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Planning. Design. Economics.

Braintree District Council

Retail Study 2015

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1.0 Introduction

Study Objectives

1.1 Nathaniel Lichfield & Partners (NLP) has been commissioned by Braintree District Council (BDC) to prepare a Retail Study Update. NLP prepared the previous Retail Study Update in 2012.

1.2 The key objective of the study is to provide a robust and credible evidence base to inform the Council's development plan, taking into account changes since the 2012 Retail Study Update and incorporating revised housing forecasts. The study provides:

1. a qualitative analysis of the existing retail and leisure facilities within Braintree District's town and local centres, identification of the role of each centre, catchment areas and the relationship between the centres; and
2. a quantitative and qualitative assessment of the need for new retail facilities within Braintree District, and the need for leisure and other main town centre uses. This assessment will examine the need for both food and non-food retailing including a qualitative analysis for different forms of facilities such as retail warehousing, local shops, large food stores and traditional high street comparison shopping.

1.3 The key objective of the Braintree Retail Study will be to provide a robust and credible evidence base to inform the Council's work on emerging policy documents. The study includes an assessment of:

1. changes in circumstances and shopping patterns since the previous studies were undertaken, not least the effects of the recession and the availability of 2011 Census data;
2. the future need and (residual) capacity for retail, food and beverage and leisure floorspace distributed by the main centres for the period up to 2033;
3. the potential implications of emerging developments both within and outside the District, in terms of impact on town centres and potential changes to shopping patterns;
4. the existing retail hierarchy and network of centres and advises whether any changes are required;
5. development plan policies, allocations and recommendations on how each centre can develop its role.

Report Structure

1.4 The Report is structured as follows:

- Section 2 of this report describes the shopping hierarchy;

- Section 3 outlines retail trends and provides a retail capacity and need assessment;
- Section 4 assesses the scope for food and beverage and commercial leisure uses;
- Section 5 explores opportunities for accommodating growth and an overview of town centre frontage policies; and
- Section 6 provides the recommendations and conclusions.

2.0 The Shopping Hierarchy

Introduction

2.1 The National Planning Policy Framework (NPPF) indicates (paragraph 23) that planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Local Plans are expected to define a network and hierarchy of centres that is resilient to anticipated future economic changes.

2.2 The Planning Practice Guidance (PPG) places emphasis on developing strategies for town centres that are appropriate and realistic to the role of centres in the hierarchy. Town centre strategies should be based on the current state of a centre and opportunities to meet development needs (in full). These town centre strategies should seek to support the town centre vitality and viability, and should assess if changes to the role and hierarchy of centres are appropriate.

2.3 This section provides an overview of the shopping hierarchy in Braintree District and the surrounding sub-region.

Centres in Braintree District and the Surrounding Area

2.4 Braintree District is located in the north of Essex, bounded by Colchester, Maldon, Chelmsford, Uttlesford, South Cambridgeshire, St Edmundsbury and Babergh. The District contains the town centres of Braintree, Witham and Halstead which are supported by a district centre at Great Notley and a number of smaller local centres catering for local needs. Braintree Freeport and Braintree Retail Park together form a large out-of-centre retail area to the south of Braintree town.

2.5 The adopted Core Strategy (2011) sets out policies on retail and town centres, which seeks to protect and enhance the main town centres to maintain their role as local service centres providing services for the local population. Outside of the town centres Braintree Freeport and Braintree Retail Park form a specialist out-of-centre shopping experience.

2.6 Venuescore ranks the UK's top 2,500 plus retail destinations including town centres, mall, retail warehouse parks and factory outlet centres. Braintree town centre, Braintree Freeport, Halstead and Witham are listed within Venuescore's data. The other smaller centres in the District have few multiple retailers and are not included within Venuescore analysis.

2.7 The results for the destinations and other relevant centres outside of the District are shown in Table 2.1.

Table 2.1: Venuescore UK Shopping Index

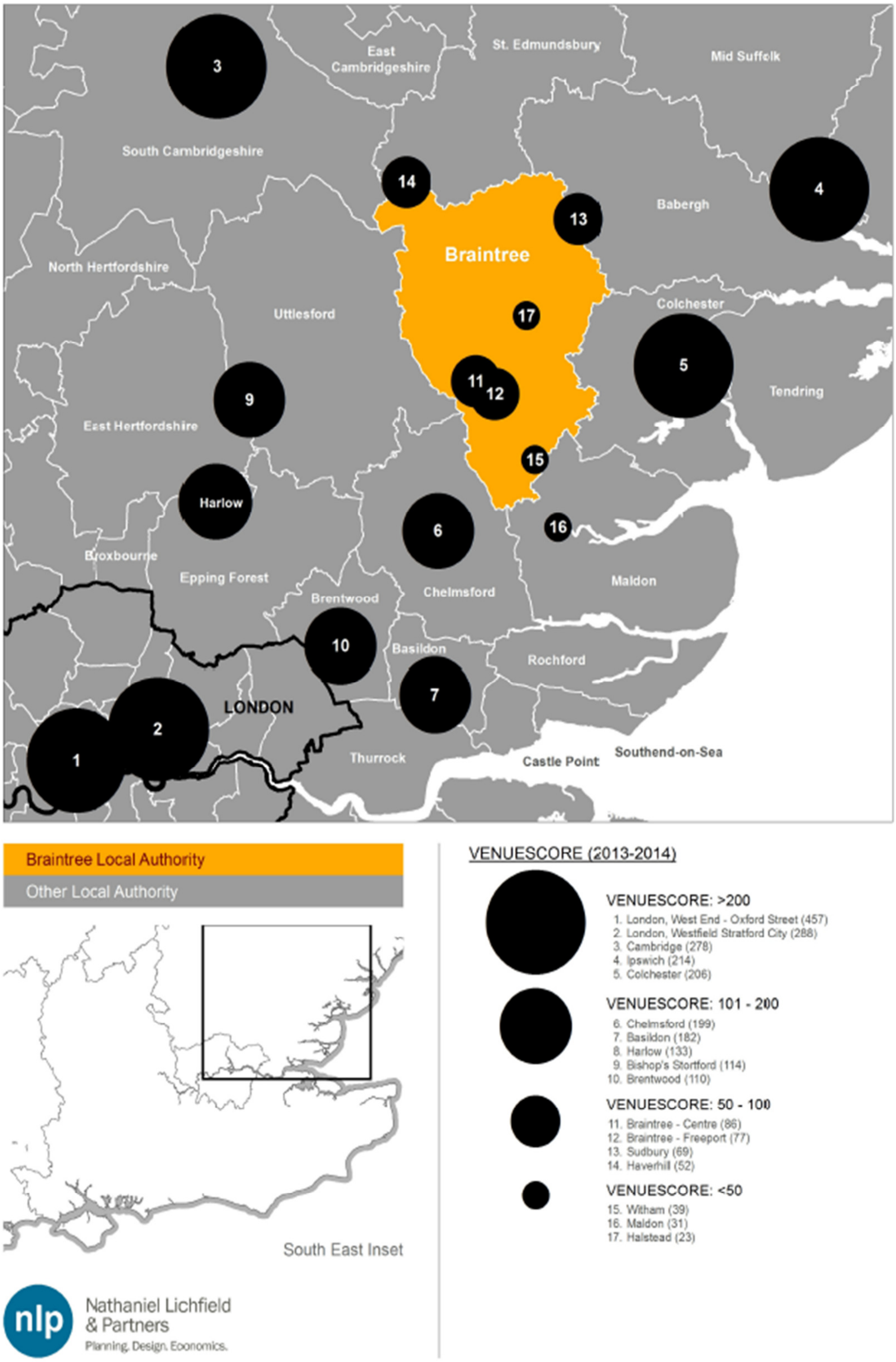
Centre	UK Rank	Venuescore
London Oxford Street	6	457
London – Westfield Stratford	30	288
Cambridge	34	278
Ipswich	58	214
Colchester	63	206
Chelmsford	72	199
Basildon	87	182
Harlow	168	133
Bishop's Stortford	201	114
Brentwood	209	110
Braintree	**281**	**86**
Braintree Freeport	**320**	**77**
Sudbury	365	69
Haverhill	510	52
Witham	**681**	**39**
Maldon	864	31
Halstead	**1,155**	**23**

Source: Venuescore, Javelin Group 2013/14

2.8 Each destination is given a weighted score for the number of multiple retailers present, and the score attached to each retailer is weighted depending on their overall impact on shopping patterns. This information suggests that Braintree town centre and Freeport are both third tier centres that fall within the sub-regional shopping catchment area, whereas Witham is within the District tier and Halstead is classified as Minor District. The location of these Venuescore centres is shown in Figure 2.1.

2.9 Figure 2.1 indicates that residents in Braintree District have good access to regional centres (London, Cambridge, Ipswich, Colchester, Chelmsford) as well as having a choice of smaller centres for day to day shopping needs. The outflow of retail expenditure from the District is relatively high, particularly for comparison goods, and is likely to remain high in the future.

Figure 2.1: Venuescore Shopping Hierarchy



Existing Retail Provision in Braintree District

2.10 An assessment of existing retail and service provision in the main centres is provided in the centre audits included in Appendix 6. A summary of existing retail provision is provided in Table 2.2 below.

Table 2.2: Existing Retail Shop Provision

Centre	Class A Shop Units	Convenience Goods Floorspace (sq.m net)	Comparison Goods Floorspace (sq.m net)
Braintree	269	10,130	15,240
Freeport/Braintree RP	97	455	22,996
Witham	161	5,300	7,500
Halstead	146	4,480	5,950
Total	**673**	**20,365**	**51,686**

Source: VOA, GOAD and NLP site surveys 2015

2.11 The audit of centres in Appendix 6 confirms that Braintree town centre is the main shopping destination within the District in terms of number of shop units and convenience floorspace, with Freeport/Braintree Retail Park providing the most comparison floorspace within the District.

2.12 Witham and Halstead are smaller centres and are both similar in size in terms of number of shop units and the amount of retail floorspace. They provide a reasonable range of shops and facilities that serve their settlements and nearby villages. They have a critical mass of convenience and comparison shopping floorspace and a good range of non-retail services.

2.13 Local centres generally include a small range of shops of a local nature, serving a small catchment. They can include a small supermarket, newsagent, post office, takeaways and pharmacy. Facilities at Coggeshall and Great Notley and other villages are limited and serve local catchment areas.

2.14 Based on the number, scale and type of shops and services available in Braintree, Witham and Halstead, these three centres should continue to be designated as town centres. Great Notley contains a large supermarket as well as a limited number of other services and Coggeshall is a village centre, providing a small range of uses.

2.15 National and local policy indicates that it is important for the District’s town centres to maintain and strengthen their role in the retail hierarchy. The smaller centres should continue to perform a more local function meeting day to day shopping and service needs.

3.0 Assessment of Retail Need

Introduction

3.1 The National Planning Policy Framework (NPPF) indicates (paragraph 14) that local planning authorities should positively seek opportunities to meet the development needs of their area, and Local Plans should meet objectively assessed needs.

3.2 The Planning Practice Guidance (PPG) indicates that development plans should develop (and keep under review) town centre strategies that plan for a 3-5 year period, whilst also giving a Local Plan lifetime view. Plans should identify the scale of need for main town centre uses.

3.3 The PPG also introduces the requirement to consider a range of plausible scenarios, including a 'no development' scenario, which should not assume that all centres are likely to benefit from expenditure growth.

3.4 This section objectively assesses the quantitative and qualitative scope for new retail floorspace in Braintree District in the period from 2015 to 2033. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken as part of the town centre audits in Appendix 6.

Study Area

3.5 The quantitative analysis is based on a defined Study Area that covers the catchment areas of the main shopping destinations in the District. The previous 2012 Retail Study Update defined zones to correspond with the North Essex Retail Study (2006). We have reviewed the shopping patterns derived from the 2012 survey, and have adapted the zones to exclude areas where facilities within Braintree District achieved a low market share, in order to better reflect the catchment areas of the centres within Braintree District.

3.6 The Study Area has been sub-divided into five zones as shown in Appendix 1 and Figure 3.1 overleaf. The survey zones are based on postcode sectors and take into consideration the extent of the primary catchment areas of the three main settlements of Braintree, Witham and Halstead.

3.7 The primary catchment areas are the area where each centre will attract the vast majority of its retail trade. There will be retail expenditure leakage from the study area zones to centres outside, but conversely expenditure inflow from surrounding areas.

3.8 The methodology is summarised in Figure 3.2 overleaf and set out in more detail in Appendix 1.

Figure 3.1: Braintree Study Area

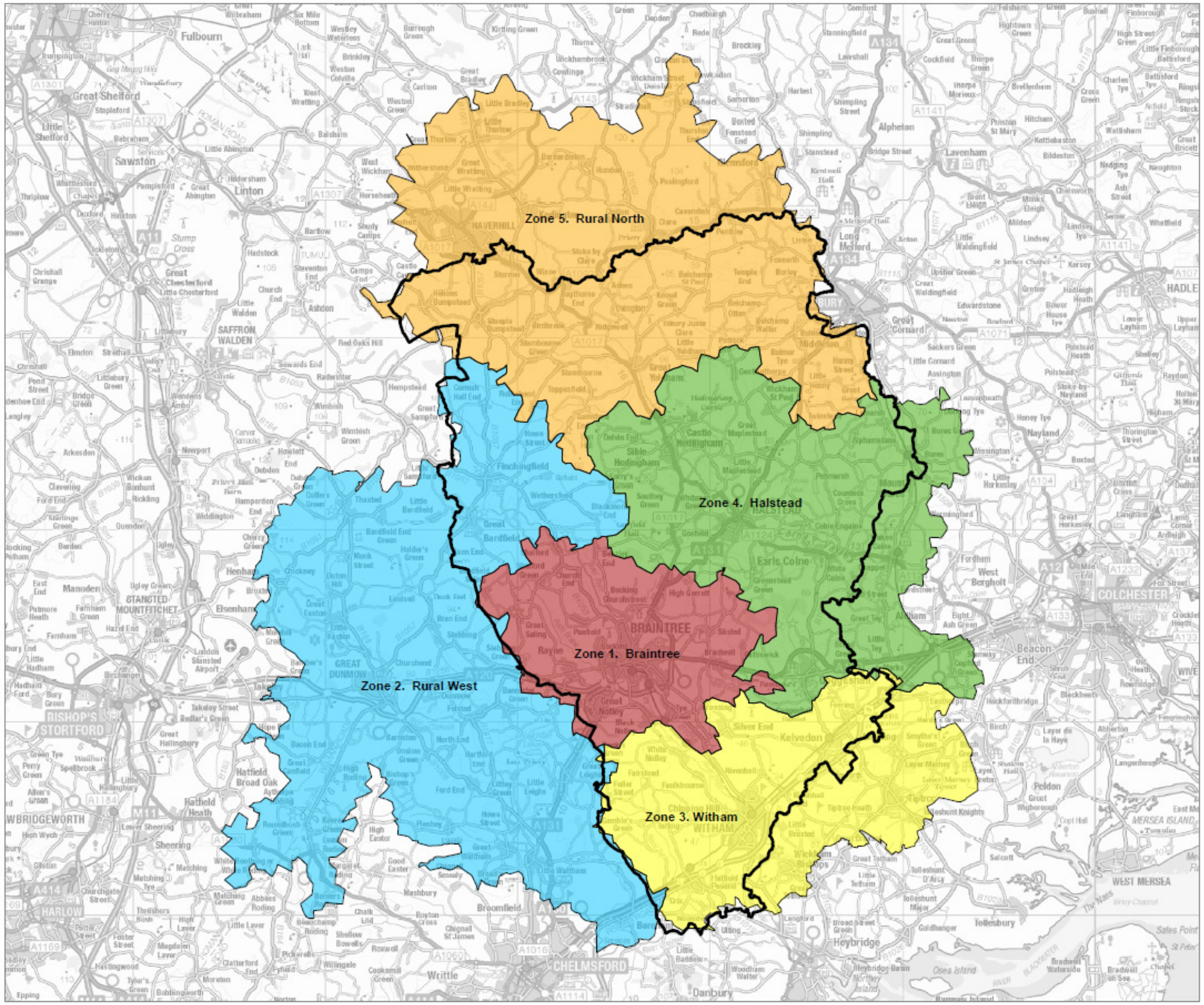
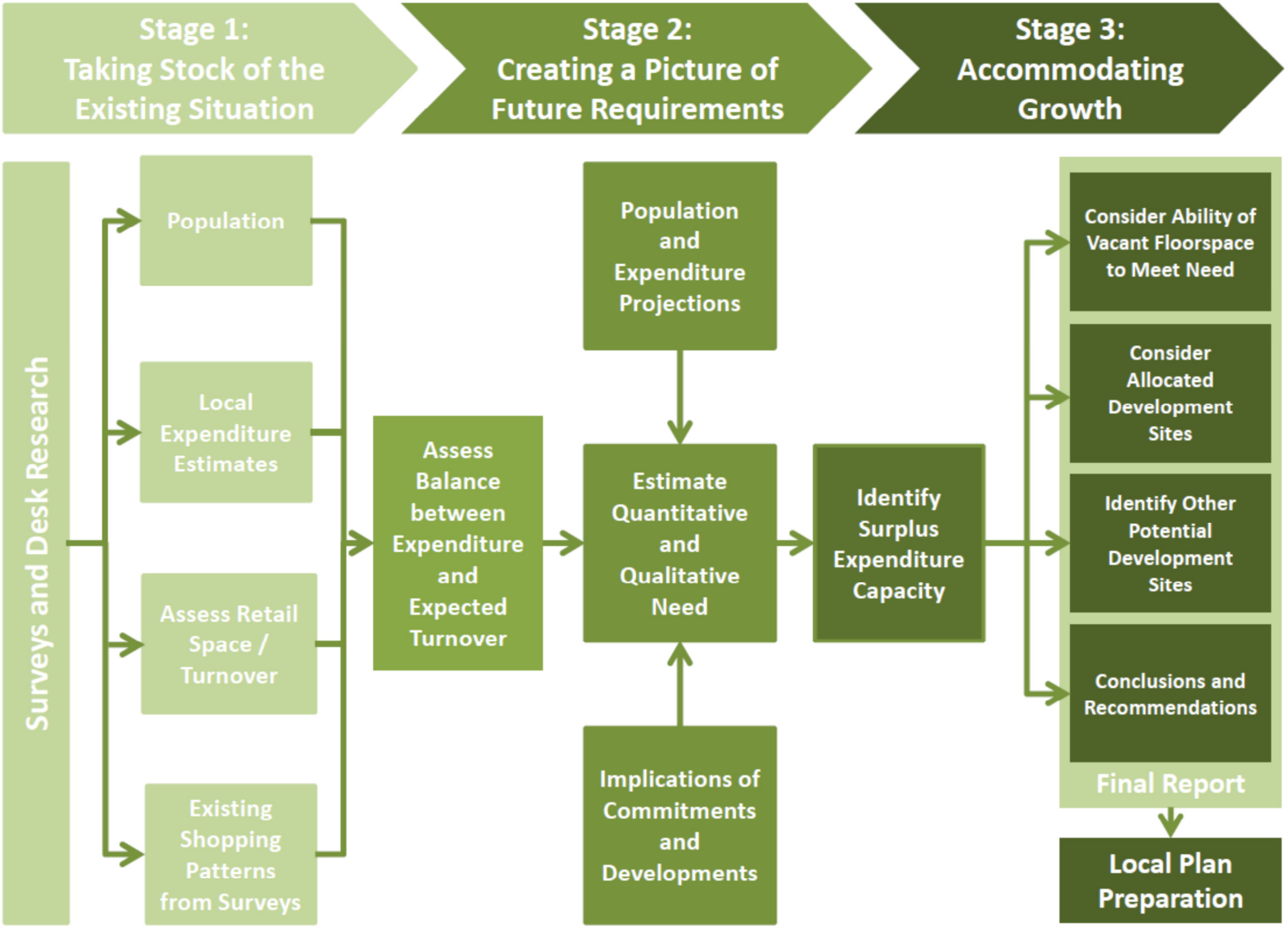


Figure 3.2: Methodology for Estimating Future Requirements for Retail Floorspace



Retail Trends

3.9 This section considers the changes in the retail sector nationally and the potential implications for Braintree District.

3.10 The economic downturn had a significant impact on the retail sector. A large number of national operators failed (e.g. Blockbuster, Comet, HMV, JJB Sports, Jessops, Clinton Cards, Woolworths, MFI, Land of Leather, Borders, Game, Firetrap, Peacocks, La Senza, Past Times, Barratts and Habitat), leaving major voids within centres and retail parks. Many town centre development schemes have been delayed and the demand for traditional bulky goods retail warehouse operators was affected. Even some of the main food store operators have seen a reduction in growth, with discount operators taking market share from the main operators.

3.11 Assessing future expenditure levels within this study needs to take into account the likely speed of the economic recovery, particularly in the short term (2015 to 2018). Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the plan period. This Study takes a long term view for the Plan period recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be carefully considered and a balanced approach taken. An overview of national tends within the retail sector is set out below.

Expenditure Growth

3.12 Historic retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future. However the recovery from the economic downturn is expected to result in slower growth in the short term.

3.13 In the past, expenditure growth has fuelled growth in retail floorspace, including major out-of-centre development, particularly in the 1980s and 1990s. The speed of recovery from the economic downturn suggests that high past rates of growth are unlikely to be achieved in the short term, but the underlying trend over the medium and long terms is expected to lead to a need for further modern retail floorspace, even allowing for continued growth in home shopping. These national trends are anticipated to be mirrored in Braintree District.

New Forms of Retailing

3.14 New forms of retailing have emerged as an alternative to more traditional shopping facilities. Home/electronic shopping has grown with the increasing ownership of personal computers, smart phones and the internet. Trends within this sector will have implications for retailing within Braintree District. The continued growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street and in Braintree District.

3.15 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure.

3.16 The household survey results suggest 5.7% of households in the Braintree Study Area did their last main food and grocery shopping via the internet/ delivery, and 5.9% of households do most of their non-food shopping at home via the internet, TV or catalogue.

3.17 Recent trends suggest continued strong growth in this sector. Experian's Retail Planning Note 12.1 states:

"The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for around a tenth of total retail sales...

The rising share of internet sales in total retail transactions dominates the picture of SFT. Internet sales' share of total retail sales stood at near 10.6% in mid-2014 against 4.7% in June 2008.

Non-store retailing continues to grow rapidly, outpacing traditional forms of spending. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the long term. There were 52.7 million internet users in the UK (representing 84.1% of the population) in mid-year 2012 according to Internet World Stats. So growth of the internet user base will be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2020. Our forecast has the SFT share of total retail sales reaching 18.5% by 2020 rising to 20.3% by the mid-2030s."

3.18 This Study makes an allowance for future growth in e-tailing based on Experian's recommended projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

3.19 The implications of these trends on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators, therefore growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the likelihood that non-store activity will continue to increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure (as set out in the retail capacity methodology, Appendix 1).

3.20 In addition to new forms of retailing, historically retail operators responded to changes in customers' requirements e.g. extended opening hours and Sunday trading in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats to include smaller store formats capable of being accommodated within town centres (such as the Tesco Metro, Sainsbury Central/Local store and Marks & Spencer's Simply Food formats). This trend has been evident in Braintree District e.g. M Local (Morrisons) in Witham and Marks & Spencer Simply Food at Braintree Retail Park.

3.21 The main food store operators have also increasingly sought representation in small towns in predominantly rural areas. The expansion of European discount food operators Aldi and Lidl has also been rapid during the last decade. Braintree District currently has a Lidl store on Rayne Road, and an Aldi store is under construction at Maltings Lane, Witham. In addition, there are current applications for an Aldi in Great Notley and a Lidl in Halstead.

3.22 Food store operators had a programme of store extensions five to ten years ago, particularly Tesco, Sainsbury and Asda, in order to increase the sale of non-food products such as clothing and electrical goods. The recession halted this trend and some proposed new stores have been shelved.

3.23 Comparison retailers have also responded to market conditions. The bulky goods warehouse sector rationalised, including a number of mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan opened numerous discount clothing stores across Great Britain. Sports clothing retail warehouses including Decathlon have also expanded out-of-centre.

3.24 The demand for premises within the bulky goods sector, i.e. furniture, carpets, electrical and DIY goods, was particularly weak during and after the recession. This has led to voids on retail warehouse parks and proposals to extend the range of goods sold to non-bulky goods.

3.25 Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq.m) with an increasing polarisation of activity into the larger regional and sub-regional centres, e.g. Colchester and Chelmsford.

3.26 The economic downturn had a significant impact on the high street. A key effect of the economic downturn on high streets was the increase in vacant shop units. The average unit vacancy rate increased from below 9% before the recession began in 2008 to the current figure of just under 12% (source: Experian Goad Plans).

3.27 Braintree District appears to have withstood the effects of the recession reasonably well in terms of shop vacancies. The current vacancy rate (10.3%) in the District as a whole is below the national average. The vacancy rate has increased marginally since 2013 (9.2% to 10.3%).

3.28 The continuation of national trends will influence future operator requirements across Braintree District, with smaller vacant units becoming less attractive for new occupiers and existing retailers looking to relocate into larger units in higher order centres.

3.29 The charity shop sector has grown steadily over the past 20 years and there is no sign this trend will halt. In many centres, charity shops have occupied vacated shop premises during the recession. In some cases, charity shops can afford higher rents than small independent occupiers because of business rate discounts, therefore it does not follow that these charity shops will be replaced by traditional shops when the market recovers, particularly in secondary frontages. The discount comparison sector has also grown significantly in recent years e.g. pound shops.

High Street Retail Trends

3.30 The number of shop units within town centres has declined consistently since the early 1970s. The Centre for Retail Research's "Retail In 2018" (CRR) figures show a decline from over 300,000 units in 2001 to 282,000 in 2012. The CRR "Retail In 2018" report predicts nearly 62,000 high street stores across Great Britain (22% in total) will close between 2012 and 2018.

3.31 Online/multi-channel shopping and increasing retail operating costs are cited as the main culprits. Similar predictions of the High Street's decline were made during previous recessions in the early 1980s and 1990s, which subsequently proved to be exaggerated. On this basis, it is important to examine these predictions within the context of longer terms structural trends.

3.32 These trends hide underlying structural changes in the retail sector. These changes are not new and have been affecting the High Street for many years. In response to these trends, town centres have changed and diversified. The food and beverage, leisure and non-retail service sectors have been successful in occupying space no longer suitable for shopping. There have been cyclical trends in vacancy rates reflecting the macro economic trends, but in most cases town centres recovered during periods of stronger growth. The High Street is more resilient than many commentators give it credit.

3.33 There is an underlying trend towards fewer but larger retail stores. Valuation Office data indicates the amount of retail floorspace in England and Wales has grown by over 3% during the economic downturn (2008 to 2012), despite a period of poor expenditure growth and an increase in on-line shopping.

3.34 Shopping behaviour will continue to change and the High Street will need to continue to respond. All town centres will need to focus on the advantages they have over other forms of multi-channel shopping, for example using the internet as an extended shop window, click and collect facilities and providing a combined retail and leisure experience. There will always be demand for a day out.

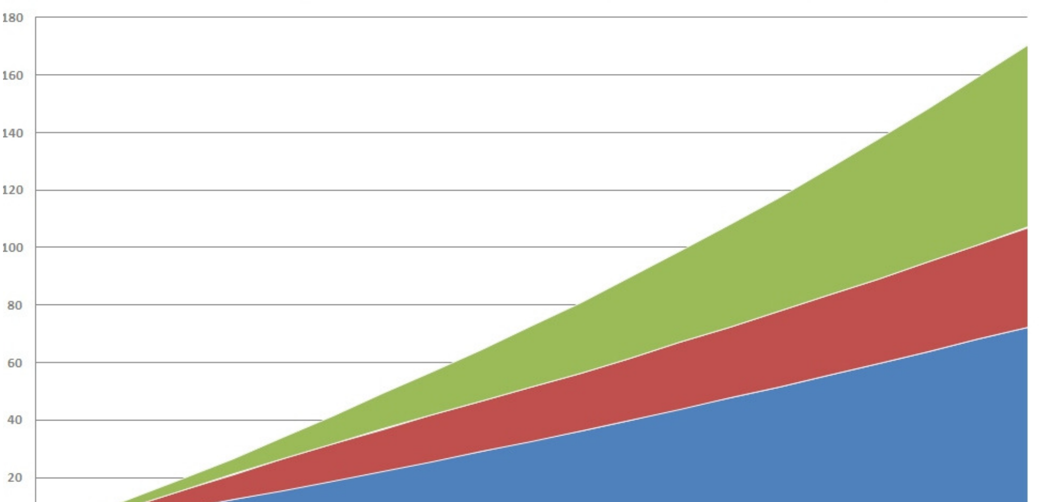
3.35 Experian data indicates that retail expenditure reduced by 3.9% during 2009 to 2011, with the food/grocery and bulky comparison goods sectors hardest hit. These expenditure trends explain why the High Street performed better than out-of-centre retail parks during the recession. During this period the proportion of expenditure attributed to non-store trading (including home shopping) increased from 8.2% to 10.8%.

3.36 Experian's most recent forecasts suggest comparison goods expenditure per person will increase on average by 3.3% per annum, in real terms over and above inflation. Taking into account ONS population projections, comparison goods expenditure in England will double over the next 20 years.

3.37 Not all projected expenditure growth will be available to support new retail floorspace. Non-store expenditure (special forms of trading) is expected to grow at a faster rate than expenditure and in proportional terms will absorb more growth. Continuing trends towards more modern and higher density stores, and the replacement of inefficient space will result in growth in turnover efficiency – Experian suggests a growth rate of 2.5% per annum for comparison floorspace. Figure 3.3 below shows how much expenditure growth may be available for new development over the next 20 years.

3.38 Allowing for growth in multi-channel shopping and increased turnover efficiency, there could still be approximately £33 billion of growth available for new retail development in England over the next 10 years and £72 billion over the next 20 years.

Figure 3.3: Growth in Comparison Goods Expenditure in England 2014 to 2034 (£ billion)



3.39 The challenge for town centres generally, and centres within Braintree District specifically, will be to capitalise on this growth by securing much needed investment. There will be continued scope for centres to diversify, for example the evening economy, leisure and entertainment and more focus on convenience and service, but comparison retail will still be the driver of growth in many centres.

3.40 The delivery of town centre redevelopment opportunities will be the priority. There will be a requirement to build more retail floorspace if Braintree District is to maintain its market share of expenditure, not only to boost its retail offer and compete effectively with other centres, but also to secure investment in the centre.

Population and Expenditure

3.41 The District's projected population for 2011 to 2033 is set out in Table 1 in Appendix 2. Population data has been obtained from Experian for each zone based on the 2011 census. The 2011 base year population has been projected to 2033 based on the Objectively Assessed Housing Needs Study, July 2015 (High Housing Target) for population within Braintree, Chelmsford and Colchester, and the ONS 2012 projections applied elsewhere.

3.42 Table 2 in Appendix 2 sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2033. Forecasts of comparison goods spending per capita are shown in Table 2 in Appendix 3.

3.43 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 26% from £531.56 million in 2015 to £668.84 million in 2033, as shown in Table 3 (Appendix 2).

3.44 Comparison goods spending is forecast to double between 2015 and 2033, increasing from £812.14 million in 2015 to £1,643.19 million in 2033, as shown in Table 3 (Appendix 3).

3.45 It should be noted that comparison goods spending is forecast to increase more than convenience spending as the amount spent on food and drink does not increase proportionately with disposable income, whereas spending on non-food goods is more closely linked to income.

3.46 These figures relate to real growth and exclude inflation.

Existing Retail Floorspace 2015

3.47 Existing convenience goods retail sales floorspace within Braintree District is just under 24,000 sq.m, as set out in Table 10 in Appendix 2. This floorspace figure excludes comparison sales floorspace within food stores. Comparison goods retail floorspace (including comparison sales in large food stores) within Braintree District is estimated to be around 49,000 sq.m net, as shown in Table 10 in Appendix 3.

Existing Spending Patterns 2015

3.48 The results of the household shopper questionnaire survey undertaken by NEMS in September 2015 have been used to estimate existing shopping patterns within the study area zones. The results are shown in Appendix 7.

Convenience Shopping

3.49 The results of the household shopper survey relating to main and top-up food and grocery shopping have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within each study area zone are shown in Table 4, Appendix 2. The market shares in Table 4 are a combined rate for both main and top up shopping based on a 70:30 split between main and top up shopping. A summary of food and grocery shopping patterns for main food shopping trips only to individual stores is shown in Table 3.1.

Table 3.1 Main Food and Grocery Last Trip (main destinations mentioned by respondents)

Destination	% Market Share in each zone				
	1 Braintree	2 Rural West	3 Witham	4 Halstead	5 Rural North
Sainsbury's, Tofts Walks	15.0	3.2	0.7	2.1	0.1
Tesco, Market Place	10.0	3.7	1.0	0.5	0.0
Morrisons, George Yard	5.8	3.0	0.3	0.1	0.0
Tesco Great Notley	18.4	5.2	0.4	0.3	0.0
Tesco, Marks Farm	15.6	1.2	0.4	9.5	0.0
Lidl, Braintree	14.1	5.7	3.9	4.2	0.0
Tesco, Grove Centre	0.4	1.3	20.5	0.0	0.0
Morrisons, Witham	1.9	0.0	15.9	0.1	0.0
Asda, Witham	0.1	0.0	6.9	0.0	0.0
Sainsbury's, Halstead	0.3	0.0	0.0	13.3	0.0
Co-op, Halstead	0.0	0.0	0.0	8.1	0.1

Source: NEMS Household Survey September 2015

3.50 The survey results (Table 4, Appendix 2) indicate there is a good retention of main food and grocery shopping trips within the Braintree (almost 94%) zone, with medium levels of retention in Witham (59.6%) and Halstead (51.0%) zones.

3.51 Rural West and Rural North zones have low retention rates, and residents in these zones primarily visit large food stores within centres just beyond the District boundary.

3.52 Residents in the west of the district have access to food stores in Great Dunmow and Chelmsford and in the north of the District they have access to stores in Sudbury and Haverhill.

3.53 Table 4 (Appendix 2) indicates the proportion of convenience goods expenditure within each zone retained within Braintree District ranges from just 5.2% in Zone 5 (Rural North) up to 93.8% in Zone 1 (Braintree). The influence of stores outside the District is clearly evident, particularly stores in Chelmsford, Colchester, Great Dunmow and Haverhill.

3.54 The level of convenience goods expenditure attracted to shops/stores in Braintree District in 2015 is estimated to be £269.52 million as shown in Table 5, Appendix 2. This includes estimates of inflow from beyond the study area, applying the market shares set out in Table 4.

3.55 The total benchmark turnover of identified existing convenience sales floorspace within Braintree District is £250.03 million (Table 10, Appendix 2).

3.56 These figures suggest that convenience goods retail sales floorspace in the District is collectively trading marginally (8%) above average. Facilities appear to be trading above average in the Braintree and Halstead zones, whilst facilities in Witham are below average.

3.57 On balance the estimate of global expenditure surplus (£19.48 million) within Braintree District as a whole, i.e. the difference between the actual spending at retail facilities in the District and the benchmark turnover of the facilities, is relatively small.

Comparison Shopping

3.58 A summary of comparison goods shopping patterns is shown in Table 3.2.

Table 3.2 Non-Food Shopping (main destination used by respondents)

Destination	% Market Share in each zone				
	1 Braintree	2 Rural West	3 Witham	4 Halstead	5 Rural North
Braintree	25.4	9.4	4.6	8.5	0.1
Freeport / Braintree RP	16.7	11.9	8.2	8.3	4.4
Witham	0.5	0.0	8.9	0.0	0.0
Halstead	0.5	0.0	0.0	6.9	0.5
Chelmsford	24.1	29.0	29.3	4.2	1.1
Colchester	7.8	0.3	19.5	32.4	3.2
Cambridge	0.6	11.2	0.0	2.9	24.1
Sudbury	0.0	0.3	0.1	10.9	17.7
Tollgate Retail Park	8.9	0.2	10.2	17.1	1.4
Chelmer Retail Park	5.4	11.7	9.1	0.0	0.4
Lakeside	4.1	2.3	1.2	0.8	0.8

Source: NEMS Household Survey September 2015

3.59 Table 4 (Appendix 3) indicates the proportion of comparison goods expenditure within each zone that is spent within Braintree District ranges from only 5.2% in

Zone 5 (Rural North) up to 43.6% in Zone 1 (Braintree). The retention of comparison goods expenditure is generally lower than for convenience goods. This reflects the propensity of customers to do food and grocery shopping locally whilst for comparison shopping, customers are more likely to shop around and/or travel longer distances to visit larger centres that have more choice. The ability to increase comparison goods market share will be constrained by larger centres in the sub-region. Expenditure outflow will also be affected by out-commuting from the District.

3.60 The estimated comparison goods expenditure currently attracted by shopping facilities within Braintree District is £233.10 million in 2015, as shown in Table 5, Appendix 3. This includes estimates of inflow from beyond the District area.

3.61 Based on this expenditure estimate, the average sales density for existing comparison goods sales floorspace in the District (49,454 sq.m net) is £4,713 per sq.m net. The analysis of existing comparison shopping patterns in 2015 suggests the following average sales density figures for the centres in Braintree District shown in Table 3.3.

Table 3.3: Comparison Goods Average Sales Densities

Centre	Average Sales Density 2015 (per sq.m net)
Braintree Town Centre	£6,221
Freeport / Braintree Retail Park	£4,721
Witham	£2,864
Halstead	£2,511
Average	**£4,713**

3.62 Trading levels vary significantly across the District. The relatively high sales density for Braintree and Freeport/Braintree Retail Park reflects the stronger presence of national multiples. The smaller centres generally have a lower trading density, which reflects the predominance of independent traders.

3.63 There is no evidence to suggest existing comparison sales floorspace is under or over-trading anywhere in the District, or that there is surplus comparison expenditure available to support new development at present. Existing floorspace appears to be trading satisfactorily in difficult market conditions.

Capacity for Convenience Goods Floorspace

3.64 As a minimum it is appropriate and realistic to plan to maintain the District's market share of convenience goods expenditure in the future. Planning for a decline in market share would not be sustainable and would not address the needs of local residents. It should be noted that as the forecast increase in internet spending is taken into account in projecting available expenditure in the future, this will have the effect of reducing the actual requirement for additional floorspace.

3.65 Based on constant market shares and baseline population projections, the future level of available convenience goods expenditure at 2018, 2023, 2028 and 2033 is shown at Tables 6, 7, 8 and 9 in Appendix 2.

3.66 The total level of convenience goods expenditure available for shops in the District between 2015 and 2033 is summarised in Table 12 (Appendix 2). Convenience expenditure available to shopping facilities in the District is expected to increase from £269.52 million in 2015 to £342.85 million in 2033.

3.67 Table 12 subtracts the benchmark turnover of existing floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for further development. Retail commitments are added in at 2018 (set out in Table 11 of Appendix 2). In terms of convenience goods commitments in Braintree District, there are two supermarkets proposed. An Aldi store (792 sq.m net convenience floorspace) is currently under construction on Land south of Maltings Lane, Witham. There is an application (LPA Ref: 15/01138) at the EMD site in Halstead for a 1,139 sq.m net convenience floorspace for an Lidl store currently pending (previously approval was granted for an Asda on the same site).

3.68 Within the District, there is a small expenditure surplus of £19.48 million convenience goods expenditure in 2015. This surplus will decrease to £15.48 million in 2018 following the implementation of the commitments. Continued future growth produces a surplus of £34.67 million in 2023, increasing to £56.42 million in 2029 and £78.45 million in 2033.

3.69 The surplus expenditure projections have been converted into potential new floorspace estimates in Table 13. Surplus expenditure is converted into floorspace estimates based on an assumed average sales density figure of £12,500 per sq.m. This figure is based on the average turnover of the main food supermarket operators (Asda, Morrison's, Sainsbury's, Tesco and Waitrose) because new floorspace is likely to be provide by these operators rather than small independent convenience shops.

3.70 The short to medium term capacity figures up to 2023 suggest surplus of available convenience goods expenditure could support a moderate amount of additional floorspace, 2,774 sq.m net (3,963 sq.m gross). This represents a large supermarket, similar in size to Tesco at Great Notley.

