0.5	0.3
Others	**0.8**	0.1	0.0	0.2	0.0	0.3	0.0	0.1	0.1
SUB TOTAL OUTSIDE STAFFORD BOROUGH	**92.2**	**18.2**	**18.9**	**7.6**	**13.8**	**8.2**	**6.2**	**6.7**	**12.5**
TOTAL	**545.4**	**31.4**	**68.8**	**93.3**	**121.8**	**100.3**	**49.3**	**45.0**	**35.4**

Notes:
a. Post code sectors as set out in Table 1
b. Market shares derived directly from Telford Household Survey (March 2013) taken from Q24 (weighted and filtered)
b. Total comaparison goods Taken from aggregating results from Tables 10, 12, 14, 16, 18, 20, 22 and 24
d. Shaded red indicates destinations that are not within Telford & Wrekin Borough

2011 Prices

TABLE 26: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON GOODS) (2013)

DESTINATION	SURVEY COMPARISON (£m)	DRAWN FROM STUDY AREA (%)	TOTAL COMPARISON (£m)
Zone 1			
High Ercall	0.0	100	0.0
Roden	0.0	100	0.0
Sub-Total	**0.1**		**0.1**
Zone 2			
Newport Town Centre			
Newport Town Centre	13.7	90	15.2
Other (Undefined)			
Waitrose, Audley Road, Newport	0.3	85	0.4
Barlow Nurseries, Cheswardine Road, Pickstock Grange, Newport	0.1	100	0.1
Mere Park Garden Centre, Stafford Road, Newport	0.6	100	0.6
Springfield Industrial Estate, Newport	0.1	100	0.1
Sub-Total	**14.7**		**16.3**
Zone 3			
Wellington District Centre			
Wellington District Centre	22.8	100	22.8
Morrisons, Spring Hill, Wellington	2.5	95	2.7
Major Retail Parks			
Homebase, Wrekin Retail Park, Telford	6.7	100	6.7
Wrekin Retail Park, Arleston, Telford	23.5	90	26.1
Tesco Extra, Wrekin Retail Park, Arleston, Telford	17.2	90	19.1
Other (Undefined)			
Tesco Express, Haygate Road, Wellington	3.4	100	3.4
Leegomery	0.0	100	0.0
Shawbirch	0.2	100	0.2
Sub-Total	**76.4**		**81.0**
Zone 4			
District Centres			
Donnington District Centre	1.2	100	1.2
Hadley District Centre	0.8	100	0.8
Oakengates District Centre	3.8	100	3.8
Other (undefined)			
Aldi, Wellington Road, Donnington, Telford	0.6	100	0.6
Asda, St George's Road, Donnington Wood, Telford	18.5	95	19.5
Dave's Carpets, Wombridge Road, Trench	1.0	100	1.0
Horton Park Industrial Estate, Telford	0.6	100	0.6
Gateway Retail Park, Holyhead Road, Snedshill, Telford	0.1	100	0.1
Ketley	1.3	100	1.3
Lakeside Plant & Garden Centre, Woodshouse Lane, Priorslee, Telford	0.4	100	0.4
Priorslee	0.1	100	0.1
Trench	0.1	100	0.1
Wickes, Snedshill Trading Estate, Holyhead Road, Telford	1.8	100	1.8
Wyevale Garden Centre, Station Road, Donnington	4.2	100	4.2
Sub-Total	**34.3**		**35.2**
Zone 5			
Telford Town Centre			
Asda, The Border, Telford Town Centre	5.0	90	5.6
Marks and Spencers, Dean Street, Telford	2.2	85	2.6
Telford Town Centre	176.8	85	208.0
Telford Shopping Centre, Telford	6.0	85	7.0
District Centre			
Dawley District Centre	2.5	100	2.5
Major Retail Parks			
B&Q, Telford Bridge Retail Park, Old Park, Telford	15.3	90	16.9
Telford Bridge Retail Park, Telford	33.9	90	37.7
Telford Forge Retail Park, Telford	71.2	90	79.1
Sainsbury's, Telford Forge Retail Park, Telford	4.1	90	4.5
Other (undefined)			
Morrisons, Gresham Drive, Newdale, Lawley, Telford	0.6	100	0.6
Hollinswood	0.0	100	0.0
Lawley	0.0	100	0.0
Little Dawley	0.1	100	0.1
Meadowdale Nurseries, Wellington Road, Horsehay, Telford	0.6	100	0.6
Stirchley	0.1	100	0.1
Heath Hill Industrial Estate, Dawley	0.6	100	0.6
Queensway Link Industrial Estate, Stafford Park, Telford	0.3	100	0.3
Sub-Total	**319.1**		**366.1**
Zone 6			
Madeley District Centre			
Tesco Superstore, Park Avenue, Madeley, Telford	1.3	90	1.4
Madeley District Centre	1.7	100	1.7
Other (undefined)			
Ironbridge	0.8	50	1.6
Sutton Hill	0.5	100	0.5
Woodside	0.0	100	0.0
Sub-Total	**4.4**		**5.3**
SUB TOTAL TELFORD & WREKIN	**449.0**		**504.1**

TABLE 27: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Table 27a: Estimated 'Capacity' for Comparison Goods Facilities in Telford Borough

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	504.1	504.1	0.0
2018	558.8	590.7	31.9
2023	618.1	711.3	93.2
2028	682.5	864.8	182.3
2031	724.2	971.2	246.9
Market Share		**82.3**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Telford Borough facilities at 82.3% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27b: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	31.9	5,800	9,600
2023	93.2	15,200	25,300
2028	182.3	26,900	44,900
2031	246.9	34,400	57,300

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27c: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	31.9	126.1	-94.1	-17,000	-28,300
2023	93.2	139.5	-46.2	-7,500	-12,600
2028	182.3	154.0	28.4	4,200	7,000
2031	246.9	163.4	83.6	11,600	19,400

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d below
At 2011 prices

Table 27d: Comparison Goods Planning Commitments Benchmark Planning Commitments Benchmark Turnover within Identified Centres at 2013

Reference	Location	Proposal	Gross Retail Floorspace	Net Comparison Floorspace	Assumed Sales Density (£ per sq.m)	Estimated Turnover (£)	Trade Drawn from Study Area	
Telford Urban Area (Zones 3, 4, 5 and 6)							%	£m
TWC/2006/0229	AA Service Centre/Halford, Unit 1,	COU from Garage to Halfords	383	306	2,904	0.9	100	0.9
TWC/2008/1193	7 Oakengates, Telford	COU to A1	146	117	3,000	0.4	100	0.4
TWC/2009/0915	Malinslee House	Asda Store	7,897	1,349	9,270	12.5	90	6.3
TWC/2011/0699	Unit 9, Merrythought Village	COU from B2 to Antiques	452	362	2,000	0.7	70	0.5
TWC/2011/0951	Toybox Creche, Southwater Way	A1 Retail Unit	489	489	5,000	2.4	85	2.1
TWC/2012/0118	The Glebe Centre, Glebe Street,	Mixed use development inc.	190	190	3,000	0.6	100	0.6
TWC/2012/0271	Telford Garden Centre, Station Road	Garden Centre sales building	186	177	2,000	0.4	100	0.4
TWC/2012/0385	Unit 3, 125 King Street, Wellington	COU to retail shop	238	190	3,000	0.6	100	0.6
TWC/2012/0391	Unit 6, Telford Bridge Retail Park	Mezzanine	312	303	2,000	0.6	90	0.5
TWC/2012/0551	Land off Parkway, Madeley	1,400 sq.m non-food retail	1,400	1,120				
TWC/2012/0667	Aero Garage, Chetwynd End	COU from car showroom to	493	394	2,000	0.8	90	0.7
TWC/2013/0102	Aldi, land off Parkway, Madeley	New foodstore	1,419	149	5,000	0.7	100	0.7
TWC/2013/0118	Inchcape, Trench Road, Donnington	COU to furniture showroom	1,090	872	2,000	1.7	100	1.7
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	36,400	20,230	5,000	101.2	85	86.0
TWC/2013/0612	Telford Shopping Centre	Mixed-use retail and food	7,500	1,350	10,233	13.8	90	12.4
Sub Total (Telford UA)			**58,595**	**27,598**		**137.3**		**113.7**
Newport								
TWC/2011/0916	Audley Avenue	New (Morrisons) Supermarket	5,084	661				
Sub Total (Newport)			**5,084**	**661**		**0.0**		**0.0**
Total			**63,679**	**28,259**		**137.3**		**113.7**

Notes
Source: Telford & Wrekin Council Annual Monitoring Report (AMR) 2012, Appendix 6c.
a. Floorspace for Morrisons supermarket at Newport taken from accompanying planning evidence submitted to LPA
b. The proposed Asda at Malinslee House, is assumed to represent a replacement store. We have assumed it will trade at benchmark level and have subtracted the survey-derived turnover of the existing Asda store from its estimated comparison goods turnover
c. Tesco Express at Hadley included as extant permission, as only opened in May 2013 subsequent to completion of the NEMS Household survey so wasn't recorded by respondents
d. Planning permission reference TWC/2013/0612 supersedes the earlier Brodie House (reference TWC/2012/0059) and Red Oak Car Park (TWC/2009/1074) permissions. Floorspace is considered in two elements: that which would form additional retail units and that associated with a likely foodstore
e. It is assumed that the comparison goods unit at Parkway will not be built out as planning permission exists for foodstore at same site
g. Net convenience floorspace for foodstores derived from ratio provided by Verdict Grocer Retailers where available, otherwise WYG judgement
h. Sales densities derived from Verdict or Mintel Retail Rankings for national multiples and WYG judgement for other unspecified shops
i. Gross to net sales area ratio is 80% for retail warehousing and 70% for traditional town centre floorspace
j. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