3.71 In the long term, surplus expenditure at 2033 could support 6,276 sq.m net of sales floorspace (8,966 sq.m gross) in the District as a whole, as shown in Table 13, Appendix 2.

Capacity for Comparison Goods Floorspace

3.72 The household survey suggests that the District's retention of comparison goods expenditure is generally lower than for convenience goods. The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in nearby authorities, in particular Chelmsford, Colchester, Cambridge, Sudbury and Lakeside.

3.73 Future improvements to comparison retail provision within the District could help to claw back some additional expenditure leakage from the District. However, major developments in neighbouring authorities could limit the ability of shopping facilities in the District to increase their market share of expenditure.

3.74 Some retail development will be necessary in Braintree District in order to prevent market shares falling significantly in the future. An appropriate strategy for Braintree District should be to seek to prevent market shares falling significantly, in the face of increasing future competition in nearby centres, whilst maintaining the vitality and viability of centres.

3.75 The Council should plan to protect the existing role of centres, recognising these centres fall within the catchment area of higher order regional and sub-regional centres. The centres in Braintree District will maintain a complementary role supporting these larger centres.

3.76 Based on the baseline population projections, available comparison goods expenditure has been projected forward to 2018, 2023, 2028 and 2033 in Tables 6, 8, 9 and 10 in Appendix 3, and summarised in Table 12. Available comparison expenditure to facilities within the District is expected to increase from £233.10 million in 2015 to £257.63 million in 2018. Available expenditure is expected to increase to £313.22 million in 2023, £386.88 million in 2028 and to £476.51 million in 2033.

3.77 For the purposes of this assessment, the existing comparison goods floorspace is estimated to be trading at equilibrium in 2015 (i.e. satisfactory levels), as shown in Table 13 (Appendix 3). Table 13 assumes that the turnover of comparison floorspace will increase in real terms in the future. A growth rate of 2.5% per annum is adopted, and this growth is required to maintain the health and viability of town centres, as recommended by Experian. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio.

3.78 Retail commitments are added in at 2018, as set out in Table 11 of Appendix 3 and summarised below.

3.79 Planning permission was granted in 2011 (LPA Ref: 10/01109) and subsequently amended in 2014 (LPA Ref: 13/01396) for a retail warehouse unit comprising 1,526 sq.m net comparison floorspace adjacent to Halfords at Braintree Retail Park. There is also a small amount of comparison floorspace proposed in each of the two convenience store commitments (Aldi, Witham and Lidl, Halstead) totalling 483 sq.m net.

3.80 Within Braintree District as a whole, by 2018 there will be a small surplus of £0.40 million. This surplus increases to £22.28 million in 2023. By 2028, future expenditure growth generates an expenditure surplus of £57.60 million, which will grow to £103.95 million by 2033.

3.81 Surplus comparison expenditure has been converted into net comparison sales floorspace projections at Table 13 in Appendix 3, adopting an average sales density of £6,000 per sq.m in 2015, which is projected to grow by 2.5% in the future due to improved turnover efficiency. The surplus expenditure at 2033 could support 11,108 sq.m net of sales floorspace (15,869 sq.m gross) in the District.

Qualitative Need for Retail Floorspace

3.82 Qualitative need can be assessed through consideration of the following factors:

- deficiencies or 'gaps' in existing provision;
- consumer choice and competition;
- overtrading, congestion and overcrowding of existing stores;
- location specific needs such as underserved markets; and
- the quality of existing provision.

Convenience Goods Shopping

3.83 The household survey results indicate that most residents in the study area undertake both a main shopping trip and top-up shopping trips. Main shopping trips are generally made once a week or less often, and the household survey identified that 89% of respondents travel to do their main food shopping by car (both driver and passenger). The availability of a wide range of products and free car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores are the usual destination for these types of shopping trip.

3.84 There are six large food stores of over 2,000 sq.m net within the District, i.e. Tesco, Marks Farm, Braintree (3,527 sq.m net), Tesco, Market Place, Braintree (2,823 sq.m net), Tesco, Great Notley (2,762 sq.m net), Morrisons, Witham (2,519 sq.m net), Sainsbury's, Tofts Walk, Braintree (2,192 sq.m net) and Tesco, Witham (2,209 sq.m net). However a number of other slightly smaller supermarkets offer a good range and choice of products for bulk food shopping.

3.85 Large stores located in Great Dunmow, Chelmsford, Colchester and Haverhill help to serve the rural areas in the north and west parts of the District.

3.86 The larger food stores are supported by a range of smaller supermarkets and convenience stores within Braintree District. The discount food sector is represented in the District, with a Lidl store located in Braintree.

3.87 There is a reasonable choice of smaller food stores in Braintree, with Co-op, Iceland and M&S Simply Food. Witham has four Co-op stores in addition to the larger Tesco and Morrisons stores.

3.88 Halstead does not provide any large (+ 2,000 sq.m net) food stores suitable for bulk food shopping, and Co-op (1,590 sq.m net) is the main food store. The capacity projections in Table 12 in Appendix 2 suggest there is surplus convenience goods expenditure in Halstead at 2015 (£2.69 million). This reduces following the implementation of the Lidl proposal, but increases to £5.76 million in 2033. This surplus is only sufficient to support a medium sized convenience store, and it is unlikely Halstead's catchment area is of sufficient size to support a large food store.

3.89 In qualitative terms the provision of food stores is particularly strong in the south of the District, particularly in the Braintree area. Residents also have access to large food stores in neighbouring authorities.

3.90 The qualitative and quantitative assessment suggests the priority for improved convenience goods provision be Braintree, with capacity for 5,620 sq.m net (8,028 sq.m gross) additional floorspace by 2033.

High Street Comparison Shopping

3.91 Braintree and Freeport/Braintree Retail Park are the main comparison shopping destinations within the District. All centres in Braintree District are smaller than larger centres surrounding the District, in particular Ipswich, Colchester, Chelmsford, Basildon, Harlow and Bishop's Stortford which are accessible to residents within the District and have a more extensive range of multiple retailers.

3.92 The centre audits in Appendix 5 indicate that Braintree and Witham have a lower proportion of comparison retail units compared with the national average. Halstead has a proportion of comparison retail units comparable to the national average. Comparison retailers in other centres are predominantly small independent traders. Witham is ranked higher than Halstead in Venuescore's national rank as shown in Table 2.1, because it has more national multiples and larger shop units. The two town centres are similar in size in terms of comparison sales floorspace but are relatively small town centres in the sub-region.

3.93 Braintree (96 comparison shops) has representation in all but one comparison goods categories, but there is generally a limited choice of outlets within some specialist categories.

3.94 The clothing and footwear sector is under represented in Braintree with only 13 shops. Braintree has a reasonable mix of lower and higher order comparison goods. Lower order comparison goods are items bought on a regular basis, where customers are less likely to shop around or travel long distances to shop. Higher order goods tend to be higher value items bought occasionally, where customers window shop and compare prices and goods. Healthy town centres usually have a good mix of higher and lower order comparison goods shops. Braintree has a relatively high proportion of charity shops.

3.95 There is a more limited range and choice of comparison shops in Witham and Halstead, with limited choice within some goods category. Halstead has a larger selection of comparison shops (47) but both centres have eight clothing and footwear shops, and the comparison retail offer is dominated by independent shops.

4.0 Requirements for Other Town Centre Uses

Introduction

4.1 This section assesses the potential for commercial leisure and other town centre uses in Braintree District, including cinemas, tenpin bowling, bingo, theatres, nightclubs, private health/fitness suites and catering, pubs and bars.

Commercial Leisure Uses

4.2 Residents in Braintree District have relatively good access to a range of commercial leisure and entertainment facilities both within the District and in neighbouring authorities, where most of the key sectors are represented.

4.3 Based on NLP's experience and household surveys from across the country, commercial leisure facilities usually draw the main part of their trade from residents up to a 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres and family entertainment centres require a large catchment population, and often benefit from locating together or on large out of centre leisure parks.

4.4 Braintree District's population has good access to leisure facilities in nearby larger centres of Chelmsford and Colchester, and also good public transport access to Central London. The proximity of major leisure facilities in these surrounding local authorities may limit the potential for major commercial leisure facilities.

Cinemas

4.5 The only mainstream cinema within Braintree District is the Cineworld at Braintree Retail Park. This cinema has 12 screens and 2,100 seats.

4.6 In total, around 65% of respondents to the household survey results visit the cinema, and of these, 66% visited the cinema in Braintree. Haverhill (17%), Colchester and Chelmsford (each 3%) were the other main cinema destinations.

4.7 The capacity for cinema seats within Braintree District is calculated in Appendix 4. The study area population in 2015 (251,473 people) will generate 704,124 cinema trips per annum, based on the national average visitation rate (2.8 trips per annum). The market shares estimated from the household survey suggests about 480,308 of these cinema trips will be attracted to the cinema in Braintree, or 686,154 trips allowing for 30% inflow (see Tables 2 to 4 in Appendix 4).

4.8 Based on the national average population per cinema screen (47,000 people per screen) and per cinema seat (232 people per seat), 686,154 trips generates demand for 15 cinema screens or 2,958 cinema seats. The existing cinema in Braintree has 12 screens and 2,100 seats. These figures suggest that there is an existing under-supply of three screens or 858 seats in Braintree District (see Tables 9 and 10 in Appendix 4).

4.9 The number of trips generated by the study area population at 2018, 2023, 2028 and 2033 is shown in Tables 5 to 8 in Appendix 4. The number of trips attracted to Braintree District is expected to increase from 686,154 in 2015 to 810,787 in 2033.

4.10 Based on the national average visitation rate, the study area population at 2033 could generate demand for 17 cinema screens or 3,495 cinema seats within Braintree District. This suggests that there is potentially a need for five additional cinema screens or 1,395 additional cinema seats over the study period. The requirement for additional cinema screens could potentially be provided either as an extension to the existing Cineworld cinema, or as a small boutique cinema within one of the town centres.

Theatres

4.11 In total 48.5% of respondents to the household survey indicated that they visit the theatre. When asked where they had lasted visited the theatre, Central London/West End (60.7%) was the most popular location, followed by The Mercury Theatre in Colchester (10.5%) and The Civic Theatre in Chelmsford (8.5%). Within Braintree District, a limited number of households visited the Empire Theatre in Halstead (0.8%), Witham Public Hall (0.9%) and Braintree Arts Theatre (0.4%). Other theatres were mentioned in Ipswich, Bury St Edmunds, Sudbury and Southend-on-Sea.

4.12 Data from the British Theatre Consortium, UK Theatre and the Society of London Theatre (2013) estimates annual theatre attendance in the East of England Region was 34.8 per 100 people. Based on this average, Braintree District's population in 2015 (around 153,000) will generate 53,200 theatre trips per annum. The household survey results suggest most of these trips will be attracted to Central London, with only a small number trips retained in the District. Braintree District's population at 2033 (around 181,000) could generate 63,000, an increase of just under 10,000 trips, but based on current market shares, only a small proportion of these additional trips are likely to be retained in the District.

4.13 There is no clear need for additional theatre provision in Braintree District.

Private Health and Fitness Clubs

4.14 The household survey indicates that 27.3% of respondents or their families visit health/fitness clubs. Of the participating households, around 42% visit health and fitness facilities within Braintree District.

4.15 The Sport England/Active Places data indicates there are 18 health and fitness suites in the District, of which three are for school's private use only. These private use facilities are relatively small, with 34 fitness stations in total. The 15 suites open to the general public (including registered members) have 614 fitness stations in total, as shown below.

Table 4.1: Braintree Health and Fitness Clubs (Sport England/Active Places Data 2014)

Name	Type	No. Stations
Braintree Sport & Health Club	Pay and Play	60
Braintree Swimming & Fitness	Pay and Play	30
Complete Health & Fitness (Braintree)	Pay and Play	70
DS Fitness Experience Ltd (Witham)	Pay and Play	48
Earls Colne Recreation Club	Pay and Play	12
Fitness Factory Gym (Witham)	Pay and Play	17
Halstead Leisure Centre	Pay and Play	36
Hi-Life Health Centre (Witham)	Pay and Play	19
Notley Sports Centre	Pay and Play	13
Prested Hall Hotel & Sports Club	Pay and Play	32
Witham Leisure Centre	Pay and Play	45
Xpect Health & Fitness (Braintree)	Pay and Play	93
Benton Hall Golf And Country Club (Witham)	Members	60
The Essex Golf & Country Club (Earls Colne)	Members	50
Woodlands Health & Fitness Club (White Ash Green)	Members	29
Total		**614**

4.16 Braintree District's population is around 153,000 in 2015, and is forecast to grow to around 181,000 in 2033. Braintree District currently has 4.24 fitness stations per 1,000 people (648 stations in total, including private use school facilities).

4.17 The East of England region has 751 Sport England registered health and fitness suites (161 private, 165 members only, 27 sports club/community association and 398 pay and play) with 33,873 fitness stations (average of 45 stations per suite). This existing provision equates to 5.55 fitness stations per 1,000 people, based on an estimated population of around 6.1 million in 2015.

4.18 If Braintree District had the same provision per head of population as the East of England average, then the number of fitness stations would be 849, which implies an existing under-supply of 235 stations. However the household survey results indicate that 58% of trips to health and fitness facilities go to neighbouring authorities including Chelmsford, Colchester and Great Dunmow. This outflow may be due in part to out-commuting from the District.

4.19 On the basis that Braintree District retains 42% of trips, the expected supply of fitness stations to meet demand would be 357 stations in 2015. The existing supply of fitness stations appears to exceed the demand, based on current retention levels.

4.20 The adult (over 14) population of Braintree District (around 120,000 in 2015) could generate demand for about 14,400 public and private gym membership places, based on the national average membership rate (12%).

4.21 Assuming 42% of members are retained, this suggests around 6,000 members use facilities in Braintree District. This estimate implies that the 15 facilities in the District have an average number of users of around 400 per facility. The national average for private fitness clubs is 1,375 members per club. These figures indicate that there is an adequate supply of gyms and health clubs within Braintree District, and there does not appear to be a requirement to increase the provision of facilities over the study period.

Tenpin Bowling

4.22 There is a tenpin bowling facility at Namco Funscape, Braintree Retail Park (26 lanes). The household survey results suggest that 29.5% of households in the study area visit tenpin bowling facilities. 68.5% of these respondents visit Namco Funscape, and this was the most popular tenpin bowling destination in the study area as a whole. Other facilities visited include Strikes, Sudbury (12.0%), Tenpin, Chelmsford (5.0%) and Tenpin, Colchester (4.6%).

4.23 Braintree District's population (around 153,000 in 2015) as a whole can theoretically support 13 lanes, based on one lane per 12,000 people (national average). Population growth in Braintree District (around 28,000 between 2015 and 2033) suggests that a further two lanes could be supported by 2033.

4.24 Given the existing provision at Namco Funscape (26 lanes), these figures suggest that the existing tenpin bowling facility adequately meets the needs of Braintree District for the foreseeable future, and that the facility is also likely to benefit from inflow of residents from the surrounding area. There is no need for additional tenpin bowling facilities within the District.

Bingo

4.25 Gala and Mecca are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas) into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups. The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators require buildings of between 2,000 - 3,000 sq.m, capable of seating up to 2,000 people, with a catchment population of 50,000 to 70,000 within freestanding towns (source: Business In Sport and Leisure BISL).

4.26 There are no mainstream bingo facilities in Braintree District. The household survey results indicated that 3.2% of households in the study area visit bingo facilities, and most of these visit Gala Bingo in Colchester. The national average bingo visitation rate is around 5%.

4.27 The adult (over 18) population of Braintree District (estimated around 119,000 in 2015) would generate about 208,000 admissions based on the national participation rate (1.75 trips per adult). Based on national average figures (113,000 admissions per club), the District population could in theory support one or two bingo facilities, assuming all trips were retained within the District, which is unlikely.

4.28 There is no clear need for a bingo facility in Braintree District. There may be scope to provide a bingo facility within Braintree District to meet the existing and likely future demand, although nearby facilities in Colchester will continue to meet some of these needs.

Nightclubs

4.29 The value of the nightclub market is around £2 billion in 2014 with around 7,000 businesses (source: IBIS World), about one per 8,500 people. Large nightclubs (capacity up to 2,000 people) are generally located in large towns with a population of over 100,000 people. Legislation that has extended licensing hours for other drinking establishments and banned smoking indoors in public buildings has removed the industry's main competitive advantage. Customers can now visit pubs or bars who hold late night events. Nightclubs also came under pressure during the economic downturn.

4.30 The household survey results indicated that 4.9% of households in the study area visit nightclubs, but just 1.8% of these households attended a nightclub event in the District. The most popular destinations mentioned were Chelmsford (53.5%), Colchester (23.8%) and Sudbury (12.2%).

4.31 There is no clear need for additional nightclub facilities in Braintree District.

Other Services, Restaurants, Bars and Takeaways

4.32 Service uses perform an important role in the overall offer of a centre, and encourage customers to shop locally. The service uses are categorised as follows:

- **Class A1 services** cover a range of uses, including hairdressers, dry cleaners, travel agents, some sandwich shops (those not categorised as Class A3), funeral parlours and post offices.
- **Class A2 services** include banks, building societies, financial services, betting offices, pawnbrokers, estate agents and employment agencies.
- **Class A3/A5** includes restaurants, cafés (A3) and takeaways (A5).
- **Class A4** pubs/bars (Class A4).

4.33 Food and beverages is a fast moving and creative sector, with a steady flow of new concepts emerging. Within this sector there has been a significant increase in the number of national multiple chains. These national chains have sought to increase their geographical coverage. These types of food and drink operators (Class A3 and A4) i.e. restaurants, bars and pubs have supported other major leisure uses, in particular cinema developments. Within town centres, the demand has increased, including a significant expansion in the number of coffee shops, such as Starbucks, Costa Coffee and Café Nero. National branded pub/restaurant chains have invested heavily and not exclusively in larger centres. Themed restaurants have also expanded rapidly.

4.34 The key categories for food and beverage offers are:

- **impulse:** characterised by their produce range that is typically highly visual and hand-held so that it can be eaten "on the go";
- **speed eating fast food:** food that can be purchased and consumed quickly, therefore price is low and ambience is less important. This sector is dominated by traditional high volume fast food offers such as burgers and fried chicken;
- **refuel and relax:** a drink and snacks and a short break in a pleasant environment rather than focusing on eating a main meal; and
- **casual dining/leisure dining:** incorporating a number of food styles, types and ethnic origins. The ambience and environment of casual dining is as important as the food, drink and service provided. The style is informal but is normally table service.

4.35 Food and beverage establishments (Class A3, A4 and A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks and are important services within town and local centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased significantly. A balance between Class A1 and Class A3 to A5 uses needs to be maintained.

Food and Beverage Expenditure

4.36 Experian's latest 2013 local expenditure figures have been adopted. Food and beverage expenditure per capita projections are shown in Table 2, Appendix 5. These figures indicate that the average expenditure in the study area for food and beverages consumed away from the home plus takeaways eaten at home is £1,207 per capita in 2015. The total food and beverage expenditure in the study area is £303.54 million in 2015 (Table 3, Appendix 5).

4.37 Food and beverage expenditure per capita is expected to increase in real terms (excluding inflation) by 26% between 2015 and 2033. Taking into account population growth, total food and drink expenditure within the study area is expected to increase from £303.54 million in 2015 to £447.68 million in 2033, an increase of about 47% (Table 3, Appendix 5).

Food and Beverage Expenditure Patterns

4.38 Existing food and beverage expenditure patterns have been modelled based on the household survey results within the study area zones. Base year (2015) penetration rates are shown in Table 4, Appendix 5 and expenditure patterns are shown in Table 5. The estimated expenditure currently attracted to facilities within Braintree District is £171.89 million in 2015.

4.39 The retention rate in Braintree District is reasonably high at around 51%. An appropriate strategy for Braintree District should be to maintain this existing market share. The capacity projections in Appendix 5 are based on this approach.

4.40 Available food and beverage expenditure has been projected forward to 2033 in Tables 6 to 10. Existing facilities are expected to increase their turnover by 1% per annum. Future available expenditure is compared with the projected turnover of existing facilities in Tables 11 in Appendix 5. Surplus expenditure has been converted into floorspace projections in Table 12, Appendix 5, using an average sales density of £5,000 per sq.m, inflated by 1% per annum. The floorspace projections are broken down in Table 4.2.

Table 4.2 Food and Beverage Floorspace Projections

	Floorspace (sq.m gross)			
	By 2018	By 2023	By 2028	By 2033
Braintree	592	1,598	2,622	3,661
Freeport/Braintree Retail Park	198	536	880	1,230
Witham	303	820	1,349	1,891
Halstead	244	661	1,087	1,522
Braintree District Total	**1,337**	**3,615**	**5,938**	**8,304**

Other Class A1 and A2 Service Uses

4.41 The retail, food and drink floorspace projections do not include non-retail Class A1 services or Class A2 services. Based on the Goad national average, one would expect around 20% of shop premises to be occupied by these uses within centres, or about 10% of total floorspace.

Conclusions

4.42 The commercial leisure assessment in this section suggests:

1. the cinema capacity assessment suggests that there is potentially a need for five additional cinema screens or 1,395 additional cinema seats within Braintree District over the study period;
2. although the provision of health and fitness station is lower per population than the regional average, the current retention of trips to use health and fitness facilities within the District suggests that there is no need for any further provision over the study period to meet future demand;
3. there is no need for additional theatre facilities, tenpin bowling, bingo or nightclubs in Braintree District over the study period as existing provision is sufficient to meet likely future needs; and

4 there is a requirement for around an additional 8,300 sq.m gross of food and beverage floorspace in Braintree District over the study period to 2033.

5.0 Accommodating Growth and Policy Review

Introduction

5.1 The National Planning Policy Framework (NPPF) indicates (paragraph 23) that local plans should allocate a range of suitable sites to meet the scale and type of retail, leisure and other development needed in town centres. The need for development should be met in full and should not be compromised by limited site supply. In order to accommodate growth, local planning authorities should assess the need to expand town centres to ensure a sufficient supply of suitable sites. The NPPF (paragraphs 23 and 24) indicates local planning authorities should apply a sequential approach for development.

5.2 The National Planning Policy Guidance indicates that development plans should develop (and keep under review) town centre strategies that plan for a 3-5 year period, whilst also giving a Local Plan lifetime view. Plans should identify the scale of need for main town centre uses and assess whether the need can be met on town centre sites or through expanding centres, with the sequential test to be followed.

5.3 The PPG acknowledges that not all successful town centre regeneration projects are retail-led, or will involve significant new developments. Public realm, transport and accessibility improvements can play important roles. Town centre car parking strategies, in a move away from resisting parking in town centres, are to encourage improvements to both the quality and quantity of car parking provision, where required to enhance the performance of town centres.

5.4 This section assesses the scope to accommodate growth within Braintree District's main centres.

Floorspace Projections

5.5 The floorspace projections set out in the previous sections assume that other competing centres will improve in the future. There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres e.g. Colchester and Chelmsford;
- the re-occupation of vacant retail floorspace;
- the availability of land to accommodate new development;
- the reliability of long term expenditure projections;
- the effect of internet/home shopping on the demand for retail property;
- the level of operator demand for floorspace in Braintree District;
- the ability of Braintree District to maintain its existing market share of expenditure in the future in the face of increasing competition;

- the potential impact new development may have on existing centres.

5.6 The PPG suggests town centre strategies should plan for a 3-5 year period, but the longer term plan period should be considered. Projections up to 2023 are realistic and are based on up to date forecasts, which take into account the effects of the recession. The long term floorspace projections (up to 2028 and beyond) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review.

5.7 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping. The impact of internet growth on the demand for retail floorspace is unclear. Some retailers' home delivery and internet services utilise existing stores rather than warehouses, for example Tesco Direct. Growth in internet sales will not always reduce the demand for shop floorspace. In addition, some of the growth in internet sales may divert trade away from mail order companies rather than retail operators. Overall the long term impact of home shopping on expenditure projections is uncertain.

5.8 The quantitative and qualitative assessment of the potential for new Class A retail floorspace within the previous sections suggests there is scope for new development within Braintree District during the Plan period (to 2033). This section examines the opportunities for accommodating this projected growth and assesses potential to accommodate this floorspace.

5.9 The projections up to 2033 suggest there is scope for 8,966 sq.m gross of convenience goods floorspace, 15,869 sq.m gross of comparison goods floorspace and 8,304 sq.m gross of Class A3 to A5 space. In total 33,139 sq.m gross could be provided in Braintree District by 2033.

5.10 Table 5.1 below summarises the floorspace projections in 2033.

Table 5.1: Summary of Floorspace Projections 2033 (sq.m gross)

Area	Convenience	Comparison	Food/Beverage	Total
Braintree	8,028	7,030	3,661	18,719
Freeport/Braintree RP	n/a	7,058	1,230	8,288
Witham	279	1,099	1,891	3,269
Halstead	659	682	1,522	2,863
Total	**8,966**	**15,869**	**8,304**	**33,139**

Source: Table 13 in Appendix 2 and Appendix 3, Table 12 in Appendix 5

5.11 The sequential approach suggests that designated centres should be the first choice for retail and leisure development. Development should be appropriate in terms of scale and nature to the centre in which it is located. In accommodating future growth, the following issues should be taken into consideration:

- What is the locational area of need the development seeks to serve and what existing centre could potentially fulfil the identified area of need?
- Is the nature and scale of development likely to serve a wide catchment area?
- Is a site available in one of the designated centres, including vacant premises and will this site meet the identified need?
- If the development has a more localised catchment area, is a site available in a local centre and will this site meet the identified need?

5.12 The existing stock of premises will have a role to play in accommodating projected growth, during the economic recovery. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. For comparison goods, a growth rate of 2.5% per annum is assumed and a growth rate of 1% per annum is assumed for food and beverage floorspace. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

5.13 There are currently 59 vacant shop units within the three main town centres in the District, which equates to an overall vacancy rate of 10.2%, which is below the Goad national average (11.3%). Existing vacant floorspace amounts to around 7,230 sq.m gross (giving an average unit size of 123 sq.m gross), which is relatively evenly distributed between the three centres.

5.14 Vacant premises should help to accommodate future growth in Braintree, Witham and Halstead. As a target, the current vacancy level in the town centres could fall to 8%, i.e. around the pre-recession national average, recognising there will always be some level of vacancy space due to the churn of occupiers in centres. If this reduction in vacancy rate is achieved then the number of reoccupied units would be 13 re-occupied units in the District. The reoccupation of these 13 vacant units could accommodate about 1,600 sq.m gross (1,120 sq.m net) of Class A1 to A5 floorspace.

5.15 The reoccupied units could be broken down as follows:

1 Braintree: 4 units (500 sq.m gross);

2 Witham: 4 units (500 sq.m gross);

3 Halstead: 5 units (600 sq.m gross).

5.16 If this reduction in vacant units is achieved, then the overall Class A1 to A5 floorspace projection up to 2033 would reduce from 33,139 sq.m gross (Table 5.1 above) to 31,539 sq.m gross.

5.17 Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq.m) with an increasing polarisation of activity into the larger regional and sub-regional centres. Operator demand for space has decreased during the recession and, of those national multiples looking for space many prefer to locate in larger centres.

5.18 The continuation of these trends will influence future operator requirements in Braintree District, with smaller vacant units becoming less attractive for new multiple occupiers, and retailers increasingly looking to relocate into larger units in higher order centres. However, smaller vacant units could still be attractive to independent traders and non-retail services.

5.19 The existing vacant units in the centres are generally small or in secondary locations. These units may not be attractive to retailers seeking modern units. It may be more likely that the vacant units would be reoccupied for non-A1 retail uses, and the Council should take a flexible approach to applications for the change of use of vacant retail units in secondary areas where this could improve activity and investment in the centres.

Policy Background

5.20 The Braintree Core Strategy (adopted September 2011) sets out the retail hierarchy for the District (policy CS6). This identifies Braintree, Witham and Halstead as town centres, Great Notley as a district centre, and the key service villages of Coggeshall, Earls Colne, Hatfield Peverel, Kelvedon, Sible Hedingham and Silver End are identified as performing the role of local centres.

5.21 The Pre Submission Site Allocations and Development Management Plan (September 2014) confirms that town centres are the primary location for main town centre uses and are the most sequentially preferable location for retail development.

5.22 The Pre Submission Site Allocations and Development Management Plan was informed by the 2012 Retail Study Update, which provided a detailed analysis of shopping frontages and boundaries in the District. This section reviews the approach in the light of the findings of this report.

5.23 Annex 2 of the NPPF provides definitions of these designations, as follows:

***Town centre**: Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.*

***Primary shopping area (PSA)**: Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).*

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

5.24 The NPPF indicates four separate designations within town centres can be considered and each has a different policy objective, as follows:

- town centre boundaries - vitality and viability protection and application of the sequential approach;
- primary shopping area - application of the sequential approach;
- primary shopping frontages - maintaining the predominance of Class A1 retail use; and
- secondary shopping frontages - maintaining the mix of retail/non-retail uses.

5.25 The NPPF suggests that in drawing up development plans, local authorities should, in addition to defining the extent of town centres and primary shopping areas, define primary and secondary frontages within designated centres, and set policies that make clear which uses will be permitted in such locations. The NPPF provides limited guidance on the approach policies should adopt. The NPPF glossary indicates that primary frontages are likely to include a high proportion of retail uses which may include food and drink, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

5.26 The NPPF (paragraph 23) also suggests competitive town centres should be promoted that provide customer choice and a diverse retail offer reflecting the individuality of town centres. This implies the most appropriate approach is likely to vary from centre to centre.

5.27 The NPPF provides limited guidance on how these areas, particularly shopping frontages should be identified. Traditionally, key factors that can be adopted to identify the extent of the primary shopping area, and primary and secondary frontages include:

- composition of uses: the proportion of retail uses within the frontage based upon the GOAD surveys of the town centres. Primary shopping frontages would comprise higher proportions of A1 retail uses than secondary shopping frontages;
- prime rental levels: analysis of Zone A rental levels of units within the centres sourced from Valuation Office (VOA) website, with primary shopping frontages expected to achieve higher rental levels than the secondary frontages;
- pedestrian flows: level of pedestrian flows within particular areas/ frontages of the centre identified from visits to the centre, with the highest pedestrian flows in the primary shopping frontage;

- key anchor stores: the presence of key anchor stores such as department stores or food stores can also identify the extent of the Primary Shopping Area and key frontages.

5.28 Town centre boundaries are shown on the Proposals Map accompanying the Pre Submission Site Allocations and Development Management Plan. Primary shopping areas are also defined on the Proposal Map within Braintree, Witham and Halstead town centres, made up of primary and secondary retail frontages, which is consistent with the NPPF's Primary Shopping Area (PSA) definition. This is area where retail uses/ development should be focused in line with the sequential approach.

5.29 The Town Centre boundaries cover a slightly wider area than the Shopping Areas, and include other non-retail town centre uses, such as churches, car parks, leisure and employment uses. This is the area where other main town centre uses should be focused.

5.30 For the district and local centres within Braintree District, only the centre boundaries are defined.

5.31 The PPG sets out that emerging development plan policies should continue to include boundaries. A clear definition of each boundaries and policies the designation relates to should be provided, in order to ensure policies are not open to misinterpretation.

5.32 When considering emerging town and local centre policies, the Council needs to consider the following issues:

- Is it necessary to designate separate town centre boundaries and shopping areas, or will one boundary be sufficient?
- Is it necessary to define separate primary and secondary shopping frontages or will one frontage be appropriate?
- Should the designated shopping frontages relate to the same area as the shopping area or town centre boundary?

5.33 The NPPF requires planning policies to be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. This approach includes defining the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres and allocating suitable sites for retail and other main town centre uses.

Impact Thresholds

5.34 The NPPG states that if setting a locally appropriate threshold, it is important to consider:

- the scale of proposals relative to town centres;
- the existing viability and vitality of town centres;
- cumulative effects of recent developments;

- whether local town centres are vulnerable;
- likely effects of development on any town centre strategy; and
- the impact on any other planned investment.

5.35 If the NPPF threshold (2,500 sq.m gross) was adopted, then a single development proposal could exceed the entire development plan floorspace projection in some towns without the need for a retail impact assessment.

5.36 Proposals that significantly exceed the floorspace projections are likely to significantly reduce the turnover of existing floorspace, and this impact should be carefully tested on a case by case basis.

5.37 As set out in the previous 2012 Retail Study Update, the NPPF threshold of 2,500 sq.m gross is considered to be inappropriate as a blanket threshold for Braintree District, as this scale of development would represent a significant proportion of the overall retail projections in the District in the short to medium term. Development smaller than 2,500 sq.m gross could have a significant adverse impact on town and local centres.

5.38 The previous threshold recommendations for all edge and out of centre retail development proposals have been applied within Policy ADM26 of the Pre Submission Site Allocations and Development Management Plan, as follows:

- 2,500 sq.m gross for Braintree;
- 1,500 sq.m gross for Witham and Halstead;
- 1,000 sq.m gross for Great Notley; and
- 500 sq.m gross for Local Centres (existing and planned).

5.39 Given that the floorspace requirements for the District are broadly similar in scale to the previous study, these thresholds recommendations are still appropriate. The thresholds are consistent with the current scale of each centre and the projected floorspace capacity estimates.

The Sequential Approach

5.40 The level of guidance relating to the sequential approach to site selection has reduced within the NPPF. The NPPF gives preference to accessible edge and out-of-centre sites that are well-connected to the town centre; this applies to both plan-making and considering applications.

5.41 As indicated above, in order to apply the sequential approach, it is necessary to define town and local centre boundaries. The Primary Shopping Areas or centre boundaries are important when applying the sequential approach and directing town centre uses to appropriate locations.

5.42 The primary catchment areas of Braintree District's centres do not extend across the entire District. The scale and area of search that will apply to retail and leisure development needs to be considered.

5.43 A large development that will attract trade from across much of the District should consider sites within Braintree town centre. A smaller scale development with a more localised catchment may only be required to search for sites within the nearest centre. Development plan policies should provide guidance on the area of search for sequential sites.

Braintree

5.44 The definition of Braintree as a town centre is consistent with the NPPF. Braintree falls below larger regional and sub-regional centres in the surrounding area. The strategy for Braintree should seek to consolidate the town centre's role within the wider shopping hierarchy. Braintree should be the main focus for large-scale retail and leisure development (for example over 2,500 sq.m gross) in the District.

5.45 As the main centre in the District, Braintree has the best prospects for attracting investment, and the town centre should be the main focus for future town centre uses, particularly comparison retail floorspace and restaurant uses.

5.46 As set out in Table 5.1, the capacity assessment identifies that there is a projection for around 18,700 sq.m gross of A1-A5 floorspace in Braintree (including Great Notley) by 2033 and around 8,300 sq.m gross of comparison goods retail and A3-A5 floorspace in Freeport/Braintree Retail Park. For comparison, the previous Retail Study Update identified a total floorspace requirement for Braintree (including Great Notley, Freeport and Braintree Retail Park) of around 20,500 sq.m gross by 2026 (Table 11.1 of Retail Study Update 2012).

Braintree Town Centre

5.47 Within Braintree town centre, development options appear to be limited, particularly in the short term. The development potential of the town centre is constrained by its historic environment, street layout and neighbouring residential areas.

5.48 There are limited development opportunities within Braintree town centre. The Pre Submission Site Allocations and Development Management Plan (September 2014) identifies the following sites within Braintree town centre for retailing and other main town centre uses:

a Land to the west of George Yard;

b Land at Manor Street;

c Tesco Store, Car Park and Pound End Mill, New Street; and

d Sainsbury's Store and Car Park, Toft's Walk.

5.49 These sites were assessed in the previous 2012 Retail Study Update, and remain the key options for accommodating the forecast retail needs within Braintree town centre.

5.50 The site to the west of George Yard is occupied by a surface car park and Morrisons supermarket. The previous Study suggested that the likely type of development on the site small scale expansion or improvements to existing Morrisons in short term, or frontage comparison retail. In the long term, there may be scope for a more comprehensive redevelopment in conjunction with the adjoining underutilised George Yard multi-storey car park, potentially to provide larger replacement supermarket with shared car parking beneath and large comparison shops. In terms of scale, the 2012 Study suggested that the small scale increase to convenience as part of improvement to food store, and/ or small scale comparison units fronting Rayne Road could accommodate up to 1,000 sq.m gross of additional retail floorspace. Should the redevelopment of the wider site come forward this could accommodate around 2,000 sq.m gross food store increase and 5,000 sq.m gross comparison gross floorspace.

5.51 The Manor Street site is located to the rear of the Town Hall and Library, and currently contains a surface car park, bus stands and community centre. The previous Study suggested that a mixed use development would be appropriate for the site, and that it could accommodate around 5,000 sq.m gross of comparison goods floorspace. However, we understand that the site is now likely to be developed for a new doctor's surgery, plus restaurant uses. The site therefore is unlikely to include any significant levels of Class A1 retail floorspace in the future, but will go some way to meeting the identified need for additional food and beverage floorspace in the town centre.

5.52 The Tesco store and car park was identified in the previous Study as having potential for redevelopment of the existing Tesco to provide a replacement or smaller modern food store, and additional comparison units. The comprehensive redevelopment of the site could increase comparison goods retail floorspace by 2,500 – 5,000 sq.m gross. Subject to commercial requirements by Tesco, there is potential for redevelopment of the site to come forward in the medium to long term.

5.53 The Sainsbury's store and car park was identified in the previous Study as having potential for part redevelopment of the Sainsbury's store to provide new retail units on Drury Lane and part extension to existing store for replacement and additional floorspace. The site is currently poorly linked to the rest of the town centre, and there are constraints due to the conservation area and close proximity to listed buildings. If development of the site was a viable option, the site could potentially provide an additional 2,000 sq.m gross of comparison goods floorspace.

5.54 Additional windfall opportunities within the town centre may become available, but are likely to be small scale (less than 500 sq.m gross).

5.55 If Braintree cannot accommodate the floorspace projection within the town centre, then the Council could seek to allocate sites elsewhere within the District to meet accommodate the long term projections.

5.56 Some of the projected floorspace requirements should also be directed towards major housing developments within the District.

Braintree Out of Centre

5.57 Outside the designated centres, and located to the south eastern edge of the Braintree urban area, Freeport Outlet Village and Braintree Retail Park are significant, established out of centre comparison goods retail destinations. The Core Strategy does not include Freeport or Braintree Retail Park within the retail hierarchy as a town, district or local centre, as they do not provide these functions, rather they function as specialised comparison shopping destinations.

5.58 The identified floorspace requirement of around 8,300 sq.m gross of comparison goods retail and A3-A5 floorspace in Freeport/Braintree Retail Park by 2033 is in addition to the retail commitment for a new retail warehouse unit adjacent to Halfords (Table 11, Appendix 3).

5.59 The Pre Submission Site Allocations and Development Management Plan (September 2014) identifies the following sites in the Braintree area for retail warehousing:

a Braintree Retail Park;

b Land north of Freeport Outlet Village; and

c Broomhills industrial area.

5.60 These sites were also assessed in the previous 2012 Retail Study Update.

5.61 At Braintree Retail Park, there is limited scope to significantly increase the amount of floorspace. The previous Study estimated that infill development or intensification of existing uses could potentially increase retail floorspace by around 2,000 sq.m gross. As noted above, there is an extant planning permission for an additional retail warehouse unit adjacent to Halfords, and it is unlikely that any significant quantum of retail floorspace could be accommodated at Braintree Retail Park in addition to this. There are already a number of leisure and food and beverage uses at Braintree Retail Park, and there could be an opportunity to extend development into the car park to the west, adjacent to the sports centre, to accommodate additional floorspace. However, as parking congestion is experienced at peak times, it is likely that any lost spaces would need to be re-provided through decking or multi storey car parking.

5.62 The site to the north of Freeport Outlet Village comprises a car park serving Freeport and some undeveloped land. The Pre Submission Site Allocations and Development Management Plan also allocates the site as an employment area. The previous Study suggested that this site could include either approximately 5,000 sq.m gross convenience floorspace (due to previous operator interest) or 7,500 sq.m comparison goods floorspace. The site is considered to be most suitable for bulky comparison goods retail or ‘outlet’ retailers consistent with the existing function of this retail destination. The loss of car parking in this location would also be an issue as congestion is currently experienced at peak times, and any future retail development of this site should re-provide any lost spaces.

5.63 Broomhills Industrial Estate is allocated in the Pre Submission Site Allocations and Development Management Plan as a regeneration site that includes retail warehousing. This allocation notes that uses on the site could include a range of commercial employment uses, indoor sports and recreation uses (which will only be permitted when identified needs for these uses cannot be met within suitable and viable town centre, or edge of centre sites) and the sale of non-food retail products, of a weighty or bulky nature and associated ancillary goods (subject to a sequential test and impact assessment). Proposals for a Sainsbury's supermarket on this site were dismissed at appeal in June 2015 (ref. APP/Z1510/A/14/2219101) on the grounds that it would have a significant adverse impact on Braintree town centre. The previous Study suggested that the site could accommodate up to 10,000 sq.m gross of retail floorspace. There are a number of constraints to development for retail purposes, including the loss of employment land, residential amenity and capacity of surrounding highways network. DIY / bulky goods floorspace on this site could enhance access to bulky goods retailing for residents in western part of District, subject to the development constraints, and meeting the sequential and impact tests.

5.64 To the north of Broomhills, across Rayne Road, there is also a potential development site at Springwood Drive, within the employment area as shown on the Pre Submission Site Allocations and Development Management Plan. The previous Study suggested that this site could also enhance access to bulky goods retailing for residents in western part of the District, as a visible location within a commercial area and close to a growth location. The site could potentially accommodate up to 3,000 sq.m gross of bulky comparison goods floorspace, or alternatively up to 2,000 sq.m gross of convenience goods floorspace to meet a qualitative convenience need in this area. However , the previous Study concluded that this site should not be allocated for retail use, as it would be preferable for new floorspace to be directed towards planned local centres within the growth location at Panfield Lane.

Town Centre Boundary and Primary Shopping Area

5.65 Future planning policies for Braintree town centre should continue to define a separate Primary Shopping Area (PSA) and Town Centre boundary, because the centre has concentrations of other town centre uses adjoining the main shopping area, e.g. the Civic area, car parks and employment uses. A separate PSA is necessary for applying the sequential approach for Class A1 retail uses.

5.66 The distinction between the PSA and the Town Centre boundary provides guidance on the appropriate location for different town centre uses, i.e. retail uses should first be directed to the PSA, while other town centre uses such as offices, hotels and leisure can be located within the wider town centre area i.e. the area between the PSA and the town centre boundary.

5.67 The Town Centre boundary includes all areas occupied by main town centre uses. This approach is consistent with the NPPF and no changes to the Town Centre and PSA boundary in Braintree are considered necessary.

Primary and Secondary Shopping Frontages

5.68 The Pre Submission Site Allocations and Development Management Plan (September 2014) (ADMP) distinguishes between primary and secondary frontages in Braintree. These frontages follow the recommendations made in the 2012 Retail Study Update.

5.69 Policy ADM24 of the emerging AMDP requires that within the primary frontages not less than 75% should remain in Class A1 retail use and it would not break a continuous A1 primary retail frontage. Policy ADM24 of the ADMP requires that within the secondary frontages use classes A1 to A5, B1 and D1 to D2 will be permitted.

5.70 The capacity projections within this study indicate there is a need to retain a mix of Class A1 to A5 uses within Braintree in order to meet the needs of the community. The previous 2012 Retail Study suggested no change to the boundaries and there is no need to change the current primary and secondary frontage designations from those proposed in the emerging ADMP.

Witham

5.71 The definition of Witham as a town centre is consistent with the NPPF. Witham should be the main focus for medium-scale retail and leisure development (for example up to 1,500 sq.m gross) in the southern part of the District.

5.72 As a secondary town centre in the District, Witham will not attract large scale investment, however the town centre should be the main focus for future town centre uses, particularly comparison retail floorspace and restaurant uses.

5.73 As set out in Table 5.1 above, the capacity assessment indicates around 3,300 sq.m gross of Class A1-A5 floorspace could be provided in Witham by 2033. For comparison, the previous Retail Study Update identified a total floorspace requirement for Witham of around 3,400 sq.m gross by 2026 (Table 11.1 of Retail Study Update 2012).

5.74 The Pre Submission Site Allocations and Development Management Plan (September 2014) identifies the following sites within Witham town centre for retailing and other main town centre uses:

a Newlands Shopping Centre (including land to the rear of Coach House Way); and

b Former Co-op department store, Newlands Street/Kings Chase.

5.75 These sites were assessed in the previous 2012 Retail Study Update, and remain the key options for accommodating the forecast retail needs within Witham town centre.

5.76 The Newlands Shopping Centre site comprises an outdoor shopping centre with retail / commercial uses at ground level and offices above, together with the adjacent site to the rear of Coach House Way. The majority of ground floor units within the shopping centre are occupied, however there are a number of vacant units dispersed throughout the shopping centre and the centre is in need of refurbishment. The previous Study identified that refurbishment/ redevelopment and extension of the existing centre could increase the retail floorspace by around 2,000 sq.m gross. This site remains a good development opportunity in the short to medium term.

5.77 The previous Study identified that the former Co-op department store and adjacent units to the south of Kings Chase could be brought forward for retail development, with the potential to provide up to 1,000 sq.m gross additional floorspace to that currently provided on the site. The Study suggested that the site could be developed in the short to medium term, but would be dependent on operator interest in large floorplate retail unit(s) in a more secondary retail location, and conversion potential.

5.78 Small windfall opportunities may also become available within Witham town centre. The future focus for the primary shopping area is likely to be small scale intensification and extensions.

5.79 In addition, two sites outside of Witham are identified for retail warehousing at:

a Swanvale (Colchester Road); and

b Maltings Lane Neighbourhood.

5.80 Swanvale is an employment area to the north east of Witham town centre. The capacity assessment does not identify a significant floorspace requirement for additional comparison goods floorspace in and around Witham. However, retail warehouse floorspace on this site could enhance access to bulky goods retailing for residents in eastern part of District, subject to meeting the sequential and impact tests.

5.81 Maltings Lane, Witham is the location of a new residential area, and an Aldi store is under construction opposite the retail warehouse allocation, that will serve the new residential population. As noted above, there is a limited requirement for additional comparison goods retail floorspace in and around Witham, but retail warehouse floorspace could support a new local centre at Maltings Lane, that will appropriately also serve the existing residents in the surrounding south west Witham area.

Town Centre Boundary and Primary Shopping Area

5.82 The Pre Submission Site Allocations and Development Management Plan (September 2014) (ADMP) continues to define a Primary Shopping Area (PSA) and Town Centre boundary, because the centre has concentrations of other town centre uses adjoining the main shopping area, e.g. churches, car parks and employment uses. A separate PSA is necessary for applying the sequential approach for Class A1 retail uses.

5.83 The distinction between the PSA and the Town Centre boundary provides guidance on the appropriate location for different town centre uses, i.e. retail uses should first be directed to the PSA, while other town centre uses such as offices, hotels and leisure can be located within the wider town centre area i.e. the area between the PSA and the town centre boundary.

5.84 The Town Centre boundary as proposed in the ADMP includes all areas occupied by main town centre uses. This approach is consistent with the NPPF and no changes to the Town Centre and PSA boundary in Witham are considered necessary.

Primary and Secondary Shopping Frontages

5.85 The development plan should continue to distinguish between primary and secondary frontages in Witham.

5.86 The capacity projections within this study indicate there is a need to retain a mix of Class A1 to A5 uses within Witham in order to meet the needs of the community. The previous 2012 Retail Study Update suggested a contraction of the primary shopping area and this has been adopted in the emerging policy. Therefore there is no need to change the current primary and secondary frontage designations as shown in ADMP Map 66.

Halstead

5.87 The definition of Halstead as a town centre is consistent with the NPPF. Halstead should be the main focus for medium-scale retail and leisure development (for example up to 1,500 sq.m gross) in the northern part of the District. Similarly to Witham, as a secondary town centre in the District, Halstead will not attract large scale investment, however the town centre should be the main focus for future town centre uses.

5.88 As set out in Table 5.1 above, the capacity assessment indicates around 2,900 sq.m gross of Class A1-A5 floorspace could be provided in Halstead by 2033. For comparison, the previous Retail Study Update identified a total floorspace requirement for Halstead of around 3,600 sq.m gross by 2026 (Table 11.1 of Retail Study Update 2012).

5.89 The Pre Submission Site Allocations and Development Management Plan (September 2014) identifies the following sites within Halstead town centre for retailing and other main town centre uses:

a Land East of the High Street; and

b EMD Site, Kings Road.

5.90 The site to the east of the High Street has been a longstanding allocation for redevelopment. The Core Strategy identified the site as a location to meet the identified need for additional retailing and other town centre uses. There are a number of constraints to the development of the site, which is bounded by residential properties, has Tree Preservations Orders on site and a constrained access. Previously, there has been interest from Tesco in developing a store on the site, and the 2012 Study suggested that the site could accommodate up to 3,000 sq.m gross of retail floorspace. However, we understand that this site is now more likely to be developed for housing, and is therefore unlikely to deliver additional retail floorspace.

5.91 The EMD site has planning permission for an Asda store, however there is now an application for a Lidl store on the site. The proposed Lidl has a net sales area of 1,424 sq.m, and this has been assumed as a commitment in the capacity assessment.

5.92 On this basis, neither of the identified sites within Halstead town centre will contribute towards the retail floorspace requirements identified for Halstead. Options for development are likely to be limited to windfall opportunities and the future focus for the primary shopping area is likely to be small scale intensification and extensions.

5.93 If the floorspace requirements cannot be accommodated within the town centre, then the Council could seek to allocate sites elsewhere within the District to meet accommodate the long term projections. Some of the projected floorspace requirements should also be directed towards major housing developments within the District.

Town Centre Boundary and Primary Shopping Area

5.94 The Pre Submission Site Allocations and Development Management Plan (September 2014) (ADMP) continues to define a Primary Shopping Area (PSA) and Town Centre boundary. The centre has concentrations of other town centre uses adjoining the main shopping area, e.g. churches, car parks and employment uses. A separate PSA is necessary for applying the sequential approach for Class A1 retail uses.

5.95 The distinction between the PSA and the Town Centre boundary provides guidance on the appropriate location for different town centre uses, i.e. retail uses should first be directed to the PSA, while other town centre uses such as offices, hotels and leisure can be located within the wider town centre area i.e. the area between the PSA and the town centre boundary.

5.96 The Town Centre boundary as proposed in the ADMP includes all areas occupied by main town centre uses. The previous 2012 Retail Study Update recommended partial expansion and contraction of primary shopping area. This has been adopted by the emerging planning policy and therefore no changes to the Town Centre and PSA boundary in Halstead are considered necessary.

Primary and Secondary Shopping Frontages

5.97 The development plan should continue to distinguish between primary and secondary frontages in Halstead. There is no need to change the current primary and secondary frontage designations as shown in ADMP Map 35.

District and Local Centres

5.98 The Braintree area also includes Great Notley District Centre, which is located to the south west of Braintree town centre, primarily serving the Great Notley and White Court residential areas.

5.99 Policy ADM25 of the ADMP allows non-A1 retail development for Use Classes A2 - A5 and D1- D2 within Great Notley district centre, provided that it would not result in less than 75% of units being A1 uses. However, given that there is a limited retail offer within the centre, apart from the Tesco superstore, this policy could be relaxed to allow a higher proportion of non-A1 uses within the centre.

5.100 The adopted Local Plan defined a Primary Retail Area boundary for Coggeshall Local Centre. Primary Shopping Area (PSA) boundaries were not defined for any of the other Local Centres within the district and as such the previous 2012 Retail Study Update recommended that the PSA should not be retained in emerging development plan policies. The Pre Submission Site Allocations and Development Management Plan (September 2014) (ADMP) has followed this recommendation and not retained the PSA for Coggeshall.

5.101 It would not be necessary to define a separate PSA for the district and local centres, nor would it be necessary to define primary and secondary shopping frontages, given the small scale of retail and service provision. Emerging policy for the District should continue to define only centre boundaries for Great Notley district centre and the local centres within Braintree District.

6.0 Conclusions and Recommendations

6.1 This report provides an update of the District wide needs assessment for retail and leisure development in Braintree District. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in Braintree District

6.2 The NPPF states that local planning authorities should assess the quantitative and qualitative needs for land or floorspace for retail development over the plan period up to 2033.

6.3 When planning for growth in their town centres, local planning authorities should allocate a range of suitable sites to meet the scale and type of retail development needed. It is important that the needs for retail and other main town centre uses are met in full and not compromised by limited site availability.

6.4 Long term forecasts up to and beyond 2023 may be more susceptible to change, due to unforeseen circumstances and not least the impact of development within surrounding authorities. Long term projections should be monitored and kept under review. The implications of major retail development within and surrounding the District should be monitored along with the effect proposals may have on the demand for additional development in Braintree District.

6.5 The quantitative assessment of the potential capacity for retail floorspace suggests that there is scope for new development within Braintree District.

6.6 The convenience goods projections suggest new floorspace could be distributed as follows:

Table 6.1: Convenience Goods Retail Floorspace Projections (Gross)

Location	Additional Convenience Retail Floorspace (sq.m gross)			
	2015 - 2023	2023 - 2028	2028 – 2033	Total 2015 - 2033
Braintree	4,938	1,537	1,553	**8,028**
Witham[1]	-	-	279	**279**
Halstead	26	313	320	**659**
Total	**4,964**	**1,850**	**2,152**	**8,966**

Source: Table 13, Appendix 2

Note: [1] Negative floorspace requirement excluded

6.7 The comparison goods projections suggest new floorspace could be distributed as follows:

Table 6.2: Comparison Goods Retail Floorspace Projections (Gross)

Location	Additional Comparison Retail Floorspace (sq.m gross)			
	2015 - 2023	2023 - 2028	2028 – 2033	Total 2015 - 2033
Braintree	2,336	2,284	2,410	**7,030**
Freeport/Braintree RP	1,733	2,596	2,729	**7,058**
Witham	186	442	471	**1,099**
Halstead	79	292	311	**682**
Total	**4,334**	**5,614**	**5,921**	**15,869**

Source: Table 13, Appendix 3

6.8 The Class A3/A4/A5 food/beverage projections, suggest new floorspace could be distributed as follows:

Table 6.3: Food and Beverage Floorspace Projections (Gross)

Location	Additional Food/ Beverage Retail Floorspace (sq.m gross)			
	2015 - 2023	2023 - 2028	2028 – 2033	Total 2015 - 2033
Braintree	1,598	1,024	1,039	**3,661**
Freeport/Braintree RP	536	344	350	**1,230**
Witham	820	529	542	**1,891**
Halstead	661	426	435	**1,522**
Total	**3,615**	**2,323**	**2,366**	**8,304**

Source: Table 12, Appendix 5

6.9 In total up to 33,139 sq.m gross of Class A1 to A5 floorspace could be required over the plan period. As set out above, around 1,600 sq.m gross of these floorspace projections could be accommodated within vacant shop units. This would leave a residual projection of around 31,539 sq.m gross.

6.10 An element of the projected capacity relates to population growth and the implementation of strategic housing allocations. Strategic housing allocations will need to provide local centres to serve the day to day needs of the new residential areas. As a rule of thumb, a strategic housing allocation of around 2,000 homes could support local shopping facilities of up to 1,500 sq.m gross, providing a balance of convenience, comparison and food/beverage floorspace.

6.11 The commercial leisure assessment suggests Braintree District could in theory support up to five additional cinema screens. There is no need for additional health and fitness facilities, theatres, tenpin bowling, bingo or nightclubs in Braintree District over the study period.

Strategy Recommendations

6.12 Development that serves more than a local catchment area should be concentrated in Braintree, Witham and Halstead town centres. Development of more than local significance should consider sequential sites within and on the edge of these three town centres.

6.13 Retail and other main town centre uses developments located outside the town and local centres should be required to prepare a retail impact assessment if they exceed the following suggested thresholds for the centres:

- 2,500 sq.m gross for Braintree;
- 1,500 sq.m gross for Witham and Halstead;
- 1,000 sq.m gross for Great Notley; and
- 500 sq.m gross for Local Centres (existing and planned).

6.14 Reduced locally set thresholds are appropriate based on the retail floorspace projections within this study.

6.15 Future plan policies should continue to define separate Primary Shopping Areas and Town Centre boundaries for Braintree, Witham and Halstead town centres. A separate Primary Shopping Area is necessary for applying the sequential approach for Class A1 retail uses.

6.16 The Town Centre and District/Local Centre boundaries as currently drawn in the Pre Submission Site Allocations and Development Management Plan are based on the recommendations of the 2012 Retail Study Update, and are consistent with the NPPF. No changes are considered necessary.

6.17 The development plan should continue to distinguish between primary and secondary frontages in Braintree, Witham and Halstead. The proportion of Class A1 uses within the defined primary frontages remains high and there are no significant concentrations of non-Class A1 use. There is no need to change the current primary and secondary frontage designations.

6.18 The floorspace capacity projection is around 18,700 sq.m gross of additional Class A1 to A5 floorspace in Braintree up to 2033. The development sites and vacant shop units within Braintree town centre may not be able to fully accommodate all of this floorspace projection. If Braintree cannot accommodate the floorspace projection within the town centre, then the Council could seek to allocate sites elsewhere within the District to meet accommodate the long term projections, and in particular some of the projected floorspace requirements should be directed towards new local centres within major housing developments within the District.

6.19 There is a requirement for a further 8,300 sq.m of comparison goods and food and beverage floorspace at Freeport/Braintree Retail Park, which would be met through the development of the allocated site to the north of Freeport.

6.20 The floorspace capacity projection for Witham is around 3,300 sq.m gross of additional Class A1 to A5 floorspace up to 2033. The short to medium priority should be the refurbishment/redevelopment and extension of the Newlands Shopping Centre, which could accommodate a significant proportion of this forecast need. The reoccupation or redevelopment of the former Co-op department store would also go some way towards meeting the floorspace requirements within Witham.

6.21 The floorspace capacity projection for Halstead is around 2,900 sq.m gross of additional Class A1 to A5 floorspace up to 2033, over and above the EMD site commitment. There are very limited development opportunities in Halstead to meet these requirements, and the future focus for the primary shopping area is likely to be small scale intensification and extensions. Again, the Council could seek to allocate sites elsewhere within the District to meet accommodate the long term projections for Halstead.

Implementation and Monitoring

6.22 There are a number of broad areas of possible action the Council could pursue in order to maintain and enhance the role of shopping centres within the District, as follows:

- application of guidance within the NPPF, particularly relating to the sequential approach and impact tests for locally set thresholds in determining out-of-centre retail and other development proposals that generate significant numbers of trips;
- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres;
- maintaining the generally high quality environment within each centre; and
- bring forward development opportunities through the Local Plan process to improve the availability of modern premises suitable for new occupiers.

6.23 The recommendations and projections within this study are expected to assist the Council in reviewing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail development up to 2023, with longer term forecast up to 2028 and 2033. Projections are subject to uncertainty and forecasts may need to be amended to reflect emerging changes as and when new information becomes available, in particular longer-term projections up to 2033 should be treated with caution.

6.24 Projections should be monitored and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:

- population projections;

- local expenditure estimates (information from Experian or other recognised data providers);
- growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);
- the impact of potential increases in home and internet shopping (Experian regularly provides projections for internet shopping and these projections will need to be updated at the same time as expenditure and population figures);
- existing retail floorspace and average turnover to floorspace densities; and
- implemented development within and around the study area.

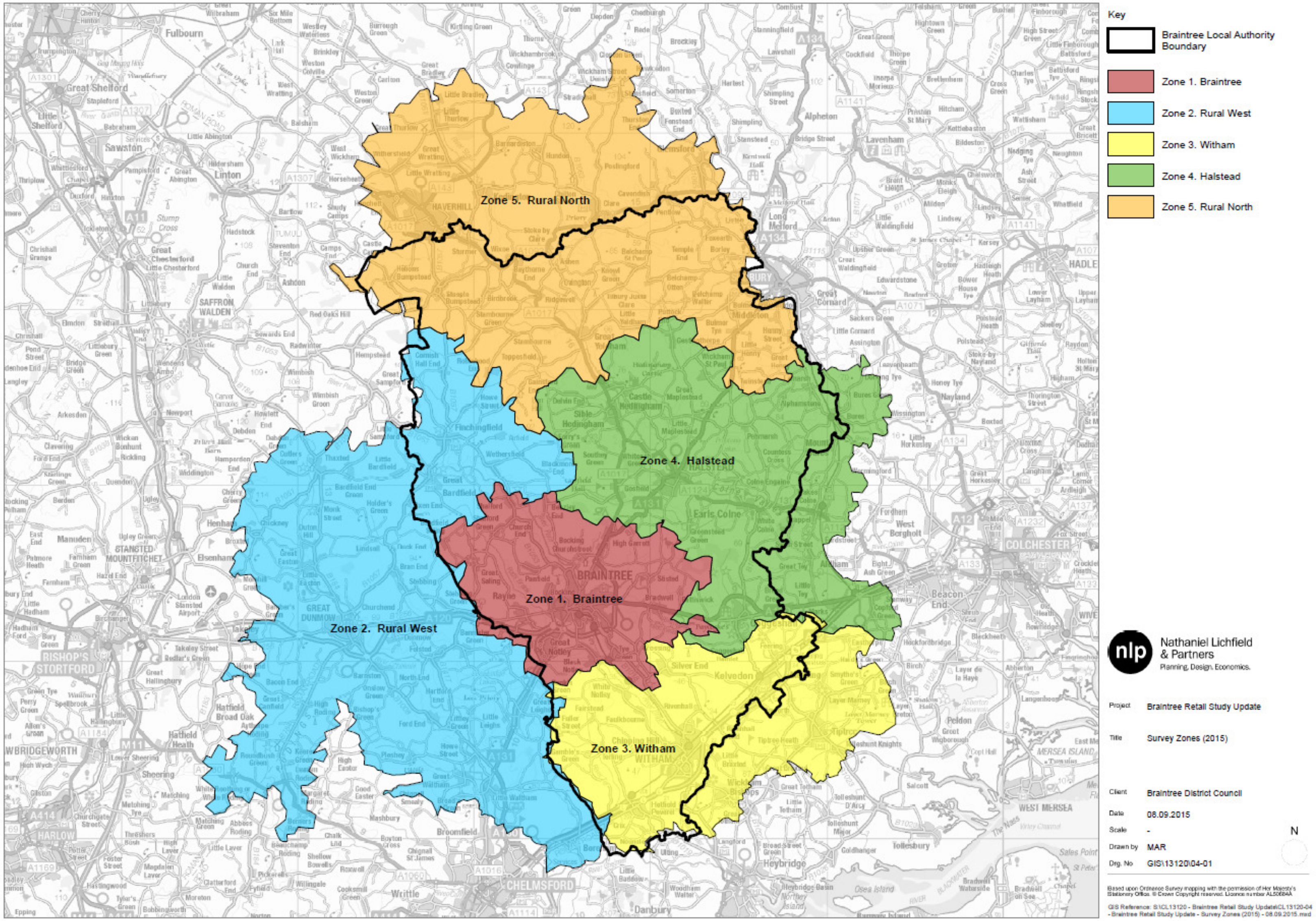
6.25 These key inputs into the retail capacity assessment can be amended to provide revised capacity projections.

Appendix 1 Methodology

Braintree Study Area Zones

Zone	Postcode Sector
1 – Braintree	CM7 1 CM7 2 CM7 3 CM7 5 CM7 9 CM77 6 CM77 7 CM77 8
2 – Rural West	CM3 1 CM3 3 CM6 1 CM6 2 CM6 3 CM7 4
3 – Witham	CM3 2 CM8 1 CM8 2 CM8 3 CO5 0 CO5 9
4 – Halstead	CO6 1 CO6 2 CO8 5 CO9 1 CO9 2 CO9 3
5 – Rural North	CB9 0 CB9 7 CB9 8 CB9 9 CO9 4 CO10 7 CO10 8

Braintree Study Area



Retail Capacity Assessment – Methodology and Data

Price Base

1 All monetary values expressed in this study are at 2013 prices, consistent with Experian's base year expenditure figures for 2013 (Retail Planner Briefing Note 12.1, October 2014) which is the most up to date information available.

Retail Expenditure

2 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2013 have been obtained.

3 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 12.1) has been used to forecast expenditure within the study area. Experian's forecasts are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and value, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.

4 Experian's EBS growth forecast rates for 2013 to 2016 reflect the current economic circumstances and provide an appropriate growth rate for the short term (for convenience goods: -0.5% for 2013 to 2014, +0.4% for 2014 to 2015 and +0.6% for 2016; for comparison goods: +5.6% for 2013-2014, +4.4% for 2014-2015 and +3.1% for 2016.

5 In the longer term it is more difficult to forecast year on year changes in expenditure. Experian's longer term growth average forecasts have been adopted i.e. 0.6% per annum for convenience goods after 2016 and 3.3% per annum growth for comparison goods. These growth rates are relatively cautious when compared with past growth rates, but in our view represent realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

6 Special Forms of Trading (SFT) or non-store activity is included within Experian's Goods Based Expenditure (GBE) estimates. SFT includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship with the demand for retail floorspace. The growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of

trading and e-tailing. This Experian information suggests that non-store retail sales in 2013 is:

- 7.6% of convenience goods expenditure; and
- 14.7% of comparison goods expenditure.

7 Experian predicts that these figures will increase in the future. However, Experian recognises that not all of this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies. The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. The adjusted figures suggest that SFT sales in 2013 are:

- 2.3% of convenience goods expenditure; and
- 11.1% of comparison goods expenditure.

8 The projections provided by Experian suggest that these percentages could increase to 4.6% and 16.0% by 2022 respectively, and estimated at 5.7% and 15.5% by 2032. These figures have been adopted in this assessment.

9 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the internet. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

10 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains a relatively low percentage of total retail expenditure. Experian state that they expect that the SFT market share will continue to grow, however the pace of e-commerce growth will moderate markedly after about 2020. Experian’s forecasts suggest that the SFT share of total retail sales will reach 18.5% by 2020, rising to 20.3% by the mid-2030s.

11 The implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

Market Shares/Penetration Rates

12 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of

penetration rates are based on a range of factors but primarily information gathered through the September 2015 household survey.

13 The total turnover of shops within Braintree District is estimated based on penetration rates. For convenience goods shopping turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Verdict (UK Food and Grocery Retailers) and Mintel Retail Rankings information, which provide an indication of how individual retail stores and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.

Benchmark Turnover Levels

14 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Mintel. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.

15 The estimated convenience goods sales areas have been derived from a combination of the Institute of Oxford Retail Consultants (ORC) StorePoint database, GOAD plans, Valuation Office data and NLP estimates based on site visits. Estimates for comparison sales floorspace within large food stores has been deducted, for consistency with the use of goods based expenditure figures.

16 Average sales densities are not widely available for small convenience shops, particularly independent retailers. Based on the mix of shops present in each centre within Braintree District and our experience of trading levels of small independent shops informed by household shopper surveys elsewhere, we have adopted an average sales density of £5,000 per sq.m net for convenience shops/stores in the study area. The total benchmark turnover of identified convenience sales floorspace within Braintree District is £250.03 million (Tables 10 Appendix 2).

17 Mintel's Retail Rankings provides company average sales density information for a selection of national comparison retailers. This data suggests a notional average sales density for national high street comparison retailers of around £5,000 per sq.m net.

Appendix 2 Convenience Goods Capacity

Table 1: Study Area Population

Zone	2011	2015	2018	2023	2028	2033
Zone 1 - Braintree	60,022	62,319	64,219	67,385	70,550	73,715
Zone 2 - Rural West	39,608	41,725	43,260	45,787	48,120	50,227
Zone 3 - Witham	54,475	56,558	58,219	61,002	63,784	66,562
Zone 4 - Halstead	39,384	40,897	42,114	44,148	46,182	48,215
Zone 5 - Rural North	48,982	49,974	50,818	52,292	53,670	55,016
Total	**242,471**	**251,473**	**258,630**	**270,614**	**282,306**	**293,735**

Sources:
Experian 2011 Census of Population
ONS 2012 population projections for Babergh, Maldon, St.Edmundsbury and Uttlesford
Objectively Assessed Housing Need Study July 2015 - High Housing Target for Braintree, Chelmsford and Colchester

Table 2: Convenience Goods Expenditure per person (£)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	2,000	2,016	2,053	2,105	2,155
Zone 2 - Rural West	2,208	2,225	2,267	2,323	2,379
Zone 3 - Witham	2,093	2,109	2,148	2,202	2,254
Zone 4 - Halstead	2,195	2,212	2,253	2,309	2,364
Zone 5 - Rural North	2,134	2,151	2,191	2,246	2,299

Sources:

Experian Local Expenditure 2013 (2013 prices)

Growth Rates: -0.5% 2013-2014, 0.5% 2014-2015, 0.4% 2015-2016 and 0.6% p.a. from 2016

Excludes Special Forms of Trading

Table 3: Total Convenience Goods Expenditure (£m)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	124.64	129.47	138.34	148.51	158.86
Zone 2 - Rural West	92.13	96.25	103.80	111.78	119.49
Zone 3 - Witham	118.38	122.78	131.03	140.45	150.03
Zone 4 - Halstead	89.77	93.16	99.47	106.63	113.98
Zone 5 - Rural North	106.64	109.31	114.57	120.54	126.48
Total	**531.56**	**550.97**	**587.21**	**627.91**	**668.84**

Source: Tables 1 and 2

Table 4: Base Year 2015 Convenience Goods Market Shares (%)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	% Inflow
Braintree Town Centre/Other Braintree/Zone 1/2						
Sainsbury's, Tofts Walk	15.0%	3.2%	0.7%	2.1%	0.1%	2.0%
Tesco, Market Place	10.0%	3.7%	1.0%	0.5%	0.0%	2.0%
Morrisons, George Yard	5.8%	3.0%	0.3%	0.1%	0.0%	2.0%
Other Braintree Town Centre	4.7%	0.5%	0.1%	0.6%	0.0%	2.0%
Braintree Town Centre Sub-Total	***35.5%***	***10.4%***	***2.1%***	***3.3%***	***0.1%***	
Tesco, Great Notley	18.4%	5.2%	0.4%	0.3%	0.0%	2.0%
Tesco, Marks Farm, Braintree	15.6%	1.2%	0.4%	9.5%	0.0%	2.0%
Lidl, Rayne Road, Braintree	14.1%	5.7%	3.9%	4.2%	0.0%	2.0%
Other Braintree/Zone 1/2	6.2%	3.2%	1.2%	0.0%	0.0%	2.0%
Braintree/Zone 1/2 Total	**89.8%**	**25.7%**	**8.0%**	**17.3%**	**0.1%**	
Witham Town Centre/Other Witham/Zone 3						
Tesco, Grove Centre	0.4%	1.3%	20.5%	0.0%	0.0%	2.0%
Other Witham Town Centre	0.2%	0.0%	1.5%	0.0%	0.0%	2.0%
Witham Town Centre Sub-Total	***0.6%***	***1.3%***	***22.0%***	***0.0%***	***0.0%***	
Morrisons, Braintree Road, Witham	1.9%	0.0%	15.9%	0.1%	0.0%	2.0%
Asda, Highfields Road, Witham	0.1%	0.0%	6.9%	0.0%	0.0%	2.0%
Other Witham/Zone 3	0.9%	0.2%	6.8%	0.2%	1.5%	2.0%
Witham/Zone 3 Total	**3.5%**	**1.5%**	**51.6%**	**0.3%**	**1.5%**	
Halstead Town Centre/Other Halstead/Zone 4/5						
Sainsbury's, High Street	0.3%	0.0%	0.0%	13.3%	0.0%	2.0%
Co-op (Solar), Weavers Court	0.0%	0.0%	0.0%	8.1%	0.1%	2.0%
Other Halstead Town Centre	0.0%	0.3%	0.0%	1.4%	0.1%	2.0%
Halstead Town Centre Sub-Total	***0.3%***	***0.3%***	***0.0%***	***22.8%***	***0.2%***	
Other Halstead/Zone 4/5	0.2%	0.0%	0.0%	10.6%	3.4%	2.0%
Halstead/Zone 4/5 Total	**0.5%**	**0.3%**	**0.0%**	**33.4%**	**3.6%**	
Braintree District Total	**93.8%**	**27.5%**	**59.6%**	**51.0%**	**5.2%**	
Chelmsford	3.3%	16.3%	9.0%	0.3%	0.1%	n/a
Colchester	1.5%	0.7%	7.0%	25.4%	3.5%	n/a
Sudbury	0.2%	1.0%	0.1%	20.7%	36.2%	n/a
Haverhill	0.0%	0.3%	0.0%	1.2%	41.2%	n/a
Tiptree	0.0%	0.0%	16.1%	0.6%	0.0%	n/a
Great Dunmow	0.6%	36.5%	0.0%	0.0%	0.0%	n/a
Bishop's Stortford	0.2%	4.7%	0.2%	0.0%	0.0%	n/a
Other	0.4%	13.0%	8.0%	0.8%	13.8%	n/a
Other Sub-Total	**6.2%**	**72.5%**	**40.4%**	**49.0%**	**94.8%**	
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	