Table 27e: Estimated 'Capacity' for Comparison Goods Facilities - Telford Urban Area (facilities in Zones 3, 4, 5 and 6)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	487.7	487.7	0.0
2018	540.6	571.5	30.9
2023	598.0	688.2	90.2
2028	660.3	836.7	176.4
2031	700.7	939.6	238.9
Market Share		**79.6**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Telford Urban Area (Zones 3, 4, 5 and 6) facilities at 79.6% from Study Area
c. Assumes a inflow of 12.3% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27f: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace Requirement	
		Min	Max
2013	0.0	0	0
2018	30.9	5,600	9,300
2023	90.2	14,700	24,500
2028	176.4	26,100	43,400
2031	238.9	33,300	55,400

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27g: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Extant	Residual	Min	Max
2013	0.0	113.7	-113.7	-20,500	-34,200
2018	30.9	126.1	-95.2	-17,200	-28,600
2023	90.2	139.5	-49.3	-8,000	-13,400
2028	176.4	154.0	22.4	3,300	5,500
2031	238.9	163.4	75.5	10,500	17,500

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Table 27h: Estimated 'Capacity' for Comparison Goods Facilities -Newport (Zone 2)

Year	Benchmark Turnover - £m[1]	Derived Expenditure Available - £m[2]	Surplus Expenditure - £m
2013	16.3	16.3	0.0
2018	18.1	19.1	1.0
2023	20.0	23.0	3.0
2028	22.1	28.0	5.9
2031	23.4	31.4	8.0
Market Share		**2.7**	

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Assumes constant market share claimed by all facilities in Newport (Zones 2) facilities at 2.7% from Study Area
c. Assumes a inflow of 10.7% taken from Table 26 (after allowances for trade from outside study area accounted for)
At 2011 prices

Table 27i: Quantitative Need for Additional Floorspace – Comparison Goods

Year	Comparison Goods		
	£m	Floorspace	
		Min	Max
2013	0.0	0	0
2018	1.0	200	300
2023	3.0	500	800
2028	5.9	900	1,500
2031	8.0	1,100	1,900

Notes:
a. Average sales density assumed to be minimum of £3,000 per sq.m and maximum of £5,000 per sq. m at 2013
b. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
At 2011 prices

Table 27j: Net Quantitative Need for Additional Floorspace - Comparison Goods

Year	Comparison Goods				
	£m	£m	£m	Floorspace	
		Extant	Residual	Min	Max
2013	0.0	0.0	0.0	0	0
2018	1.0	0.0	1.0	200	300
2023	3.0	0.0	3.0	500	800
2028	5.9	0.0	5.9	900	1,500
2031	8.0	0.0	8.0	1,100	1,900

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 11
b. Planning commitments taken from Table 27d
At 2011 prices

Appendix 8 – Statistical Leisure Tables

Appendix 8 – Statistical Leisure Tables

WYG PLANNING & ENVIRONMENT
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 1a: POPULATION GROWTH SCENARIO 1

ZONE	POPULATION				
	2013	2018	2023	2028	2031
1	11,124	11,192	11,260	11,327	11,368
2	25,136	25,448	25,761	26,073	26,261
3	34,403	36,244	38,084	39,925	41,030
4	48,778	51,388	53,998	56,608	58,173
5	41,890	44,131	46,373	48,614	49,959
6	21,494	22,644	23,794	24,944	25,634
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	*213,395*	**222,383**	**231,283**	**240,015**	**245,266**

TABLE 1b: POPULATION GROWTH SCENARIO 2

ZONE	POPULATION				
	2013	2018	2023	2028	2031
1	11,124	11,204	11,285	11,365	11,413
2	25,136	25,507	25,877	26,248	26,470
3	34,403	36,586	38,769	40,951	42,261
4	48,778	51,873	54,968	58,062	59,919
5	41,890	44,548	47,206	49,863	51,458
6	21,494	22,858	24,221	25,585	26,403
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	*213,395*	**223,911**	**234,339**	**244,598**	**250,766**

TABLE 1c: POPULATION GROWTH SCENARIO 2

ZONE	POPULATION				
	2013	2018	2023	2028	2031
1	11,124	11,231	11,337	11,444	11,508
2	25,136	25,628	26,120	26,612	26,907
3	34,403	37,301	40,199	43,097	44,835
4	48,778	52,887	56,996	61,104	63,570
5	41,890	45,419	48,947	52,476	54,593
6	21,494	23,305	25,115	26,926	28,012
7	18,218	18,588	18,932	19,220	19,389
8	12,352	12,748	13,082	13,303	13,452
TOTAL	*213,395*	**227,105**	**240,728**	**254,181**	**262,266**

Notes:
a. Post code sectors
SY 4 4, TF 6 5, TF 6 6
TF 9 2, TF10 7, TF10 8, TF10 9
TF 1 1, TF 1 2, TF 1 3, TF 1 6, TF 5 0
TF 1 5, TF 1 7, TF 2 0, TF 2 6, TF 2 7, TF 2 8, TF 2 9
TF 3 1, TF 3 2, TF 3 3, TF 3 4, TF 3 5, TF 4 2, TF 4 3
TF 7 4, TF 7 5, TF 8 7
TF11 8, TF11 9, WV 7 3
SY 5 6, TF12 5, TF13 6
b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2013 (base date), 2018, 2023 and 2028 and 2031 to cover future plan period

2011 PRICES

TABLE 2: LEISURE PATTERNS (CINEMA)

DESTINATION	TOTAL CINEMA (%)	ZONE 1 CINEMA (%)	ZONE 2 CINEMA (%)	ZONE 3 CINEMA (%)	ZONE 4 CINEMA (%)	ZONE 5 CINEMA (%)	ZONE 6 CINEMA (%)	ZONE 7 CINEMA (%)	ZONE 8 CINEMA (%)
STUDY AREA									
Zone 2									
Newport Town Centre	0.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
The Burton Borough School, Audley Avenue, Newport	0.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.4**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Odeon, Forge Gate, Telford	82.5	48.4	79.1	86.0	93.3	87.6	86.2	85.3	38.6
Sub Total	**82.5**	**48.4**	**79.1**	**86.0**	**93.3**	**87.6**	**86.2**	**85.3**	**38.6**
Zone 7									
Shifnal	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**
SUB TOTAL (STUDY AREA)	**83.0**	**48.4**	**82.6**	**86.0**	**93.3**	**87.6**	**86.2**	**86.8**	**38.6**
SUB TOTAL (TELFORD & WREKIN)	**82.9**	**48.4**	**82.6**	**86.0**	**93.3**	**87.6**	**86.2**	**85.3**	**38.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Birmingham									
Vue Cinema, Star City, Watson Rd, Nechells, Birmingham	0.6	0.0	0.0	1.3	1.1	0.0	0.0	1.5	0.0
Outside the Study Area - Newcastle under Lyme									
Vue Cinema, The Square, Market Arcade, High Street, Newcastle-under-Lyme	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Northampton									
Cineworld, Sixfields Leisure, Weedon Road, Upton, Northampton	0.7	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Shropshire									
Cineworld, Old Potts Way, Shrewsbury	9.5	43.8	4.9	7.6	3.4	10.7	4.2	0.0	31.8
Festival Drayton Cinema, Frogmore Road, Market Drayton	0.6	3.2	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Old Market Hall, The Square, Shrewsbury	0.5	4.6	0.0	1.0	0.0	0.0	0.0	1.2	0.0
Reel Cinema, Whitburn Street, Bridgnorth	2.3	0.0	0.0	0.0	2.2	0.0	3.3	0.0	27.4
Outside the Study Area - Stafford									
Apollo Cinema, Newport Road, Stafford	0.4	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stoke on Trent									
Odeon, Festival Park, Etruria Road, Stoke-on-Trent	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	1.1	0.0	0.0	0.0	0.0	0.0	4.2	9.3	0.0
Light House, the Chubb Buildings, Fryer Street, Wolverhampton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Outside the Study Area - Other									
Outside the Study Area - Other	0.3	0.0	0.0	0.0	0.0	0.0	2.1	0.0	2.2
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.5	0.0	1.3	0.0	0.0	1.7	0.0	0.0	0.0
Sub-total	**17.0**	**51.6**	**17.4**	**14.0**	**6.7**	**12.4**	**13.8**	**13.2**	**61.4**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for cinema (Question 38)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

WYG PLANNING & ENVIRONMENT
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 3a: CAPACITY FOR ADDITIONAL CINEMAS UNDER SCENARIO 1

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Cinema visits per person	Attendance (000s)	Number of Visitors Required to Support a Cinema Screen	Screens Supported
2013	213,395	51.8	110,479	82.9	91,611	2.7	248,806	45,228	6
2018	222,383	51.8	115,132	82.9	95,470	2.7	259,286	45,228	6
2023	231,283	51.8	119,740	82.9	99,291	2.7	269,663	45,228	6
2028	240,015	51.8	124,260	82.9	103,039	2.7	279,843	45,228	6
2031	245,266	51.8	126,979	82.9	105,294	2.7	285,966	45,228	6

TABLE 3b: CAPACITY FOR ADDITIONAL CINEMAS UNDER SCENARIO 2

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Cinema visits per person	Attendance (000s)	Number of Visitors Required to Support a Cinema Screen	Screens Supported
2013	213,395	51.8	110,479	82.9	91,611	2.7	248,806	45,228	6
2018	223,911	51.8	115,923	82.9	96,126	2.7	261,067	45,228	6
2023	234,339	51.8	121,322	82.9	100,603	2.7	273,226	45,228	6
2028	244,598	51.8	126,633	82.9	105,007	2.7	285,187	45,228	6
2031	250,766	51.8	129,827	82.9	107,655	2.7	292,379	45,228	6

TABLE 3c: CAPACITY FOR ADDITIONAL CINEMAS UNDER SCENARIO 3

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Cinema visits per person	Attendance (000s)	Number of Visitors Required to Support a Cinema Screen	Screens Supported
2013	213,395	51.8	110,479	82.9	91,611	2.7	248,806	45,228	6
2018	227,105	51.8	117,577	82.9	97,497	2.7	264,792	45,228	6
2023	240,728	51.8	124,630	82.9	103,345	2.7	280,675	45,228	6
2028	254,181	51.8	131,595	82.9	109,121	2.7	296,361	45,228	7
2031	262,266	51.8	135,780	82.9	112,592	2.7	305,787	45,228	7