Source: NEMS Household Survey September 2015

Table 5: Base Year 2015 Convenience Goods Expenditure (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2015	**124.64**	**92.13**	**118.38**	**89.77**	**106.64**		
Braintree Town Centre/Other Braintree/Zone 1/2							
Sainsbury's, Tofts Walk	18.70	2.95	0.83	1.89	0.11	0.50	24.96
Tesco, Market Place	12.46	3.41	1.18	0.45	0.00	0.36	17.86
Morrisons, George Yard	7.23	2.76	0.36	0.09	0.00	0.21	10.65
Other Braintree Town Centre	5.86	0.46	0.12	0.54	0.00	0.14	7.12
Braintree Town Centre Sub-Total	***44.25***	***9.58***	***2.49***	***2.96***	***0.11***	***1.21***	***60.59***
Tesco, Great Notley	22.93	4.79	0.47	0.27	0.00	0.58	29.05
Tesco, Marks Farm, Braintree	19.44	1.11	0.47	8.53	0.00	0.60	30.15
Lidl, Rayne Road, Braintree	17.57	5.25	4.62	3.77	0.00	0.64	31.85
Other Braintree/Zone 1/2	7.73	2.95	1.42	0.00	0.00	0.25	12.34
Braintree/Zone 1/2 Total	**111.92**	**23.68**	**9.47**	**15.53**	**0.11**	**3.28**	**163.99**
Witham Town Centre/Other Witham/Zone 3							
Tesco, Grove Centre	0.50	1.20	24.27	0.00	0.00	0.53	26.49
Other Witham Town Centre	0.25	0.00	1.78	0.00	0.00	0.04	2.07
Witham Town Centre Sub-Total	***0.75***	***1.20***	***26.04***	***0.00***	***0.00***	***0.57***	***28.56***
Morrisons, Braintree Road, Witham	2.37	0.00	18.82	0.09	0.00	0.43	21.71
Asda, Highfields Road, Witham	0.12	0.00	8.17	0.00	0.00	0.17	8.46
Other Witham/Zone 3	1.12	0.18	8.05	0.18	1.60	0.23	11.36
Witham/Zone 3 Total	**4.36**	**1.38**	**61.08**	**0.27**	**1.60**	**1.40**	**70.10**
Halstead Town Centre/Other Halstead/Zone 4/5							
Sainsbury's, High Street	0.37	0.00	0.00	11.94	0.00	0.25	12.56
Co-op (Solar), Weavers Court	0.00	0.00	0.00	7.27	0.11	0.15	7.53
Other Halstead Town Centre	0.00	0.28	0.00	1.26	0.11	0.03	1.67
Halstead Town Centre Sub-Total	***0.37***	***0.28***	***0.00***	***20.47***	***0.21***	***0.44***	***21.77***
Other Halstead/Zone 4/5	0.25	0.00	0.00	9.52	3.63	0.27	13.66
Halstead/Zone 4/5 Total	**0.62**	**0.28**	**0.00**	**29.98**	**3.84**	**0.71**	**35.43**
Braintree District Sub-Total	**116.91**	**25.34**	**70.55**	**45.78**	**5.55**	**5.39**	**269.52**
Chelmsford	4.11	15.02	10.65	0.27	0.11	n/a	30.16
Colchester	1.87	0.64	8.29	22.80	3.73	n/a	37.33
Sudbury	0.25	0.92	0.12	18.58	38.61	n/a	58.48
Haverhill	0.00	0.28	0.00	1.08	43.94	n/a	45.29
Tiptree	0.00	0.00	19.06	0.54	0.00	n/a	19.60
Great Dunmow	0.75	33.63	0.00	0.00	0.00	n/a	34.37
Bishop's Stortford	0.25	4.33	0.24	0.00	0.00	n/a	4.82
Other	0.50	11.98	9.47	0.72	14.72	n/a	37.38
Other Sub-Total	**7.73**	**66.79**	**47.82**	**43.99**	**101.10**	**n/a**	**267.43**
TOTAL	**124.64**	**92.13**	**118.38**	**89.77**	**106.64**		**536.95**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 6: Convenience Goods Expenditure 2018 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2018	**129.47**	**96.25**	**122.78**	**93.16**	**109.31**		
Braintree Town Centre/Other Braintree/Zone 1/2							
Sainsbury's, Tofts Walk	19.42	3.08	0.86	1.96	0.11	0.52	25.94
Tesco, Market Place	12.95	3.56	1.23	0.47	0.00	0.37	18.57
Morrisons, George Yard	7.51	2.89	0.37	0.09	0.00	0.22	11.08
Other Braintree Town Centre	6.08	0.48	0.12	0.56	0.00	0.15	7.40
Braintree Town Centre Sub-Total	***45.96***	***10.01***	***2.58***	***3.07***	***0.11***	***1.26***	***62.99***
Tesco, Great Notley	23.82	5.01	0.49	0.28	0.00	0.60	30.20
Tesco, Marks Farm, Braintree	20.20	1.16	0.49	8.85	0.00	0.63	31.32
Lidl, Rayne Road, Braintree	18.25	5.49	4.79	3.91	0.00	0.66	33.10
Other Braintree/Zone 1/2	8.03	3.08	1.47	0.00	0.00	0.26	12.84
Braintree/Zone 1/2 Total	**116.26**	**24.74**	**9.82**	**16.12**	**0.11**	**3.41**	**170.45**
Witham Town Centre/Other Witham/Zone 3							
Tesco, Grove Centre	0.52	1.25	25.17	0.00	0.00	0.55	27.49
Other Witham Town Centre	0.26	0.00	1.84	0.00	0.00	0.04	2.14
Witham Town Centre Sub-Total	***0.78***	***1.25***	***27.01***	***0.00***	***0.00***	***0.59***	***29.63***
Morrisons, Braintree Road, Witham	2.46	0.00	19.52	0.09	0.00	0.45	22.53
Asda, Highfields Road, Witham	0.13	0.00	8.47	0.00	0.00	0.18	8.78
Other Witham/Zone 3	1.17	0.19	8.35	0.19	1.64	0.24	11.77
Witham/Zone 3 Total	**4.53**	**1.44**	**63.36**	**0.28**	**1.64**	**1.45**	**72.70**
Halstead Town Centre/Other Halstead/Zone 4/5							
Sainsbury's, High Street	0.39	0.00	0.00	12.39	0.00	0.26	13.04
Co-op (Solar), Weavers Court	0.00	0.00	0.00	7.55	0.11	0.16	7.81
Other Halstead Town Centre	0.00	0.29	0.00	1.30	0.11	0.03	1.74
Halstead Town Centre Sub-Total	***0.39***	***0.29***	***0.00***	***21.24***	***0.22***	***0.45***	***22.59***
Other Halstead/Zone 4/5	0.26	0.00	0.00	9.87	3.72	0.28	14.13
Halstead/Zone 4/5 Total	**0.65**	**0.29**	**0.00**	**31.11**	**3.94**	**0.73**	**36.72**
Braintree District Sub-Total	**121.44**	**26.47**	**73.18**	**47.51**	**5.68**	**5.60**	**279.88**
Chelmsford	4.27	15.69	11.05	0.28	0.11	n/a	31.40
Colchester	1.94	0.67	8.59	23.66	3.83	n/a	38.70
Sudbury	0.26	0.96	0.12	19.28	39.57	n/a	60.20
Haverhill	0.00	0.29	0.00	1.12	45.04	n/a	46.44
Tiptree	0.00	0.00	19.77	0.56	0.00	n/a	20.33
Great Dunmow	0.78	35.13	0.00	0.00	0.00	n/a	35.91
Bishop's Stortford	0.26	4.52	0.25	0.00	0.00	n/a	5.03
Other	0.52	12.51	9.82	0.75	15.08	n/a	38.68
Other Sub-Total	**8.03**	**69.78**	**49.60**	**45.65**	**103.63**	**n/a**	**276.69**
TOTAL	**129.47**	**96.25**	**122.78**	**93.16**	**109.31**		**556.57**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 7: Convenience Goods Expenditure 2023 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2023	**138.34**	**103.80**	**131.03**	**99.47**	**114.57**		
Braintree Town Centre/Other Braintree/Zone 1/2							
Sainsbury's, Tofts Walk	20.75	3.32	0.92	2.09	0.11	0.55	27.75
Tesco, Market Place	13.83	3.84	1.31	0.50	0.00	0.40	19.88
Morrisons, George Yard	8.02	3.11	0.39	0.10	0.00	0.24	11.87
Other Braintree Town Centre	6.50	0.52	0.13	0.60	0.00	0.16	7.91
Braintree Town Centre Sub-Total	***49.11***	***10.80***	***2.75***	***3.28***	***0.11***	***1.35***	***67.40***
Tesco, Great Notley	25.45	5.40	0.52	0.30	0.00	0.65	32.32
Tesco, Marks Farm, Braintree	21.58	1.25	0.52	9.45	0.00	0.67	33.47
Lidl, Rayne Road, Braintree	19.51	5.92	5.11	4.18	0.00	0.71	35.42
Other Braintree/Zone 1/2	8.58	3.32	1.57	0.00	0.00	0.27	13.75
Braintree/Zone 1/2 Total	**124.23**	**26.68**	**10.48**	**17.21**	**0.11**	**3.65**	**182.36**
Witham Town Centre/Other Witham/Zone 3							
Tesco, Grove Centre	0.55	1.35	26.86	0.00	0.00	0.59	29.35
Other Witham Town Centre	0.28	0.00	1.97	0.00	0.00	0.05	2.29
Witham Town Centre Sub-Total	***0.83***	***1.35***	***28.83***	***0.00***	***0.00***	***0.63***	***31.64***
Morrisons, Braintree Road, Witham	2.63	0.00	20.83	0.10	0.00	0.48	24.04
Asda, Highfields Road, Witham	0.14	0.00	9.04	0.00	0.00	0.19	9.37
Other Witham/Zone 3	1.25	0.21	8.91	0.20	1.72	0.25	12.53
Witham/Zone 3 Total	**4.84**	**1.56**	**67.61**	**0.30**	**1.72**	**1.55**	**77.58**
Halstead Town Centre/Other Halstead/Zone 4/5							
Sainsbury's, High Street	0.42	0.00	0.00	13.23	0.00	0.28	13.92
Co-op (Solar), Weavers Court	0.00	0.00	0.00	8.06	0.11	0.17	8.34
Other Halstead Town Centre	0.00	0.31	0.00	1.39	0.11	0.04	1.86
Halstead Town Centre Sub-Total	***0.42***	***0.31***	***0.00***	***22.68***	***0.23***	***0.48***	***24.12***
Other Halstead/Zone 4/5	0.28	0.00	0.00	10.54	3.90	0.30	15.02
Halstead/Zone 4/5 Total	**0.69**	**0.31**	**0.00**	**33.22**	**4.12**	**0.78**	**39.13**
Braintree District Sub-Total	**129.76**	**28.54**	**78.10**	**50.73**	**5.96**	**5.98**	**299.07**
Chelmsford	4.57	16.92	11.79	0.30	0.11	n/a	33.69
Colchester	2.08	0.73	9.17	25.26	4.01	n/a	41.25
Sudbury	0.28	1.04	0.13	20.59	41.47	n/a	63.51
Haverhill	0.00	0.31	0.00	1.19	47.20	n/a	48.71
Tiptree	0.00	0.00	21.10	0.60	0.00	n/a	21.69
Great Dunmow	0.83	37.89	0.00	0.00	0.00	n/a	38.72
Bishop's Stortford	0.28	4.88	0.26	0.00	0.00	n/a	5.42
Other	0.55	13.49	10.48	0.80	15.81	n/a	41.14
Other Sub-Total	**8.58**	**75.25**	**52.94**	**48.74**	**108.61**	**n/a**	**294.12**
TOTAL	**138.34**	**103.80**	**131.03**	**99.47**	**114.57**		**593.19**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 8: Convenience Goods Expenditure 2028 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2028	**148.51**	**111.78**	**140.45**	**106.63**	**120.54**		
Braintree Town Centre/Other Braintree/Zone 1/2							
Sainsbury's, Tofts Walk	22.28	3.58	0.98	2.24	0.12	0.60	29.79
Tesco, Market Place	14.85	4.14	1.40	0.53	0.00	0.43	21.35
Morrisons, George Yard	8.61	3.35	0.42	0.11	0.00	0.25	12.75
Other Braintree Town Centre	6.98	0.56	0.14	0.64	0.00	0.17	8.49
Braintree Town Centre Sub-Total	***52.72***	***11.63***	***2.95***	***3.52***	***0.12***	***1.45***	***72.38***
Tesco, Great Notley	27.33	5.81	0.56	0.32	0.00	0.69	34.71
Tesco, Marks Farm, Braintree	23.17	1.34	0.56	10.13	0.00	0.72	35.92
Lidl, Rayne Road, Braintree	20.94	6.37	5.48	4.48	0.00	0.76	38.03
Other Braintree/Zone 1/2	9.21	3.58	1.69	0.00	0.00	0.30	14.77
Braintree/Zone 1/2 Total	**133.36**	**28.73**	**11.24**	**18.45**	**0.12**	**3.92**	**195.81**
Witham Town Centre/Other Witham/Zone 3							
Tesco, Grove Centre	0.59	1.45	28.79	0.00	0.00	0.63	31.47
Other Witham Town Centre	0.30	0.00	2.11	0.00	0.00	0.05	2.45
Witham Town Centre Sub-Total	***0.89***	***1.45***	***30.90***	***0.00***	***0.00***	***0.68***	***33.92***
Morrisons, Braintree Road, Witham	2.82	0.00	22.33	0.11	0.00	0.52	25.78
Asda, Highfields Road, Witham	0.15	0.00	9.69	0.00	0.00	0.20	10.04
Other Witham/Zone 3	1.34	0.22	9.55	0.21	1.81	0.27	13.40
Witham/Zone 3 Total	**5.20**	**1.68**	**72.47**	**0.32**	**1.81**	**1.66**	**83.14**
Halstead Town Centre/Other Halstead/Zone 4/5							
Sainsbury's, High Street	0.45	0.00	0.00	14.18	0.00	0.30	14.93
Co-op (Solar), Weavers Court	0.00	0.00	0.00	8.64	0.12	0.18	8.94
Other Halstead Town Centre	0.00	0.34	0.00	1.49	0.12	0.04	1.99
Halstead Town Centre Sub-Total	***0.45***	***0.34***	***0.00***	***24.31***	***0.24***	***0.52***	***25.85***
Other Halstead/Zone 4/5	0.30	0.00	0.00	11.30	4.10	0.32	16.02
Halstead/Zone 4/5 Total	**0.74**	**0.34**	**0.00**	**35.62**	**4.34**	**0.84**	**41.87**
Braintree District Sub-Total	**139.30**	**30.74**	**83.71**	**54.38**	**6.27**	**6.42**	**320.82**
Chelmsford	4.90	18.22	12.64	0.32	0.12	n/a	36.20
Colchester	2.23	0.78	9.83	27.09	4.22	n/a	44.15
Sudbury	0.30	1.12	0.14	22.07	43.64	n/a	67.27
Haverhill	0.00	0.34	0.00	1.28	49.66	n/a	51.28
Tiptree	0.00	0.00	22.61	0.64	0.00	n/a	23.25
Great Dunmow	0.89	40.80	0.00	0.00	0.00	n/a	41.69
Bishop's Stortford	0.30	5.25	0.28	0.00	0.00	n/a	5.83
Other	0.59	14.53	11.24	0.85	16.63	n/a	43.85
Other Sub-Total	**9.21**	**81.04**	**56.74**	**52.25**	**114.27**	**n/a**	**313.52**
TOTAL	**148.51**	**111.78**	**140.45**	**106.63**	**120.54**		**634.34**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 9: Convenience Goods Expenditure 2033 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2033	**158.86**	**119.49**	**150.03**	**113.98**	**126.48**		
Braintree Town Centre/Other Braintree/Zone 1/2							
Sainsbury's, Tofts Walk	23.83	3.82	1.05	2.39	0.13	0.64	31.86
Tesco, Market Place	15.89	4.42	1.50	0.57	0.00	0.46	22.83
Morrisons, George Yard	9.21	3.58	0.45	0.11	0.00	0.27	13.64
Other Braintree Town Centre	7.47	0.60	0.15	0.68	0.00	0.18	9.08
Braintree Town Centre Sub-Total	***56.39***	***12.43***	***3.15***	***3.76***	***0.13***	***1.55***	***77.41***
Tesco, Great Notley	29.23	6.21	0.60	0.34	0.00	0.74	37.13
Tesco, Marks Farm, Braintree	24.78	1.43	0.60	10.83	0.00	0.77	38.41
Lidl, Rayne Road, Braintree	22.40	6.81	5.85	4.79	0.00	0.81	40.66
Other Braintree/Zone 1/2	9.85	3.82	1.80	0.00	0.00	0.32	15.79
Braintree/Zone 1/2 Total	**142.65**	**30.71**	**12.00**	**19.72**	**0.13**	**4.19**	**209.40**
Witham Town Centre/Other Witham/Zone 3							
Tesco, Grove Centre	0.64	1.55	30.76	0.00	0.00	0.67	33.62
Other Witham Town Centre	0.32	0.00	2.25	0.00	0.00	0.05	2.62
Witham Town Centre Sub-Total	***0.95***	***1.55***	***33.01***	***0.00***	***0.00***	***0.72***	***36.24***
Morrisons, Braintree Road, Witham	3.02	0.00	23.85	0.11	0.00	0.55	27.54
Asda, Highfields Road, Witham	0.16	0.00	10.35	0.00	0.00	0.21	10.73
Other Witham/Zone 3	1.43	0.24	10.20	0.23	1.90	0.29	14.28
Witham/Zone 3 Total	**5.56**	**1.79**	**77.42**	**0.34**	**1.90**	**1.78**	**88.78**
Halstead Town Centre/Other Halstead/Zone 4/5							
Sainsbury's, High Street	0.48	0.00	0.00	15.16	0.00	0.32	15.96
Co-op (Solar), Weavers Court	0.00	0.00	0.00	9.23	0.13	0.19	9.55
Other Halstead Town Centre	0.00	0.36	0.00	1.60	0.13	0.04	2.12
Halstead Town Centre Sub-Total	***0.48***	***0.36***	***0.00***	***25.99***	***0.25***	***0.55***	***27.63***
Other Halstead/Zone 4/5	0.32	0.00	0.00	12.08	4.30	0.34	17.04
Halstead/Zone 4/5 Total	**0.79**	**0.36**	**0.00**	**38.07**	**4.55**	**0.89**	**44.67**
Braintree District Sub-Total	**149.01**	**32.86**	**89.42**	**58.13**	**6.58**	**6.86**	**342.85**
Chelmsford	5.24	19.48	13.50	0.34	0.13	n/a	38.69
Colchester	2.38	0.84	10.50	28.95	4.43	n/a	47.10
Sudbury	0.32	1.19	0.15	23.59	45.79	n/a	71.04
Haverhill	0.00	0.36	0.00	1.37	52.11	n/a	53.84
Tiptree	0.00	0.00	24.15	0.68	0.00	n/a	24.84
Great Dunmow	0.95	43.61	0.00	0.00	0.00	n/a	44.57
Bishop's Stortford	0.32	5.62	0.30	0.00	0.00	n/a	6.23
Other	0.64	15.53	12.00	0.91	17.45	n/a	46.54
Other Sub-Total	**9.85**	**86.63**	**60.61**	**55.85**	**119.90**	**n/a**	**332.85**
TOTAL	**158.86**	**119.49**	**150.03**	**113.98**	**126.48**		**675.70**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 10: Convenience Goods Floorspace and Benchmark Turnover 2015

Store	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Braintree Town Centre					
Sainsbury's, Tofts Walk	2,192	75%	1,644	£13,692	£22.51
Tesco, Market Place	2,823	60%	1,694	£11,154	£18.89
Morrisons, George Yard	1,130	80%	904	£12,999	£11.75
Iceland, Bank Street	746	95%	709	£7,733	£5.48
Other Braintree Town Centre	1,134	100%	1,134	£5,000	£5.67
Braintree Town Centre Sub-Total	**8,025**		**6,085**		**£64.30**
Other Braintree/Zone 1/2					
Lidl, Rayne Road, Braintree	1,199	90%	1,079	£5,408	£5.84
Co-op, Coggeshall Road, Braintree	254	95%	241	£9,893	£2.39
Tesco, Marks Farm, Braintree	3,527	70%	2,469	£11,154	£27.54
Marks & Spencer Simply Food, Braintree Retail Park	479	95%	455	£10,068	£4.58
Co-op, Challis Lane, Braintree	254	95%	241	£9,893	£2.39
Co-op, Panfield Lane, Braintree	103	95%	98	£9,893	£0.97
Co-op, Mountbatten Road, Braintree	77	95%	73	£9,893	£0.72
Co-op, Cressing Road, Braintree	55	95%	52	£9,893	£0.52
Tesco, Great Notley	2,762	75%	2,072	£11,154	£23.11
Co-op, Bridge End Lane, Great Notley	341	95%	324	£9,893	£3.20
Co-op, Priory Lane, Great Notley	111	95%	105	£9,893	£1.04
Co-op, Bocking Churchstreet	141	95%	134	£9,893	£1.33
Co-op, Brook Street, Great Bardfield	131	95%	124	£9,893	£1.23
Other Braintree/Zone 1/2 Sub-Total	**9,434**		**7,468**		**£74.85**
Witham Town Centre					
Tesco, Grove Centre	2,209	80%	1,767	£11,154	£19.71
Iceland, Newland Shopping Centre	291	95%	276	£7,733	£2.14
Other Witham Town Centre	889	100%	889	£5,000	£4.45
Witham Town Centre Sub-Total	**3,389**		**2,933**		**£26.29**
Other Witham/Zone 3					
Morrisons, Braintree Road, Witham	2,519	80%	2,015	£12,999	£26.20
Asda, Highfields Road, Witham	971	80%	777	£16,610	£12.90
M Local, Hatfield Road, Witham	223	95%	212	£12,999	£2.75
Co-op, Spa Road, Witham	221	95%	210	£9,893	£2.08
Co-op, Broadway, Silver End	341	95%	324	£9,893	£3.20
Co-op, The Street, Hatfield Peverel	254	95%	241	£9,893	£2.39
Co-op, High Street, Kelvedon	247	95%	235	£9,893	£2.32
Other Witham/Zone 3 Sub-Total	**4,776**		**4,014**		**£51.84**
Halstead Town Centre					
Sainsbury's, High Street	993	85%	844	£13,692	£11.56
Co-op (Solar), Weavers Court	1,520	70%	1,064	£9,893	£10.53
Other Halstead Town Centre	497	100%	497	£5,000	£2.49
Halstead Town Centre Sub-Total	**3,010**		**2,405**		**£24.57**
Other Halstead/Zone 4					
Co-op, Abels Road, Halstead	112	95%	106	£9,893	£1.05
Co-op, Swan Street, Sible Hedingham	343	95%	326	£9,893	£3.22
Co-op, High Street, Earls Colne	341	95%	324	£9,893	£3.20
Co-op, Doubleday Corner, Coggeshall	74	95%	70	£9,893	£0.70
Other Halstead/Zone 4 Sub-Total	**870**		**827**		**£8.18**
Braintree District Total	**29,504**		**23,731**		**£250.03**

Source: NLP Survey October 2015, ORC StorePoint and Mintel (Please note some figures may not total precisely due to rounding)

Table 11: Convenience Goods Commitments/Proposals, 2015

Store	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Aldi, Land South of Maltings Lane, Witham [1]	990	80%	792	£10,356	£8.20
Lidl, EMD Site, Halstead [2]	1,424	80%	1,139	£5,408	£6.16
Total	**2,414**		**1,931**		**£14.36**

Source: Braintree District Council and Mintel
Notes:
[1] *LPA Ref. 14/00918*
[2] *LPA Ref. 15/01138*

Table 12: Summary of Convenience Goods Expenditure 2015 to 2033

Area	2015	2018	2023	2028	2033
Available Expenditure in Braintree District (£m)					
Braintree	163.99	170.45	182.36	195.81	209.40
Witham	70.10	72.70	77.58	83.14	88.78
Halstead	35.43	36.72	39.13	41.87	44.67
Total	**269.52**	**279.88**	**299.07**	**320.82**	**342.85**
Turnover of Existing Facilities (£m)					
Braintree	139.15	139.15	139.15	139.15	139.15
Witham	78.14	86.34	86.34	86.34	86.34
Halstead	32.74	38.91	38.91	38.91	38.91
Total	**250.03**	**264.40**	**264.40**	**264.40**	**264.40**
Surplus/Deficit Expenditure (£m)					
Braintree	24.84	31.30	43.21	56.66	70.24
Witham	-8.04	-13.63	-8.76	-3.20	2.44
Halstead	2.69	-2.19	0.23	2.97	5.76
Total	**19.48**	**15.48**	**34.67**	**56.42**	**78.45**

Source: Tables 5 to 11
Notes:
Commitments from Table 11 added to the turnover of Witham and Halstead at 2018
No growth in convenience goods sales efficiency applied to turnover of existing facilities
Please note some figures may not total precisely due to rounding

Table 13: Convenience Goods Floorspace Expenditure Capacity 2015 to 2033

Area	2015	2018	2023	2028	2033
Turnover Density New Floorspace (£ per sq.m)	£12,500	£12,500	£12,500	£12,500	£12,500
Floorspace Requirement (sq.m net)					
Braintree	1,987	2,504	3,457	4,533	5,620
Witham	-643	-1,091	-701	-256	196
Halstead	215	-175	18	237	461
Total	**1,559**	**1,239**	**2,774**	**4,514**	**6,276**
Floorspace Requirement (sq.m gross)					
Braintree	2,838	3,577	4,938	6,475	8,028
Witham	-919	-1,558	-1,001	-366	279
Halstead	307	-250	26	339	659
Total	**2,227**	**1,769**	**3,963**	**6,448**	**8,966**

(Please note some figures may not total precisely due to rounding)

Appendix 3 Comparison Goods Capacity

Table 1: Study Area Population

Zone	2011	2015	2018	2023	2028	2033
Zone 1 - Braintree	60,022	62,319	64,219	67,385	70,550	73,715
Zone 2 - Rural West	39,608	41,725	43,260	45,787	48,120	50,227
Zone 3 - Witham	54,475	56,558	58,219	61,002	63,784	66,562
Zone 4 - Halstead	39,384	40,897	42,114	44,148	46,182	48,215
Zone 5 - Rural North	48,982	49,974	50,818	52,292	53,670	55,016
Total	**242,471**	**251,473**	**258,630**	**270,614**	**282,306**	**293,735**

Sources: *Experian 2011 Census of Population*
ONS 2012 population projections for Babergh, Maldon, St.Edmundsbury and Uttlesford
Objectively Assessed Housing Need Study July 2015 - High Housing Target for Braintree, Chelmsford and Colchester

Table 2: Comparison Goods Expenditure per person (£)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	2,994	3,211	3,720	4,391	5,183
Zone 2 - Rural West	3,615	3,877	4,490	5,301	6,257
Zone 3 - Witham	3,152	3,380	3,915	4,622	5,456
Zone 4 - Halstead	3,385	3,630	4,205	4,964	5,860
Zone 5 - Rural North	3,162	3,391	3,928	4,637	5,474

Sources:
Experian Local Expenditure 2013 (2013 prices)
Growth Rates: 5.6% 2013-2014, 4.4% 2014-2015, 3.1% 2015-2016 and 3.3% p.a. from 2016
Excludes Special Forms of Trading

Table 3: Total Comparison Goods Expenditure (£m)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	186.58	206.21	250.67	309.79	382.06
Zone 2 - Rural West	150.84	167.72	205.58	255.08	314.27
Zone 3 - Witham	178.27	196.78	238.82	294.81	363.16
Zone 4 - Halstead	138.44	152.87	185.64	229.25	282.54
Zone 5 - Rural North	158.02	172.32	205.40	248.87	301.16
Total	**812.15**	**895.90**	**1,086.11**	**1,337.80**	**1,643.19**

Source: Tables 1 and 2

Table 4: Base Year 2015 Comparison Goods Market Shares (%)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	% Inflow
Braintree/Zone 1/2						
Braintree Town Centre	25.4%	9.4%	4.6%	8.5%	0.1%	10.0%
Freeport Outlet Shopping Centre	11.1%	8.6%	6.2%	6.0%	3.3%	30.0%
Braintree Retail Park	5.6%	3.3%	2.0%	2.3%	1.2%	5.0%
Other Braintree/Zone 1/2	0.3%	0.6%	0.1%	0.8%	0.0%	2.0%
Braintree/Zone 1/2 Total	**42.4%**	**21.9%**	**12.9%**	**17.6%**	**4.6%**	
Witham/Zone 3						
Witham Town Centre	0.5%	0.0%	8.9%	0.0%	0.0%	5.0%
Other Witham/Zone 3	0.1%	0.1%	0.2%	0.1%	0.0%	2.0%
Witham/Zone 3 Total	**0.6%**	**0.1%**	**9.1%**	**0.1%**	**0.0%**	
Halstead/Zone 4						
Halstead Town Centre	0.5%	0.0%	0.0%	6.9%	0.5%	2.0%
Other Halstead/Zone 4	0.1%	0.0%	0.0%	0.4%	0.1%	2.0%
Halstead/Zone 4 Total	**0.6%**	**0.0%**	**0.0%**	**7.3%**	**0.6%**	
Braintree District Total	**43.6%**	**22.0%**	**22.0%**	**25.0%**	**5.2%**	
Chelmsford	24.1%	29.0%	29.3%	4.2%	1.1%	n/a
Colchester	7.8%	0.3%	19.5%	32.4%	3.2%	n/a
Cambridge	0.6%	11.2%	0.0%	2.9%	24.1%	n/a
Sudbury	0.0%	0.3%	0.1%	10.9%	17.7%	n/a
Tollgate Retail Park, Colchester	8.9%	0.2%	10.2%	17.1%	1.4%	n/a
Chelmer Retail Park, Chelmsford	5.4%	11.7%	9.1%	0.0%	0.4%	n/a
Lakeside, Thurrock	4.1%	2.3%	1.2%	0.8%	0.8%	n/a
Bluewater, Dartford	1.1%	1.1%	0.6%	0.5%	0.1%	n/a
Other	4.4%	21.9%	8.0%	6.2%	46.0%	n/a
Other Sub-Total	**56.4%**	**78.0%**	**78.0%**	**75.0%**	**94.8%**	
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	

Source: NEMS Household Survey September 2015

Table 5: Base Year 2015 Comparison Goods Expenditure (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2015	**186.58**	**150.84**	**178.27**	**138.44**	**158.02**		
Braintree/Zone 1/2							
Braintree Town Centre	47.39	14.18	8.20	11.77	0.16	9.08	90.77
Freeport Outlet Shopping Centre	20.71	12.97	11.05	8.31	5.21	24.97	83.22
Braintree Retail Park	10.45	4.98	3.57	3.18	1.90	1.27	25.34
Other Braintree/Zone 1/2	0.56	0.91	0.18	1.11	0.00	0.06	2.81
Braintree/Zone 1/2 Total	**79.11**	**33.03**	**23.00**	**24.36**	**7.27**	**35.37**	**202.14**
Witham/Zone 3							
Witham Town Centre	0.93	0.00	15.87	0.00	0.00	0.88	17.68
Other Witham/Zone 3	0.19	0.15	0.36	0.14	0.00	0.02	0.85
Witham/Zone 3 Total	**1.12**	**0.15**	**16.22**	**0.14**	**0.00**	**0.90**	**18.53**
Halstead/Zone 4							
Halstead Town Centre	0.93	0.00	0.00	9.55	0.79	0.23	11.51
Other Halstead/Zone 4	0.19	0.00	0.00	0.55	0.16	0.02	0.92
Halstead/Zone 4 Total	**1.12**	**0.00**	**0.00**	**10.11**	**0.95**	**0.25**	**12.42**
Braintree District Total	**81.35**	**33.18**	**39.22**	**34.61**	**8.22**	**36.52**	**233.10**
Chelmsford	44.97	43.74	52.23	5.81	1.74	n/a	148.49
Colchester	14.55	0.45	34.76	44.85	5.06	n/a	99.68
Cambridge	1.12	16.89	0.00	4.01	38.08	n/a	60.11
Sudbury	0.00	0.45	0.18	15.09	27.97	n/a	43.69
Tollgate Retail Park, Colchester	16.61	0.30	18.18	23.67	2.21	n/a	60.98
Chelmer Retail Park, Chelmsford	10.08	17.65	16.22	0.00	0.63	n/a	44.58
Lakeside, Thurrock	7.65	3.47	2.14	1.11	1.26	n/a	15.63
Bluewater, Dartford	2.05	1.66	1.07	0.69	0.16	n/a	5.63
Other	8.21	33.03	14.26	8.58	72.69	n/a	136.78
Other Sub-Total	**105.23**	**117.65**	**139.05**	**103.83**	**149.80**	**n/a**	**615.56**
TOTAL	**186.58**	**150.84**	**178.27**	**138.44**	**158.02**		**848.66**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 6: Comparison Goods Expenditure 2018 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2018	**206.21**	**167.72**	**196.78**	**152.87**	**172.32**		
Braintree/Zone 1/2							
Braintree Town Centre	52.38	15.77	9.05	12.99	0.17	10.04	100.40
Freeport Outlet Shopping Centre	22.89	14.42	12.20	9.17	5.69	27.59	91.96
Braintree Retail Park	11.55	5.53	3.94	3.52	2.07	1.40	28.00
Other Braintree/Zone 1/2	0.62	1.01	0.20	1.22	0.00	0.06	3.11
Braintree/Zone 1/2 Total	**87.43**	**36.73**	**25.38**	**26.91**	**7.93**	**39.09**	**223.47**
Witham/Zone 3							
Witham Town Centre	1.03	0.00	17.51	0.00	0.00	0.98	19.52
Other Witham/Zone 3	0.21	0.17	0.39	0.15	0.00	0.02	0.94
Witham/Zone 3 Total	**1.24**	**0.17**	**17.91**	**0.15**	**0.00**	**0.99**	**20.46**
Halstead/Zone 4							
Halstead Town Centre	1.03	0.00	0.00	10.55	0.86	0.25	12.69
Other Halstead/Zone 4	0.21	0.00	0.00	0.61	0.17	0.02	1.01
Halstead/Zone 4 Total	**1.24**	**0.00**	**0.00**	**11.16**	**1.03**	**0.27**	**13.71**
Braintree District Total	**89.91**	**36.90**	**43.29**	**38.22**	**8.96**	**40.36**	**257.63**
Chelmsford	49.70	48.64	57.66	6.42	1.90	n/a	164.31
Colchester	16.08	0.50	38.37	49.53	5.51	n/a	110.00
Cambridge	1.24	18.78	0.00	4.43	41.53	n/a	65.99
Sudbury	0.00	0.50	0.20	16.66	30.50	n/a	47.86
Tollgate Retail Park, Colchester	18.35	0.34	20.07	26.14	2.41	n/a	67.31
Chelmer Retail Park, Chelmsford	11.14	19.62	17.91	0.00	0.69	n/a	49.35
Lakeside, Thurrock	8.45	3.86	2.36	1.22	1.38	n/a	17.27
Bluewater, Dartford	2.27	1.84	1.18	0.76	0.17	n/a	6.23
Other	9.07	36.73	15.74	9.48	79.27	n/a	150.29
Other Sub-Total	**116.30**	**130.82**	**153.49**	**114.66**	**163.36**	**n/a**	**678.63**
TOTAL	**206.21**	**167.72**	**196.78**	**152.87**	**172.32**		**936.26**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 7: Comparison Goods Expenditure 2023 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2023	**250.67**	**205.58**	**238.82**	**185.64**	**205.40**		
Braintree/Zone 1/2							
Braintree Town Centre	63.67	19.32	10.99	15.78	0.21	12.22	122.18
Freeport Outlet Shopping Centre	27.82	17.68	14.81	11.14	6.78	33.53	111.76
Braintree Retail Park	14.04	6.78	4.78	4.27	2.46	1.70	34.03
Other Braintree/Zone 1/2	0.75	1.23	0.24	1.49	0.00	0.08	3.79
Braintree/Zone 1/2 Total	**106.29**	**45.02**	**30.81**	**32.67**	**9.45**	**47.52**	**271.76**
Witham/Zone 3							
Witham Town Centre	1.25	0.00	21.26	0.00	0.00	1.18	23.69
Other Witham/Zone 3	0.25	0.21	0.48	0.19	0.00	0.02	1.14
Witham/Zone 3 Total	**1.50**	**0.21**	**21.73**	**0.19**	**0.00**	**1.21**	**24.84**
Halstead/Zone 4							
Halstead Town Centre	1.25	0.00	0.00	12.81	1.03	0.31	15.40
Other Halstead/Zone 4	0.25	0.00	0.00	0.74	0.21	0.02	1.22
Halstead/Zone 4 Total	**1.50**	**0.00**	**0.00**	**13.55**	**1.23**	**0.33**	**16.62**
Braintree District Total	**109.29**	**45.23**	**52.54**	**46.41**	**10.68**	**49.06**	**313.22**
Chelmsford	60.41	59.62	69.98	7.80	2.26	n/a	200.06
Colchester	19.55	0.62	46.57	60.15	6.57	n/a	133.46
Cambridge	1.50	23.03	0.00	5.38	49.50	n/a	79.42
Sudbury	0.00	0.62	0.24	20.24	36.36	n/a	57.45
Tollgate Retail Park, Colchester	22.31	0.41	24.36	31.74	2.88	n/a	81.70
Chelmer Retail Park, Chelmsford	13.54	24.05	21.73	0.00	0.82	n/a	60.14
Lakeside, Thurrock	10.28	4.73	2.87	1.49	1.64	n/a	21.00
Bluewater, Dartford	2.76	2.26	1.43	0.93	0.21	n/a	7.59
Other	11.03	45.02	19.11	11.51	94.49	n/a	181.15
Other Sub-Total	**141.38**	**160.36**	**186.28**	**139.23**	**194.72**	**n/a**	**821.97**
TOTAL	**250.67**	**205.58**	**238.82**	**185.64**	**205.40**		**1,135.19**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 8: **Comparison Goods Expenditure 2028 (£m)**

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2028	**309.79**	**255.08**	**294.81**	**229.25**	**248.87**		
Braintree/Zone 1/2							
Braintree Town Centre	78.69	23.98	13.56	19.49	0.25	15.11	151.07
Freeport Outlet Shopping Centre	34.39	21.94	18.28	13.75	8.21	41.39	137.96
Braintree Retail Park	17.35	8.42	5.90	5.27	2.99	2.10	42.02
Other Braintree/Zone 1/2	0.93	1.53	0.29	1.83	0.00	0.09	4.68
Braintree/Zone 1/2 Total	**131.35**	**55.86**	**38.03**	**40.35**	**11.45**	**58.69**	**335.73**
Witham/Zone 3							
Witham Town Centre	1.55	0.00	26.24	0.00	0.00	1.46	29.25
Other Witham/Zone 3	0.31	0.26	0.59	0.23	0.00	0.03	1.41
Witham/Zone 3 Total	**1.86**	**0.26**	**26.83**	**0.23**	**0.00**	**1.49**	**30.66**
Halstead/Zone 4							
Halstead Town Centre	1.55	0.00	0.00	15.82	1.24	0.38	18.99
Other Halstead/Zone 4	0.31	0.00	0.00	0.92	0.25	0.03	1.51
Halstead/Zone 4 Total	**1.86**	**0.00**	**0.00**	**16.74**	**1.49**	**0.41**	**20.50**
Braintree District Total	**135.07**	**56.12**	**64.86**	**57.31**	**12.94**	**60.59**	**386.88**
Chelmsford	74.66	73.97	86.38	9.63	2.74	n/a	247.38
Colchester	24.16	0.77	57.49	74.28	7.96	n/a	164.66
Cambridge	1.86	28.57	0.00	6.65	59.98	n/a	97.05
Sudbury	0.00	0.77	0.29	24.99	44.05	n/a	70.10
Tollgate Retail Park, Colchester	27.57	0.51	30.07	39.20	3.48	n/a	100.84
Chelmer Retail Park, Chelmsford	16.73	29.84	26.83	0.00	1.00	n/a	74.40
Lakeside, Thurrock	12.70	5.87	3.54	1.83	1.99	n/a	25.93
Bluewater, Dartford	3.41	2.81	1.77	1.15	0.25	n/a	9.38
Other	13.63	55.86	23.58	14.21	114.48	n/a	221.77
Other Sub-Total	**174.72**	**198.97**	**229.95**	**171.94**	**235.93**	**n/a**	**1,011.50**
TOTAL	**309.79**	**255.08**	**294.81**	**229.25**	**248.87**		**1,398.38**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 9: Comparison Goods Expenditure 2033 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2033	**382.06**	**314.27**	**363.16**	**282.54**	**301.16**		
Braintree/Zone 1/2							
Braintree Town Centre	97.04	29.54	16.71	24.02	0.30	18.62	186.23
Freeport Outlet Shopping Centre	42.41	27.03	22.52	16.95	9.94	50.93	169.78
Braintree Retail Park	21.40	10.37	7.26	6.50	3.61	2.59	51.73
Other Braintree/Zone 1/2	1.15	1.89	0.36	2.26	0.00	0.12	5.77
Braintree/Zone 1/2 Total	**162.00**	**68.83**	**46.85**	**49.73**	**13.85**	**72.26**	**413.51**
Witham/Zone 3							
Witham Town Centre	1.91	0.00	32.32	0.00	0.00	1.80	36.03
Other Witham/Zone 3	0.38	0.31	0.73	0.28	0.00	0.03	1.74
Witham/Zone 3 Total	**2.29**	**0.31**	**33.05**	**0.28**	**0.00**	**1.84**	**37.77**
Halstead/Zone 4							
Halstead Town Centre	1.91	0.00	0.00	19.50	1.51	0.47	23.38
Other Halstead/Zone 4	0.38	0.00	0.00	1.13	0.30	0.04	1.85
Halstead/Zone 4 Total	**2.29**	**0.00**	**0.00**	**20.63**	**1.81**	**0.50**	**25.23**
Braintree District Total	**166.58**	**69.14**	**79.90**	**70.63**	**15.66**	**74.60**	**476.51**
Chelmsford	92.08	91.14	106.41	11.87	3.31	n/a	304.80
Colchester	29.80	0.94	70.82	91.54	9.64	n/a	202.74
Cambridge	2.29	35.20	0.00	8.19	72.58	n/a	118.26
Sudbury	0.00	0.94	0.36	30.80	53.30	n/a	85.41
Tollgate Retail Park, Colchester	34.00	0.63	37.04	48.31	4.22	n/a	124.21
Chelmer Retail Park, Chelmsford	20.63	36.77	33.05	0.00	1.20	n/a	91.65
Lakeside, Thurrock	15.66	7.23	4.36	2.26	2.41	n/a	31.92
Bluewater, Dartford	4.20	3.46	2.18	1.41	0.30	n/a	11.55
Other	16.81	68.83	29.05	17.52	138.53	n/a	270.74
Other Sub-Total	**215.48**	**245.13**	**283.27**	**211.90**	**285.50**	**n/a**	**1,241.28**
TOTAL	**382.06**	**314.27**	**363.16**	**282.54**	**301.16**		**1,717.79**

Source: Table 3 and 4 *(Please note some figures may not total precisely due to rounding)*

Table 10: Comparison Goods Floorspace 2015

Centre	Sales Floorspace (sq.m net)
Braintree Town Centre	11,137
Braintree Food Stores (non-food sales floorspace)	3,906
Freeport Outlet Shopping Centre	14,307
Braintree Retail Park	8,689
Witham Town Centre	5,250
Witham Food Stores (non-food sales floorspace)	1,219
Halstead Town Centre	4,298
Halstead Food Stores (non-food sales floorspace)	648
Braintree District Total	**49,454**

Source: NLP Survey September 2015, Goad, VOA and Completely Retail

Table 11: Comparison Goods Commitments/Proposals, 2015

Store	Comparison Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Adjacent to Halfords, Charter Way, Braintree Retail Park [1]	1,526	£2,500	£3.82
Aldi, Land South of Maltings Lane, Witham [2]	198	£5,406	£1.07
Lidl, EMD Site, Halstead [3]	285	£3,120	£0.89
Total	**2,009**		**£5.77**

Source: Braintree District Council and Mintel
Notes:
[1] LPA Ref. 10/01109, as amended by 13/01396
[2] LPA Ref. 14/00918
[3] LPA Ref. 15/01138

Table 12: Summary of Comparison Goods Expenditure 2015 to 2033

Area	2015	2018	2023	2028	2033
Available Expenditure in Braintree District (£m)					
Braintree	93.58	103.51	125.97	155.75	192.00
Freeport/Braintree Retail Park	108.56	119.96	145.79	179.98	221.50
Witham	18.53	20.46	24.84	30.66	37.77
Halstead	12.42	13.71	16.62	20.50	25.23
Total	**233.10**	**257.63**	**313.22**	**386.88**	**476.51**
Turnover of Existing Facilities (£m)					
Braintree	93.58	100.78	114.02	129.00	145.95
Freeport/Braintree Retail Park	108.56	121.02	136.92	154.91	175.27
Witham	18.53	21.11	23.88	27.02	30.57
Halstead	12.42	14.33	16.22	18.35	20.76
Total	**233.10**	**257.24**	**291.04**	**329.29**	**372.56**
Surplus/Deficit Expenditure (£m)					
Braintree	0.00	2.73	11.95	26.75	46.05
Freeport/Braintree Retail Park	0.00	-1.06	8.87	25.07	46.23
Witham	0.00	-0.65	0.95	3.64	7.20
Halstead	0.00	-0.63	0.40	2.15	4.47
Total	**0.00**	**0.40**	**22.18**	**57.60**	**103.95**

Source: Tables 5 to 11
Notes:
Commitments from Table 11 added to the turnover of Freeport/Braintree Retail Park, Witham and Halstead at 2018
Growth in comparison goods sales efficiency of 2.5% per annum applied to turnover of existing facilities
Please note some figures may not total precisely due to rounding

Table 13: Comparison Goods Floorspace Expenditure Capacity 2015 to 2033

Area	2015	2018	2023	2028	2033
Turnover Density New Floorspace (£ per sq.m)	£6,000	£6,461	£7,310	£8,271	£9,358
Floorspace Requirement (sq.m net)					
Braintree	0	423	1,635	3,234	4,921
Freeport/Braintree Retail Park	0	-163	1,213	3,030	4,941
Witham	0	-101	130	440	769
Halstead	0	-97	55	260	478
Total	**0**	**61**	**3,033**	**6,964**	**11,108**
Floorspace Requirement (sq.m gross)					
Braintree	0	604	2,336	4,620	7,030
Freeport/Braintree Retail Park	0	-233	1,733	4,329	7,058
Witham	0	-144	186	628	1,099
Halstead	0	-139	79	371	682
Total	**0**	**88**	**4,333**	**9,948**	**15,869**

Appendix 4 Cinema Capacity

Table 1: Study Area Population

Zone	2011	2015	2018	2023	2028	2033
Zone 1 - Braintree	60,022	62,319	64,219	67,385	70,550	73,715
Zone 2 - Rural West	39,608	41,725	43,260	45,787	48,120	50,227
Zone 3 - Witham	54,475	56,558	58,219	61,002	63,784	66,562
Zone 4 - Halstead	39,384	40,897	42,114	44,148	46,182	48,215
Zone 5 - Rural North	48,982	49,974	50,818	52,292	53,670	55,016
Total	**242,471**	**251,473**	**258,630**	**270,614**	**282,306**	**293,735**