Notes:

a. Population from Experian MMG3 Micromarketer

b. Participation rates and markets shares derived from Telford Household Survey (March 2013) - excludes 'None mentioned'. Taken from Table 2

c. Cinema visits per person based on the 2010 admisssions identified by Mintel (2011) devided by UK population (62.3m) (ONS National Population Projections 2010-based Statistical Bulletin) at 2010

d. Number of visitors which support a cinema screen during 2010 (Mintel Cinema Market - May 2011) comparable to Dondora Research (2009) which estimates that 2.7 cinema trips per person at 2009

e.Currently 10 cinema screens at Odeon Cinema

g. Dondora Research shows that admission per screen at 2009 was 45,491 which steady declined from 50,482 admissions per screen in 2003

TABLE 4: LEISURE PATTERNS (BOWLING)

DESTINATION	TOTAL BOWLING (%)	ZONE 1 BOWLING (%)	ZONE 2 BOWLING (%)	ZONE 3 BOWLING (%)	ZONE 4 BOWLING (%)	ZONE 5 BOWLING (%)	ZONE 6 BOWLING (%)	ZONE 7 BOWLING (%)	ZONE 8 BOWLING (%)
STUDY AREA									
Zone 5									
Tenpin Telford, St Quentins Gate, Telford	82.9	29.0	82.0	67.6	100.0	90.8	100.0	88.0	65.3
Sub-total (Zone 5)	**82.9**	**29.0**	**82.0**	**67.6**	**100.0**	**90.8**	**100.0**	**88.0**	**65.3**
SUB TOTAL (STUDY AREA)	**82.9**	**29.0**	**82.0**	**67.6**	**100.0**	**90.8**	**100.0**	**88.0**	**65.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Dudley									
Bowlplex, Castlegate Way, Dudley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Shropshire									
AMF Bowling, Brixton Way, Harlescott, Shrewsbury	16.2	71.0	5.9	32.4	0.0	9.2	0.0	12.0	34.7
Outside the Study Area - Stafford									
Tenpin Stafford, Greyfriars Place, Stafford	0.9	0.0	12.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Bowl, Bentley Bridge Park, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others									
Abroad	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
SUB TOTAL	**17.1**	**71.0**	**18.0**	**32.4**	**0.0**	**9.2**	**0.0**	**12.0**	**34.7**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for bowling (Question 41)

c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

WYG PLANNING & ENVIRONMENT
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 5a: CAPACITY FOR ADDITIONAL BOWLING FACILITIES UNDER POPULATION GROWTH SCENARIO 1

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Persons per Lane	Provision		Residual Capacity
							Current	Lanes Supported	
2012	213,395	22.4	47,841	82.9	39,643	1,082	24.0	36.6	12.6
2017	222,383	22.4	49,856	82.9	41,313	1,082	24.0	38.2	14.2
2022	231,283	22.4	51,851	82.9	42,966	1,082	24.0	39.7	15.7
2028	240,015	22.4	53,809	82.9	44,588	1,082	24.0	41.2	17.2
2034	245,266	22.4	54,986	82.9	45,564	1,082	24.0	42.1	18.1

TABLE 5b: CAPACITY FOR ADDITIONAL BOWLING FACILITIES UNDER POPULATION GROWTH SCENARIO 1

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Persons per Lane	Provision		Residual Capacity
							Current	Lanes Supported	
2012	213,395	22.4	47,841	82.9	39,643	1,082	24.0	36.6	12.6
2017	223,911	22.4	50,199	82.9	41,597	1,082	24.0	38.4	14.4
2022	234,339	22.4	52,536	82.9	43,534	1,082	24.0	40.2	16.2
2028	244,598	22.4	54,836	82.9	45,440	1,082	24.0	42.0	18.0
2034	250,766	22.4	56,219	82.9	46,586	1,082	24.0	43.1	19.1

TABLE 5c: CAPACITY FOR ADDITIONAL BOWLING FACILITIES UNDER POPULATION GROWTH SCENARIO 1

Year	Study Area Population	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Persons per Lane	Provision		Residual Capacity
							Current	Lanes Supported	
2012	213,395	22.4	47,841	82.9	39,643	1,082	24.0	36.6	12.6
2017	227,105	22.4	50,915	82.9	42,190	1,082	24.0	39.0	15.0
2022	240,728	22.4	53,969	82.9	44,721	1,082	24.0	41.3	17.3
2028	254,181	22.4	56,985	82.9	47,220	1,082	24.0	43.6	19.6
2034	262,266	22.4	58,797	82.9	48,722	1,082	24.0	45.0	21.0

Notes:

a. Population from Experian MMG3 Micromarketer

b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for bowling (Question 41)

c. Persons per lane based on UK annual visits of 6.3 million people supporting 5,822 lanes (Mintel Bowling UK - July 2010)

d. Number of current lanes equals 24 lanes at Ten Pin, St Quentins, Telford

TABLE 6: LEISURE PATTERNS (BINGO)

DESTINATION	TOTAL BINGO (%)	ZONE 1 BINGO (%)	ZONE 2 BINGO (%)	ZONE 3 BINGO (%)	ZONE 4 BINGO (%)	ZONE 5 BINGO (%)	ZONE 6 BINGO (%)	ZONE 7 BINGO (%)	ZONE 8 BINGO (%)
STUDY AREA									
Zone 2									
Newport Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	24.7	0.0
Sub Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.7**	**0.0**
Zone 3									
Belmont Community Hall, Wellington District Centre	1.1	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.1**	**0.0**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Globe Bingo, Wellington Rd, Donnington, Telford	48.7	99.8	44.2	52.8	66.4	41.9	23.4	36.4	53.6
Maddocks Sports & Social Club, Church Street, Oakengate	1.8	0.0	0.0	8.8	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	1.3	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.0
Trench	1.3	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.0
Sub Total	**53.2**	**99.8**	**44.2**	**61.6**	**81.1**	**41.9**	**23.4**	**36.4**	**53.6**
Zone 5									
Dawley Social Club, King Street, Dawley District Centre	0.8	0.0	0.0	0.0	0.0	0.0	23.4	0.0	0.0
Mecca Bingo, Southwater Square, St Quentin Gate, Telfor	34.7	0.0	55.8	33.4	18.9	49.9	29.6	0.0	0.0
Sub Total	**35.5**	**0.0**	**55.8**	**33.4**	**18.9**	**49.9**	**53.1**	**0.0**	**0.0**
Zone 6									
Jackfield	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Madeley District Centre	0.8	0.0	0.0	0.0	0.0	0.0	23.4	0.0	0.0
Sub Total	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**23.4**	**0.0**	**7.1**
Zone 7									
Shifnal	1.7	0.0	0.0	0.0	0.0	0.0	0.0	38.8	0.0
Sub Total	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**38.8**	**0.0**
Zone 8									
Broseley Social Club, High Street, Broseley	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1
Cressage Club, Sheinton Road, Cressage	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.2
Broseley	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Sub-total (Zone 8)	**2.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**39.3**
SUB TOTAL (STUDY AREA)	**96.4**	**99.8**	**100.0**	**100.0**	**100.0**	**91.8**	**100.0**	**100.0**	**100.0**
SUB TOTAL (TELFORD BOROUGH)	**92.1**	**99.8**	**100.0**	**100.0**	**100.0**	**91.8**	**100.0**	**61.1**	**60.7**
OUTSIDE STUDY AREA									
Outside the Study Area - Shropshire									
Gala Bingo, Castle Gates, Shrewsbury	3.6	0.0	0.0	0.0	0.0	8.2	0.0	0.0	0.0
Outside the Study Area - Stafford									
Gala Bingo, Queensville Retail Park, Silkmore Lane, Staffo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Gala Bingo, Boshbury Lane, Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mecca Bingo, Springvale Estate, Bilston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**8.2**	**0.0**	**0.0**	**0.0**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**99.8**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for bingo (Question 42)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

WYG PLANNING & ENVIRONMENT
TELFORD RETAIL & LEISURE STUDY UPDATE

TABLE 7a: CAPACITY FOR ADDITIONAL BINGO FACILITIES UNDER POPULATION GROWTH SCENARIO 1

Centre	Study Area Population	Study Area Poulation over 18	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Average Visits per year	Total Visits	Catchment Required to Support Club	Existing Clubs	Residual Capacity
2013	213,395	166,167	8.6	14,284	96.4	13,765	16.7	230,425	60,000	3	0.8
2018	222,383	173,166	8.6	14,885	96.4	14,345	16.7	240,130	60,000	3	1.0
2023	231,283	180,096	8.6	15,481	96.4	14,919	16.7	249,741	60,000	3	1.2
2028	240,015	186,895	8.6	16,066	96.4	15,482	16.7	259,169	60,000	3	1.3
2031	245,266	190,984	8.6	16,417	96.4	15,821	16.7	264,839	60,000	3	1.4

TABLE 7b: CAPACITY FOR ADDITIONAL BINGO FACILITIES UNDER POPULATION GROWTH SCENARIO 2

Centre	Study Area Population	Study Area Poulation over 18	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Average Visits per year	Total Visits	Catchment Required to Support Club	Existing Clubs	Residual Capacity
2013	213,395	166,167	8.6	14,284	96.4	13,765	16.7	230,425	60,000	3	0.8
2018	223,911	174,356	8.6	14,988	96.4	14,443	16.7	241,780	60,000	3	1.0
2023	234,339	182,476	8.6	15,686	96.4	15,116	16.7	253,040	60,000	3	1.2
2028	244,598	190,464	8.6	16,372	96.4	15,778	16.7	264,118	60,000	3	1.4
2031	250,766	195,267	8.6	16,785	96.4	16,176	16.7	270,778	60,000	3	1.5

TABLE 7c: CAPACITY FOR ADDITIONAL BINGO FACILITIES UNDER POPULATION GROWTH SCENARIO 3

Centre	Study Area Population	Study Area Poulation over 18	Participation Rate (%)	Catchment Population	District's Market Share (%)	Catchment Population	Average Visits per year	Total Visits	Catchment Required to Support Club	Existing Clubs	Residual Capacity
2013	213,395	166,167	8.6	14,284	96.4	13,765	16.7	230,425	60,000	3	0.8
2018	227,105	176,843	8.6	15,201	96.4	14,649	16.7	245,230	60,000	3	1.1
2023	240,728	187,451	8.6	16,113	96.4	15,528	16.7	259,939	60,000	3	1.3
2028	254,181	197,927	8.6	17,014	96.4	16,396	16.7	274,466	60,000	3	1.6
2031	262,266	204,222	8.6	17,555	96.4	16,917	16.7	283,196	60,000	3	1.7

Notes:

a. Population from Experian MMG3 Micromarketer

b. Participation rates and markets shares derived from Telford Household Survey (March 2007) - excludes 'None mentioned'

c. Average visits per year:

- GB Admissions (2008) - 72m
- GB Participation - 4.3m
- Average 16.7 visits / participating person /year

e. Assumes that a bingo facility requires a potential catchment population of 60,000 people to support an additional facility ('Business in Sport and Leisure')

f. Existing clubs comprise: Globe Bingo, Donnington; Mecca Bingo, Southwater, Telford, there are also 5 social clubs which provide bingo facilities (we have assumed this to constitute one commercial operation

g. Proportion of population over 18 assumed to be 77.9%, taken from the 2011 census

TABLE 8: LEISURE PATTERNS (HEALTH & FITNESS)

DESTINATION	TOTAL HEALTH & FITNESS (%)	ZONE 1 HEALTH & FITNESS (%)	ZONE 2 HEALTH & FITNESS (%)	ZONE 3 HEALTH & FITNESS (%)	ZONE 4 HEALTH & FITNESS (%)	ZONE 5 HEALTH & FITNESS (%)	ZONE 6 HEALTH & FITNESS (%)	ZONE 7 HEALTH & FITNESS (%)	ZONE 8 HEALTH & FITNESS (%)
STUDY AREA									
Zone 1									
Jubilie Hall, RAF Shawbury, Shawbury	0.6	13.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Shawbury	0.1	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.7**	**16.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Lilleshall Hall National Sports Centre, Sheriffhales Drive, Newport	0.6	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport Back & Body Care Clinic, St Marys Street, Newport	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Newport Fitness Centre, Springfield Industrial Estate, Newport	1.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	0.0
Newport Junior School, Avenue Road, Newport	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Newport Swimming Pool, Victoria Park, Newport	1.7	0.0	12.0	0.0	1.4	0.0	0.0	0.0	0.0
Local Facility / Gym, Church Aston	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Edgmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Newport Town Centre	2.6	0.0	22.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**6.7**	**0.0**	**55.2**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fitness Factory On the Move, Abbey Road, Arleston, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gymophobics, New Street, Wellington	1.7	2.1	0.0	2.9	4.4	0.0	0.0	0.0	0.0
KG's Body Shapers Gym, Wellington, Telford	1.1	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0
Purity Health & Fitness, Wrekin Professional Centre, Holyhead Road, Wellington	1.3	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0
The Telford Whitehouse Hotel, Watling Street, Wellington	1.1	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0
Wellington Civic & Leisure Centre, Larkin Way, Wellington	18.0	21.0	0.0	52.0	19.4	8.2	0.0	0.0	0.0
Wrekin College, Sutherland Road, Wellington	0.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Wellington District Centre	1.3	5.4	0.0	4.1	0.0	0.0	0.0	0.0	3.4
Sub Total	**24.7**	**28.5**	**0.0**	**76.1**	**23.7**	**8.2**	**0.0**	**0.0**	**3.4**
Zone 4									
Hadley Learning Community, Crescent Road, Hadley	1.0	0.0	0.0	2.9	1.8	0.0	0.0	0.0	0.0
Oakengates Leisure Centre, New Road, Oakengates	6.4	0.0	5.0	2.9	17.4	7.3	0.0	1.9	0.0
Telford Tennis Centre, New Road, Wrockwardine Wood	0.4	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Hadley District Centre	2.2	0.0	0.0	0.0	0.0	12.6	0.0	0.0	0.0
Local Facility / Gym, Oakengates District Centre	0.8	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Sub Total	**10.8**	**0.0**	**8.4**	**5.9**	**22.9**	**19.9**	**0.0**	**1.9**	**0.0**
Zone 5									
DW Fitness, Telford Forge Retail Park, Telford	8.2	0.0	4.4	4.4	14.8	7.3	3.3	14.9	13.7
Grays Hotel, Forge Gate, Telford	0.5	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0
Holiday Inn, Telford International Centre, St. Quentin Gate, Telford	1.5	0.0	5.3	0.0	0.0	4.8	0.0	0.0	0.0
Horsehay Village Golf Centre, Wellington Road, Horsehay, Telford	0.4	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0
Nuffield Fitness & Wellbeing Centre, Telford Forge Retail Park, Telford	7.3	0.0	0.0	5.8	13.9	15.4	0.0	3.4	2.0
Park Inn Radisson Telford, Forgegate, Telford	4.9	13.8	0.0	0.0	12.1	9.8	0.0	0.0	0.0
Simply Gym, Stafford Park, Telford	2.6	0.0	0.0	0.0	3.7	8.1	0.0	5.0	0.0
Stirchley Recreation Centre, Grange Avenue, Stirchley, Telford	0.8	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0
Local Facility / Gym, Lawley	0.3	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0
Local Facility / Gym, Telford Town Centre	4.6	0.0	0.0	7.9	1.8	2.4	19.5	0.0	2.5
Sub Total	**31.2**	**13.8**	**9.8**	**18.1**	**46.4**	**52.6**	**34.9**	**23.2**	**18.2**
Zone 6									
Abraham Darby Sports & Leisure Centre, Ironbridge Road, Madeley, Telford	7.9	0.0	0.0	0.0	3.7	16.9	41.7	0.0	0.0
Park Lane Centre, Park Lane, Madeley	0.4	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0
Telford Hotel & Golf Resort, Great Hay Drive, Sutton Heights, Telford	0.5	0.0	0.0	0.0	0.0	0.0	3.3	0.0	2.5
Telford Snowboard & Ski Centre, Court Street, Madeley, Telford	0.5	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0
Local Facility / Gym, Ironbridge	0.3	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0
Local Facility / Gym, Madeley District Centre	0.4	0.0	0.0	0.0	0.0	0.0	2.4	0.0	2.5
Local Facility / Gym, Sutton Hill	0.9	0.0	0.0	0.0	0.0	0.0	9.3	0.0	0.0
Sub Total	**10.9**	**0.0**	**0.0**	**0.0**	**3.7**	**19.3**	**65.0**	**0.0**	**5.0**
Zone 7									
Haughton Hall Hotel & Leisure, Haughton Lane, Shifnal	0.6	0.0	0.0	0.0	0.0	0.0	0.0	7.7	0.0
Idsall Sports Centre, Coppice Green Lane, Shifnal	0.5	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0
Local Facility / Gym, Albrighton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Local Facility / Gym, Shifnal Town Centre	3.6	0.0	4.4	0.0	0.0	0.0	0.0	31.2	13.0
Sub Total	**4.8**	**0.0**	**4.4**	**0.0**	**0.0**	**0.0**	**0.0**	**47.6**	**13.0**
Zone 8									
Broseley Cricket Club, Woodlands Road, Broseley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Local Facility / Gym, Much Wenlock Town Centre	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.5
Sub Total	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**42.0**
SUB TOTAL (STUDY AREA)	**92.2**	**58.7**	**77.7**	**100.0**	**98.2**	**100.0**	**100.0**	**72.7**	**81.5**
SUB TOTAL (TELFORD BOROUGH)	**85.0**	**58.7**	**73.3**	**100.0**	**98.2**	**100.0**	**100.0**	**25.1**	**26.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Chester West and Chester									
Carden Park Golf Resort, De Vere Carden Park, Chester	0.4	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0
Outside the Study Area - Durham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Durham	0.4	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Shropshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bodytech Health Club, Cheshire Street, Market Drayton	1.5	0.0	12.8	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Club, Sundorne Road, Shrewsbury	1.1	19.5	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Shrewsbury Sports Village, Sundorne Road, Shrewsbury	0.9	7.3	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Studio One, Whitchurch Road, Shrewsbury	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Local Facility / Gym, Bridgnorth Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	5.3	3.4
Local Facility / Gym, Church Stretton Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Local Facility / Gym, Market Drayton Town Centre	0.5	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Shrewsbury Town Centre	0.5	5.7	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Outside the Study Area - Wolverhampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Facility / Gym, Wolverhampton City Centre	0.7	0.0	0.0	0.0	1.8	0.0	0.0	4.4	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	1.0	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	**7.8**	**41.3**	**22.3**	**0.0**	**1.8**	**0.0**	**0.0**	**27.3**	**18.5**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
b. Market shares ' derived directly from Telford Shopper Survey (MArch 2013) for indoor sports or health and fitness activity (Question 37)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

TABLE 9: LEISURE PATTERNS (RESTAURANT)