Sources:
Experian 2011 Census of Population
ONS 2012 population projections for Babergh, Maldon, St.Edmundsbury and Uttlesford
Objectively Assessed Housing Need Study July 2015 - High Housing Target for Braintree, Chelmsford and Colchester

Table 2: Total Number of Cinema Trips (per annum)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	174,493	179,813	188,678	197,540	206,402
Zone 2 - Rural West	116,830	121,128	128,204	134,736	140,636
Zone 3 - Witham	158,362	163,013	170,806	178,595	186,374
Zone 4 - Halstead	114,512	117,919	123,614	129,310	135,002
Zone 5 - Rural North	139,927	142,290	146,418	150,276	154,045
Total	**704,124**	**724,163**	**757,720**	**790,457**	**822,459**

Sources:

Table 1; 2.8 Trips per annum per person (NLP CineScope Model)

Table 3: Base Year 2014 Cinema Market Shares (%)

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	% Inflow
Braintree District	98.8%	66.0%	85.1%	72.5%	9.3%	30.0%
Colchester	0.0%	0.0%	3.3%	16.5%	0.0%	n/a
Chelmsford	0.7%	12.5%	5.0%	0.0%	0.0%	n/a
Haverhill	0.0%	4.4%	0.0%	7.6%	72.2%	n/a
Bishops Stortford	0.0%	10.2%	0.0%	0.0%	0.0%	n/a
Other	0.5%	6.9%	6.6%	3.4%	18.5%	n/a
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	

Source: NEMS Household Survey September 2015

Table 4: Base Year 2015 Total Cinema Trips Per Annum

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Trips 2015	**174,493**	**116,830**	**158,362**	**114,512**	**139,927**		**704,124**
Braintree District	172,399	77,108	134,766	83,021	13,013	205,846	686,154
Colchester	0	0	5,226	18,894	0	n/a	24,120
Chelmsford	1,221	14,604	7,918	0	0	n/a	23,743
Haverhill	0	5,141	0	8,703	101,027	n/a	114,871
Bishops Stortford	0	11,917	0	0	0	n/a	11,917
Other	872	8,061	10,452	3,893	25,887	n/a	49,166
Total	**174,493**	**116,830**	**158,362**	**114,512**	**139,927**		**909,971**

Source: Tables 2 and 3
(Please note some figures may not total precisely due to rounding)

Table 5: Total Cinema Trips Per Annum 2018

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Trips 2018	**179,813**	**121,128**	**163,013**	**117,919**	**142,290**		**724,164**
Braintree District	177,655	79,944	138,724	85,491	13,233	212,164	707,212
Colchester	0	0	5,379	19,457	0	n/a	24,836
Chelmsford	1,259	15,141	8,151	0	0	n/a	24,550
Haverhill	0	5,330	0	8,962	102,734	n/a	117,025
Bishops Stortford	0	12,355	0	0	0	n/a	12,355
Other	899	8,358	10,759	4,009	26,324	n/a	50,349
Total	**179,813**	**121,128**	**163,013**	**117,919**	**142,290**		**936,328**

Source: Tables 2 and 3
(Please note some figures may not total precisely due to rounding)

Table 6: Total Cinema Trips Per Annum 2023

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Trips 2023	**188,678**	**128,204**	**170,806**	**123,614**	**146,418**		**757,719**
Braintree District	186,414	84,614	145,356	89,620	13,617	222,695	742,316
Colchester	0	0	5,637	20,396	0	n/a	26,033
Chelmsford	1,321	16,025	8,540	0	0	n/a	25,886
Haverhill	0	5,641	0	9,395	105,714	n/a	120,749
Bishops Stortford	0	13,077	0	0	0	n/a	13,077
Other	943	8,846	11,273	4,203	27,087	n/a	52,353
Total	**188,678**	**128,204**	**170,806**	**123,614**	**146,418**		**980,414**

Source: Tables 2 and 3
(Please note some figures may not total precisely due to rounding)

Table 7: Total Cinema Trips Per Annum 2028

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Trips 2028	**197,540**	**134,736**	**178,595**	**129,310**	**150,276**		**790,457**
Braintree District	195,170	88,926	151,985	93,749	13,976	233,059	776,864
Colchester	0	0	5,894	21,336	0	n/a	27,230
Chelmsford	1,383	16,842	8,930	0	0	n/a	27,155
Haverhill	0	5,928	0	9,828	108,499	n/a	124,255
Bishops Stortford	0	13,743	0	0	0	n/a	13,743
Other	988	9,297	11,787	4,397	27,801	n/a	54,269
Total	**197,540**	**134,736**	**178,595**	**129,310**	**150,276**		**1,023,516**

Source: Tables 2 and 3
(Please note some figures may not total precisely due to rounding)

Table 8: Total Cinema Trips Per Annum 2033

Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Trips 2033	**206,402**	**140,636**	**186,374**	**135,002**	**154,045**		**822,458**
Braintree District	203,925	92,819	158,604	97,876	14,326	243,236	810,787
Colchester	0	0	6,150	22,275	0	n/a	28,426
Chelmsford	1,445	17,579	9,319	0	0	n/a	28,343
Haverhill	0	6,188	0	10,260	111,220	n/a	127,668
Bishops Stortford	0	14,345	0	0	0	n/a	14,345
Other	1,032	9,704	12,301	4,590	28,498	n/a	56,125
Total	**206,402**	**140,636**	**186,374**	**135,002**	**154,045**		**1,065,694**

Source: Tables 2 and 3
(Please note some figures may not total precisely due to rounding)

Table 9: Cinema Screen Capacity 2015 to 2033

	2015	2018	2023	2028	2033
Total Cinema Trips attracted to Braintree District (per annum)	686,154	707,212	742,316	776,864	810,787
Number of Trips per Screen (per annum)	47,000	47,000	47,000	47,000	47,000
Cinema Screen Potential	15	15	16	17	17
Existing Screens in Braintree District	12	12	12	12	12
Braintree District Screen Capacity	3	3	4	5	5

Table 10: Cinema Seat Capacity 2015 to 2033

	2015	2018	2023	2028	2033
Total Cinema Trips attracted to Braintree District (per annum)	686,154	707,212	742,316	776,864	810,787
Number of Trips per Seat (per annum)	232	232	232	232	232
Cinema Seat Potential	2,958	3,048	3,200	3,349	3,495
Existing Seats in Braintree District	2,100	2,100	2,100	2,100	2,100
Braintree District Seat Capacity	858	948	1,100	1,249	1,395

Appendix 5 Food and Beverage Capacity

Table 1: Study Area Population

Zone	2011	2015	2018	2023	2028	2033
Zone 1 - Braintree	60,022	62,319	64,219	67,385	70,550	73,715
Zone 2 - Rural West	39,608	41,725	43,260	45,787	48,120	50,227
Zone 3 - Witham	54,475	56,558	58,219	61,002	63,784	66,562
Zone 4 - Halstead	39,384	40,897	42,114	44,148	46,182	48,215
Zone 5 - Rural North	48,982	49,974	50,818	52,292	53,670	55,016
Total	**242,471**	**251,473**	**258,630**	**270,614**	**282,306**	**293,735**

Sources: *Experian 2011 Census of Population*
ONS 2012 population projections for Babergh, Maldon, St.Edmundsbury and Uttlesford
Objectively Assessed Housing Need Study July 2015 - High Housing Target for Braintree, Chelmsford and Colchester

Table 2: Food & Beverage Goods Expenditure per person (£)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	1,123	1,167	1,245	1,328	1,417
Zone 2 - Rural West	1,355	1,409	1,503	1,603	1,710
Zone 3 - Witham	1,171	1,218	1,299	1,385	1,478
Zone 4 - Halstead	1,273	1,323	1,412	1,506	1,606
Zone 5 - Rural North	1,174	1,221	1,302	1,389	1,482

Sources:

Experian Local Expenditure 2013 (2013 prices)

Growth Rates: 2.1% 2013-2014, 2.8% 2014-2015 and 1.3% p.a. from 2015

Table 3: Total Food & Beverage Goods Expenditure (£m)

Zone	2015	2018	2023	2028	2033
Zone 1 - Braintree	69.99	74.97	83.92	93.72	104.45
Zone 2 - Rural West	56.54	60.93	68.80	77.12	85.87
Zone 3 - Witham	66.25	70.89	79.23	88.37	98.37
Zone 4 - Halstead	52.07	55.74	62.33	69.55	77.45
Zone 5 - Rural North	58.69	62.04	68.10	74.56	81.53
Total	**303.54**	**324.57**	**362.38**	**403.32**	**447.67**

Source: Tables 1 and 2

Table 4: Base Year 2015 Food & Beverage Goods Market Shares (%)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	% Inflow
Braintree/Zone 1/2						
Braintree Town Centre	62.1%	10.6%	6.3%	6.1%	2.6%	10.0%
Freeport Outlet Shopping Centre/Braintree Retail Park	13.7%	2.7%	7.0%	1.5%	2.2%	30.0%
Other Braintree/Zone 1/2	5.8%	4.5%	2.0%	0.5%	1.8%	2.0%
Braintree/Zone 1/2 Total	**81.6%**	**17.8%**	**15.3%**	**8.1%**	**6.6%**	
Witham/Zone 3						
Witham Town Centre	0.1%	0.0%	40.1%	1.2%	0.0%	5.0%
Other Witham/Zone 3	0.6%	1.5%	13.4%	0.0%	0.0%	2.0%
Witham/Zone 3 Total	**0.7%**	**1.5%**	**53.5%**	**1.2%**	**0.0%**	
Halstead/Zone 4						
Halstead Town Centre	0.0%	1.0%	0.0%	24.4%	2.5%	2.0%
Other Halstead/Zone 4	0.4%	0.0%	0.0%	25.4%	7.2%	2.0%
Halstead/Zone 4 Total	**0.4%**	**1.0%**	**0.0%**	**49.8%**	**9.7%**	
Braintree District Total	**82.7%**	**20.3%**	**68.8%**	**59.1%**	**16.3%**	
Chelmsford	7.7%	12.2%	6.8%	0.3%	0.4%	n/a
Colchester	1.6%	0.0%	6.3%	23.5%	0.0%	n/a
Sudbury	0.5%	0.0%	0.0%	7.5%	18.9%	n/a
Haverhill	0.0%	1.1%	0.0%	0.0%	32.2%	n/a
Tiptree	0.2%	0.0%	7.5%	0.0%	0.0%	n/a
Great Dunmow	0.2%	38.6%	0.0%	0.0%	0.8%	n/a
Bishop's Stortford	0.0%	0.9%	0.0%	0.0%	0.0%	n/a
Other	7.1%	26.9%	10.6%	9.6%	31.4%	n/a
Other Sub-Total	**17.3%**	**79.7%**	**31.2%**	**40.9%**	**83.7%**	
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	

Source: NEMS Household Survey September 2015

Table 5: Base Year 2015 Food & Beverage Goods Expenditure (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2015	**69.99**	**56.54**	**66.25**	**52.07**	**58.69**		
Braintree/Zone 1/2							
Braintree Town Centre	43.46	5.99	4.17	3.18	1.53	6.48	64.81
Freeport Outlet Shopping Centre/Braintree Retail Park	9.59	1.53	4.64	0.78	1.29	7.64	25.46
Other Braintree/Zone 1/2	4.06	2.54	1.32	0.26	1.06	0.19	9.43
Braintree/Zone 1/2 Total	**57.11**	**10.06**	**10.14**	**4.22**	**3.87**	**14.31**	**99.71**
Witham/Zone 3							
Witham Town Centre	0.07	0.00	26.57	0.62	0.00	1.43	28.70
Other Witham/Zone 3	0.42	0.85	8.88	0.00	0.00	0.21	10.35
Witham/Zone 3 Total	**0.49**	**0.85**	**35.44**	**0.62**	**0.00**	**1.64**	**39.05**
Halstead/Zone 4							
Halstead Town Centre	0.00	0.57	0.00	12.70	1.47	0.30	15.04
Other Halstead/Zone 4	0.28	0.00	0.00	13.23	4.23	0.36	18.09
Halstead/Zone 4 Total	**0.28**	**0.57**	**0.00**	**25.93**	**5.69**	**0.66**	**33.13**
Braintree District Total	**57.88**	**11.48**	**45.58**	**30.77**	**9.57**	**16.61**	**171.89**
Chelmsford	5.39	6.90	4.50	0.16	0.23	n/a	17.18
Colchester	1.12	0.00	4.17	12.24	0.00	n/a	17.53
Sudbury	0.35	0.00	0.00	3.91	11.09	n/a	15.35
Haverhill	0.00	0.62	0.00	0.00	18.90	n/a	19.52
Tiptree	0.14	0.00	4.97	0.00	0.00	n/a	5.11
Great Dunmow	0.14	21.82	0.00	0.00	0.47	n/a	22.43
Bishop's Stortford	0.00	0.51	0.00	0.00	0.00	n/a	0.51
Other	4.97	15.21	7.02	5.00	18.43	n/a	50.63
Other Sub-Total	**12.11**	**45.06**	**20.67**	**21.30**	**49.13**	**n/a**	**148.26**
TOTAL	**69.99**	**56.54**	**66.25**	**52.07**	**58.69**		**320.15**

Source: Table 3 and 4
(Please note some figures may not total precisely due to rounding)

Table 6: Food & Beverage Goods Expenditure 2018 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2018	**74.97**	**60.93**	**70.89**	**55.74**	**62.04**		
Braintree/Zone 1/2							
Braintree Town Centre	46.56	6.46	4.47	3.40	1.61	6.94	69.44
Freeport Outlet Shopping Centre/Braintree Retail Park	10.27	1.65	4.96	0.84	1.36	8.18	27.26
Other Braintree/Zone 1/2	4.35	2.74	1.42	0.28	1.12	0.20	10.11
Braintree/Zone 1/2 Total	**61.18**	**10.85**	**10.85**	**4.51**	**4.09**	**15.32**	**106.80**
Witham/Zone 3							
Witham Town Centre	0.07	0.00	28.43	0.67	0.00	1.54	30.71
Other Witham/Zone 3	0.45	0.91	9.50	0.00	0.00	0.22	11.08
Witham/Zone 3 Total	**0.52**	**0.91**	**37.93**	**0.67**	**0.00**	**1.76**	**41.79**
Halstead/Zone 4							
Halstead Town Centre	0.00	0.61	0.00	13.60	1.55	0.32	16.08
Other Halstead/Zone 4	0.30	0.00	0.00	14.16	4.47	0.39	19.31
Halstead/Zone 4 Total	**0.30**	**0.61**	**0.00**	**27.76**	**6.02**	**0.71**	**35.39**
Braintree District Total	**62.00**	**12.37**	**48.77**	**32.94**	**10.11**	**17.79**	**183.98**
Chelmsford	5.77	7.43	4.82	0.17	0.25	n/a	18.44
Colchester	1.20	0.00	4.47	13.10	0.00	n/a	18.76
Sudbury	0.37	0.00	0.00	4.18	11.73	n/a	16.28
Haverhill	0.00	0.67	0.00	0.00	19.98	n/a	20.65
Tiptree	0.15	0.00	5.32	0.00	0.00	n/a	5.47
Great Dunmow	0.15	23.52	0.00	0.00	0.50	n/a	24.17
Bishop's Stortford	0.00	0.55	0.00	0.00	0.00	n/a	0.55
Other	5.32	16.39	7.51	5.35	19.48	n/a	54.06
Other Sub-Total	**12.97**	**48.56**	**22.12**	**22.80**	**51.93**	**n/a**	**158.38**
TOTAL	**74.97**	**60.93**	**70.89**	**55.74**	**62.04**		**342.36**

Source: Table 3 and 4
(Please note some figures may not total precisely due to rounding)

Table 7: Food & Beverage Goods Expenditure 2023 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2023	**83.92**	**68.80**	**79.23**	**62.33**	**68.10**		
Braintree/Zone 1/2							
Braintree Town Centre	52.11	7.29	4.99	3.80	1.77	7.77	77.74
Freeport Outlet Shopping Centre/Braintree Retail Park	11.50	1.86	5.55	0.93	1.50	9.14	30.48
Other Braintree/Zone 1/2	4.87	3.10	1.58	0.31	1.23	0.23	11.31
Braintree/Zone 1/2 Total	**68.47**	**12.25**	**12.12**	**5.05**	**4.49**	**17.14**	**119.53**
Witham/Zone 3							
Witham Town Centre	0.08	0.00	31.77	0.75	0.00	1.72	34.32
Other Witham/Zone 3	0.50	1.03	10.62	0.00	0.00	0.25	12.40
Witham/Zone 3 Total	**0.59**	**1.03**	**42.39**	**0.75**	**0.00**	**1.96**	**46.72**
Halstead/Zone 4							
Halstead Town Centre	0.00	0.69	0.00	15.21	1.70	0.36	17.96
Other Halstead/Zone 4	0.34	0.00	0.00	15.83	4.90	0.43	21.50
Halstead/Zone 4 Total	**0.34**	**0.69**	**0.00**	**31.04**	**6.61**	**0.79**	**39.46**
Braintree District Total	**69.40**	**13.97**	**54.51**	**36.83**	**11.10**	**19.90**	**205.71**
Chelmsford	6.46	8.39	5.39	0.19	0.27	n/a	20.70
Colchester	1.34	0.00	4.99	14.65	0.00	n/a	20.98
Sudbury	0.42	0.00	0.00	4.67	12.87	n/a	17.97
Haverhill	0.00	0.76	0.00	0.00	21.93	n/a	22.69
Tiptree	0.17	0.00	5.94	0.00	0.00	n/a	6.11
Great Dunmow	0.17	26.56	0.00	0.00	0.54	n/a	27.27
Bishop's Stortford	0.00	0.62	0.00	0.00	0.00	n/a	0.62
Other	5.96	18.51	8.40	5.98	21.38	n/a	60.23
Other Sub-Total	**14.52**	**54.83**	**24.72**	**25.49**	**57.00**	**n/a**	**176.56**
TOTAL	**83.92**	**68.80**	**79.23**	**62.33**	**68.10**		**382.27**

Source: Table 3 and 4
(Please note some figures may not total precisely due to rounding)

Table 8: Food & Beverage Goods Expenditure 2028 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2028	**93.72**	**77.12**	**88.37**	**69.55**	**74.56**		
Braintree/Zone 1/2							
Braintree Town Centre	58.20	8.18	5.57	4.24	1.94	8.68	86.80
Freeport Outlet Shopping Centre/Braintree Retail Park	12.84	2.08	6.19	1.04	1.64	10.20	33.99
Other Braintree/Zone 1/2	5.44	3.47	1.77	0.35	1.34	0.25	12.62
Braintree/Zone 1/2 Total	**76.47**	**13.73**	**13.52**	**5.63**	**4.92**	**19.13**	**133.41**
Witham/Zone 3							
Witham Town Centre	0.09	0.00	35.44	0.83	0.00	1.91	38.28
Other Witham/Zone 3	0.56	1.16	11.84	0.00	0.00	0.28	13.84
Witham/Zone 3 Total	**0.66**	**1.16**	**47.28**	**0.83**	**0.00**	**2.19**	**52.12**
Halstead/Zone 4							
Halstead Town Centre	0.00	0.77	0.00	16.97	1.86	0.40	20.00
Other Halstead/Zone 4	0.37	0.00	0.00	17.66	5.37	0.48	23.89
Halstead/Zone 4 Total	**0.37**	**0.77**	**0.00**	**34.63**	**7.23**	**0.88**	**43.89**
Braintree District Total	**77.50**	**15.66**	**60.80**	**41.10**	**12.15**	**22.20**	**229.41**
Chelmsford	7.22	9.41	6.01	0.21	0.30	n/a	23.14
Colchester	1.50	0.00	5.57	16.34	0.00	n/a	23.41
Sudbury	0.47	0.00	0.00	5.22	14.09	n/a	19.78
Haverhill	0.00	0.85	0.00	0.00	24.01	n/a	24.86
Tiptree	0.19	0.00	6.63	0.00	0.00	n/a	6.82
Great Dunmow	0.19	29.77	0.00	0.00	0.60	n/a	30.55
Bishop's Stortford	0.00	0.69	0.00	0.00	0.00	n/a	0.69
Other	6.65	20.75	9.37	6.68	23.41	n/a	66.86
Other Sub-Total	**16.21**	**61.47**	**27.57**	**28.44**	**62.41**	**n/a**	**196.10**
TOTAL	**93.72**	**77.12**	**88.37**	**69.55**	**74.56**		**425.52**

Source: Table 3 and 4
(Please note some figures may not total precisely due to rounding)

Table 9: Food & Beverage Goods Expenditure 2033 (£m)

Centre/Facility	Zone 1 Braintree	Zone 2 Rural West	Zone 3 Witham	Zone 4 Halstead	Zone 5 Rural North	Inflow	Total
Expenditure 2033	**104.45**	**85.87**	**98.37**	**77.45**	**81.53**		
Braintree/Zone 1/2							
Braintree Town Centre	64.87	9.10	6.20	4.72	2.12	9.67	96.68
Freeport Outlet Shopping Centre/Braintree Retail Park	14.31	2.32	6.89	1.16	1.79	11.34	37.81
Other Braintree/Zone 1/2	6.06	3.86	1.97	0.39	1.47	0.28	14.03
Braintree/Zone 1/2 Total	**85.24**	**15.29**	**15.05**	**6.27**	**5.38**	**21.29**	**148.52**
Witham/Zone 3							
Witham Town Centre	0.10	0.00	39.45	0.93	0.00	2.13	42.61
Other Witham/Zone 3	0.63	1.29	13.18	0.00	0.00	0.31	15.40
Witham/Zone 3 Total	**0.73**	**1.29**	**52.63**	**0.93**	**0.00**	**2.44**	**58.02**
Halstead/Zone 4							
Halstead Town Centre	0.00	0.86	0.00	18.90	2.04	0.44	22.24
Other Halstead/Zone 4	0.42	0.00	0.00	19.67	5.87	0.53	26.49
Halstead/Zone 4 Total	**0.42**	**0.86**	**0.00**	**38.57**	**7.91**	**0.97**	**48.73**
Braintree District Total	**86.38**	**17.43**	**67.68**	**45.77**	**13.29**	**24.71**	**255.27**
Chelmsford	8.04	10.48	6.69	0.23	0.33	n/a	25.77
Colchester	1.67	0.00	6.20	18.20	0.00	n/a	26.07
Sudbury	0.52	0.00	0.00	5.81	15.41	n/a	21.74
Haverhill	0.00	0.94	0.00	0.00	26.25	n/a	27.20
Tiptree	0.21	0.00	7.38	0.00	0.00	n/a	7.59
Great Dunmow	0.21	33.15	0.00	0.00	0.65	n/a	34.01
Bishop's Stortford	0.00	0.77	0.00	0.00	0.00	n/a	0.77
Other	7.42	23.10	10.43	7.44	25.60	n/a	73.98
Other Sub-Total	**18.07**	**68.44**	**30.69**	**31.68**	**68.24**	**n/a**	**217.12**
TOTAL	**104.45**	**85.87**	**98.37**	**77.45**	**81.53**		**472.39**

Source: Table 3 and 4
(Please note some figures may not total precisely due to rounding)

Table 10: Food and Beverage Oultets 2015

Centre	No. Class A3 Cafés/Restaurants	No. Class A4 Pubs/Bars	No. Class A5 Takeaways	Total
Braintree Town Centre	17	11	20	48
Freeport/Braintree Retail Park	12	0	0	12
Witham Town Centre	7	8	12	27
Halstead Town Centre	9	5	9	23
Braintree District Total	**45**	**24**	**41**	**110**

Source: NLP Survey October 2015

Table 11: Summary of Food & Beverage Goods Expenditure 2015 to 2033

Area	2015	2018	2023	2028	2033
Available Expenditure in Braintree District (£m)					
Braintree	74.25	79.54	89.05	99.42	110.70
Freeport/Braintree Retail Park	25.46	27.26	30.48	33.99	37.81
Witham	39.05	41.79	46.72	52.12	58.02
Halstead	33.13	35.39	39.46	43.89	48.73
Total	**171.89**	**183.98**	**205.71**	**229.41**	**255.27**
Turnover of Existing Facilities (£m)					
Braintree	74.25	76.50	80.40	84.50	88.81
Freeport/Braintree Retail Park	25.46	26.24	27.57	28.98	30.46
Witham	39.05	40.23	42.28	44.44	46.71
Halstead	33.13	34.14	35.88	37.71	39.63
Total	**171.89**	**177.10**	**186.13**	**195.63**	**205.60**
Surplus/Deficit Expenditure (£m)					
Braintree	0.00	3.05	8.65	14.92	21.89
Freeport/Braintree Retail Park	0.00	1.02	2.90	5.01	7.36
Witham	0.00	1.56	4.44	7.68	11.31
Halstead	0.00	1.26	3.58	6.18	9.10
Total	**0.00**	**6.89**	**19.58**	**33.79**	**49.66**

Source: Tables 5 to 9
Growth in food & beverage sales efficiency of 1% per annum applied to turnover of existing facilities
(Please note some figures may not total precisely due to rounding)

Table 12: Food & Beverage Goods Floorspace Expenditure Capacity 2015 to 2033

Area	2015	2018	2023	2028	2033
Turnover Density New Floorspace (£ per sq.m)	£5,000	£5,152	£5,414	£5,690	£5,981
Floorspace Requirement (sq.m gross)					
Braintree	0	592	1,599	2,622	3,661
Freeport/Braintree Retail Park	0	198	536	880	1,230
Witham	0	303	820	1,349	1,891
Halstead	0	244	661	1,087	1,522
Total	**0**	**1,337**	**3,616**	**5,938**	**8,304**

(Please note some figures may not total precisely due to rounding)

Appendix 6 Town Centre Audits

A. Braintree Town Centre

Braintree is classified as a town centre in the adopted Core Strategy (Policy CS6). It is the largest centre within Braintree District. Braintree fulfils an important role as the administrative centre of the district, supporting a range of retail, service and community facilities.

Diversity of Uses

The most recent Experian GOAD plan for Braintree was prepared in December 2014, and identifies that Braintree has 269 ground floor units within retail and service uses occupying 45,440 sq.m gross floorspace.

Table A.1 below illustrates the diversity of uses present in Braintree in December 2011 and December 2014, compared against the national average (GOAD - June 2015).

Table A.1: Braintree Town Centre Retail Composition by no. of units

	No. of Units		% of Total		UK Ave. 2015
	2011	2014	2011	2014	
Convenience	17	15	6.4%	5.6%	8.5%
Comparison	96	81	36.1%	30.1%	32.3%
Service	128	148	48.1%	55.0%	47.9%
Vacant	25	25	9.4%	9.3%	11.3%
Total	**266**	**269**	**100.0%**	**100.0%**	**100.0%**

Source: Experian GOAD Report December 2011 and December 2014
UK Average sourced from GOAD (August 2015)

Table A.2: Braintree Town Centre Composition by floorspace

	Floorspace sq.m		% of Total	
	2011	2014	2014	UK Ave.
Convenience	10,140	10,130	22.3%	15.1%
Comparison	17,380	15,240	33.5%	36.1%
Service	14,840	17,590	38.7%	39.6%
Vacant	3,030	2,480	5.5%	9.2%
Total	**45,390**	**45,440**	**100.0%**	**100.0%**

Source: Experian GOAD Report December 2011. UK Average sourced from GOAD Town Centre Report August 2015

The number of units and amount of floorspace remained broadly unchanged between 2011 and 2014. However the number of comparison and convenience goods retail uses decreased, whilst the number of non-retail services uses increased. The vacancy rate has remained unchanged and is still below the national average.

Whilst convenience uses in Braintree remains below the national average in terms of units, due to the presence of three medium sized food stores in the town centre operated by Tesco, Morrison's and Sainsbury's, the proportion of floorspace used for the sale of convenience goods is significantly higher than the national average.

Retailer Representation

Despite the reduction between 2011 and 2014, Braintree still has a reasonable selection of comparison shops (81) reflecting its size and role in the shopping hierarchy in the District. Table A.3 provides a breakdown of comparison shop units by category compared with the national average.

Table A.3 Braintree Breakdown of Comparison Units

Type of Unit	Braintree		% UK Average*
	Units	%	
Clothing and footwear	13	16.1	26.1
Furniture, carpets and textiles	7	8.6	6.5
Booksellers, arts, crafts and stationers	4	4.9	9.3
Electrical, gas, music and photography	10	12.4	9.1
DIY, hardware and homewares	4	4.9	8.3
China, glass, gifts and fancy goods	6	7.4	5.3
Cars, motorcycles and motor access	0	0	0.5
Chemists, drug stores and opticians	6	7.4	10.0
Variety, department and catalogue	3	3.7	1.5
Florists, nurserymen and seedsmen	2	2.5	2.2
Toys, hobby, cycle and sport	8	9.9	5.1
Jewellers	4	4.9	4.9
Charity/second hand shops	12	14.8	8.8
Other comparison retailers	2	2.5	2.4
Total	**81**	**100.0**	**100.0**

Source: NLP 2015
*UK average for all town centres surveyed by Goad Plans (June 2015)

The centre provides all of the Goad comparison shop categories apart from car, motorcycle accessories. The town centre has a good choice of shops in most categories. However the proportion of clothing shops is relatively low, whilst the proportion of charity shops is relatively high.

Despite the reduction in the number of comparison good shops since 2011 (96 to 81), Braintree continues to have a good range of national multiples represented. The town centre is anchored by four large food stores i.e. Morrison's, Sainsbury's, Tesco and Iceland.

Co-op's Quadrant department is the largest comparison store and other major comparison retailers include Argos, Boots, Dorothy Perkins, New Look, Peacocks, Superdrug, WHSmith and H Samuel. Since 2011 a small number of multiples have closed store in Braintree e.g. Blockbuster, T-Mobile and Phones 4U. These closures are related to national trends rather than the relative health of Braintree town centre.

Service Uses

As indicated in Table A.1 above, the number of services uses has increase in Braintree since 2011. The centre has a good range of non-retail service uses, with all categories well represented (see Table A.4). The mix of service uses is similar to the national average, although the centre has a lower proportion of restaurants/cafés and higher proportions of estate agents/valuers and hairdressers/beauty parlours.

The wide range and choice of services in Braintree reflects its dual shopping and day to day service role.

Table A.4 Braintree Analysis of Selected Service Uses

Type of Unit	Braintree		% UK Average*
	Units	%	
Restaurants/cafés	17	13.8	22.5
Fast food/takeaways	20	16.3	14.7
Pubs/bars	11	9.0	11.1
Banks/other financial services	9	7.3	11.8
Betting shops/casinos	4	3.3	3.8
Estate agents/valuers	18	14.6	9.1
Travel agents	3	2.4	2.2
Hairdressers/beauty parlours	38	30.9	22.7
Laundries/dry cleaners	3	2.4	2.1
Total	**123**	**100.0**	**100.0**

Source: Goad 2014 *UK average for all town centres surveyed by Goad Plans (August 2015)

Vacancies

Table A.1 indicates that the number of vacant units remained unchanged between 2011 and 2014. Most (17 out of 25) of the units identified as vacant in 2011 were reoccupied in 2014, therefore 17 new properties have now become vacant. This information suggests there has been a reasonable churn of occupiers, with a relatively small number (8) of long term vacancies.

As in 2011, vacant units are generally dispersed throughout the centre, but there remains a small concentration in southern part of High Street, but this has improved slightly. The vacancy rate across the centre remains below the national average (9.3% compared with 11.3%.

Shopper Views

Respondents to the In-centre survey undertaken by NEMs in October 2015 were asked what they like/dislike about Braintree and what would make them shop more often in the town centre.

Almost 62% of respondents answered that they like Braintree because it is easily accessible from their home and 11% thought it had good shops.

39% of respondents stated that they dislike 'nothing/very little' about Braintree, while a further 10% stated that there is a poor range of non-food retailers. When asked what changes they would suggest to improve Braintree town centre 27% said 'more shops/better choice of stores' and 11% wanted to see more large retailers.

Summary

Our health check of Braintree Town Centre indicates that the centre is continuing to perform reasonably well at its level in the retail hierarchy, when considered against the indicators of vitality and viability. The vacancy rate has remained stable during 2011 to 2014.

The centre continues to be anchored by the main food stores of Sainsbury's, Tesco and Morrisons, which dominate convenience goods provision in the town centre. Whilst the number of comparison goods units has reduced since 2011 the representation of multiple comparison goods remains relatively strong. The number of service uses has increased.

Overall the centre continues to provide a pleasant shopping environment and good levels of pedestrian flow and connectivity throughout the centre.

B. Witham Town Centre

Core Strategy Policy CS6 classifies Witham as a town centre. It is located to the south east of the district and primarily serves the Witham urban area and surrounding rural settlements including Silver End, Wickham Bishops and Rivenhall.

Diversity of Uses

The most recent Experian GOAD plan for Witham was prepared in March 2015, and identifies that Witham has 161 ground floor units within retail and service uses occupying 30,200 sq.m gross floorspace.

Table B.1 below illustrates the diversity of uses present in Witham in June 2011 and March 2015, compared against the national average (GOAD - June 2015).

Table B.1: Witham Town Centre Retail Composition by no. of units

	No. of Units		% of Total		UK Ave. 2015
	2011	2015	2011	2015	
Convenience	10	10	6.2%	6.2%	8.5%
Comparison	54	42	33.3%	26.1%	32.3%
Service	84	92	51.9%	57.1%	47.9%
Vacant	14	17	8.6%	10.6%	11.3%
Total	**162**	**161**	**100.0%**	**100.0%**	**100.0%**

Source: Experian GOAD Report June 2011 and March 2015
UK Average sourced from GOAD (August 2015)

Table B.2: Witham Town Centre Composition by floorspace

	Floorspace sq.m		% of Total	
	2011	2015	2015	UK Ave.
Convenience	5,270	5,300	17.6%	15.1%
Comparison	10,290	7,500	24.8%	36.1%
Service	13,100	14,980	49.6%	39.6%
Vacant	2,050	2,420	8.0%	9.2%
Total	**30,710**	**30,200**	**100.0%**	**100.0%**

Source: Experian GOAD Report June 2011 and March 2015. UK Average sourced from GOAD Town Centre Report August 2015

The number of units and amount of floorspace remained broadly unchanged between 2011 and 2015. However the number of comparison goods retail uses decreased, whilst the number of non-retail services uses increased. The proportion of service uses is much higher than the national average. The vacancy rate has increased slightly but is still just below the national average.

The number of convenience goods retailer units is unchanged. The centre is still anchored by a medium sized Tesco food store, which accounts for 12% of the town centres total Goad floorspace and 28% of retail (comparison and convenience goods) floorspace. Other convenience uses in the centre are include two frozen food retailers, two bakers, two butchers, two newsagents and a health food shop.

The proportion of comparison goods units in the centre has fallen further below the national average and has decreased by 22% over the period June 2011 – March 2015. This reflects national trends but it also reflects the role of Witham in meeting local everyday shopping needs.

Witham has a relatively limited selection of comparison shops (42) reflecting its size and role in the shopping hierarchy in the District. Table B.3 provides a breakdown of comparison shop units by category compared with the national average.

Table B.3 Witham Breakdown of Comparison Units

Type of Unit	Witham		% UK Average*
	Units	%	
Clothing and footwear	8	19.0	26.1
Furniture, carpets and textiles	1	2.4	6.5
Booksellers, arts, crafts and stationers	4	9.5	9.3
Electrical, gas, music and photography	2	4.8	9.1
DIY, hardware and homewares	5	11.9	8.3
China, glass, gifts and fancy goods	4	9.5	5.3
Cars, motorcycles and motor access	1	2.4	0.5
Chemists, drug stores and opticians	4	9.5	10.0
Variety, department and catalogue	0	0	1.5
Florists, nurserymen and seedsmen	2	4.8	2.2
Toys, hobby, cycle and sport	0	0	5.1
Jewellers	2	4.8	4.9
Charity/second hand shops	6	14.3	8.8
Other comparison retailers	3	7.1	2.4
Total	**42**	**100.0**	**100.0**

Source: NLP 2015
*UK average for all town centres surveyed by Goad Plans (June 2015)

The centre has representation in provides all of the Goad comparison shop categories apart from variety stores and toys/hobby/cycles/sport. However the choice of shops in most categories is limited (4 shops or less). The proportion of charity shops is relatively high.

Despite the reduction in the number of comparison good shops since 2011 (54 to 42), Witham continues to have a reasonable selection of national multiples represented, including Clarks, New Look, Select, M&Co, Peacocks, The Works, Card Factory, Boots, Lloyds Pharmacy and Superdrug. The continued presence of these multiples in the centre is a positive indicator of the performance of Witham Town Centre in its role in the retail hierarchy.

Service Uses

As indicated in Table B.1 above, the number of services uses has increase in Witham since 2011 and is above the national average. The centre has a good range of non-retail service uses, with all categories well represented (see Table B.4). The mix of service uses is similar to the national average, although the centre has a lower proportion of restaurants/cafés and higher proportions of estate agents/valuers.

Table B.4 Witham Analysis of Selected Service Uses

Type of Unit	Witham		% UK Average*
	Units	%	
Restaurants/cafés	7	10.9	22.5
Fast food/takeaways	12	18.7	14.7
Pubs/bars	8	12.5	11.1
Banks/other financial services	9	14.1	11.8
Betting shops/casinos	5	7.8	3.8
Estate agents/valuers	9	14.1	9.1
Travel agents	2	3.1	2.2
Hairdressers/beauty parlours	11	17.2	22.7
Laundries/dry cleaners	1	1.6	2.1
Total	**64**	**100.0**	**100.0**

Source: Goad 2015 *UK average for all town centres surveyed by Goad Plans (June 2015)

Vacancies

Table B.1 indicates that the number of vacant units has increased by 3 between 2011 and 2015. Half of the units identified as vacant in 2011 were reoccupied in 2015. This information suggests there are a number of long term vacancies in the centre, although the vacancy rate remains below the national average. Vacant units are reasonably dispersed around the centre, including 3 within the Newlands Shopping Centre.

Shopper Views

Respondents to the In-centre survey undertaken by NEMs in October 2015 were asked what they like/dislike about Witham and what would make them shop more often in the town centre.

Almost 40% of respondents answered that they like Witham because it is easily accessible from their home, while 10% thought it was clean/well maintained and a further 10% thought it was an attractive environment/nice place.

42% of respondents stated that they dislike ‘nothing/very little’ about Witham, while a further 19% stated particular shops/services are missing. When asked what changes they would suggest to improve Witham town centre 26% said ‘an improved range of independent/specialist shops’ and 16% wanted to see more large retailers.

Summary

Witham appears to be performing satisfactorily against the health check indicators of vitality and viability. The centre continues to be anchored by the Tesco food store in the Grove Centre, and there have been limited changes in the national multiples represented in the centre.

However service uses continue to dominate in the centre, and now account for 57% of all uses, much higher than the national average (47%). This does not appear to have adversely impacted upon pedestrian flows or the physical shopping environment on Newland Street.

As identified in the previous study, the Newlands Shopping Centre continues to detract from the overall appearance of the centre. The centre has recently been purchased which could provide an opportunity for the enhancement of this shopping centre.

C. Halstead Town Centre

Halstead is also classified as a town centre in the adopted Core Strategy (Policy CS6). It is located to the north east of Braintree and serves the Halstead urban area and surrounding villages / rural settlements including Earls Colne.

Diversity of Uses

The most recent Experian GOAD plan for Halstead was prepared in November 2013. NLP has updated this information on site in September 2015. Witham has 146 ground floor units within retail and service uses occupying 23,730 sq.m gross floorspace.

Table C.1 below illustrates the diversity of uses present in Halstead in July 2011 and September 2015, compared against the national average (GOAD – August 2015).