DESTINATION	TOTAL RESTAURANT (%)	ZONE 1 RESTAURANT (%)	ZONE 2 RESTAURANT (%)	ZONE 3 RESTAURANT (%)	ZONE 4 RESTAURANT (%)	ZONE 5 RESTAURANT (%)	ZONE 6 RESTAURANT (%)	ZONE 7 RESTAURANT (%)	ZONE 8 RESTAURANT (%)
STUDY AREA									
Zone 1									
Allscott	0.3	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Hadnall	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Wenlock	0.3	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Longdon upon Tern	0.3	1.9	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Rudington	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walcot	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.1**	**4.8**	**0.0**	**4.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Edgmond	0.5	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Forton, Newport	0.6	0.0	2.4	0.0	1.1	0.0	0.0	0.0	0.0
Lilleshall	0.9	0.0	4.1	0.0	0.6	1.2	0.0	0.0	0.0
Newport Town Centre	5.2	1.7	33.5	3.3	0.0	0.0	0.0	4.1	0.0
Sambrook	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Weston-under-Lizard	0.3	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**7.6**	**1.7**	**43.8**	**6.1**	**1.7**	**1.2**	**0.0**	**4.1**	**0.0**
Zone 3									
Admaston	0.8	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0
Shawbirch	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	7.3	5.0	3.5	21.3	8.3	3.1	3.7	0.0	2.8
Weston Retail Park, Arleston, Telford	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub Total	**8.4**	**5.0**	**3.5**	**27.3**	**9.1**	**3.1**	**3.7**	**0.0**	**2.8**
Zone 4									
Donnington District Centre	1.1	0.0	2.9	1.0	1.8	0.0	1.1	0.0	0.0
Hadley District Centre	0.1	0.0	0.0	0.8	0.8	0.0	0.0	0.0	0.0
Ketley	1.4	0.0	0.0	1.6	0.0	6.3	0.0	0.0	0.0
Muxton	0.7	0.0	2.3	0.0	1.6	0.0	0.0	0.0	0.0
Oakengates District Centre	0.5	0.0	0.0	2.0	0.8	0.0	0.0	0.0	0.0
Trench	1.5	6.3	1.5	0.0	4.0	0.0	0.0	0.0	0.0
Sub Total	**5.3**	**6.3**	**6.6**	**5.4**	**8.2**	**6.3**	**1.1**	**0.0**	**0.0**
Zone 5									
Dawley District Centre	1.4	0.0	0.0	0.0	0.0	6.1	2.6	1.6	0.0
Lawley	1.9	6.3	0.0	0.0	0.8	3.6	9.4	0.0	0.0
Telford Town Centre	22.5	8.2	12.0	20.7	32.6	28.8	19.9	13.7	15.5
Telford Forge Retail Park, Telford	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Sub Total	**26.0**	**14.6**	**12.0**	**20.7**	**34.2**	**38.5**	**31.8**	**15.2**	**15.5**
Zone 6									
Coalbrookdale	0.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Coalport	0.8	0.0	0.0	0.0	0.0	0.0	7.1	0.0	3.3
Ironbridge	7.5	2.5	1.1	2.4	6.2	9.8	22.6	11.2	10.3
Jackfield	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Madeley District Centre	1.1	0.0	0.0	0.0	0.8	3.4	2.6	0.0	1.6
Sutton Hill	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Sub Total	**9.8**	**2.5**	**1.1**	**2.4**	**7.0**	**14.4**	**32.3**	**12.4**	**16.6**
Zone 7									
Abrighton	1.8	0.0	0.0	0.0	0.0	0.0	0.0	22.4	0.0
Norton	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Shifnal Town Centre	6.0	1.0	0.0	1.0	9.9	2.6	4.5	29.1	1.4
Tong	0.3	0.0	1.1	0.8	0.0	0.0	0.0	0.0	0.0
Atcham	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broseley Town Centre	1.4	0.0	0.0	0.0	1.1	0.0	7.5	0.0	6.5
Much Wenlock Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Sub-total (Zone 8)	**9.9**	**2.6**	**1.1**	**1.8**	**10.9**	**2.6**	**13.1**	**51.5**	**12.7**
SUB TOTAL ((STUDY AREA)	**68.2**	**37.5**	**68.2**	**67.7**	**71.8**	**66.1**	**82.1**	**83.3**	**47.6**
SUB TOTAL (TELFORD BOROUGH)	**58.3**	**34.9**	**67.1**	**65.9**	**60.9**	**63.5**	**69.0**	**31.7**	**34.9**
OUTSIDE STUDY AREA									
Outside the Study Area - Coventry									
Coventry City Centre	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Birmingham									
Birmingham City Centre	1.7	4.1	1.5	2.0	1.6	1.2	2.0	2.1	0.0
Outside the Study Area - Cannock									
Cannock Town Centre	0.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Cheshire East									
Audlem	0.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Dudley									
Kingswinford	0.4	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Outside the Study Area - Herefordshire									
Hereford Town Centre	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Manchester									
Manchester City Centre	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Newcastle under Lyme									
Newcastle-under-Lyme Town Centre	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Oxford									
Oxford City Centre	0.3	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Runcorn									
Runcorn Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Outside the Study Area - Shropshire									
Apley Forge	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	3.4	0.0	0.9	4.0	1.6	1.7	2.6	0.0	25.0
Church Stretton Town Centre	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Market Drayton Town Centre	0.7	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.1	1.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Pickiescott	0.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	13.7	52.9	1.5	16.6	16.1	12.2	7.1	1.2	20.6
Meole Brace Retail Park, Shrewsbury	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sundorne Retail Park, Arlington Way, Nr Harlescott, Shrewsbury	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Solihull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Outside the Study Area - Stafford									
Eccleshall Town Centre	0.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Gnosall	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	1.0	0.0	3.7	0.8	0.0	2.4	0.0	0.0	0.0
Outside the Study Area - Stoke on Trent									
Stoke-on-Trent City Centre	0.3	0.0	1.1	0.0	0.8	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Heathenfield Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Wolverhampton City Centre	1.1	0.0	0.0	2.0	0.8	1.7	1.4	2.3	0.0
Outside the Study Area - Worcestershire									
Tenbury Wells Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Outside the Study Area - Wrexham									
Ellesmere	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Outside the Study Area - Wychavon									
Evesham Town Centre	0.3	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
Outside the Study Area - Other									
Outside the Study Area - Other	5.1	0.0	4.2	2.0	5.8	11.4	0.0	8.9	0.0
Others									
Abroad	1.0	0.0	3.3	1.4	0.0	1.7	0.0	0.0	1.0
Sub-total	**31.8**	**62.5**	**31.8**	**32.3**	**28.2**	**33.9**	**17.9**	**16.8**	**52.4**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for restaurant visits (Question 39)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

TABLE 10: LEISURE PATTERNS (PUB, NIGHTCLUB, SOCIAL CLUB)

DESTINATION	TOTAL PUB (%)	ZONE 1 PUB (%)	ZONE 2 PUB (%)	ZONE 3 PUB (%)	ZONE 4 PUB (%)	ZONE 5 PUB (%)	ZONE 6 PUB (%)	ZONE 7 PUB (%)	ZONE 8 PUB (%)
STUDY AREA									
Zone 1									
Allscott	0.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadnall	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Wenlock	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longdon upon Tern	0.6	1.1	0.0	1.6	1.0	0.0	0.0	0.0	0.0
Shawbury	0.2	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanton upon Hine Heath	0.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waters Upton	0.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Withington	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**1.4**	**17.8**	**0.0**	**1.6**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Edgmond	1.0	1.1	5.3	2.4	0.0	0.0	0.0	0.0	0.0
Hinstock	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Lilleshall	1.0	0.0	6.5	0.0	0.0	1.3	0.0	0.0	0.0
Newport Town Centre	6.5	1.8	50.8	0.0	1.0	0.0	0.0	7.1	0.0
Sub Total	**8.6**	**2.9**	**64.1**	**2.4**	**1.0**	**1.3**	**0.0**	**7.1**	**0.0**
Zone 3									
Admaston	1.2	0.0	0.0	0.0	5.2	0.0	0.0	0.0	0.0
Arleston, Telford	0.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Shawbirch	1.3	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0
Wellington District Centre	8.3	13.6	1.2	38.1	5.1	0.0	1.2	0.0	0.9
Wrekin Retail Park, Arleston, Telford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Sub Total	**11.3**	**13.6**	**1.2**	**47.3**	**10.4**	**0.0**	**1.2**	**0.0**	**4.6**
Zone 4									
Donnington District Centre	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Hadley District Centre	2.0	0.0	0.0	3.6	6.2	0.0	0.0	0.0	0.0
Ketley	1.1	0.0	0.0	0.9	2.8	1.3	0.0	0.0	0.0
Muxton	0.5	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Oakengates District Centre	4.1	7.0	0.0	2.6	12.0	2.7	0.0	0.0	0.0
Priorslee	1.6	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0
St Georges	0.4	0.0	0.0	0.9	0.0	1.3	0.0	0.0	0.0
Trench	0.7	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
Wrockwardine Wood	0.4	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Sub Total	**11.1**	**7.0**	**0.0**	**8.0**	**34.6**	**6.7**	**0.0**	**0.0**	**0.0**
Zone 5									
Dawley District Centre	2.2	0.0	0.0	0.0	0.0	11.8	0.0	0.0	0.0
Horsehay	0.5	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0
Lawley	0.9	0.0	0.0	1.2	2.0	1.3	0.0	0.0	0.0
Stirchley	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Telford Town Centre	18.6	6.9	0.0	14.3	24.0	46.2	8.5	2.6	6.8
Telford Forge Retail Park, Telford	0.2	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Telford Shopping Centre, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**22.7**	**6.9**	**0.0**	**15.5**	**27.0**	**63.3**	**8.5**	**2.6**	**6.8**
Zone 6									
Buildwas	0.2	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Coalbrookdale	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Coalport	1.0	0.0	0.0	0.0	0.0	3.2	3.1	0.0	0.9
Ironbridge	6.4	1.8	2.2	0.0	2.0	2.7	44.5	0.0	11.6
Jackfield	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	4.2
Madeley District Centre	5.3	0.0	0.0	4.0	0.8	12.0	23.2	0.0	0.9
Sutton Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodside	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub Total	**13.5**	**1.8**	**2.2**	**4.0**	**2.8**	**17.8**	**75.6**	**0.0**	**18.4**
Zone 7									
Albrighton	2.8	0.0	0.0	0.0	2.0	0.0	0.0	26.8	0.0
Shifnal Town Centre	7.4	0.0	1.6	1.2	8.0	1.3	0.0	56.9	0.0
Atcham	0.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Broseley Town Centre	2.1	0.0	0.0	2.4	0.0	0.0	2.1	0.0	20.1
Much Wenlock Town Centre	1.5	0.0	0.0	2.4	0.0	0.0	0.0	0.0	15.4
Sub Total	**14.0**	**1.8**	**1.6**	**6.0**	**10.1**	**1.3**	**2.1**	**83.7**	**37.8**
SUB TOTAL (STUDY AREA)	**82.7**	**51.8**	**69.1**	**84.9**	**86.8**	**90.5**	**87.4**	**93.4**	**67.6**
SUB TOTAL (TELFORD BOROUGH)	**68.6**	**50.0**	**67.5**	**78.9**	**76.7**	**89.2**	**85.3**	**9.7**	**29.8**
OUTSIDE STUDY AREA									
Outside the Study Area - Coventry									
Coventry City Centre	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Birmingham									
Birmingham City Centre	1.6	0.0	5.3	2.4	0.0	2.7	1.5	0.0	0.0
Outside the Study Area - Shropshire									
Apley Forge	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	2.2	0.0	0.0	2.4	0.0	2.7	2.7	1.0	12.6
Ludlow Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Market Drayton Town Centre	1.8	0.0	16.6	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	7.8	47.2	0.0	10.3	6.4	1.3	4.6	2.8	17.2
Ternhill	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Whitchurch Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Outside the Study Area - South Staffordshire									
Codsall	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Wombourne	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.4	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Bilston Town Centre	0.5	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0
Wolverhampton City Centre	1.5	0.0	0.0	0.0	5.4	0.0	1.5	1.0	0.0
Outside the Study Area - Wyre Forest									
Kidderminster Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Outside the Study Area - Other									
Outside the Study Area - Other	0.5	0.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0
SUB TOTAL	**17.3**	**48.2**	**30.9**	**15.1**	**13.2**	**9.5**	**12.6**	**6.6**	**32.4**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
a. Post code sectors
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for pubs, nightclubs and social club visits (Question 40)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

TABLE 11: LEISURE PATTERNS (THEATRE, GALLERIES, MUSEUMS)

DESTINATION	TOTAL THEATRE (%)	ZONE 1 THEATRE (%)	ZONE 2 THEATRE (%)	ZONE 3 THEATRE (%)	ZONE 4 THEATRE (%)	ZONE 5 THEATRE (%)	ZONE 6 THEATRE (%)	ZONE 7 THEATRE (%)	ZONE 8 THEATRE (%)
STUDY AREA									
Zone 1									
Edgmond	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Lilleshall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport Town Centre	0.4	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.6**	**0.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.3**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Donnington District Centre	0.4	0.0	1.4	1.4	0.0	0.0	0.0	0.0	0.0
Oakengates District Centre	19.0	10.7	8.2	24.2	29.7	21.4	22.3	10.1	1.3
Sub Total	**19.4**	**10.7**	**9.7**	**25.6**	**29.7**	**21.4**	**22.3**	**10.1**	**1.3**
Zone 5									
Telford Town Centre	2.9	0.0	0.0	5.8	0.0	5.7	6.0	0.0	3.6
Sub Total	**2.9**	**0.0**	**0.0**	**5.8**	**0.0**	**5.7**	**6.0**	**0.0**	**3.6**
Zone 6									
Ironbridge	13.0	4.7	3.9	7.9	21.1	14.1	27.2	4.1	8.3
Jackfield	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Madeley District Centre	0.3	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0
Sub Total	**13.7**	**4.7**	**3.9**	**7.9**	**21.1**	**16.1**	**27.2**	**4.1**	**12.5**
Zone 7									
Cosford	0.4	1.2	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Broseley Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Much Wenlock Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
Sub-total (Zone 8)	**1.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**0.0**	**7.4**
SUB TOTAL (STUDY AREA)	**37.9**	**16.6**	**21.0**	**39.2**	**50.7**	**43.2**	**58.6**	**14.2**	**24.7**
SUB TOTAL (TELFORD BOROUGH)	**36.8**	**15.3**	**21.0**	**39.2**	**50.7**	**43.2**	**55.5**	**14.2**	**17.3**
OUTSIDE STUDY AREA									
Outside the Study Area - Coventry									
Coventry City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Outside the Study Area - Birmingham									
Birmingham City Centre	14.6	5.9	15.9	9.0	16.6	10.1	18.7	25.9	16.2
Outside the Study Area - Dudley									
Dudley Town Centre	0.6	0.0	1.4	0.0	0.0	2.8	0.0	0.0	0.0
Outside the Study Area - Gloucester									
Gloucester City Centre	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Liverpool									
Liverpool City Centre	1.5	4.8	7.2	1.9	0.0	0.0	0.0	0.0	1.0
Outside the Study Area - Manchester									
Manchester City Centre	0.5	2.2	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Outside the Study Area - Shropshire									
Market Drayton Town Centre	0.5	2.2	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	13.3	44.2	6.4	14.0	5.6	15.6	5.7	9.0	32.9
Outside the Study Area - Stafford									
Stafford Town Centre	1.2	0.0	8.1	0.0	0.0	0.0	2.1	0.0	0.0
Outside the Study Area - Stoke on Trent									
Stoke-on-Trent City Centre	1.1	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Wolverhampton City Centre	17.8	13.6	13.9	23.8	25.8	7.7	6.3	38.5	7.8
Outside the Study Area - Wrexham									
Wrexham Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Outside the Study Area - Other									
Outside the Study Area - Other	9.9	9.1	11.5	12.1	1.4	20.5	3.3	10.3	14.6
Others									
Abroad	0.7	0.0	2.5	0.0	0.0	0.0	2.4	0.0	1.7
SUB TOTAL	**62.1**	**83.4**	**79.0**	**60.8**	**49.3**	**56.8**	**41.4**	**85.8**	**75.3**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for theatre, galleries, museums (Question 43)

c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

TABLE 12: LEISURE PATTERNS (WALKING, CYCLING, OUTDOOR ACTIVITIES)

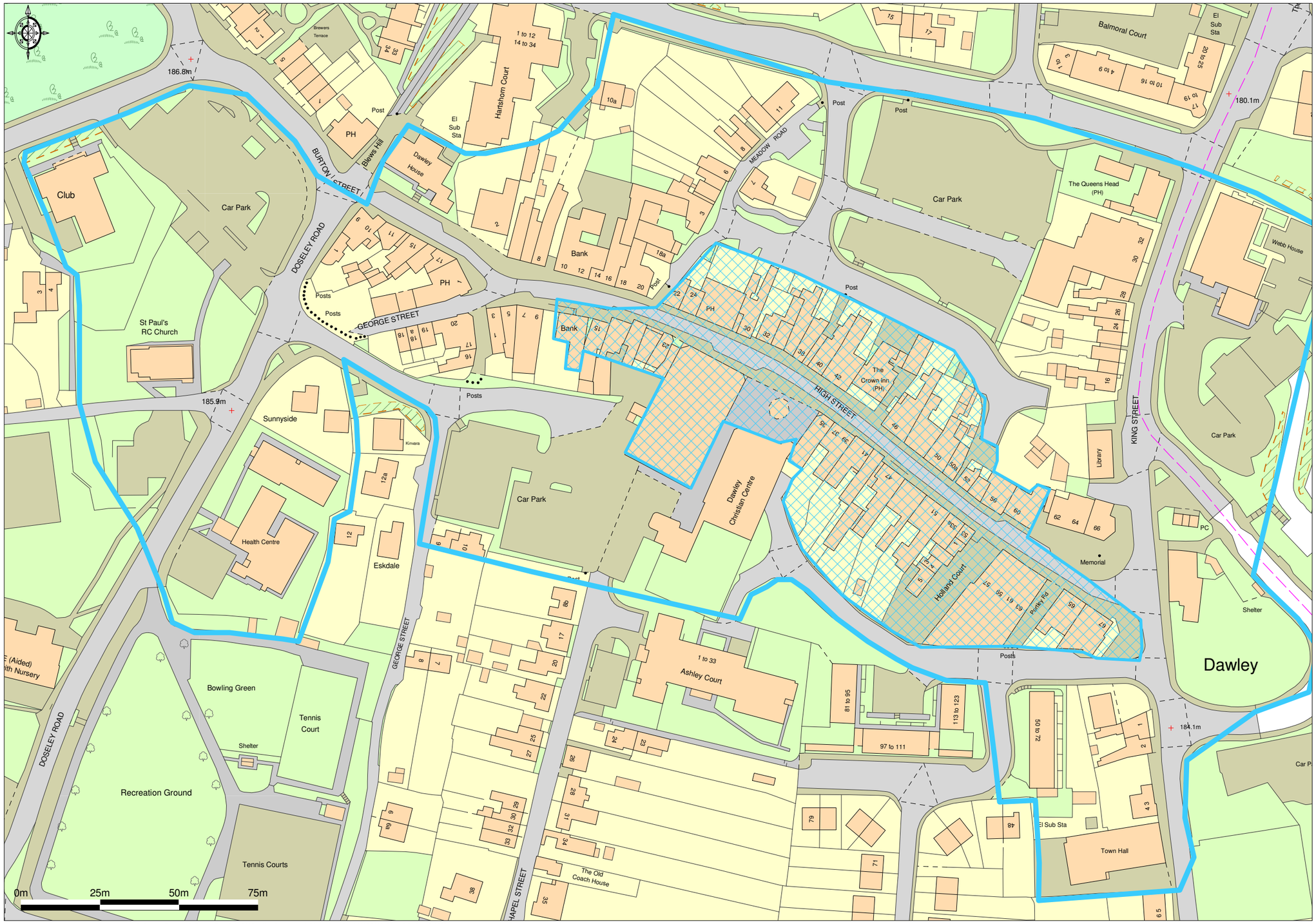
DESTINATION	TOTAL WALKING (%)	ZONE 1 WALKING (%)	ZONE 2 WALKING (%)	ZONE 3 WALKING (%)	ZONE 4 WALKING (%)	ZONE 5 WALKING (%)	ZONE 6 WALKING (%)	ZONE 7 WALKING (%)	ZONE 8 WALKING (%)
STUDY AREA									
Zone 1									
Allscott	0.3	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadnall	0.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Ercall	0.3	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shawbury	0.3	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**0.9**	**17.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2									
Lilleshall	0.5	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Newport Town Centre	10.5	0.0	74.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**11.0**	**0.0**	**77.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Wellington District Centre	6.2	14.4	0.0	27.3	0.0	0.0	0.0	1.9	3.0
Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Donnington District Centre	1.7	0.0	0.0	0.0	5.2	5.2	0.0	0.0	0.0
Hadley District Centre	0.7	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0
Muxton	1.6	0.0	0.0	0.0	8.6	0.0	0.0	0.0	0.0
Oakengates District Centre	3.9	0.0	0.0	0.0	19.6	0.0	0.0	1.5	0.0
Priorslee	1.0	0.0	0.0	0.0	5.2	0.0	0.0	0.0	0.0
St Georges	0.3	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Wrockwardine Wood	0.7	14.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	**16.2**	**28.4**	**0.0**	**29.0**	**42.3**	**5.2**	**0.0**	**3.4**	**3.0**
Zone 5									
Dawley District Centre	2.8	0.0	0.0	0.0	0.0	19.7	0.0	0.0	0.0
Lawley	0.5	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0
Telford Town Centre	31.0	2.7	5.1	62.7	33.1	62.2	16.9	11.6	9.6
Sub Total	**34.3**	**2.7**	**5.1**	**62.7**	**33.1**	**85.8**	**16.9**	**11.6**	**9.6**
Zone 6									
Ironbridge	7.7	3.7	5.1	1.7	11.2	3.8	41.3	0.0	0.0
Jackfield	0.5	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0
Madeley District Centre	2.2	0.0	0.0	0.0	0.0	0.0	23.5	0.0	0.0
Sutton Hill	0.5	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0
Woodside	0.6	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0
Sub Total	**11.5**	**3.7**	**5.1**	**1.7**	**11.2**	**3.8**	**83.1**	**0.0**	**0.0**
Zone 7									
Albrighton	2.8	0.0	0.0	0.0	0.0	0.0	0.0	22.9	0.0
Shifnal Town Centre	4.4	2.1	0.0	0.0	0.0	0.0	0.0	35.2	0.0
Atcham	0.6	0.0	2.0	0.0	0.0	0.0	0.0	0.0	4.5
Benthall	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Broseley Town Centre	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.6
Cressage	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Much Wenlock Town Centre	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5
Sub Total	**13.1**	**2.1**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**58.0**	**71.3**
SUB TOTAL (STUDY AREA)	**87.1**	**54.8**	**89.9**	**93.4**	**86.6**	**94.8**	**100.0**	**73.0**	**83.9**
SUB TOTAL (TELFORD BOROUGH)	**74.0**	**52.6**	**87.9**	**93.4**	**86.6**	**94.8**	**100.0**	**15.0**	**12.6**
OUTSIDE STUDY AREA									
Outside the Study Area - Cannock									
Cannock Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0
Outside the Study Area - Herefordshire									
Moreton on Lugg	0.7	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Shropshire									
Apley Forge	0.8	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0
Bridgnorth Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.6	3.9
Market Drayton Town Centre	0.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	6.6	39.4	2.5	2.2	13.4	0.0	0.0	3.8	9.2
Weston-under-Redcastle	0.2	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Stafford									
Gnosall	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0
Norbury	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Stafford Town Centre	0.4	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Outside the Study Area - Wolverhampton									
Wolverhampton City Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0
Outside the Study Area - Other									
Outside the Study Area - Other	0.7	0.0	0.0	0.0	0.0	5.2	0.0	0.0	0.0
Others									
Abroad	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
SUB TOTAL	**12.9**	**45.2**	**10.1**	**6.6**	**13.4**	**5.2**	**0.0**	**27.0**	**16.1**
Internet / home delivery									
Don't know / can't remember									
Don't buy these items									
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:
b. Market shares ' derived directly from Telford Shopper Survey (March 2013) for walking, cycling, outdoor activities (Question 44)
c. Excludes 'internet home/delivery, don't know/ can't remember' and 'don't buy these items'