Table C.1: Halstead Town Centre Retail Composition by no. of units

	No. of Units		% of Total		UK Ave. 2015
	2011	2015	2011	2015	
Convenience	8	8	5.5%	5.5%	8.5%
Comparison	56	47	38.1%	32.2%	32.3%
Service	69	74	46.9%	50.7%	47.9%
Vacant	14	17	9.5%	11.6%	11.3%
Total	**147**	**146**	**100.0%**	**100.0%**	**100.0%**

Source: Experian GOAD Report June 2011 and November 2013 (with NLP update September 2015) UK Average sourced from GOAD (August 2015)

Table C.2: Halstead Town Centre Composition by floorspace

	Floorspace sq.m		% of Total	
	2011	2015	2015	UK Ave.
Convenience	4,520	4,480	19.7%	15.1%
Comparison	7,830	5,950	26.2%	36.1%
Service	8,810	9,970	43.9%	39.6%
Vacant	2,580	2,330	10.2%	9.2%
Total	**23,740**	**22,730**	**100.0%**	**100.0%**

Source: Experian GOAD Report June 2011 and March 2015. UK Average sourced from GOAD Town Centre Report August 2015

The number of units and amount of floorspace remained broadly unchanged between 2011 and 2015. However the number of comparison goods retail uses decreased, whilst the number of non-retail services uses and vacant units have increased. The proportion of service uses is higher than the national average. The vacancy rate has increased and is now slightly higher than the national average.

The number of convenience goods retailer units is unchanged. The centre is still anchored by Co-op and Sainsbury's food stores, which accounts for over 16% of the town centres total Goad floorspace and 36% of retail (comparison and convenience goods) floorspace. Other convenience uses in the centre include a baker, two butchers and a newsagent.

The proportion of comparison goods units in the centre has fallen further below the national average and has decreased by 16% over the period June 2011 – September 2015. This reflects national trends but it also reflects the role of Halstead in meeting local everyday shopping needs.

Halstead has a relatively limited selection of comparison shops (47) reflecting its size and role in the shopping hierarchy in the District. Table C.3 provides a breakdown of comparison shop units by category compared with the national average.

Table C.3 Halstead Breakdown of Comparison Units

Type of Unit	Halstead		% UK Average*
	Units	%	
Clothing and footwear	8	17.0	26.1
Furniture, carpets and textiles	5	10.6	6.5
Booksellers, arts, crafts and stationers	4	8.5	9.3
Electrical, gas, music and photography	3	6.4	9.1
DIY, hardware and homewares	4	8.5	8.3
China, glass, gifts and fancy goods	3	6.4	5.3
Cars, motorcycles and motor access	0	0	0.5
Chemists, drug stores and opticians	4	8.5	10.0
Variety, department and catalogue	1	2.1	1.5
Florists, nurserymen and seedsmen	2	4.3	2.2
Toys, hobby, cycle and sport	3	6.4	5.1
Jewellers	1	2.1	4.9
Charity/second hand shops	6	12.8	8.8
Other comparison retailers	3	6.4	2.4
Total	**47**	**100.0**	**100.0**

Source: NLP 2015
*UK average for all town centres surveyed by Goad Plans (June 2015)

The centre has representation in provides all of the Goad comparison shop categories apart from cars/motorcycles/motor accessories. However the choice of shops in most categories is limited (4 shops or less). The proportion of charity shops is relatively high.

Despite the reduction in the number of comparison good shops since 2011 (56 to 47), Halstead has retained its small selection of national multiples represented, including Boots, Clinton Cards, Dorothy Perkins and WH Smiths.

Service Uses

As indicated in Table C.1 above, the number of services uses has increase in Halstead since 2011 and is above the national average. The centre has a good range of non-retail service uses, with all categories well represented (see Table C.4). The mix of service uses is similar to the national average, although the centre has a lower proportion of restaurants/cafés and higher proportions of betting shops, estate agents/valuers and hairdressers/beauty parlour .

Table C.4 Halstead Analysis of Selected Service Uses

Type of Unit	Halstead		% UK Average*
	Units	%	
Restaurants/cafés	9	15.0	22.5
Fast food/takeaways	9	15.0	14.7
Pubs/bars	5	8.3	11.1
Banks/other financial services	5	8.3	11.8
Betting shops/casinos	3	5.0	3.8
Estate agents/valuers	7	11.7	9.1
Travel agents	1	1.7	2.2
Hairdressers/beauty parlours	19	31.7	22.7
Laundries/dry cleaners	2	3.3	2.1
Total	**60**	**100.0**	**100.0**

Source: Goad 2015 *UK average for all town centres surveyed by Goad Plans (June 2015)

Vacancies

As shown in Table C.1, vacancies in Halstead Town Centre have increased by three units over the period June 2011 – September 2015, resulting in a centre vacancy rate of just under 12%. Again these vacancy figures appear to be broadly reflective of the national trend over this period and given the vacant units are dispersed throughout the centre they are not considered to significantly detract from the overall vitality and viability of the centre.

Half of the units identified as vacant in 2011 were reoccupied in 2015. This information suggests there are a number of long term vacancies in the centre, although the vacancy rate remains comparable with the national average.

Shopper Views

Respondents to the In-centre survey undertaken by NEMs in October 2015 were asked what they like/dislike about Halstead and what would make them shop more often in the town centre.

Almost 40% of respondents answered that they like Witham because it is easily accessible from their home, while 12% thought it an attractive environment/nice place.

26% of respondents stated that they dislike ‘nothing/very little’ about Halstead, while a further 23% stated there is a poor range of non-food retailers. When asked what changes they would suggest to improve Halstead town centre 29% wanted to see more stores/better choice of stores and 24% wanted to see an improved range of independent/specialist shops.

Summary

Halstead continues to perform satisfactorily as a small market town in meeting the day to day shopping needs of the residents in the town and surrounding rural hinterland. The main convenience uses in the centre - Sainsbury’s and Co-op stores - continue to be well used and anchor the centre.

Service uses continue to dominate in the centre, and now account for about 51% of all uses, higher than the national average (47%).

As with the other centres, the number of vacant units has increased since the last study, however the vacancy rate for the centre has increased to around 12%, which is just above the national average.

Appendix 7 Household Survey Results

Q01 In which store or shop do you buy most of your household’s main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Aldi, Haverhill	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	32
Aldi, Springfield Road, Chelmsford	0.9%	8	0.7%	1	0.6%	1	3.0%	5	0.0%	0	0.0%	0
Aldi, Sudbury	2.1%	16	0.0%	0	0.0%	0	0.0%	0	6.3%	8	5.1%	8
Asda, Chelmer Village, Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Colchester	0.8%	7	0.0%	0	0.0%	0	0.3%	1	0.9%	1	3.0%	5
Asda, Heybridge	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Asda, Witham	0.9%	7	0.0%	0	0.0%	0	3.9%	7	0.0%	0	0.0%	0
Co-op (East of England), Earls Colne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Co-op (East of England), Parkfields, Halstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op (Solar), Halstead	1.6%	13	0.0%	0	0.0%	0	0.0%	0	9.6%	13	0.0%	0
Co-op, Dunmow	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, East Street, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Co-op, Great Bardfield	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bank Street, Braintree	0.3%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tollgate Centre, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Braintree	5.3%	42	11.6%	23	4.7%	6	5.1%	9	2.9%	4	0.0%	0
Marks & Spencer Simply Food, Braintree	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Chelmsford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons M Local, Witham	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Morrisons, George Yard, Braintree	0.7%	6	1.5%	3	1.3%	2	0.5%	1	0.0%	0	0.0%	0
Morrisons, Melbourne, Chelmsford	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Witham	4.2%	34	1.9%	4	0.0%	0	16.7%	30	0.0%	0	0.0%	0
Sainsbury's, Braintree	4.6%	37	15.3%	30	2.4%	3	0.6%	1	1.9%	2	0.0%	0
Sainsbury's, Halstead	1.9%	15	0.0%	0	0.0%	0	0.0%	0	11.7%	15	0.0%	0
Sainsbury's, Haverhill	2.5%	20	0.0%	0	0.5%	1	0.0%	0	0.0%	0	11.7%	19
Sainsbury's, Maldon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's, Priory Walk, Colchester	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	7	0.0%	0
Sainsbury's, Springfield, Chelmsford	3.0%	24	0.5%	1	8.6%	11	6.4%	12	0.0%	0	0.0%	0
Sainsbury's, Stanway, Colchester	4.1%	33	0.4%	1	0.0%	0	4.4%	8	18.2%	24	0.4%	1
Sainsbury's, Thorley Centre, Bishops Stortford	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Dunmow	6.0%	48	0.0%	0	36.8%	48	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	7.1%	57	24.0%	48	5.8%	8	0.6%	1	0.5%	1	0.0%	0
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Tesco, Maldon	1.4%	11	0.0%	0	0.0%	0	6.2%	11	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	4.1%	33	12.0%	24	5.3%	7	1.2%	2	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	7.4%	59	22.6%	45	1.2%	2	0.3%	1	9.1%	12	0.0%	0
Tesco, Princes Road, Chelmsford	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Saffron Walden	0.3%	2	0.0%	0	1.0%	1	0.3%	1	0.0%	0	0.3%	1
Tesco, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	4.7%	37	0.0%	0	0.0%	0	0.0%	0	5.4%	7	18.8%	30
Tesco, Tiptree	3.5%	28	0.0%	0	0.0%	0	15.1%	27	0.7%	1	0.0%	0
Tesco, Witham	5.4%	43	0.4%	1	0.0%	0	23.5%	42	0.0%	0	0.0%	0
Waitrose, Bishops Stortford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Saffron Walden	0.8%	7	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.6%	1
Waitrose, Sudbury	2.5%	20	0.0%	0	0.0%	0	0.0%	0	6.0%	8	7.4%	12
Braintree Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Aldi, London Road, Bishop's Stortford	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Colchester	0.3%	2	0.0%	0	0.0%	0	0.3%	1	1.3%	2	0.0%	0
Aldi, Magdalen Street, Colchester	0.3%	2	0.0%	0	0.0%	0	0.4%	1	1.0%	1	0.0%	0
Aldi, Newmarket Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Dettingen Way, Bury St Edmunds												
Asda, Church Road, Tiptree, Colchester	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1
Co-op, Market Hill, Clare	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Co-op, Panfield Lane, Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kedington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Marks & Spencer, Braintree Outlet, Charter Way, Braintree	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bedingfeld Way, Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Cornard Road, Sudbury	1.5%	12	0.0%	0	0.5%	1	0.0%	0	3.3%	4	4.2%	7
Tesco, Cangle Road, Haverhill	2.0%	16	0.0%	0	0.0%	0	0.0%	0	1.6%	2	8.7%	14
Tesco, Church Langley Way, Harlow	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, East Road, Harlow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, St Saviours Interchange, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Waitrose, Fred Archer Way, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Internet / home delivery	7.8%	62	5.2%	10	7.1%	9	7.2%	13	9.9%	13	10.3%	17
(Don't know / varies)	1.7%	13	0.6%	1	6.0%	8	0.3%	1	1.8%	2	1.0%	2
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q02 From which food retailer do you normally buy your main food goods when shopping online?
Those who do their main food shopping via the Internet at Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda	4.0%	3	18.8%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison’s	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	25.3%	16	5.6%	1	15.6%	1	12.2%	2	51.1%	7	33.3%	6
Tesco	50.1%	31	51.3%	5	59.1%	6	58.3%	8	33.1%	4	51.3%	9
Waitrose	1.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Ocado	15.3%	9	24.4%	3	25.2%	2	19.9%	3	15.8%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	3
Weighted base:		62		10		9		13		13		17
Sample:		46		8		10		11		8		9

Q03 What is the main reason you choose (STORE / LOCATION MENTIONED AT Q01)to do your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Café / restaurant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient to home	39.6%	318	32.4%	64	46.9%	61	47.0%	85	48.5%	63	27.2%	44
Convenient to work	2.3%	19	1.3%	3	2.1%	3	3.4%	6	1.3%	2	3.3%	5
Delivery service	1.3%	10	1.3%	3	3.3%	4	1.5%	3	0.6%	1	0.0%	0
Easy to get to	4.9%	39	8.7%	17	6.8%	9	1.4%	2	4.5%	6	3.1%	5
Ethical supplier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good / cheap parking	2.0%	16	3.0%	6	1.9%	2	2.2%	4	2.8%	4	0.0%	0
Good bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.5%	4	0.8%	2	0.0%	0	1.2%	2	0.0%	0	0.3%	1
Good opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good place to meet friends / family	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Good service / friendly staff	0.6%	5	0.9%	2	0.0%	0	0.8%	1	0.0%	0	1.2%	2
Habit / always used it	6.8%	54	8.5%	17	7.9%	10	4.7%	9	9.8%	13	3.6%	6
Has petrol station	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1
Larger store	0.9%	8	1.6%	3	1.7%	2	0.4%	1	0.0%	0	0.9%	1
Lower prices	8.9%	71	6.5%	13	4.3%	6	11.1%	20	8.2%	11	13.6%	22
Offers internet shopping / home delivery	2.5%	20	3.3%	7	0.5%	1	0.9%	2	1.0%	1	6.0%	10
Only one in the area / no other choice	1.8%	14	4.3%	8	1.4%	2	0.0%	0	0.0%	0	2.4%	4
Other shops / services nearby / convenient	0.5%	4	0.0%	0	0.8%	1	0.3%	1	0.7%	1	1.0%	2
Preference for retailer	2.4%	19	5.1%	10	2.1%	3	0.7%	1	0.5%	1	2.6%	4
Quality of goods	7.5%	60	5.1%	10	5.9%	8	8.3%	15	7.1%	9	10.9%	18
Range of goods available	3.9%	31	2.8%	6	3.0%	4	5.2%	9	3.2%	4	5.2%	8
Rewards scheme	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sells clothing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Staff discount	0.7%	6	0.7%	1	0.0%	0	0.9%	2	0.6%	1	1.1%	2
To support local traders	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Value for money	6.6%	53	9.3%	18	0.6%	1	2.7%	5	6.5%	8	12.5%	20
Other	1.3%	11	2.1%	4	2.1%	3	0.9%	2	1.3%	2	0.3%	1
Internet - easier	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Not too busy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1
(No reason in particular)	2.3%	18	0.9%	2	1.5%	2	6.6%	12	1.5%	2	0.4%	1
(Don't know)	1.4%	11	0.0%	0	7.3%	10	0.0%	0	0.0%	0	1.1%	2
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q04 How do you normally travel to (STORE / LOCATION MENTIONED AT Q01)?
Excluding those who shop via the Internet at Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Car / van (as driver)	80.7%	596	72.2%	136	84.5%	103	80.9%	135	85.6%	100	84.1%	122
Car / van (as passenger)	8.1%	60	7.6%	14	6.7%	8	8.9%	15	6.3%	7	10.3%	15
Bus, minibus or coach	1.6%	12	1.5%	3	2.5%	3	1.3%	2	0.5%	1	2.1%	3
Motorcycle, scooter or moped	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.1%	60	16.9%	32	2.9%	4	8.2%	14	6.2%	7	2.5%	4
Taxi	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bicycle	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	2	0.5%	1	0.0%	0	0.7%	1	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
(Do not travel, goods delivered)	0.4%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.5%	1
(Don’t know / varies)	0.4%	3	0.3%	1	1.6%	2	0.0%	0	0.0%	0	0.5%	1
Weighted base:		739		188		122		167		117		145
Sample:		755		192		121		169		122		151

MeanScore: Visits per week

Q05 How often do you usually undertake your main food / grocery shopping trip to (STORE / LOCATION MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Daily	1.8%	15	3.8%	7	0.8%	1	2.1%	4	0.6%	1	1.0%	2
Two or more times a week	18.0%	144	19.3%	38	15.7%	21	22.6%	41	15.8%	21	14.7%	24
At least once a week	65.9%	529	65.5%	130	71.7%	94	65.7%	118	61.2%	80	66.0%	107
At least once a fortnight	8.4%	67	8.1%	16	8.9%	12	3.9%	7	15.3%	20	7.9%	13
At least once a month	4.2%	33	2.0%	4	1.1%	1	2.9%	5	4.8%	6	10.2%	16
At least every two months	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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
(Don't know / varies / no particular pattern)	1.3%	11	1.3%	3	1.8%	2	1.8%	3	1.5%	2	0.3%	1
Mean:		*1.58*		*1.76*		*1.48*		*1.77*		*1.40*		*1.39*
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q06 When you go shopping for main food goods, do you link this trip with another activity? [MR]
Excluding those who shop via the Internet at Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Yes – travelling to / from work	5.5%	40	5.7%	11	5.5%	7	6.9%	11	4.7%	6	4.1%	6
Yes – travelling to / from school / college / university	0.5%	4	0.0%	0	0.7%	1	0.8%	1	0.0%	0	1.0%	1
Yes – non-food shopping	13.3%	99	13.0%	24	12.4%	15	12.9%	22	12.6%	15	15.6%	23
Yes – other food shopping	6.7%	49	6.9%	13	10.9%	13	6.1%	10	4.3%	5	5.5%	8
Yes – leisure activity	9.0%	66	13.1%	25	8.7%	11	3.0%	5	8.5%	10	11.2%	16
Yes – visiting services such as banks and other financial institutions	6.3%	46	4.4%	8	13.2%	16	2.1%	4	4.2%	5	9.4%	14
Other	1.1%	8	1.5%	3	1.4%	2	1.4%	2	0.8%	1	0.4%	1
No	62.9%	465	61.9%	116	59.3%	72	65.1%	109	66.4%	78	61.9%	90
Yes - visiting family / friends	1.4%	10	1.2%	2	1.1%	1	0.9%	1	3.0%	3	1.2%	2
Yes - visiting café / pub / restaurant	0.8%	6	0.3%	1	0.0%	0	1.5%	3	1.0%	1	1.2%	2
Yes - visiting health services such as doctor, hospital	0.4%	3	0.3%	1	0.9%	1	0.3%	1	0.5%	1	0.0%	0
Yes - buying fuel	0.5%	4	0.3%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	2
(Don't know)	1.5%	11	0.4%	1	1.9%	2	4.2%	7	0.0%	0	0.4%	1
Weighted base:		739		188		122		167		117		145
Sample:		755		192		121		169		122		151

Q07 Now thinking about your last main food and grocery shopping trip to (STORE / LOCATION MENTIONED AT Q01), where did that trip start?
Excluding those who shop via the Internet at Q01:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Home	87.2%	645	86.2%	162	88.8%	108	88.1%	147	88.0%	103	85.4%	124
Work	7.1%	53	8.4%	16	4.0%	5	5.2%	9	7.5%	9	9.9%	14
Friend / relative's house	0.8%	6	1.2%	2	0.5%	1	0.5%	1	0.9%	1	1.0%	1
Leisure facility (inc. church)	2.3%	17	2.5%	5	1.2%	1	3.4%	6	2.5%	3	1.3%	2
Another store / service (inc. bank / post office)	0.8%	6	0.4%	1	2.7%	3	0.3%	1	0.0%	0	0.8%	1
University / college / school	0.9%	7	1.3%	3	0.7%	1	0.4%	1	0.5%	1	1.3%	2
Other	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Health service such as doctors, hospital, dentist etc.	0.3%	3	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.6%	4	0.0%	0	1.1%	1	0.9%	2	0.6%	1	0.4%	1
Weighted base:		739		188		122		167		117		145
Sample:		755		192		121		169		122		151

Q08 Which other stores or shops do you use to do your main food and grocery shopping? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Aldi, Haverhill	1.4%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.8%	9
Aldi, Springfield Road, Chelmsford	3.0%	24	3.0%	6	4.9%	6	6.1%	11	0.5%	1	0.0%	0
Aldi, Sudbury	1.9%	15	0.0%	0	0.0%	0	0.5%	1	3.8%	5	5.5%	9
Asda, Chelmer Village, Chelmsford	0.6%	5	1.3%	3	1.4%	2	0.3%	1	0.0%	0	0.0%	0
Asda, Colchester	1.8%	14	3.3%	6	0.6%	1	0.9%	2	1.1%	1	2.3%	4
Asda, South Woodham Ferrers	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Witham	1.6%	13	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0
Co-op (East of England), Earls Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Co-op (East of England), Parkfields, Halstead	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Co-op (East of England), Sible Hedingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.3%	1
Co-op (East of England), Spa Road, Witham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Co-op (Solar), Halstead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.3%	1
Co-op, Challis Lane, Braintree	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunmow	0.4%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Iceland, Bank Street, Braintree	0.6%	5	1.2%	2	0.5%	1	0.0%	0	1.5%	2	0.0%	0
Iceland, St John's Walk, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Lidl, Braintree	7.0%	56	15.4%	31	7.0%	9	4.6%	8	6.1%	8	0.0%	0
Lidl, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lidl, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Londis, Kelvedon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Braintree	1.0%	8	1.0%	2	1.0%	1	2.4%	4	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Duke Street, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Maldon	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Bishops Stortford	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chelmsford Town Centre	0.5%	4	0.3%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Morrisons M Local, Witham	1.5%	12	2.5%	5	0.0%	0	3.7%	7	0.0%	0	0.0%	0
Morrisons, George Yard, Braintree	3.3%	27	11.7%	23	2.2%	3	0.0%	0	0.5%	1	0.0%	0
Morrisons, Maldon	0.9%	7	0.0%	0	0.6%	1	3.6%	6	0.0%	0	0.0%	0
Morrisons, Witham	3.3%	26	1.3%	3	0.0%	0	12.8%	23	0.5%	1	0.0%	0
One Stop, Braintree	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Springfield, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
One Stop, Wickham Bishops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Braintree	4.2%	34	10.8%	21	4.6%	6	1.6%	3	2.1%	3	0.4%	1
Sainsbury's, Halstead	0.9%	8	0.7%	1	0.0%	0	0.0%	0	4.7%	6	0.0%	0
Sainsbury's, Haverhill	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	20
Sainsbury's, Priory Walk, Colchester	0.3%	3	0.0%	0	0.6%	1	0.0%	0	1.5%	2	0.0%	0
Sainsbury's, Springfield, Chelmsford	1.9%	15	1.3%	3	5.0%	7	3.4%	6	0.0%	0	0.0%	0
Sainsbury's, Stanway, Colchester	3.5%	28	0.0%	0	0.0%	0	7.5%	14	7.2%	9	3.0%	5
Sainsbury's, Thorley Centre, Bishops Stortford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Rayne Road, Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dunmow	1.2%	9	0.8%	2	6.1%	8	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	2.2%	18	6.8%	13	2.7%	4	0.3%	1	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester	0.3%	2	0.0%	0	0.0%	0	0.4%	1	1.2%	2	0.0%	0
Tesco, Maldon	1.2%	10	0.0%	0	0.0%	0	5.0%	9	0.6%	1	0.0%	0
Tesco, Market Place, Braintree	2.3%	19	6.8%	14	1.3%	2	1.1%	2	1.0%	1	0.0%	0
Tesco, Marks Gate, Braintree	3.2%	25	4.9%	10	1.0%	1	0.4%	1	10.6%	14	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Tesco, Princes Road, Chelmsford	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Saffron Walden	0.5%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.6%	1
Tesco, Sudbury	3.8%	30	0.0%	0	0.0%	0	0.0%	0	5.6%	7	14.2%	23
Tesco, Tiptree	0.7%	5	0.0%	0	0.0%	0	2.5%	5	0.7%	1	0.0%	0
Tesco, Witham	2.9%	23	0.0%	0	0.0%	0	13.0%	23	0.0%	0	0.0%	0
Waitrose, Bishops Stortford	0.5%	4	0.5%	1	2.2%	3	0.3%	1	0.0%	0	0.0%	0
Waitrose, Saffron Walden	0.7%	6	0.0%	0	3.1%	4	0.0%	0	0.0%	0	1.1%	2
Waitrose, Sudbury	2.3%	18	0.3%	1	1.3%	2	0.0%	0	5.5%	7	5.3%	9
Braintree Town Centre	0.2%	1	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Halstead Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sudbury Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Witham Town Centre	0.3%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, London Road, Bishop's Stortford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Aldi, Magdalen Street, Colchester	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	1	0.0%	0
Aldi, Newmarket Road, Dettingen Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Aldi, Thaxted Road, Saffron Walden	0.5%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Beehive Centre, Coldhams Lane, Cambridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Asda, Church Road, Tiptree, Colchester	0.9%	7	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
Iceland, High Street, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Iceland, The Centre, Tiptree	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Local shops, Bicknacre Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Local shops, Haverhill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Roys, Great Eastern Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Bedingfeld Way, Bury St. Edmunds	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cornard Road, Sudbury	1.8%	15	0.0%	0	0.0%	0	0.0%	0	1.9%	3	7.6%	12
Tesco Extra, Anson Road, Martlesham Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Cangle Road, Haverhill	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	19
Tesco, St Saviours Interchange, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Waitrose, St Andrews Avenue, Colchester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / home delivery	1.7%	14	3.2%	6	0.5%	1	1.2%	2	0.0%	0	3.0%	5
(Don't know / varies)	1.6%	13	0.3%	1	6.0%	8	1.1%	2	0.5%	1	1.3%	2
(Nowhere else)	38.6%	309	41.7%	83	47.0%	62	30.7%	55	46.6%	61	30.3%	49
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q09 Do you make small-scale / ‘top up’ shopping trips for basic food goods, such as bread and milk, in between your main food shopping trip?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Yes	71.3%	571	69.2%	137	71.3%	93	71.5%	129	69.2%	90	75.1%	122
No	28.7%	230	30.8%	61	28.7%	38	28.5%	51	30.8%	40	24.9%	40
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q10 In which store or shop do you buy most of this small scale / 'top-up' shopping?
Those who do top-up shopping at Q09:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Aldi, Haverhill	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	8
Aldi, Springfield Road, Chelmsford	0.5%	3	0.0%	0	0.9%	1	1.4%	2	0.0%	0	0.0%	0
Aldi, Sudbury	1.1%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.8%	3
Asda, Chelmer Village, Chelmsford	0.3%	2	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Asda, Colchester	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Asda, Heybridge	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Asda, Witham	2.6%	15	0.5%	1	0.0%	0	10.8%	14	0.0%	0	0.0%	0
Co-op (East of England), Coggleshall	0.8%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
Co-op (East of England), Earls Colne	1.8%	10	0.0%	0	0.0%	0	0.0%	0	11.4%	10	0.0%	0
Co-op (East of England), Hatfield Peverel	0.5%	3	0.0%	0	0.9%	1	1.7%	2	0.0%	0	0.0%	0
Co-op (East of England), Kelvedon	1.4%	8	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0
Co-op (East of England), Long Melford, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Co-op (East of England), Parkfields, Halstead	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Co-op (East of England), Sible Hedingham	1.7%	10	0.0%	0	0.0%	0	0.0%	0	8.3%	8	1.8%	2
Co-op (East of England), Silver End	1.0%	6	0.5%	1	0.0%	0	3.8%	5	0.0%	0	0.0%	0
Co-op (East of England), Spa Road, Witham	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Co-op (East of England), The Drift, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1
Co-op (Solar), Halstead	1.1%	6	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0
Co-op, Boreham	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Challis Lane, Braintree	1.5%	9	5.6%	8	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op, Cressing Road, Braintree	0.8%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunmow	2.0%	11	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, Great Bardfield	1.2%	7	0.0%	0	7.6%	7	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Witham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bank Street, Braintree	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Witham	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Lidl, Braintree	3.1%	18	10.9%	15	0.7%	1	0.0%	0	2.6%	2	0.0%	0
Londis, Felsted	0.5%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Londis, Kelvedon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Londis, Sible Hedingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Marks & Spencer Simply Food, Braintree	0.6%	4	2.1%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Duke Street, Chelmsford	0.7%	4	1.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Marks & Spencer, Colchester	0.3%	2	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.0%	0
Morrisons M Local, Witham	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Morrisons, George Yard, Braintree	2.3%	13	4.5%	6	7.2%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Melbourne, Chelmsford	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Witham	2.5%	14	1.9%	3	0.0%	0	9.1%	12	0.0%	0	0.0%	0
One Stop, Braintree	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Great Dunmow	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Kelvedon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
One Stop, Wickham Bishops	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Sainsbury's, Braintree	3.1%	18	10.8%	15	1.4%	1	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Halstead	2.7%	16	0.5%	1	0.0%	0	0.0%	0	16.6%	15	0.0%	0
Sainsbury's, Haverhill	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	18
Sainsbury's, Springfield, Chelmsford	0.4%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, Stanway, Colchester	1.9%	11	0.0%	0	0.0%	0	4.3%	6	5.0%	4	0.6%	1
Spar, Laurence Avenue, Witham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco, Dunmow	3.1%	17	0.5%	1	17.9%	17	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Tesco, Great Notley	4.4%	25	15.4%	21	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco, Maldon	0.5%	3	0.0%	0	0.9%	1	1.5%	2	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	1.7%	10	6.2%	9	0.0%	0	0.4%	1	0.8%	1	0.0%	0
Tesco, Marks Gate, Braintree	2.5%	14	6.6%	9	0.9%	1	0.5%	1	3.9%	4	0.0%	0
Tesco, Springfield Road, Chelmsford	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.0%	0
Tesco, Sudbury	2.2%	13	0.0%	0	0.0%	0	0.0%	0	1.1%	1	9.7%	12
Tesco, Tiptree	4.1%	23	0.0%	0	0.0%	0	18.0%	23	0.0%	0	0.0%	0
Tesco, Witham	5.7%	32	1.0%	1	6.1%	6	19.7%	25	0.0%	0	0.0%	0
Waitrose, Bishops Stortford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Waitrose, Saffron Walden	0.9%	5	1.4%	2	1.8%	2	0.0%	0	0.0%	0	1.2%	1
Waitrose, Sudbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Braintree Town Centre	2.6%	15	9.8%	14	0.7%	1	0.4%	1	0.0%	0	0.0%	0
Coggeshall Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Earls Colne Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Great Dunmow Town Centre	0.9%	5	0.7%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Great Notley District Centre	0.4%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.6%	1
Kelvedon Local Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sudbury Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Aldi, London Road, Bishop's Stortford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Colchester	1.2%	7	0.0%	0	0.0%	0	0.5%	1	7.0%	6	0.0%	0
Asda, Church Road, Tiptree, Colchester	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, Church Street, Bocking	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Hill, Clare	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	12
Co-op, St Johns Terrace, Brook Street, Great Bardfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Haverhill	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Iceland, The Centre, Tiptree	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Local shops, Bocking Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Boreham Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Central London	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Clare Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Local shops, Felsted Village Centre	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0	0
Local shops, Glemsford Village Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	6
Local shops, Great Leighs Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Waltham Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Great Yeldham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Haverhill Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local shops, Kedington Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Local shops, Long Melford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Marks Tey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local shops, Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Steeple Bumpstead Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Local shops, Thaxted Town Centre	0.7%	4	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Toppesfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Village Centre												
Premier Convenience Store, Hunts Hill, Glemsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Premier Convenience Store, Swan Street, Sible Hedingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's, Cornard Road, Sudbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Spar, Bells Lane, Glemsford	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Spar, Cornard Road, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, Cangle Road, Haverhill	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	11
Internet / home delivery	0.4%	2	0.0%	0	1.6%	1	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	6.7%	38	9.8%	13	6.6%	6	0.9%	1	10.9%	10	6.3%	8
Weighted base:		571		137		93		129		90		122
Sample:		574		139		95		130		93		117

Q11 Which other stores or shops do you use to buy small scale / 'top-up' shopping? [MR]
Those who do top-up shopping at Q09:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Aldi, Haverhill	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Aldi, Springfield Road, Chelmsford	0.7%	4	1.4%	2	0.9%	1	1.0%	1	0.0%	0	0.0%	0
Aldi, Sudbury	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.7%	1
Asda, Colchester	0.3%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Witham	1.1%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0
Co-op (East of England), Coggleshall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Co-op (East of England), Earls Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-op (East of England), Hatfield Peverel	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op (East of England), Kelvedon	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Co-op (East of England), Long Melford, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Co-op (East of England), Parkfields, Halstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op (East of England), Sible Hedingham	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.1%	5
Co-op (East of England), Silver End	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op (Solar), Halstead	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Co-op, Challis Lane, Braintree	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cressing Road, Braintree	0.2%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dunmow	0.6%	4	0.7%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Farmfoods, Witham	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Bank Street, Braintree	1.0%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Braintree	2.5%	14	8.9%	12	1.4%	1	0.0%	0	1.1%	1	0.0%	0
Lidl, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Braintree	1.5%	8	4.3%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Duke Street, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Maldon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Bishops Stortford	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chelmsford Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Colchester	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0
Morrisons M Local, Witham	0.6%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Morrisons, George Yard, Braintree	1.4%	8	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Witham	2.3%	13	0.5%	1	0.0%	0	9.4%	12	0.0%	0	0.0%	0
One Stop, Braintree	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Great Dunmow	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, Kelvedon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Braintree	2.5%	15	10.1%	14	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Halstead	1.1%	6	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0
Sainsbury's, Haverhill	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Sainsbury's, Jackson Square, Bishops Stortford	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Walk, Colchester	1.3%	7	1.4%	2	0.0%	0	0.0%	0	5.8%	5	0.0%	0
Sainsbury's, Springfield, Chelmsford	0.6%	4	1.4%	2	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Sainsbury's, Stanway, Colchester	0.8%	4	0.0%	0	0.9%	1	0.7%	1	3.1%	3	0.0%	0
Tesco Express, Coggeshall	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dunmow	0.6%	4	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	0.8%	5	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Maldon	0.3%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
Tesco, Market Place,	0.9%	5	3.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree												
Tesco, Marks Gate, Braintree	1.6%	9	5.4%	7	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Tesco, Springfield Road, Chelmsford	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	0.8%	4	0.0%	0	0.9%	1	0.0%	0	2.3%	2	1.3%	2
Tesco, Tiptree	0.9%	5	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0
Tesco, Witham	0.9%	5	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0
Waitrose, Saffron Walden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Waitrose, Sudbury	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Braintree Town Centre	0.7%	4	2.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chelmsford Town Centre	0.5%	3	1.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Coggeshall Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Colchester Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Great Notley District Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Kelvedon Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Saffron Waldon Town Centre	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tiptree District Centre	0.8%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Witham Town Centre	0.6%	4	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Aldi, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Aldi, Thaxted Road, Saffron Walden	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1
Asda, Church Road, Tiptree, Colchester	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Co-op, Market Hill, Clare	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Iceland, High Street, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Local shops, Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Black Notley Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Castle Hedingham Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Local shops, Cavendish Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Central London	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Glemsford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops, Haverhill Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Local shops, Kedington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Marks Tey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Stebbing Village Centre	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cornard Road, Sudbury	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1
Spar, Bells Lane, Glemsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Tesco, Cangle Road, Haverhill	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Internet / home delivery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know / varies)	2.1%	12	1.6%	2	4.2%	4	2.0%	3	2.2%	2	1.0%	1
(Nowhere else)	59.3%	339	49.6%	68	70.1%	65	53.0%	68	55.1%	50	71.7%	87
Weighted base:		571		137		93		129		90		122
Sample:		574		139		95		130		93		117

Q12 In addition to main food and top up food shopping, do you ever undertake speciality food shopping at markets / farmers markets / specialist foodstores / delicatessens?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Yes	31.7%	254	27.4%	54	35.7%	47	33.5%	60	31.5%	41	31.9%	52
No	68.3%	548	72.6%	144	64.3%	84	66.5%	120	68.6%	89	68.1%	110
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q12AWhere do you undertake your speciality food shopping at markets / farmers markets / specialist foodstores / delicatessens? [MR]
Those who do speciality food shopping at Q12:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree Town Centre	19.0%	48	68.6%	37	12.0%	6	2.8%	2	8.9%	4	0.0%	0
Chelmsford Town Centre	5.5%	14	2.4%	1	15.1%	7	9.3%	6	0.0%	0	0.0%	0
Coggeshall Local Centre	2.7%	7	2.8%	2	0.0%	0	1.1%	1	11.2%	5	0.0%	0
Colchester Town Centre	3.3%	8	5.0%	3	4.7%	2	2.6%	2	4.8%	2	0.0%	0
Earls Colne Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Great Dunmow Town Centre	4.7%	12	2.4%	1	22.5%	11	0.0%	0	0.0%	0	0.0%	0
Great Notley District Centre	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	5.5%	14	1.3%	1	1.4%	1	0.0%	0	26.3%	11	3.7%	2
Kelvedon Local Centre	0.8%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
London	1.2%	3	0.0%	0	4.7%	2	1.5%	1	0.0%	0	0.0%	0
Maldon Town Centre	0.8%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Saffron Waldon Town Centre	4.0%	10	0.0%	0	14.5%	7	0.0%	0	2.5%	1	4.5%	2
Sible Hedingham Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Sudbury Town Centre	11.9%	30	0.0%	0	0.0%	0	0.0%	0	36.1%	15	29.8%	15
Tiptree District Centre	7.6%	19	1.3%	1	0.0%	0	30.7%	19	0.0%	0	0.0%	0
Wickham Bishops Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.7%	2
Witham Town Centre	9.3%	24	0.0%	0	0.0%	0	39.2%	24	0.0%	0	0.0%	0
Assington Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Barnston Village Centre	8.4%	21	9.2%	5	12.4%	6	5.3%	3	2.5%	1	12.1%	6
Bury St Edmunds Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
Cambridge City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cavendish Village Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Clare Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Coddenham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Felsted Village Centre	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Glemsford Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Great Thurlow Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Haverhill Town Centre	3.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	8
High Easter Village Centre	0.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Kedington Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lavenham Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Layer-de-la-Haye Village Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Lindsell Village Centre	1.5%	4	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre	0.7%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Little Wigborough Village Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Long Melford Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Marks Tey Village Centre	1.5%	4	0.0%	0	0.0%	0	5.2%	3	1.5%	1	0.0%	0
Newmarket Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Newton Leys District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Rank's Green Local Centre	1.8%	5	7.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ridgewell Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sandon Village Centre	0.7%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Stanmore District Centre	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Steeple Bumpstead Village Centre	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5
Stisted Local Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thaxted Town Centre	0.9%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
White Roding Village Centre	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Barnston Village Centre	8.4%	21	9.2%	5	12.4%	6	5.3%	3	2.5%	1	12.1%	6
Weighted base:		254		54		47		60		41		52
Sample:		268		56		54		56		44		58

Column %ges.