Appendix 9 – Proposed Revisions to Centre and Primary Shopping Area Boundaries

Appendix 9 – Proposed Revisions to Centre and Primary Shopping Area Boundaries

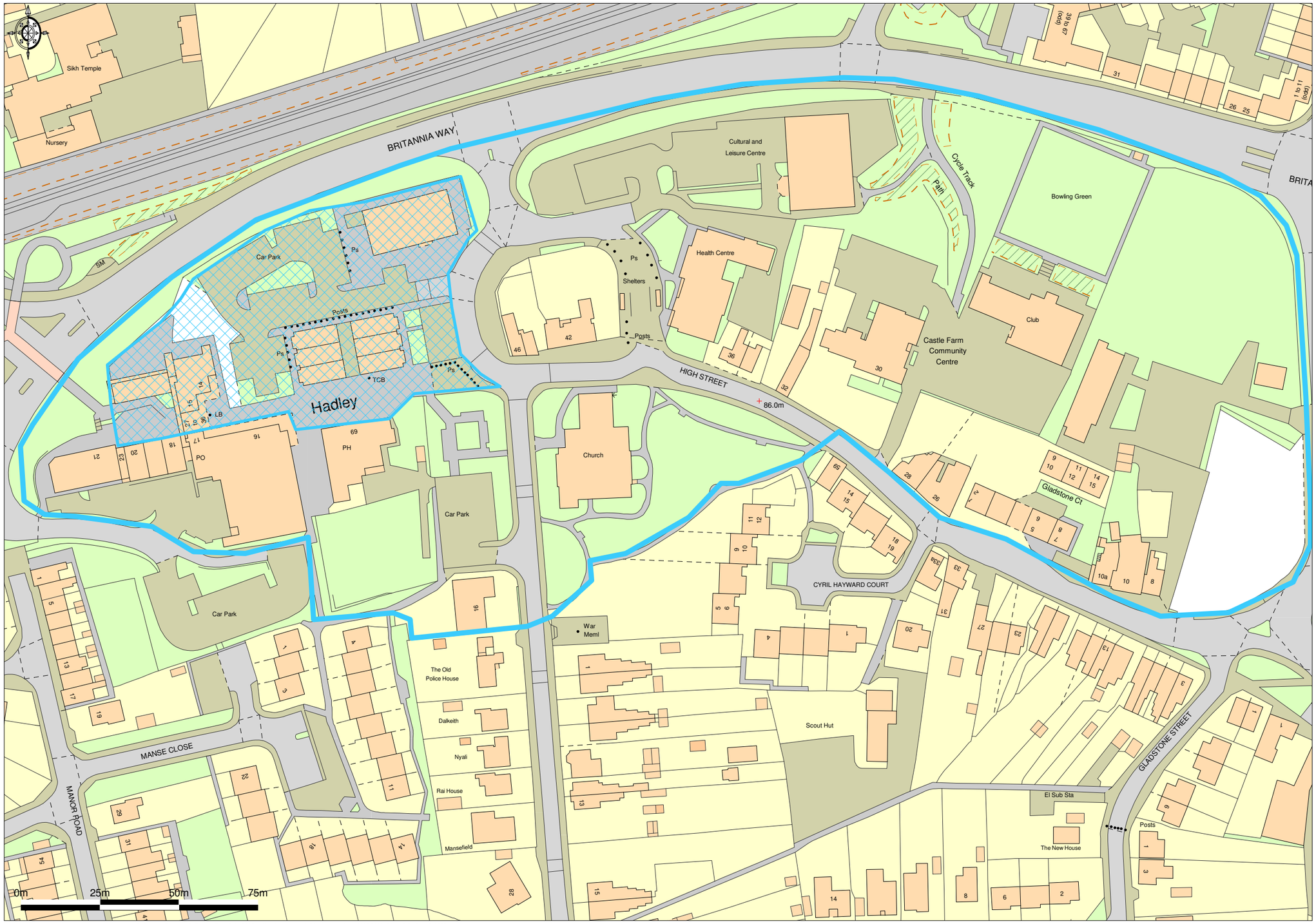
Dawley
Proposed District Centre Boundary and Primary Shopping Area



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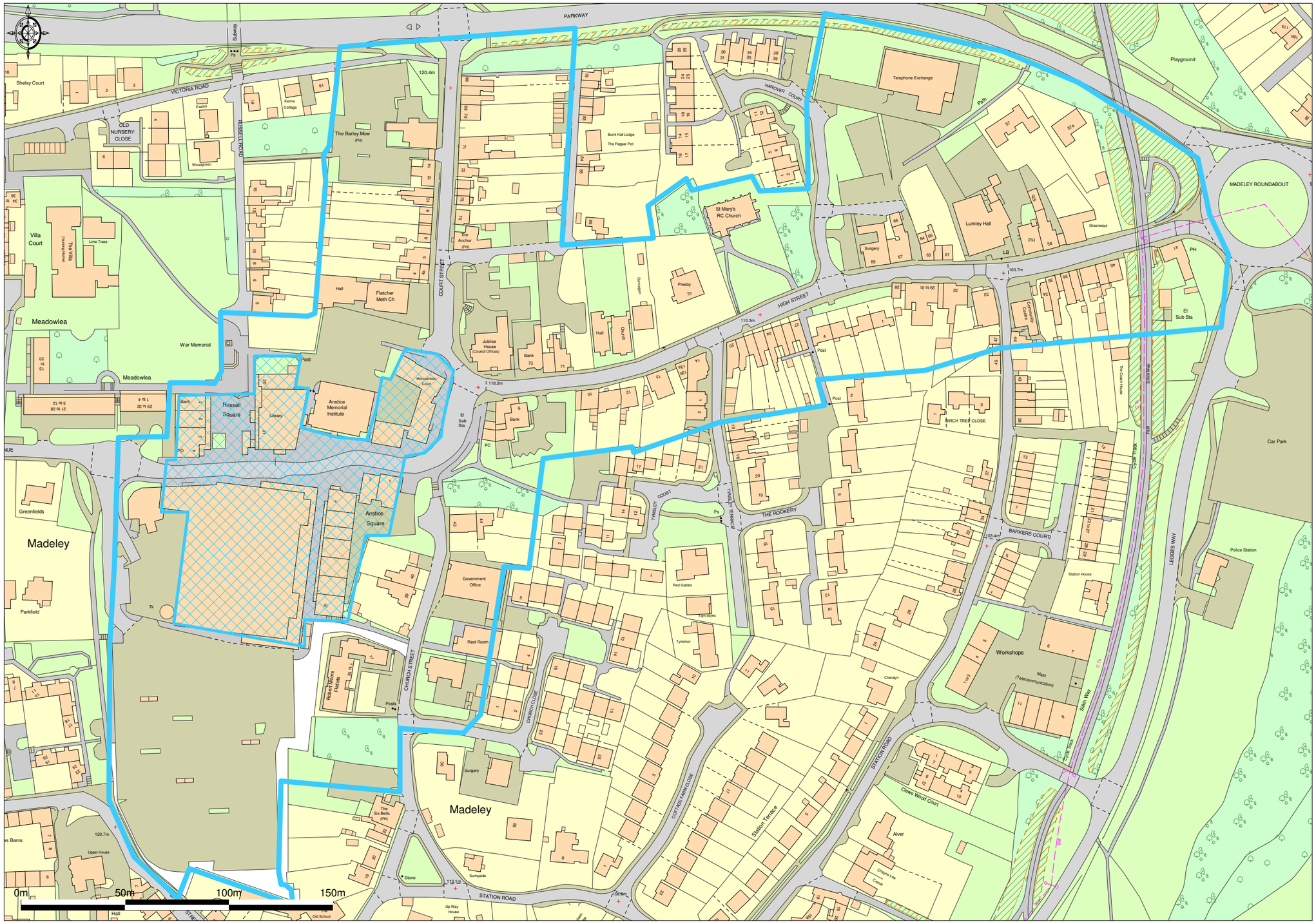
Hadley
Proposed District Centre Boundary and Primary Shopping Area



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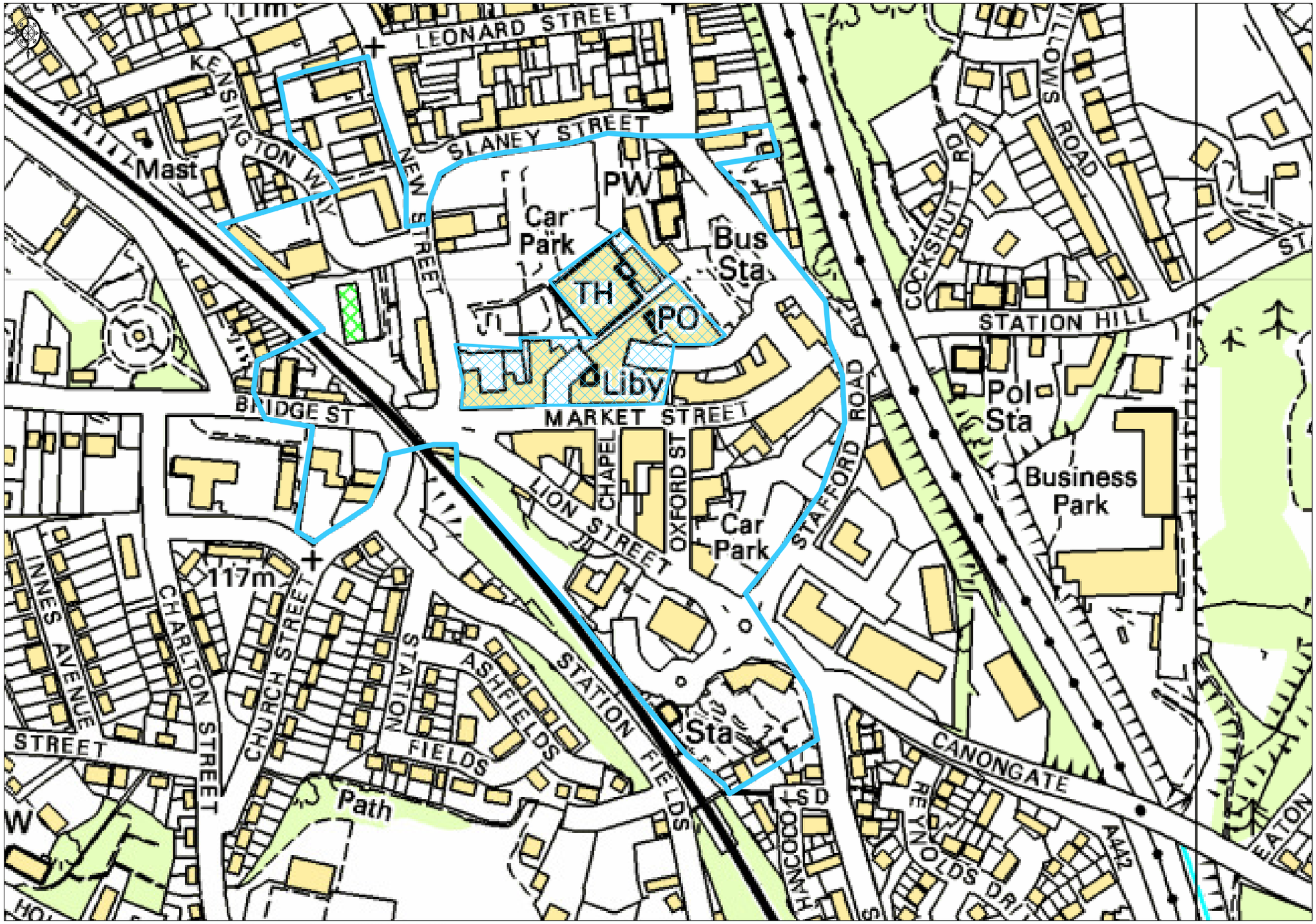
Madeley
Proposed District Centre Boundary and Primary Shopping Area



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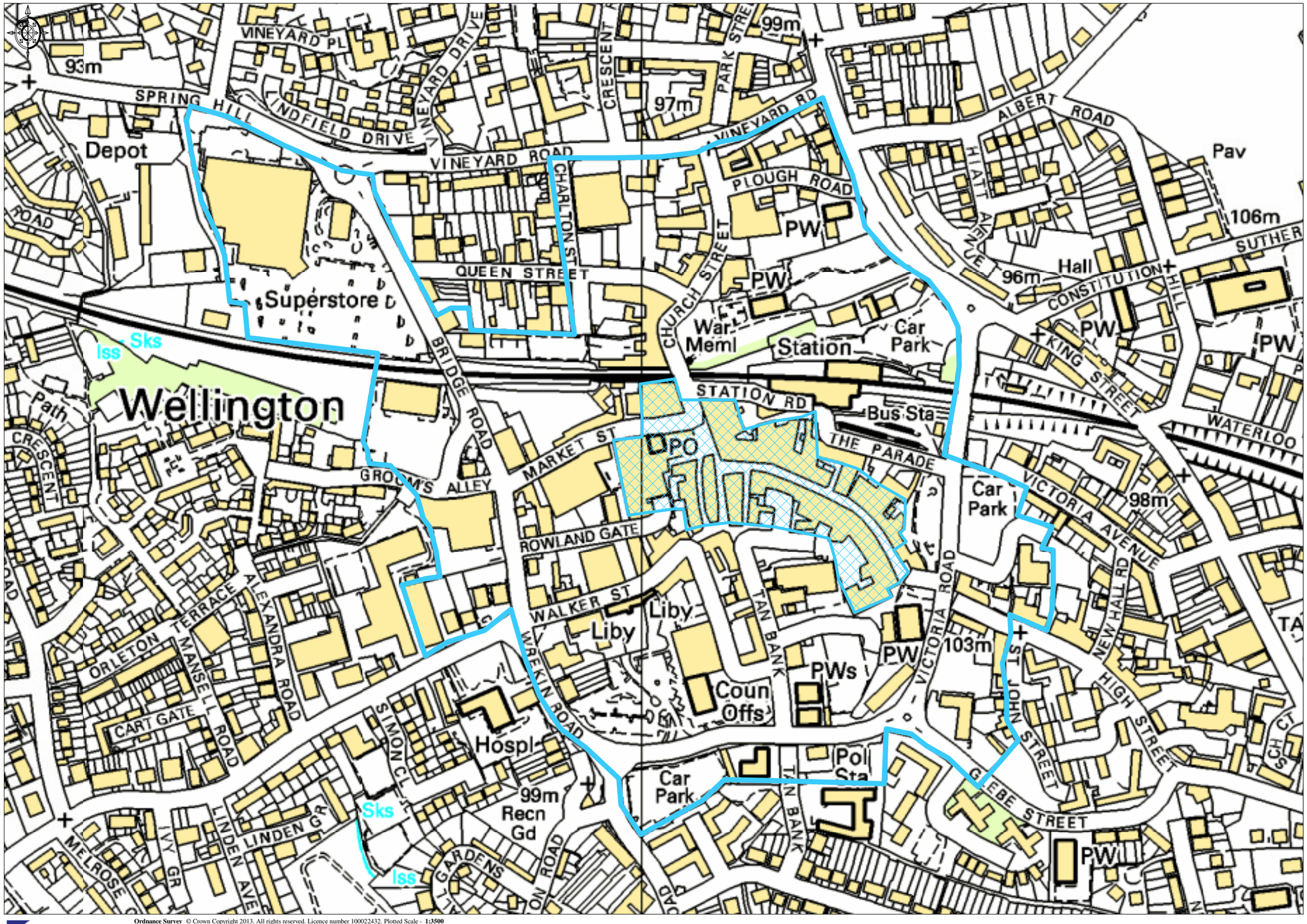
Oakengates
Proposed District Centre Boundary and Primary Shopping Area



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Wellington
Proposed District Centre Boundary and Primary Shopping Area



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