Q13 In which town or centre do you buy most of your household's non-food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, South Woodham Ferrers	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Braintree	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Sainsbury's, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Sainsbury's, Springfield, Chelmsford	0.3%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's. Stanway, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Dunmow	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	0.7%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Maldon	0.3%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.3%	3	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.9%	7	3.4%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco, Tiptree	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco, Witham	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.5%	4	0.4%	1	0.5%	1	1.0%	2	0.6%	1	0.0%	0
Braintree Retail Park, Braintree	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.4%	3	0.8%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Freeport Outlet Shopping Village	5.9%	47	2.3%	5	6.8%	9	3.5%	6	8.8%	11	9.8%	16
Lakeside Shopping Centre, Thurrock	0.7%	6	1.3%	3	1.2%	2	0.5%	1	0.0%	0	0.4%	1
Sudbury Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.7%	5	0.0%	0	0.0%	0	2.0%	4	1.4%	2	0.0%	0
Turner Rise Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Westfield Centre, Stratford (London)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Town Centre	10.9%	88	28.9%	57	8.9%	12	6.1%	11	5.4%	7	0.3%	1
Chelmsford Town Centre	24.8%	199	39.2%	78	36.0%	47	34.9%	63	6.1%	8	2.1%	3
Coggeshall Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Colchester Town Centre	12.0%	96	7.8%	16	0.9%	1	15.1%	27	37.6%	49	1.9%	3
Earls Colne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Great Dunmow Town Centre	1.5%	12	0.0%	0	9.2%	12	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0
London	0.3%	3	1.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Maldon Town Centre	0.3%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	4.8%	39	0.0%	0	0.0%	0	0.0%	0	7.0%	9	18.2%	29
Tiptree District Centre	0.9%	7	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Wickham Bishops Village Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Witham Town Centre	3.0%	24	0.4%	1	0.0%	0	12.8%	23	0.0%	0	0.0%	0
Internet / mail order	7.4%	59	5.8%	11	7.8%	10	7.4%	13	8.1%	11	8.3%	14
Bishop's Stortford Town Centre	0.6%	5	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	4.6%	37	0.0%	0	1.4%	2	0.0%	0	0.7%	1	21.0%	34
Cambridge City Centre	5.4%	44	0.3%	1	8.1%	11	0.0%	0	1.3%	2	19.0%	31
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Costco, West Thurrock Way, West Thurrock	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1
Haverhill Town Centre	2.9%	23	0.0%	0	1.7%	2	0.0%	0	0.0%	0	12.8%	21
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Kedington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tofts Walk, Braintree	0.2%	2	0.4%	1	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Tesco, Cangel Road, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
(Don't know / can't remember)	1.5%	12	1.8%	4	2.8%	4	0.3%	1	1.7%	2	1.2%	2
(Don't do this type of shopping)	2.2%	18	0.9%	2	1.5%	2	1.8%	3	5.4%	7	2.3%	4
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q14 What are your main reasons for visiting (LOCATION MENTIONED AT Q13)? [MR]
Those who do non-food shopping at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Accessibility by public transport	0.2%	2	0.0%	0	0.5%	1	0.3%	1	0.5%	1	0.0%	0
Car parking prices	0.9%	7	1.4%	3	1.5%	2	0.9%	2	0.0%	0	0.4%	1
Car parking provision	3.7%	29	2.9%	6	5.1%	7	4.8%	9	5.4%	7	1.0%	2
Choice of non-food goods available	17.9%	140	21.8%	43	26.6%	34	11.4%	20	10.0%	12	19.4%	31
Choice of shops nearby selling food goods	8.2%	64	8.3%	16	8.1%	10	7.5%	13	4.0%	5	12.1%	19
Choice of shops selling non-food goods	22.9%	179	30.5%	60	14.2%	18	22.8%	40	22.0%	27	21.3%	34
Cleanliness	0.5%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Habit / always use it / preference for retailer	4.0%	32	5.8%	11	5.2%	7	3.0%	5	3.0%	4	2.9%	5
Lower prices	1.4%	11	0.4%	1	2.8%	4	3.1%	6	0.0%	0	0.8%	1
Near to home	31.1%	244	29.2%	57	24.9%	32	33.5%	59	36.5%	45	31.8%	50
Near to work	1.8%	14	2.9%	6	1.6%	2	1.2%	2	1.7%	2	1.4%	2
Provision of leisure facilities nearby	1.0%	8	0.0%	0	0.5%	1	1.8%	3	1.7%	2	1.1%	2
Provision of services nearby, such as banks and other financial services	0.4%	3	0.9%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Quality of non-food goods available	2.8%	22	2.9%	6	0.6%	1	4.2%	7	2.1%	3	3.5%	5
Quality of shops selling non-food goods	2.7%	21	4.2%	8	1.9%	3	0.7%	1	0.5%	1	5.4%	8
Shopping environment	3.0%	24	1.6%	3	2.6%	3	2.0%	4	1.1%	1	7.8%	12
Staff discount / work there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Value for money	1.5%	12	2.4%	5	0.6%	1	2.4%	4	0.0%	0	1.3%	2
Close to family / friends	1.9%	15	3.5%	7	1.8%	2	1.0%	2	0.5%	1	1.9%	3
Convenient / easy to get to	9.2%	72	7.3%	14	11.3%	15	12.2%	22	6.1%	8	8.8%	14
Delivery service	1.5%	12	1.2%	2	0.5%	1	0.3%	1	1.7%	2	4.0%	6
For a day out	1.1%	9	1.0%	2	1.6%	2	0.9%	2	0.0%	0	2.1%	3
Free parking	0.9%	7	0.0%	0	0.5%	1	0.8%	1	1.0%	1	2.2%	3
Good bus service	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Has a good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rewards scheme	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
To support local traders	1.1%	9	1.5%	3	1.3%	2	0.3%	1	0.8%	1	1.6%	3
Other	2.4%	19	3.4%	7	2.1%	3	2.7%	5	3.2%	4	0.6%	1
Choice of shops generally	0.6%	5	0.7%	1	0.0%	0	0.9%	2	0.0%	0	1.4%	2
Familiarity	0.5%	4	0.0%	0	0.6%	1	1.0%	2	0.8%	1	0.0%	0
Good places to eat and drink	0.3%	2	0.4%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Has everything I need	0.5%	4	0.0%	0	0.6%	1	0.3%	1	0.0%	0	1.8%	3
Internet - easier / generally more convenient	0.6%	5	0.8%	2	0.0%	0	0.5%	1	0.8%	1	0.8%	1
Internet - less time consuming	1.0%	8	0.0%	0	4.4%	6	0.0%	0	1.6%	2	0.0%	0
Larger town / store	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Park & Ride	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	2
Prefer it to other centres	0.7%	6	0.0%	0	0.8%	1	0.0%	0	2.3%	3	1.1%	2
Provision of personal services	0.3%	2	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1
Window shopping / browsing	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
(Don't know)	0.7%	5	0.5%	1	0.5%	1	0.3%	1	2.6%	3	0.0%	0
(No reason in particular)	2.9%	23	2.7%	5	3.0%	4	3.5%	6	5.5%	7	0.4%	1
Weighted base:		784		197		129		177		123		158
Sample:		780		197		128		175		126		154

Q15 How do you normally travel to (STORE / LOCATION MENTIONED AT Q14)?
Those who do non-food shopping at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Car / van (as driver)	75.9%	595	68.9%	135	78.0%	101	78.5%	139	78.1%	96	78.5%	124
Car / van (as passenger)	5.9%	46	4.2%	8	4.7%	6	6.4%	11	5.5%	7	8.5%	13
Bus, minibus or coach	3.4%	26	4.1%	8	5.2%	7	3.8%	7	2.5%	3	1.3%	2
Motorcycle, scooter or moped	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.4%	26	7.2%	14	0.5%	1	2.2%	4	3.6%	4	2.2%	3
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Train	1.2%	9	3.6%	7	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Bicycle	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.2%	1	0.5%	1	0.0%	0	0.3%	1	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
Park & Ride	1.0%	8	1.8%	3	2.7%	3	0.0%	0	0.0%	0	0.4%	1
(Do not travel, goods delivered)	6.6%	52	5.8%	11	3.6%	5	6.7%	12	8.5%	11	8.5%	14
(Don't know / varies)	2.2%	17	3.3%	7	5.4%	7	1.3%	2	0.5%	1	0.6%	1
Weighted base:		784		197		129		177		123		158
Sample:		780		197		128		175		126		154

Q16 When you go shopping for non-food goods, do you link this trip with another activity? [MR]
Those who do non-food shopping at Q13:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Yes – travelling to / from work	3.5%	27	6.8%	13	0.8%	1	3.1%	6	3.0%	4	2.2%	3
Yes – travelling to / from school / college / university	0.3%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.4%	1
Yes – non-food shopping	5.1%	40	6.2%	12	6.5%	8	3.6%	6	6.0%	7	3.3%	5
Yes – other food shopping	5.3%	42	7.8%	15	5.2%	7	4.1%	7	2.7%	3	5.7%	9
Yes – leisure activity	15.3%	120	20.3%	40	9.8%	13	12.2%	22	10.0%	12	21.2%	34
Yes – visiting services such as banks and other financial institutions	4.1%	32	5.9%	12	2.0%	3	2.4%	4	6.3%	8	3.6%	6
Other	0.3%	3	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.4%	1
No	62.8%	492	54.8%	108	69.3%	89	70.6%	125	64.2%	79	57.5%	91
Yes - a day out	0.3%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.4%	1
Yes - visiting café / pub / restaurant	1.1%	9	0.7%	1	1.3%	2	1.1%	2	0.6%	1	1.8%	3
Yes - visiting family / friends	4.0%	32	1.1%	2	4.3%	5	2.5%	4	7.0%	9	6.9%	11
Yes - visiting health services (such as doctor, hospital, dentist etc.)	0.7%	5	0.8%	2	0.0%	0	0.0%	0	1.5%	2	1.1%	2
Yes - window shopping / browsing	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
(Don't know)	2.4%	19	1.9%	4	5.8%	8	1.0%	2	2.5%	3	1.5%	2
Weighted base:		784		197		129		177		123		158
Sample:		780		197		128		175		126		154

Q17 In which town or centre does your household spend most money on clothes, footwear and other fashion goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Sainsbury's, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's, Priory Walk, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Springfield, Chelmsford	0.2%	1	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.0%	0
Tesco, Great Notley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Bluewater Shopping Centre	0.5%	4	0.3%	1	1.3%	2	0.0%	0	1.6%	2	0.0%	0
Braintree Retail Park, Braintree	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.8%	7	0.0%	0	1.4%	2	2.7%	5	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Freeport Outlet Shopping Village	10.5%	84	15.2%	30	14.2%	19	5.6%	10	12.5%	16	5.4%	9
Lakeside Shopping Centre, Thurrock	1.4%	12	2.8%	6	0.6%	1	0.8%	1	2.4%	3	0.4%	1
Riverside Retail Park, Chelmsford	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Retail Park, Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Turner Rise Retail Park, Colchester	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Westfield Centre, Stratford (London)	0.3%	2	0.4%	1	0.0%	0	0.5%	1	0.6%	1	0.0%	0
Braintree Town Centre	6.8%	55	16.6%	33	4.0%	5	6.9%	12	3.2%	4	0.0%	0
Chelmsford Town Centre	26.5%	213	43.6%	86	29.4%	38	39.7%	72	9.3%	12	2.4%	4
Colchester Town Centre	9.6%	77	4.0%	8	0.5%	1	16.0%	29	28.1%	37	2.0%	3
Great Dunmow Town Centre	0.9%	7	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.7%	5	0.3%	1	0.0%	0	0.0%	0	3.3%	4	0.3%	1
London	1.0%	8	1.2%	2	0.6%	1	1.5%	3	0.7%	1	0.6%	1
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.3%	19	0.0%	0	0.0%	0	0.0%	0	6.9%	9	6.0%	10
Wickham Bishops Village Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Witham Town Centre	0.6%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0
Internet / mail order	15.9%	128	7.1%	14	22.3%	29	19.3%	35	18.5%	24	15.8%	26
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bishop's Stortford Town Centre	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	6.7%	54	0.5%	1	1.9%	3	0.0%	0	0.0%	0	31.2%	50
Cambridge City Centre	7.1%	57	0.3%	1	7.8%	10	0.0%	0	2.7%	4	26.3%	43
Cheshunt Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Coventry City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
John Lewis, Grand Arcade, Downing Street, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	1.3%	10	1.0%	2	3.8%	5	0.9%	2	0.5%	1	0.7%	1
(Don't buy these goods)	2.3%	18	3.6%	7	1.8%	2	2.1%	4	2.3%	3	1.2%	2
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q18 Where else does your household spend money on clothes, footwear and other fashion goods? [MR]
Those who buy clothes, footwear and other fashion goods at Q17:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Witham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Maldon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's. Stanway, Colchester	0.3%	2	0.0%	0	0.0%	0	0.4%	1	1.1%	1	0.0%	0
Tesco, Dunmow	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Springfield Road, Chelmsford	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Maldon	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	2.1%	16	1.5%	3	2.5%	3	4.3%	8	0.8%	1	1.0%	2
Braintree Retail Park, Braintree	0.4%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.3%	3	0.5%	1	0.8%	1	0.3%	1	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.6%	4	0.0%	0	0.0%	0	0.3%	1	1.6%	2	1.2%	2
Freeport Outlet Shopping Village	13.9%	109	15.3%	29	9.5%	12	20.0%	35	11.7%	15	10.5%	17
Lakeside Shopping Centre, Thurrock	4.4%	35	9.2%	18	2.9%	4	5.1%	9	0.6%	1	2.3%	4
Riverside Retail Park, Chelmsford	0.2%	2	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.6%	5	0.3%	1	0.0%	0	0.3%	1	1.6%	2	1.2%	2
Turner Rise Retail Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Westfield Centre, Stratford (London)	0.6%	5	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Braintree Town Centre	6.2%	48	13.1%	25	3.2%	4	5.3%	9	6.6%	8	0.8%	1
Chelmsford Town Centre	8.5%	67	12.3%	24	14.4%	19	8.4%	15	7.7%	10	0.0%	0
Coggeshall Local Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	9.9%	77	7.2%	14	0.0%	0	12.9%	23	19.6%	25	10.0%	16
Great Dunmow Town Centre	0.4%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Heybridge District Centre	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
London	3.2%	25	5.2%	10	5.4%	7	2.5%	4	1.2%	2	1.3%	2
Maldon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Saffron Walden Town Centre	0.5%	4	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.4%	1
Sudbury Town Centre	1.9%	15	0.0%	0	0.0%	0	0.3%	1	5.4%	7	4.8%	8
Wickham Bishops Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Witham Town Centre	1.8%	14	0.3%	1	0.0%	0	7.7%	14	0.0%	0	0.0%	0
Internet / mail order	8.5%	67	11.4%	22	14.7%	19	4.4%	8	2.5%	3	9.5%	15
Bishop's Stortford Town Centre	0.7%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	5.1%	40	0.3%	1	0.0%	0	0.0%	0	3.7%	5	21.7%	35
Cambridge City Centre	4.1%	32	0.0%	0	7.7%	10	0.0%	0	2.3%	3	11.8%	19
Cheshunt Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Harlow Town Centre	1.1%	9	2.8%	5	2.7%	4	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Ipswich Town Centre	0.7%	5	0.7%	1	0.0%	0	0.4%	1	0.6%	1	1.5%	2
Newmarket Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Peterborough Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Tesco, Cangel Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don't know / can't remember)	1.4%	11	0.3%	1	2.7%	4	1.0%	2	2.3%	3	1.1%	2
(Nowhere else)	31.6%	247	28.4%	54	29.8%	38	30.1%	53	36.9%	47	34.2%	55
Weighted base:		783		191		129		176		127		160
Sample:		780		196		128		174		125		157

Q19 In which town or centre does your household spend most money on furniture, floor coverings and household textiles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, Colchester	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
B&Q Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Homebase, Sudbury	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Sainsbury's, Priory Walk, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's. Stanway, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco, Maldon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Braintree	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	4	1.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.5%	4	1.2%	2	0.8%	1	0.5%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	3.8%	31	4.6%	9	9.9%	13	4.9%	9	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	1.8%	15	3.2%	6	0.0%	0	2.5%	4	2.3%	3	0.6%	1
Freeport Outlet Shopping Village	3.4%	27	7.5%	15	4.4%	6	1.1%	2	1.6%	2	1.6%	3
Lakeside Shopping Centre, Thurrock	2.3%	18	4.4%	9	6.2%	8	0.3%	1	0.0%	0	0.4%	1
Riverside Retail Park, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Tollgate Retail Park, Stanway, Colchester	8.2%	66	9.1%	18	0.0%	0	15.6%	28	13.7%	18	1.2%	2
Turner Rise Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Westfield Centre, Stratford (London)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	3.6%	28	10.5%	21	2.5%	3	0.9%	2	2.1%	3	0.0%	0
Chelmer Village Neighbourhood Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Town Centre	4.6%	37	3.7%	7	6.6%	9	10.4%	19	1.6%	2	0.0%	0
Colchester Town Centre	9.4%	76	5.4%	11	0.0%	0	19.9%	36	21.9%	29	0.3%	1
Great Dunmow Town Centre	1.2%	10	0.5%	1	6.8%	9	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	1.7%	13	2.5%	5	0.0%	0	0.0%	0	5.2%	7	1.0%	2
Hatfield Peverel Local Centre	0.2%	2	0.0%	0	0.0%	0	0.3%	1	0.9%	1	0.0%	0
London	1.0%	8	0.8%	2	0.0%	0	0.3%	1	4.0%	5	0.4%	1
Saffron Walden Town Centre	0.6%	5	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.6%	1
Sudbury Town Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	3.4%	4	4.7%	8
Tiptree District Centre	0.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Witham Town Centre	2.1%	16	2.2%	4	0.0%	0	6.7%	12	0.0%	0	0.0%	0
Internet / mail order	15.9%	127	15.4%	30	26.3%	34	15.1%	27	11.4%	15	12.6%	20
B&Q, Haverhill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Bishop's Stortford Town Centre	0.4%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	4.2%	33	0.5%	1	0.0%	0	0.0%	0	1.1%	1	19.0%	31
Cambridge City Centre	3.9%	31	0.4%	1	4.2%	5	0.0%	0	3.9%	5	12.5%	20
Cambridge Retail Park, Newmarket Road, Cambridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Colne Engaine Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Harlow Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	13
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
John Lewis, Grand Arcade, Downing Street, Cambridge	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1
Kedington Village Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Long Melford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Newmarket Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Romford Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Withersfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don't know / can't remember)	4.8%	39	5.2%	10	3.6%	5	2.0%	4	6.5%	8	7.3%	12
(Don't buy these goods)	18.4%	148	19.2%	38	21.9%	29	16.4%	29	16.2%	21	18.8%	30

Column %ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Weighted base:	802	198	131	180	130	162
Sample:	801	200	131	180	130	160

Q20 Where else does your household spend money on furniture, floor coverings and household textiles? [MR]
Those who buy furniture, floor coverings and household textiles at Q19:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
B&Q Braintree	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
B&Q Chelmsford	0.2%	1	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0
B&Q Colchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
B&Q Sudbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Homebase, St Andrew's Avenue, Colchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Homebase, Stanway, Colchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco, Maldon	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Chelmsford	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	1.0%	7	3.0%	5	1.0%	1	0.5%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	2.2%	14	2.1%	3	2.8%	3	3.6%	5	0.0%	0	2.0%	3
Colchester Retail Park, Colchester	1.2%	8	1.6%	3	0.0%	0	1.2%	2	0.9%	1	2.0%	3
Freeport Outlet Shopping Village	2.0%	13	4.8%	8	1.0%	1	1.6%	2	1.4%	2	0.4%	1
Lakeside Shopping Centre, Thurrock	2.0%	13	2.0%	3	2.9%	3	2.1%	3	0.7%	1	2.1%	3
Riverside Retail Park, Chelmsford	0.3%	2	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sudbury Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tollgate Retail Park, Stanway, Colchester	2.5%	16	3.8%	6	0.0%	0	4.3%	6	2.7%	3	0.7%	1
Turner Rise Retail Park, Colchester	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Westfield Centre, Stratford (London)	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	1.5%	10	4.3%	7	0.6%	1	0.0%	0	1.9%	2	0.0%	0
Chelmsford Town Centre	5.5%	36	7.8%	13	5.6%	6	10.7%	16	1.1%	1	0.0%	0
Colchester Town Centre	3.6%	24	2.4%	4	1.0%	1	5.9%	9	8.5%	9	0.7%	1
Great Dunmow Town Centre	0.6%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0
Hatfield Peverel Local Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
London	0.9%	6	3.1%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.5%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.7%	1
Sudbury Town Centre	1.4%	9	0.0%	0	0.0%	0	0.0%	0	2.5%	3	4.7%	6
Tiptree District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Wickham Bishops Village Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Witham Town Centre	0.5%	4	0.9%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Internet / mail order	9.2%	60	11.4%	18	17.5%	18	6.1%	9	3.4%	4	8.4%	11
B&Q, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.2%	12
Cambridge City Centre	1.4%	9	0.4%	1	0.8%	1	0.0%	0	0.0%	0	5.7%	8
Cressing Village Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Great Bardfield Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Homebase, Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ipswich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.4%	1
Long Melford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Martlesham Heath Retail Park, Ipswich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Abbot Town Centre, Devon	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Newton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Romford Town Centre	0.9%	6	0.6%	1	0.0%	0	3.2%	5	0.0%	0	0.0%	0
(Don't know / can't	2.7%	18	2.9%	5	1.8%	2	2.0%	3	5.0%	5	2.1%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
remember)												
(Nowhere else)	57.2%	374	50.9%	82	58.5%	60	56.2%	85	65.2%	71	58.5%	77
Weighted base:		654		160		102		151		109		131
Sample:		614		156		92		137		106		123

Column %ges.

Q21 In which town or centre does your household spend most money on DIY and decorating goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
B&Q Braintree	31.8%	255	69.2%	137	34.4%	45	20.3%	37	25.7%	34	1.5%	2
B&Q Chelmsford	5.3%	43	0.7%	1	12.2%	16	13.7%	25	0.5%	1	0.0%	0
B&Q Colchester	4.9%	39	2.9%	6	0.0%	0	8.8%	16	13.7%	18	0.0%	0
B&Q Sudbury	4.3%	34	0.0%	0	0.0%	0	0.0%	0	4.0%	5	17.9%	29
Homebase, Chelmsford	0.6%	5	0.8%	2	2.2%	3	0.4%	1	0.0%	0	0.0%	0
Homebase, St Andrew's Avenue, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Homebase, Stanway, Colchester	1.6%	13	0.3%	1	0.0%	0	1.6%	3	7.2%	9	0.0%	0
Homebase, Sudbury	3.0%	24	0.0%	0	0.0%	0	0.0%	0	3.3%	4	12.4%	20
Wickes, Braintree	0.9%	7	2.3%	5	0.0%	0	0.6%	1	1.0%	1	0.0%	0
Wickes, Chelmsford	0.2%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	1.3%	11	3.6%	7	0.6%	1	1.1%	2	0.6%	1	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.5%	4	0.0%	0	2.1%	3	0.7%	1	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Freeport Outlet Shopping Village	4.8%	38	7.6%	15	5.4%	7	6.2%	11	3.3%	4	0.4%	1
Lakeside Shopping Centre, Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Riverside Retail Park, Chelmsford	0.4%	3	0.0%	0	1.7%	2	0.5%	1	0.0%	0	0.0%	0
Sudbury Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tollgate Retail Park, Stanway, Colchester	2.8%	23	0.0%	0	0.0%	0	10.1%	18	3.3%	4	0.0%	0
Turner Rise Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Town Centre	1.6%	13	3.6%	7	1.8%	2	0.0%	0	2.5%	3	0.0%	0
Chelmsford Town Centre	3.7%	29	0.0%	0	2.7%	4	14.3%	26	0.0%	0	0.0%	0
Coggeshall Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Colchester Town Centre	1.0%	8	0.0%	0	0.0%	0	2.1%	4	2.1%	3	1.2%	2
Earls Colne Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Great Dunmow Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Saffron Walden Town Centre	1.2%	10	0.0%	0	6.6%	9	0.0%	0	0.0%	0	0.6%	1
Sible Hedingham Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Sudbury Town Centre	4.0%	32	0.0%	0	0.0%	0	0.0%	0	8.3%	11	13.4%	22
Tiptree District Centre	0.6%	5	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Witham Town Centre	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Internet / mail order	2.5%	20	0.4%	1	12.0%	16	0.9%	2	0.0%	0	1.5%	2
Axminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
B&Q, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
B&Q, Haverhill	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	29
Bishop's Stortford Town Centre	0.5%	4	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Cambridge City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Clare Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Haverhill Town Centre	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	23
Homebase, Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Homebase, Edinburgh Way, Harlow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Elizabeth Way, Ashdon Road, Saffron Walden	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Screwfix, Colemans Bridge, Witham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Travis Perkins, Chelmsford Road, Dunmow	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Goodlife Park, Stansted Road, Bishop's Stortford	0.4%	3	0.0%	0	1.0%	1	1.0%	2	0.0%	0	0.0%	0
(Don't know / can't	1.0%	8	0.3%	1	1.8%	2	0.5%	1	2.6%	3	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
remember)												
(Don't buy these goods)	10.8%	86	8.0%	16	9.5%	12	10.3%	19	14.0%	18	13.1%	21
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q22 Where else does your household spend money on DIY and decorating goods? [MR]
Those who buy DIY and decorating goods at Q21:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
B&Q Braintree	5.5%	39	3.7%	7	4.3%	5	7.8%	13	11.4%	13	1.4%	2
B&Q Chelmsford	5.2%	37	4.5%	8	10.1%	12	10.5%	17	0.0%	0	0.0%	0
B&Q Colchester	1.3%	10	0.3%	1	0.0%	0	1.9%	3	3.6%	4	1.3%	2
B&Q Sudbury	2.9%	20	0.0%	0	0.0%	0	0.0%	0	2.9%	3	12.2%	17
Homebase, Chelmsford	2.3%	17	5.0%	9	4.5%	5	1.4%	2	0.0%	0	0.0%	0
Homebase, St Andrew's Avenue, Colchester	1.6%	11	0.9%	2	0.0%	0	1.2%	2	7.0%	8	0.0%	0
Homebase, Stanway, Colchester	2.4%	17	4.4%	8	0.0%	0	0.9%	1	6.8%	8	0.0%	0
Homebase, Sudbury	2.0%	15	0.0%	0	0.0%	0	0.0%	0	5.2%	6	6.3%	9
Wickes, Braintree	6.9%	49	18.5%	34	2.1%	3	5.6%	9	3.7%	4	0.0%	0
Wickes, Chelmsford	0.9%	6	0.7%	1	2.8%	3	1.0%	2	0.0%	0	0.0%	0
Wickes, Maldon	0.2%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.4%	3	0.5%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	1.2%	9	0.3%	1	0.0%	0	4.9%	8	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.2%	2	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village	2.1%	15	2.3%	4	2.9%	3	3.4%	6	1.7%	2	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.4%	3	0.0%	0	0.0%	0	1.6%	3	0.5%	1	0.0%	0
Braintree Town Centre	1.1%	8	2.2%	4	0.6%	1	1.5%	2	0.5%	1	0.0%	0
Chelmsford Town Centre	1.3%	9	2.5%	5	1.1%	1	1.9%	3	0.0%	0	0.0%	0
Colchester Town Centre	1.0%	7	0.4%	1	0.0%	0	0.3%	1	3.3%	4	1.3%	2
Earls Colne Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Great Dunmow Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.4%	1
Saffron Walden Town Centre	0.5%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.3%	2
Sible Hedingham Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	2
Sudbury Town Centre	1.0%	7	0.0%	0	0.6%	1	0.0%	0	2.5%	3	2.8%	4
Tiptree District Centre	1.1%	8	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0
Witham Town Centre	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Internet / mail order	2.5%	18	3.1%	6	6.7%	8	0.3%	1	1.4%	2	1.7%	2
B&Q, Bury St Edmunds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Harlow	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Haverhill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bishop's Stortford Town Centre	0.4%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Cambridge City Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Harlow Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5
Homebase, Cambridge Retail Park, Cambridge	0.3%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1
Homebase, Easlea Road, Bury St Edmunds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Elizabeth Way, Ashdon Road, Saffron Walden	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Fitzroy Park, Stansted Road, Bishops Stortford	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Fulbourne Road, Walthamstow	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Oaks Drive, Newmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Screwfix, Colemans Bridge, Witham	0.4%	3	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Thaxted Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.4%	17	1.1%	2	1.4%	2	3.3%	5	5.7%	6	1.2%	2
(Nowhere else)	51.4%	367	51.2%	94	55.5%	66	45.3%	73	47.1%	53	58.5%	82
Weighted base:		715		183		118		161		112		141
Sample:		693		183		113		151		110		136

Column %ges.

Q23 In which town or centre does your household spend most money on domestic appliances such as washing machines, fridges, cookers and kettles?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
B&Q Braintree	0.3%	3	1.1%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0
B&Q Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
B&Q Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Homebase, Stanway, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Homebase, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, Witham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Springfield, Chelmsford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Dunmow	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.7%	6	2.5%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Tiptree	0.8%	7	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	1.1%	9	0.9%	2	1.3%	2	0.3%	1	0.0%	0	3.0%	5
Chelmer Village Retail Park, Chelmsford	7.8%	62	7.9%	16	13.4%	18	16.1%	29	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.3%	3	0.0%	0	0.0%	0	0.7%	1	1.0%	1	0.0%	0
Freeport Outlet Shopping Village	4.2%	33	8.2%	16	7.3%	9	3.3%	6	0.8%	1	0.4%	1
Lakeside Shopping Centre, Thurrock	0.2%	1	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.4%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.4%	1
Sudbury Retail Park, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Tollgate Retail Park, Stanway, Colchester	8.5%	68	7.6%	15	0.0%	0	12.6%	23	21.2%	28	1.6%	3
Westfield Centre, Stratford (London)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	6.0%	48	16.3%	32	6.4%	8	3.2%	6	1.2%	2	0.0%	0
Chelmer Village Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Chelmsford Town Centre	4.2%	34	3.2%	6	4.7%	6	11.9%	21	0.0%	0	0.0%	0
Colchester Town Centre	3.5%	28	3.0%	6	0.0%	0	5.5%	10	9.1%	12	0.0%	0
Halstead Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0
London	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Sible Hedingham Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Sudbury Town Centre	2.1%	17	0.0%	0	0.0%	0	0.3%	1	3.2%	4	7.3%	12
Tiptree District Centre	1.8%	15	0.0%	0	0.0%	0	8.2%	15	0.0%	0	0.0%	0
Witham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Internet / mail order	32.3%	259	35.8%	71	38.6%	50	22.0%	40	28.7%	37	37.3%	60
B&Q, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Bishop's Stortford Town Centre	0.6%	5	1.0%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7
Cambridge City Centre	2.0%	16	0.0%	0	3.9%	5	0.0%	0	1.6%	2	5.4%	9
Currys / PC World, Cambridge Retail Park, Cambridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Currys / PC World, Chelmer Village Retail Park, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Currys / PC World, Tollgate West, Stanway, Colchester	0.6%	5	0.7%	1	0.0%	0	0.5%	1	2.3%	3	0.0%	0
Currys, Easlea Road, Bury St Edmunds	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	10
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Great Bardfield Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Haverhill Town Centre	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	30
John Lewis, Grand Arcade, Downing Street, Cambridge	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1
Sainsbury's, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
(Don't know / can't remember)	3.3%	26	1.4%	3	2.6%	3	2.4%	4	10.5%	14	1.2%	2
(Don't buy these goods)	8.6%	69	8.4%	17	11.7%	15	4.7%	9	11.0%	14	8.7%	14
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q24 Where else does your household spend money on domestic appliances such as washing machines, fridges, cookers and kettles? [MR]
Those who buy domestic appliances at Q23:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, Chelmer Village, Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Braintree	0.2%	1	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
B&Q Colchester	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0
Homebase, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sainsbury's. Stanway, Colchester	0.3%	3	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bluewater Shopping Centre	0.2%	2	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.2%	1	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	4.2%	31	6.1%	11	13.1%	15	2.2%	4	0.0%	0	0.5%	1
Colchester Retail Park, Colchester	0.9%	6	1.6%	3	0.0%	0	1.7%	3	0.5%	1	0.0%	0
Freeport Outlet Shopping Village	1.0%	7	1.7%	3	1.6%	2	1.3%	2	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.2%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Tollgate Retail Park, Stanway, Colchester	4.9%	36	6.3%	11	0.0%	0	9.4%	16	4.9%	6	1.7%	3
Turner Rise Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Westfield Centre, Stratford (London)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	1.2%	9	2.7%	5	1.1%	1	0.9%	2	1.0%	1	0.0%	0
Chelmsford Town Centre	1.3%	10	2.2%	4	0.0%	0	3.3%	6	0.0%	0	0.0%	0
Colchester Town Centre	1.6%	12	1.6%	3	0.0%	0	2.4%	4	4.2%	5	0.0%	0
Halstead Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.8%	6	0.0%	0	0.6%	1	0.0%	0	2.8%	3	1.5%	2
Tiptree District Centre	0.4%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / mail order	8.5%	62	7.0%	13	13.9%	16	8.3%	14	6.8%	8	7.7%	11
Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cambridge City Centre	1.5%	11	0.0%	0	2.8%	3	0.0%	0	0.0%	0	5.2%	8
Cambridge Retail Park, Newmarket Road, Cambridge	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
Currys / PC World, Chelmer Village Retail Park, Chelmsford	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys / PC World, Queensgate Retail Park, Harlow	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Currys / PC World, The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Currys / PC World, Tollgate West, Stanway, Colchester	0.6%	4	0.8%	1	0.0%	0	0.3%	1	2.1%	2	0.0%	0
Currys, Easlea Road, Bury St Edmunds	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Gosfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Harlow Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
John Lewis, Grand Arcade, Downing Street, Cambridge	0.5%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	2
Moreton Hall Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Newmarket Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
(Don't know / can't remember)	3.4%	25	2.8%	5	1.5%	2	5.2%	9	5.9%	7	1.4%	2
(Nowhere else)	65.6%	481	64.4%	117	60.5%	70	64.3%	110	66.8%	77	71.6%	106
Weighted base:		733		182		116		172		116		148
Sample:		721		182		110		166		116		147

Column %ges.

Q25 In which town or centre does your household spend most money on TV, Hi Fi, radio, photographic and computer equipment?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Sainsbury's, Haverhill	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Sainsbury's, Springfield, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Sainsbury's. Stanway, Colchester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.4%	1
Tesco, Great Notley	0.2%	1	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco, Maldon	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.9%	7	0.7%	1	4.3%	6	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.3%	3	0.4%	1	0.6%	1	0.0%	0	0.8%	1	0.0%	0
Bluewater Shopping Centre	0.4%	3	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.7%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	5
Chelmer Village Retail Park, Chelmsford	8.4%	67	8.0%	16	18.6%	24	15.0%	27	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	1.2%	10	3.1%	6	0.0%	0	0.3%	1	2.1%	3	0.0%	0
Freeport Outlet Shopping Village	2.1%	17	4.8%	9	1.8%	2	1.8%	3	1.0%	1	0.4%	1
Lakeside Shopping Centre, Thurrock	0.2%	2	0.5%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.4%	3	0.4%	1	0.0%	0	1.1%	2	0.0%	0	0.4%	1
Sudbury Retail Park, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Tollgate Retail Park, Stanway, Colchester	13.0%	104	13.9%	28	0.5%	1	22.1%	40	24.8%	32	2.4%	4
Westfield Centre, Stratford (London)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	2.5%	20	7.9%	16	1.1%	1	0.3%	1	2.0%	3	0.0%	0
Chelmer Village Neighbourhood Centre	0.5%	4	0.4%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Chelmsford Town Centre	4.0%	32	4.2%	8	3.7%	5	10.4%	19	0.0%	0	0.0%	0
Colchester Town Centre	5.2%	42	1.5%	3	0.0%	0	8.9%	16	17.5%	23	0.0%	0
Halstead Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0
Kelvedon Local Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
London	0.2%	1	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sudbury Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.8%	6
Tiptree District Centre	0.8%	6	0.3%	1	0.0%	0	3.3%	6	0.0%	0	0.0%	0
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Internet / mail order	29.6%	237	36.5%	72	35.6%	47	19.5%	35	25.1%	33	31.3%	51
Bishop's Stortford Town Centre	0.5%	4	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0
Bournemouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Brentwood Town Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.5%	12	0.0%	0	0.8%	1	0.0%	0	0.0%	0	6.8%	11
Cambridge City Centre	3.4%	27	0.0%	0	6.5%	9	0.0%	0	1.6%	2	10.3%	17
Cambridge Retail Park, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Currys / PC World, Cambridge Retail Park, Cambridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Currys / PC World, Chelmer Village Retail Park, Chelmsford	0.8%	6	2.3%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Currys / PC World, Queensgate Retail Park, Harlow	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Currys / PC World, Tollgate West, Stanway, Colchester	0.7%	5	0.4%	1	0.0%	0	0.5%	1	2.9%	4	0.0%	0
Currys, Easlea Road, Bury St Edmunds	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Great Bardfield Village Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.5%	15
John Lewis, Grand Arcade, Downing Street,	0.9%	7	0.0%	0	2.8%	4	0.0%	0	0.0%	0	2.1%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Cambridge												
Moreton Hall Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
PC World, Robert Boby Way Retail Park, Bury St Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Tofts Walk, Braintree	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cangel Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
TV Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / can't remember)	1.5%	12	0.9%	2	1.3%	2	1.6%	3	1.0%	1	2.6%	4
(Don't buy these goods)	12.0%	96	11.3%	22	16.1%	21	8.9%	16	11.4%	15	13.6%	22
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q26 Where else does your household spend money on TV, Hi Fi, radio, photographic and computer equipment? [MR]
Those who buy TV, Hi Fi, radio, photographic and computer equipment at Q25:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Morrisons, Witham	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Sainsbury's, Haverhill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Marks Gate, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Princes Road, Chelmsford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tiptree	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.2%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Retail Park, Braintree	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	2.4%	17	2.4%	4	3.7%	4	4.7%	8	0.0%	0	0.5%	1
Colchester Retail Park, Colchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	1
Freeport Outlet Shopping Village	1.3%	9	1.8%	3	0.7%	1	2.1%	3	0.8%	1	0.5%	1
Lakeside Shopping Centre, Thurrock	0.2%	2	0.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Stanway, Colchester	4.6%	32	6.1%	11	0.0%	0	4.5%	7	11.6%	13	0.6%	1
Braintree Town Centre	1.0%	7	2.3%	4	1.8%	2	0.0%	0	1.0%	1	0.0%	0
Chelmer Village Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Chelmsford Town Centre	0.7%	5	0.4%	1	1.3%	1	1.6%	3	0.0%	0	0.0%	0
Colchester Town Centre	0.9%	7	0.0%	0	0.0%	0	1.7%	3	1.4%	2	1.6%	2
Halstead Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Kelvedon Local Centre	0.2%	1	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Tiptree District Centre	0.3%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Witham Town Centre	0.8%	5	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0
Internet / mail order	11.0%	78	6.9%	12	18.6%	20	12.6%	21	16.3%	19	3.9%	5
Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Cambridge City Centre	1.7%	12	0.0%	0	2.0%	2	0.0%	0	1.7%	2	5.7%	8
Cambridge Retail Park, Newmarket Road, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Currys / PC World, Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Currys / PC World, Chelmer Village Retail Park, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Currys / PC World, Queensgate Retail Park, Harlow	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Currys / PC World, The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Currys / PC World, Tollgate West, Stanway, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Currys, Easlea Road, Bury St Edmunds	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Harlow Retail Park, Harlow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
John Lewis, Grand Arcade, Downing Street, Cambridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Moreton Hall Retail Park, Bury St Edmunds	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Romford Town Centre	0.7%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0
(Don't know / can't remember)	2.1%	15	0.7%	1	0.7%	1	4.0%	7	2.0%	2	3.0%	4

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
(Nowhere else)	67.4%	476	77.9%	137	65.3%	72	59.6%	98	60.6%	70	70.6%	99
Weighted base:		705		176		110		164		115		140
Sample:		685		175		103		156		115		136

Column %ges.

Q27 In which town or centre does your household spend most money on personal / luxury goods including books, jewellery, china, glass and cosmetics?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Haverhill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Sainsbury's, Springfield, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's. Stanway, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco, Dunmow	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Greenstead Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Tesco, Maldon	0.7%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Tesco, Market Place, Braintree	0.3%	3	0.4%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Tesco, Marks Gate, Braintree	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.7%	8
Braintree Retail Park, Braintree	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.9%	7	0.0%	0	0.6%	1	3.5%	6	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.8%	6	2.8%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Freeport Outlet Shopping Village	1.0%	8	2.6%	5	0.8%	1	0.9%	2	0.0%	0	0.3%	1
Lakeside Shopping Centre, Thurrock	0.8%	6	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.6%	5	0.0%	0	0.0%	0	0.3%	1	3.1%	4	0.0%	0
Braintree Town Centre	11.0%	88	33.5%	67	7.5%	10	2.5%	4	5.6%	7	0.0%	0
Chelmsford Town Centre	10.6%	85	13.8%	27	18.5%	24	17.1%	31	0.9%	1	0.8%	1
Colchester Town Centre	6.5%	52	2.5%	5	0.0%	0	16.4%	29	13.1%	17	0.4%	1
Earls Colne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Great Dunmow Town Centre	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.3%	1
London	3.2%	25	2.9%	6	3.0%	4	1.0%	2	6.3%	8	3.5%	6
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.5%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.6%	1
Sudbury Town Centre	3.3%	26	0.0%	0	0.5%	1	0.0%	0	8.1%	10	9.2%	15
Tiptree District Centre	0.5%	4	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.0%	0
Wickham Bishops Village Centre	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Witham Town Centre	2.4%	19	0.0%	0	0.0%	0	10.8%	19	0.0%	0	0.0%	0
Internet / mail order	29.0%	232	21.1%	42	39.3%	51	23.2%	42	31.7%	41	34.5%	56
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Witham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	0.5%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.6%	13	0.0%	0	0.6%	1	0.0%	0	0.0%	0	7.3%	12
Cambridge City Centre	2.8%	22	0.8%	2	3.9%	5	0.0%	0	0.7%	1	9.0%	15
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Derby City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Glastonbury Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Great Bardfield Village Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	13
Heathrow Airport	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
IKEA, Lakeside Retail Park, Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
John Lewis, Grand Arcade, Downing Street, Cambridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Sainsbury's, Cornard Road, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Tesco, Cangel Road, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
(Don't know / can't remember)	3.3%	27	2.0%	4	2.3%	3	2.7%	5	2.3%	3	7.4%	12
(Don't buy these goods)	13.6%	109	13.8%	27	13.3%	17	14.7%	27	18.0%	23	8.6%	14
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Column %ges.

Q28 Where else does your household spend money on personal / luxury goods including books, jewellery, china, glass and cosmetics? [MR]
Those who buy personal / luxury goods at Q27:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Morrisons, Witham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sainsbury's, Haverhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco, Dunmow	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Notley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Marks Gate, Braintree	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sudbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Tesco, Witham	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.4%	3	1.1%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmsford	0.9%	6	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.4%	1
Colchester Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Freeport Outlet Shopping Village	2.0%	14	3.3%	6	0.6%	1	3.7%	6	0.9%	1	0.6%	1
Lakeside Shopping Centre, Thurrock	0.9%	6	2.4%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Riverside Retail Park, Chelmsford	0.7%	5	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Stanway, Colchester	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Westfield Centre, Stratford (London)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	3.7%	26	5.4%	9	2.2%	3	3.6%	6	8.0%	9	0.0%	0
Chelmsford Town Centre	9.9%	69	19.8%	34	12.7%	14	13.3%	20	0.0%	0	0.0%	0
Coggeshall Local Centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Colchester Town Centre	3.6%	25	4.4%	8	0.0%	0	3.0%	5	9.8%	10	1.5%	2
Earls Colne Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Great Dunmow Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.5%	1
London	0.9%	6	0.4%	1	2.1%	2	1.2%	2	0.9%	1	0.5%	1
Maldon Town Centre	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Saffron Walden Town Centre	0.4%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Sudbury Town Centre	2.1%	14	0.0%	0	0.0%	0	0.0%	0	3.3%	4	7.4%	11
Witham Town Centre	0.9%	6	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0
Internet / mail order	9.7%	67	7.8%	13	17.4%	20	9.9%	15	10.5%	11	5.3%	8
Abroad	0.5%	4	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Bishop's Stortford Town Centre	0.4%	3	0.3%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.8%	7
Cambridge City Centre	3.0%	21	1.1%	2	3.4%	4	0.0%	0	1.3%	1	9.1%	14
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Coventry City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Haverhill Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8
Norwich City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.4%	1
Stoke-on-Trent City Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	20	2.7%	5	1.3%	1	2.7%	4	4.4%	5	3.3%	5
(Nowhere else)	54.3%	376	51.0%	87	54.2%	62	50.9%	78	57.0%	61	59.9%	89
Weighted base:		693		171		114		154		107		148
Sample:		666		172		107		144		104		139

Q29 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Yes, Internet	74.3%	596	77.4%	154	76.9%	101	65.5%	118	76.3%	99	76.6%	124
Yes, TV Shopping	0.5%	4	0.6%	1	0.0%	0	0.3%	1	0.0%	0	1.2%	2
Yes, both	3.3%	26	1.6%	3	3.8%	5	6.6%	12	1.3%	2	2.8%	4
No	22.0%	176	20.5%	41	19.3%	25	27.5%	50	22.4%	29	19.4%	31
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q30 Which goods or services does your household currently purchase via electronic home shopping, or might you purchase in the future? [MR]
Those who shop via the Internet and / or TV shopping at Q29:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Banking	2.2%	13	3.0%	5	1.0%	1	1.4%	2	4.8%	5	0.9%	1
Books	45.0%	282	37.5%	59	59.8%	63	41.9%	55	50.7%	51	40.8%	53
CDs, music, videos	25.6%	160	22.6%	36	39.9%	42	31.0%	40	9.9%	10	24.3%	32
Clothes / shoes / accessories	43.0%	269	47.7%	75	30.7%	32	52.4%	68	39.9%	40	40.5%	53
Collectables / ornaments	0.7%	4	1.5%	2	0.8%	1	0.4%	1	0.0%	0	0.5%	1
Computer games / hardware / software	3.0%	19	5.4%	9	0.8%	1	2.8%	4	1.3%	1	3.4%	4
Concert tickets	1.5%	9	0.9%	1	5.4%	6	0.9%	1	1.2%	1	0.0%	0
DIY goods	3.9%	24	4.4%	7	8.7%	9	2.1%	3	1.7%	2	2.9%	4
Food	12.9%	81	12.5%	20	13.6%	14	9.0%	12	13.2%	13	16.6%	22
Footwear	12.4%	78	12.6%	20	9.6%	10	11.4%	15	23.5%	24	7.1%	9
Furniture / carpets	10.1%	63	8.8%	14	14.8%	16	12.5%	16	2.7%	3	11.1%	14
Garden items	2.5%	16	1.4%	2	6.4%	7	2.2%	3	0.6%	1	2.6%	3
Gifts	20.6%	129	30.6%	48	9.8%	10	23.1%	30	17.1%	17	17.6%	23
Health / beauty and chemists	9.1%	57	7.8%	12	12.1%	13	4.3%	6	7.6%	8	13.9%	18
Hobby / craft items	4.0%	25	8.9%	14	4.0%	4	2.2%	3	1.3%	1	2.1%	3
Holiday and / or travel tickets	3.1%	19	2.5%	4	7.4%	8	3.3%	4	1.3%	1	1.5%	2
Insurance	1.6%	10	1.6%	3	0.0%	0	3.1%	4	3.1%	3	0.4%	1
Jewellery	2.1%	13	1.6%	3	2.9%	3	2.3%	3	4.5%	5	0.0%	0
Major electrical items	27.2%	170	32.0%	51	33.0%	35	24.4%	32	25.4%	26	21.0%	27
Musical instruments	0.5%	3	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Pet products	2.5%	16	0.5%	1	3.4%	4	6.9%	9	0.6%	1	1.4%	2
Printer cartridges	0.9%	6	0.7%	1	1.4%	1	0.0%	0	2.5%	3	0.5%	1
Small electrical items	27.7%	173	26.6%	42	44.2%	47	20.7%	27	28.4%	29	22.1%	29
Small household goods	11.8%	74	16.5%	26	14.2%	15	5.7%	7	10.1%	10	11.7%	15
Sports goods	1.5%	9	1.3%	2	3.7%	4	1.5%	2	1.2%	1	0.0%	0
Toys	7.1%	44	9.7%	15	2.0%	2	5.8%	8	1.3%	1	13.8%	18
Vehicle parts	1.3%	8	0.9%	1	1.4%	1	1.0%	1	2.5%	3	1.1%	1
Vehicles	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don't know)	6.7%	42	4.9%	8	11.8%	13	2.6%	3	7.9%	8	7.8%	10
Weighted base:		625		158		106		130		101		131
Sample:		562		143		95		117		91		116

Braintree Retail Study
For Nathaniel Lichfield & Partners

Q31 Apart from shops in town centres what other faciities would you like to see more of in the future? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Banks / building societies	0.8%	6	0.0%	0	1.1%	1	0.3%	1	2.3%	3	0.7%	1
Bingo hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	5.8%	46	0.7%	1	1.3%	2	5.1%	9	15.3%	20	8.8%	14
Coffee shops	3.0%	24	0.8%	2	4.7%	6	4.3%	8	4.1%	5	2.0%	3
Creche / child care facilities	1.3%	11	4.5%	9	0.0%	0	0.5%	1	0.0%	0	0.4%	1
Community hall	0.7%	6	1.6%	3	0.0%	0	0.9%	2	0.5%	1	0.4%	1
Health and fitness gym	2.6%	21	1.7%	3	3.3%	4	3.5%	6	4.5%	6	0.4%	1
Health centre	1.1%	9	1.7%	3	0.0%	0	1.4%	2	0.0%	0	1.7%	3
Library	0.8%	6	0.7%	1	1.1%	1	1.0%	2	0.6%	1	0.6%	1
Meeting place	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Nightclub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post office	0.3%	2	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	1.3%	11	1.0%	2	1.6%	2	0.4%	1	4.0%	5	0.4%	1
Restaurants	7.5%	60	8.3%	16	0.8%	1	4.4%	8	14.3%	19	9.8%	16
Soft play /children's play areas	3.5%	28	2.8%	6	3.4%	4	3.7%	7	1.0%	1	6.2%	10
Tenpin bowling	1.0%	8	0.4%	1	0.8%	1	0.7%	1	2.1%	3	1.6%	3
Theatre	1.2%	10	0.7%	1	3.2%	4	1.9%	3	0.0%	0	0.6%	1
Toilets	1.2%	10	3.0%	6	0.0%	0	1.5%	3	0.9%	1	0.0%	0
Other	0.5%	4	0.4%	1	1.0%	1	0.9%	2	0.0%	0	0.0%	0
More car parks	2.0%	16	0.7%	1	2.5%	3	3.5%	6	3.7%	5	0.3%	1
More / better leisure facilities	0.5%	4	1.0%	2	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Ice skating rink	0.6%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Swimming pool	0.2%	2	0.3%	1	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Youth club	0.5%	4	0.4%	1	0.0%	0	0.5%	1	1.6%	2	0.0%	0
More / better public transport	0.9%	7	0.6%	1	1.3%	2	0.7%	1	1.2%	2	0.8%	1
More street furniture	0.7%	5	1.7%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
More green areas / parks	0.9%	7	2.9%	6	0.0%	0	0.0%	0	0.5%	1	0.4%	1
(Nothing)	60.6%	486	65.5%	130	72.6%	95	56.2%	101	54.0%	70	55.0%	89
(Don’t know)	10.8%	87	6.4%	13	8.4%	11	14.8%	27	6.1%	8	17.7%	29
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q32 Do you and your family undertake any of the following leisure activities? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Cinema	65.1%	522	68.6%	136	61.7%	81	57.0%	103	69.4%	90	69.1%	112
Theatre	48.5%	389	42.1%	84	56.6%	74	39.8%	72	53.6%	70	55.3%	89
Pub / bar	54.2%	434	53.3%	106	48.2%	63	54.0%	97	60.0%	78	55.5%	90
Restaurant	82.1%	658	87.0%	173	79.3%	104	75.5%	136	83.0%	108	84.8%	137
Nightclub	4.9%	40	2.2%	4	4.3%	6	7.5%	14	5.5%	7	5.5%	9
Takeaway	65.4%	524	72.5%	144	44.5%	58	69.9%	126	66.0%	86	68.3%	111
Bingo	3.2%	26	1.3%	3	0.0%	0	6.0%	11	3.1%	4	5.1%	8
Heatlh club / fitness or activity centre	27.3%	219	24.4%	48	23.1%	30	34.8%	63	29.1%	38	24.4%	40
Tenpin bowling	29.5%	237	37.5%	74	23.5%	31	26.5%	48	31.5%	41	26.4%	43
(None of these)	6.2%	50	4.5%	9	12.4%	16	6.8%	12	6.2%	8	2.4%	4
(Don't know)	0.5%	4	0.3%	1	0.0%	0	0.4%	1	0.5%	1	1.2%	2
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Q33 Where did you and your family last visit the cinema?
Those who visit the cinema at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Cineworld, Braintree	65.5%	342	96.7%	132	65.1%	53	81.9%	84	70.1%	63	9.1%	10
Cineworld, Harlow	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Haverhill	17.2%	90	0.0%	0	4.4%	4	0.0%	0	7.5%	7	71.1%	80
Empire, Bishops Stortford	1.6%	8	0.0%	0	10.0%	8	0.0%	0	0.0%	0	0.0%	0
Odeon, Chelmsford	3.1%	16	0.7%	1	12.4%	10	4.9%	5	0.0%	0	0.0%	0
Odeon, Colchester	3.4%	18	0.0%	0	0.0%	0	3.2%	3	16.1%	15	0.0%	0
Reel Picture House, Coggeshall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Saffron Screen, Saffron Walden	0.8%	4	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.6%	1
The Picture Palace, Braintree	0.8%	4	1.2%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Abbeygate Cinema, Hatter Street, Bury St Edmunds	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1
Arts Picturehouse, St Andrew's Street, Cambridge	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6
Central London	0.6%	3	0.0%	0	1.3%	1	0.0%	0	2.3%	2	0.0%	0
Cineworld, Cardinal Park, Ipswich	0.9%	5	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0
Cineworld, Parkway, Bury St Edmunds	2.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	13
The Rio Cinema, Station Road, Burnham-on-Crouch	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	1.4%	7	0.9%	1	1.3%	1	1.1%	1	2.4%	2	1.5%	2
Weighted base:		522		136		81		103		90		112
Sample:		465		124		75		89		78		99

Q34 Where did you and your family last visit the theatre?
Those who visit the theatre at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree Arts Theatre, Braintree	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Civic Theatre, Chelmsford	8.5%	33	9.6%	8	18.7%	14	8.2%	6	0.9%	1	5.4%	5
Empire Theatre, Halstead	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Harlow Playhouse, Harlow	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Headgate Theatre, Colchester	1.3%	5	1.5%	1	0.9%	1	2.2%	2	2.3%	2	0.0%	0
Ipswich Regent, Ipswich	1.3%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.7%	3
Mercury Theatre, Colchester	10.5%	41	7.8%	7	2.6%	2	17.5%	13	27.8%	19	0.6%	1
New Wolsey Theatre, Ipswich	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	1
The Quay, Sudbury	2.4%	9	0.0%	0	0.9%	1	0.0%	0	2.4%	2	7.7%	7
Cambridge	1.8%	7	0.0%	0	4.4%	3	0.0%	0	0.0%	0	4.3%	4
London / West End	60.7%	236	66.7%	56	64.5%	48	62.8%	45	53.4%	37	56.0%	50
Bury St Edmunds Town Centre	1.2%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.9%	3
Cambridge Corn Exchange, Wheeler Street, Cambridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Cliffs Pavilion, Station Road, Southend-on-Sea	2.2%	8	8.9%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eastbourne Town Centre	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Haverhill Art Centre, High Street, Haverhill	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Norwich Theatre Royal, Theatre Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Palace Theatre, London Road, Westcliff-on-Sea	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Plymouth City Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saffron Hall, Audley End Road, Saffron Walden	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.5%	2	0.7%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0
The Apex, Charter Square Street, Bury St Edmunds	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7
The Barn Theatre, Park Road, Little Easton	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
The Little Theatre, River Street, Colne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Spa Royal Hall & Theatre, South Marine Drive, Bridlington	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Westgate Street, Bury St Edmunds	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Witham Public Hall, Collingwood Road, Witham	0.9%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
(Don't know / can't remember)	1.8%	7	1.4%	1	1.1%	1	2.2%	2	0.9%	1	3.2%	3
Weighted base:		389		84		74		72		70		89
Sample:		397		94		78		80		65		80

Q35 Where did you and your family last visit a pub / bar?
Those who visit pubs / bars at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree Town Centre	14.4%	62	49.8%	53	5.0%	3	6.1%	6	0.8%	1	0.0%	0
Chelmsford City Centre	5.6%	24	14.7%	16	7.7%	5	3.1%	3	0.0%	0	0.8%	1
Coggeshall Local Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0
Colchester Town Centre	3.0%	13	0.0%	0	0.0%	0	1.4%	1	14.8%	12	0.0%	0
Earls Colne Town Centre	1.6%	7	0.0%	0	0.0%	0	0.0%	0	8.9%	7	0.0%	0
Great Dunmow Town Centre	4.7%	21	0.0%	0	32.6%	21	0.0%	0	0.0%	0	0.0%	0
Halstead Town Centre	4.5%	20	0.0%	0	0.0%	0	0.0%	0	21.4%	17	3.1%	3
Hatfield Peverel Local Centre	0.9%	4	0.5%	1	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Kelvedon Local Centre	3.5%	15	0.0%	0	1.0%	1	15.1%	15	0.0%	0	0.0%	0
London	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.6%	3	0.0%	0	0.0%	0	1.9%	2	1.0%	1	0.0%	0
Saffron Walden Town Centre	0.6%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Sible Hedingham Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Silver End Local Centre	1.2%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0
Sudbury Town Centre	5.8%	25	0.9%	1	0.0%	0	0.0%	0	6.3%	5	21.7%	19
Tiptree District Centre	1.2%	5	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Whickham Bishops Village Centre	0.9%	4	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.6%	1
Witham Town Centre	9.4%	41	0.0%	0	0.0%	0	41.5%	40	0.8%	1	0.0%	0
Freeport Outlet Shopping Village	1.5%	6	4.8%	5	0.0%	0	0.7%	1	0.0%	0	0.8%	1
Lakeside Shopping Centre, Thurrock	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Centre, Stratford (London)	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.2%	5	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birdbrook Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bishop's Stortford Town Centre	0.5%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Bocking Village Centre	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bulmer Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bures Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Cambridge City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Castle Hedingham Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.8%	1
Cavendish Village Centre	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7
Chappel Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Clare Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Colne Engaine Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Copford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cornish Hall End Village Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Feering Village Centre	1.5%	7	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0
Felsted Village Centre	0.5%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Finchingfield Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fordstreet Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Gestingthorpe Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Glastonbury Town Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Glemsford Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Gosfield Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Great Bardfield Village Centre	1.0%	4	0.9%	1	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Great Leighs Village Centre	0.8%	4	1.3%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Great Notley Village Centre	1.0%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Tey Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Great Wratting Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Great Yeldham Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.8%	2
Haverhill Town Centre	3.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	17
Hawkedon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
High Roding Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Holt Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hundon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Ipswich Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Kedington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
King's Lynn Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1
Leigh-on-Sea Town Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lincoln City Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lindsell Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre	1.2%	5	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0
Littleport Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Longfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks Tey Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Minehead Town Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Mount Bures Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Mountnessing Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Pebmarsh Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Peterborough Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston City Centre	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Radwinter Village Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Rayne Village Centre	0.6%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgewell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
South Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stansfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Stanway Village Centre	0.3%	1	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Stebbing Village Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Steeple Bumpstead Village Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Stoke-by-Nayland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sturmer Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Thaxted Town Centre	0.9%	4	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Toppesfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waltham Abbey Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
White Roding Village Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wickham St Paul Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Writtle Village Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.8%	25	8.3%	9	2.1%	1	1.3%	1	8.0%	6	8.4%	8
Weighted base:		434		106		63		97		78		90
Sample:		400		91		62		87		72		88

Q36 Where did you and your family last visit restaurants?
Those who visit restaurants at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree Town Centre	16.6%	109	45.8%	79	8.7%	9	5.6%	8	6.3%	7	4.8%	7
Chelmsford City Centre	6.4%	42	7.5%	13	12.7%	13	10.5%	14	0.6%	1	0.5%	1
Coggeshall Local Centre	1.2%	8	0.3%	1	0.0%	0	0.0%	0	6.5%	7	0.0%	0
Colchester Town Centre	7.6%	50	3.2%	6	0.0%	0	10.5%	14	27.7%	30	0.0%	0
Earls Colne Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	6.2%	7	0.0%	0
Great Dunmow Town Centre	5.2%	34	0.3%	1	31.6%	33	0.0%	0	0.0%	0	0.6%	1
Halstead Town Centre	2.8%	19	0.0%	0	1.3%	1	0.0%	0	13.7%	15	1.8%	2
Hatfield Peverel Local Centre	1.7%	11	0.3%	1	1.6%	2	6.5%	9	0.0%	0	0.0%	0
Kelvedon Local Centre	0.3%	2	0.3%	1	0.6%	1	0.4%	1	0.0%	0	0.0%	0
London	2.0%	13	2.0%	3	0.6%	1	0.5%	1	5.0%	5	2.1%	3
Maldon Town Centre	1.5%	10	0.0%	0	0.0%	0	6.6%	9	0.7%	1	0.0%	0
Saffron Walden Town Centre	1.1%	7	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.3%	5
Sudbury Town Centre	3.8%	25	0.5%	1	0.0%	0	0.0%	0	6.8%	7	12.3%	17
Tiptree District Centre	1.0%	7	0.3%	1	0.0%	0	4.5%	6	0.0%	0	0.0%	0
Whickham Bishops Village Centre	0.5%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Witham Town Centre	5.5%	36	0.0%	0	0.0%	0	25.4%	35	1.8%	2	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Freeport Outlet Shopping Village	11.3%	75	24.7%	43	5.1%	5	13.4%	18	2.8%	3	4.0%	6
Westfield Centre, Stratford (London)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Abingdon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Abroad	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Aythorpe Roding Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Barnston Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Black Notley Village Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackmore End Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Bocking Village Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre	0.2%	1	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bradwell-on-Sea Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bulmer Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Bures Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.4%	1
Bury St Edmunds Town Centre	1.0%	6	0.5%	1	0.8%	1	0.0%	0	0.0%	0	3.4%	5
Cambridge City Centre	1.0%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.2%	6
Castle Hedingham Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.8%	1
Cavendish Village Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	8
Chelmer Village Centre	0.3%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Chichester City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea Town Centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Clare Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cornish Hall End Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Coventry City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Debden Local Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Elford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Epping Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Exmouth Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Felsted Village Centre	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Finchingfield Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Fordham Village Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Glemsford Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Gosfield Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Great Baddow Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Great Bardfield Village Centre	0.4%	3	0.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Great Leighs Village Centre	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Maplestead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Great Notley Village Centre	0.7%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Great Yeldham Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Centre												
Haverhill Town Centre	6.9%	46	0.0%	0	2.1%	2	0.0%	0	0.0%	0	31.6%	43
High Easter Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
High Garrett Village Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Hundon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Instow Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Ipswich Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Kedington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
King's Lynn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lavenham Village Centre	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
Leigh-on-Sea Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lindsell Village Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Little Waltham Village Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Long Melford Village Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	8
Minehead Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Newmarket Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Ongar District Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ormskirk Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Pattiswick Village Centre	0.7%	4	1.7%	3	0.6%	1	0.0%	0	0.9%	1	0.0%	0
Peldon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Pentlow Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Peterborough Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Preston City Centre	0.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Radwinter Village Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rayne Village Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold Town Centre	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Steeple Bumpstead Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Stoke-by-Nayland Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sturmer Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Thaxted Town Centre	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Tollgate West, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waltham Abbey Village Centre	0.2%	1	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Writtle Village Centre	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.9%	39	4.1%	7	8.8%	9	4.6%	6	11.0%	12	3.1%	4
Weighted base:		658		173		104		136		108		137
Sample:		640		167		105		136		101		131

Q37 Where did you and your family last visit nightclubs?
Those who visit nightclubs at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree	1.8%	1	16.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Chelmsford	53.5%	21	83.5%	4	100.0%	6	88.3%	12	0.0%	0	0.0%	0
Colchester	23.8%	9	0.0%	0	0.0%	0	11.7%	2	100.0%	7	7.7%	1
London	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Bury St Edmunds	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	2
Sudbury	12.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	5
Weighted base:		40		4		6		14		7		9
Sample:		22		4		1		7		3		7

Q38 Where did you and your family last order from / visit a takeaway?
Those who order takeaway at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Braintree	30.6%	160	92.7%	133	17.5%	10	7.2%	9	8.5%	7	0.5%	1
Chelmsford	2.1%	11	0.0%	0	13.1%	8	2.5%	3	0.0%	0	0.0%	0
Coggeshall	1.6%	8	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0
Colchester	3.0%	16	0.0%	0	0.0%	0	2.5%	3	14.8%	13	0.0%	0
Great Dunmow	6.0%	31	0.0%	0	50.3%	29	0.0%	0	0.0%	0	1.7%	2
Halstead	7.1%	37	0.0%	0	1.1%	1	0.0%	0	38.9%	33	2.8%	3
Witham	14.9%	78	0.4%	1	0.0%	0	61.5%	77	0.0%	0	0.0%	0
Black Notley Village Centre	0.3%	1	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bocking Village Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boreham Village Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Broomfield Village Centre	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Castle Hedingham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Clare Town Centre	3.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	16
Earls Colne Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Felsted Village Centre	0.5%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Glastonbury Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Glemsford Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4
Great Bardfield Village Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Great Maplestead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Great Notley Village Centre	1.3%	7	3.3%	5	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Great Yeldham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hatfield Peverel Local Centre	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haverhill Town Centre	8.7%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.1%	45
Heybridge District Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Ipswich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Kelvedon Local Centre	1.3%	7	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
Kelvendon Local Centre	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Little Maplestead Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Long Melford Village Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks Tey Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Rayne Village Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ridgewell Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sheringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sible Hedingham Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.5%	1
Silver End Local Centre	0.5%	3	0.5%	1	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Springfield Local Centre	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Stanway Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sudbury Town Centre	6.6%	34	0.0%	0	0.0%	0	0.0%	0	7.4%	6	25.3%	28
Thaxted Town Centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Tiptree Village Centre	3.4%	18	0.0%	0	0.0%	0	14.3%	18	0.0%	0	0.0%	0
Tollgate Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't know / can't remember)	1.8%	9	1.5%	2	0.0%	0	0.7%	1	5.6%	5	1.4%	2
Weighted base:		524		144		58		126		86		111
Sample:		460		128		51		111		75		95

Q39 Where did you and your family last play bingo?
Those who play bingo at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Gala, Colchester	56.8%	15	100.0%	3	0.0%	0	28.0%	3	100.0%	4	58.9%	5
Birdbrook Village Centre	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Clare Town Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Hatfield Peverel Village Centre	2.2%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Haverhill Town Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1
Helions Bumpstead Village Centre	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	1
Rivenhall Village Centre	18.8%	5	0.0%	0	0.0%	0	44.9%	5	0.0%	0	0.0%	0
Witham Town Centre	6.5%	2	0.0%	0	0.0%	0	15.5%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	5.3%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	8.3%	1
Weighted base:		26		3		0		11		4		8
Sample:		20		2		0		10		2		6

Q40 Where did you and your family last visit a heatlh club / fitness or activity centre?
Those who visit health clubs / fitness centres at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Anytime Fitness, Chelmsford	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bannatyne Health Club, Colchester	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Leisure Centre, Braintree	7.1%	15	24.2%	12	7.3%	2	2.5%	2	0.0%	0	0.0%	0
Bramston Sports Centre, Witham	4.6%	10	0.0%	0	0.0%	0	16.1%	10	0.0%	0	0.0%	0
Complete Health and Fitness, Braintree	0.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Leisure Centre, Great Dunmow	7.2%	16	0.0%	0	52.0%	16	0.0%	0	0.0%	0	0.0%	0
Halstead Leisure Centre, Halstead	2.8%	6	0.0%	0	0.0%	0	0.0%	0	14.2%	5	1.7%	1
Nuffield Health and Fitness, Chelmsford	1.6%	4	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0
The Braintree Swimming Centre, Braintree	5.4%	12	24.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Chelmsford	2.6%	6	9.3%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Witham Leisure Centre, Witham	5.5%	12	0.0%	0	0.0%	0	19.3%	12	0.0%	0	0.0%	0
Woodlands Health and Fitness Club, Halstead	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.4%	1
Xpect Health and Fitness, Braintree	3.2%	7	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
YourZone, Braintree	0.7%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aerofunk Dance And Fitness Studio, Clare Road, Braintree	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Atlantis, Chapel Road, Tiptree	3.9%	8	0.0%	0	0.0%	0	13.6%	8	0.0%	0	0.0%	0
Belchamp Community House, Gage's Road, Belchamp St Paul	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Benton Hall Golf & Country Club, Wickham Hill, Witham	3.8%	8	0.0%	0	0.0%	0	13.2%	8	0.0%	0	0.0%	0
Bishops Stortford Golf Club, Dunmow Road, Bishop's Stortford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Braintree Rugby Club, Beckers Green Road, Braintree	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Cambridge City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Central London	2.2%	5	4.0%	2	0.0%	0	3.0%	2	0.0%	0	2.3%	1
Chelmsford Town Centre	0.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	3.4%	7	0.0%	0	0.0%	0	7.7%	5	2.0%	1	4.8%	2
DS Fitness Experience, Newland House, Newland Street, Witham	2.2%	5	0.0%	0	0.0%	0	7.7%	5	0.0%	0	0.0%	0
Essex Boot Camp, Notley Green, Great Notley, Braintree	0.8%	2	1.5%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Feel Good Fitness, Moonhall Business Park, Helions Bumpstead Road, Haverhill	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Felsted Fitness, Stebbing Road, Dunmow	0.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Five Lakes Hotel, Golf, Country Club & Spa, Tolleshunt Knights, Maldon	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Gosfield Lake Golf Club, Hall Drive, Gosfield	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Notley Country Park, Braintree	0.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Hatfield Peverel Local Centre	0.7%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Haverhill Golf Club, Strumer	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Haverhill Leisure Centre, Ehringshausen Way, Haverhill	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	10
Haverhill Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Holiday Inn, Abbotts Lane, Colchester	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Kingfisher Leisure Centre, Station Road, Sudbury	2.4%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	2	8.0%	3
Maldon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Maltings Academy, Spinks Lane, Witham	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks Tey Village Centre	3.0%	7	0.0%	0	0.0%	0	0.0%	0	17.4%	7	0.0%	0
Ongar Leisure Centre, The Gables, Ongar	0.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Prested Hall, Prested Hall Chase, Feering	2.0%	4	0.0%	0	0.0%	0	1.1%	1	9.7%	4	0.0%	0
Real Bodies Health & Fitness, Prospect House / Hollands Road, Haverhill	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.7%	1
Riverside Ice & Leisure Centre, Victoria Road, Chelmsford	0.8%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Stoke-by-Nayland Hotel, Golf & Spa, Levenheath	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.3%	1
Sudbury Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
The Essex Golf & Country Club, Earls Colne	6.5%	14	0.0%	0	0.0%	0	0.0%	0	37.4%	14	0.0%	0
The Gainsborough Health Club & Spa, Cavendish	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
The Martial Arts Centre, Springwood Drive, Braintree	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley District Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tiptree Village Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Virgin Active, New Writtle Street, Chelmsford	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zest Health and Fitness, Caxton House, Milner Road, Chilton Industrial Estate, Sudbury	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	7
(Don't know / can't remember)	4.2%	9	9.3%	4	5.6%	2	2.3%	1	0.0%	0	4.0%	2
Weighted base:		219		48		30		63		38		40
Sample:		193		50		26		50		29		38

Q41 Where did you and your family last go tenpin bowling?
Those who go bowling at Q32:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Namco Funscape, Braintree	68.5%	162	99.2%	74	80.9%	25	74.9%	36	52.9%	22	13.7%	6
Tenpin, Chelmsford	5.0%	12	0.0%	0	17.0%	5	3.0%	1	12.8%	5	0.0%	0
Tenpin, Colchester	4.6%	11	0.0%	0	0.0%	0	6.5%	3	14.5%	6	4.4%	2
Bury St Edmunds Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Haverhill Snooker & Bowl, Chalkstone Way, Haverhill	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	4
Madison Lanes, Madison Heights, Park Drive, Maldon	1.6%	4	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0
Strikes, Northern Road, Sudbury	12.0%	28	0.0%	0	0.0%	0	0.0%	0	12.5%	5	54.7%	23
Tenpin, Cambridge Leisure Park, Cambridge	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4
Witham Bowls Club, Collingwood Road, Witham	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	9	0.8%	1	2.1%	1	6.6%	3	7.3%	3	4.5%	2
Weighted base:		237		74		31		48		41		43
Sample:		185		59		24		42		32		28

GEN Gender of respondent:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Male	31.6%	253	22.4%	45	33.7%	44	33.9%	61	37.6%	49	33.7%	55
Female	68.4%	548	77.6%	154	66.3%	87	66.1%	119	62.4%	81	66.3%	107
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

AGE For the purposes of the survey, could I ask how old are you please?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
18-24 years	6.1%	49	5.1%	10	0.0%	0	13.4%	24	4.0%	5	6.0%	10
25-34 years	13.3%	106	12.7%	25	13.0%	17	13.4%	24	12.1%	16	15.0%	24
35-44 years	18.2%	146	21.7%	43	15.2%	20	13.6%	24	17.2%	22	22.1%	36
45-54 years	17.9%	143	24.4%	48	16.0%	21	14.5%	26	13.7%	18	18.7%	30
55-64 years	18.6%	149	15.4%	30	23.1%	30	19.2%	35	21.5%	28	16.0%	26
65 plus	23.2%	186	19.8%	39	31.0%	41	23.2%	42	25.1%	33	19.3%	31
(Refused)	2.7%	22	1.0%	2	1.7%	2	2.6%	5	6.4%	8	3.0%	5
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
One	13.8%	111	18.0%	36	13.0%	17	9.0%	16	15.6%	20	13.2%	21
Two	55.2%	443	50.9%	101	65.8%	86	47.5%	85	49.2%	64	65.6%	106
Three	17.8%	143	22.2%	44	11.7%	15	23.5%	42	15.4%	20	13.1%	21
Four	8.1%	65	5.9%	12	5.9%	8	11.5%	21	11.4%	15	6.0%	10
Five	2.2%	18	1.6%	3	2.2%	3	5.8%	10	0.6%	1	0.4%	1
Six or more	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	22	0.9%	2	1.4%	2	2.8%	5	7.8%	10	1.8%	3
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
None	68.1%	546	60.9%	121	75.9%	99	74.1%	133	77.8%	101	56.0%	91
One	11.3%	91	12.7%	25	9.9%	13	15.1%	27	5.0%	7	11.7%	19
Two	15.0%	120	20.9%	41	11.1%	15	7.2%	13	9.3%	12	24.0%	39
Three	2.7%	21	2.6%	5	2.3%	3	1.0%	2	0.6%	1	6.5%	11
Four	0.5%	4	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.5%	20	0.9%	2	0.9%	1	2.5%	4	7.3%	10	1.8%	3
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
None	3.9%	31	4.5%	9	6.6%	9	4.0%	7	3.5%	5	1.2%	2
One	31.0%	248	37.2%	74	20.0%	26	33.8%	61	31.1%	41	28.9%	47
Two	41.8%	335	39.0%	77	55.5%	73	30.7%	55	34.4%	45	52.6%	85
Three or more	19.7%	158	18.2%	36	16.2%	21	28.6%	52	20.1%	26	14.4%	23
(Refused)	3.6%	29	1.2%	2	1.7%	2	2.8%	5	10.9%	14	2.9%	5
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

ETH For the purposes of the survey, could I ask what ethnicity you consider yourself to be?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
White	95.5%	766	97.5%	193	98.1%	129	94.2%	170	90.8%	118	96.2%	156
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.6%	1
Black Caribbean	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
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.4%	4	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Refused)	3.9%	31	1.2%	2	1.9%	2	5.5%	10	9.2%	12	2.7%	4
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

PC Postcode

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
CB9 0	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9
CB9 7	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	28
CB9 8	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
CB9 9	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	23
CM3 1	2.1%	17	0.0%	0	13.0%	17	0.0%	0	0.0%	0	0.0%	0
CM3 2	1.7%	14	0.0%	0	0.0%	0	7.6%	14	0.0%	0	0.0%	0
CM3 3	2.2%	18	0.0%	0	13.4%	18	0.0%	0	0.0%	0	0.0%	0
CM6 1	4.5%	36	0.0%	0	27.3%	36	0.0%	0	0.0%	0	0.0%	0
CM6 2	2.5%	20	0.0%	0	15.3%	20	0.0%	0	0.0%	0	0.0%	0
CM6 3	2.7%	22	0.0%	0	16.7%	22	0.0%	0	0.0%	0	0.0%	0
CM7 1	2.8%	23	11.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM7 2	1.8%	14	7.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM7 3	2.6%	21	10.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM7 4	2.3%	19	0.0%	0	14.2%	19	0.0%	0	0.0%	0	0.0%	0
CM7 5	3.3%	26	13.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM7 9	4.1%	33	16.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM77 6	1.2%	10	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM77 7	4.9%	39	19.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM77 8	3.9%	32	15.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM8 1	4.5%	36	0.0%	0	0.0%	0	19.9%	36	0.0%	0	0.0%	0
CM8 2	6.2%	50	0.0%	0	0.0%	0	27.6%	50	0.0%	0	0.0%	0
CM8 3	3.2%	26	0.0%	0	0.0%	0	14.4%	26	0.0%	0	0.0%	0
CM9 8	0.6%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
CO10 7	5.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	47
CO10 8	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	30
CO5 0	4.1%	33	0.0%	0	0.0%	0	18.2%	33	0.0%	0	0.0%	0
CO5 9	2.1%	17	0.0%	0	0.0%	0	9.6%	17	0.0%	0	0.0%	0
CO6 1	5.1%	41	0.0%	0	0.0%	0	0.0%	0	31.2%	41	0.0%	0
CO6 2	2.2%	18	0.0%	0	0.0%	0	0.0%	0	13.8%	18	0.0%	0
CO8 5	1.0%	8	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.0%	0
CO9 1	3.5%	28	0.0%	0	0.0%	0	0.0%	0	21.6%	28	0.0%	0
CO9 2	1.8%	14	0.0%	0	0.0%	0	0.0%	0	11.0%	14	0.0%	0
CO9 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	16.0%	21	0.0%	0
CO9 4	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	19
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Zone 1	24.8%	198	100.0%	198	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	16.3%	131	0.0%	0	100.0%	131	0.0%	0	0.0%	0	0.0%	0
Zone 3	22.5%	180	0.0%	0	0.0%	0	100.0%	180	0.0%	0	0.0%	0
Zone 4	16.2%	130	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%	0
Zone 5	20.2%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	162
Weighted base:		802		198		131		180		130		162
Sample:		801		200		131		180		130		160

Appendix 8 Shopper Survey Results

Q01 What is the main purpose of your visit here today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Browsing	11.3%	34	15.7%	17	8.9%	17	12.5%	9	12.0%	12	10.2%	13	11.5%	13	10.9%	20	11.1%	11	9.8%	10	13.1%	13
Eating or drinking out	6.3%	19	11.1%	12	3.6%	7	6.9%	5	8.0%	8	4.7%	6	5.3%	6	7.1%	13	6.1%	6	6.9%	7	6.1%	6
Education	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	2.0%	2
Financial services (i.e. banks, building soc's, accountants)	5.0%	15	5.6%	6	4.7%	9	0.0%	0	7.0%	7	6.3%	8	5.3%	6	4.9%	9	1.0%	1	3.9%	4	10.1%	10
Food shopping	40.0%	120	33.3%	36	43.8%	84	30.6%	22	38.0%	38	46.9%	60	41.6%	47	39.9%	73	43.4%	43	43.1%	44	33.3%	33
Health & Fitness gym	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Health (Doctors / dentist)	4.0%	12	1.9%	2	5.2%	10	8.3%	6	2.0%	2	3.1%	4	5.3%	6	3.3%	6	5.1%	5	4.9%	5	2.0%	2
Leisure (i.e. cinema / bingo / theatre)	1.0%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	2.3%	3	1.8%	2	0.5%	1	0.0%	0	2.0%	2	1.0%	1
Non-food shopping	9.3%	28	9.3%	10	9.4%	18	9.7%	7	9.0%	9	9.4%	12	15.0%	17	6.0%	11	11.1%	11	10.8%	11	6.1%	6
Personal services (e.g. hairdressers, beauty salon)	1.3%	4	1.9%	2	1.0%	2	1.4%	1	3.0%	3	0.0%	0	0.9%	1	1.1%	2	2.0%	2	0.0%	0	2.0%	2
Other services (i.e. travel agent, estate agents)	2.7%	8	0.9%	1	3.6%	7	2.8%	2	6.0%	6	0.0%	0	4.4%	5	1.6%	3	1.0%	1	3.9%	4	3.0%	3
Socialising	3.3%	10	4.6%	5	2.6%	5	4.2%	3	3.0%	3	3.1%	4	0.9%	1	4.9%	9	5.1%	5	0.0%	0	5.1%	5
Specific shop	2.3%	7	2.8%	3	2.1%	4	1.4%	1	2.0%	2	3.1%	4	0.9%	1	3.3%	6	1.0%	1	3.9%	4	2.0%	2
Tourism / sight-seeing	1.0%	3	0.9%	1	1.0%	2	0.0%	0	0.0%	0	2.3%	3	0.9%	1	0.5%	1	1.0%	1	1.0%	1	1.0%	1
Work / business	8.0%	24	7.4%	8	8.3%	16	15.3%	11	7.0%	7	4.7%	6	4.4%	5	9.8%	18	8.1%	8	6.9%	7	9.1%	9
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
Going to church	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.1%	2	2.0%	2	0.0%	0	0.0%	0
Just passing through	1.3%	4	0.9%	1	1.6%	3	4.2%	3	0.0%	0	0.8%	1	0.9%	1	1.6%	3	1.0%	1	1.0%	1	2.0%	2
Visiting family	1.0%	3	1.9%	2	0.5%	1	0.0%	0	3.0%	3	0.0%	0	0.9%	1	1.1%	2	0.0%	0	1.0%	1	2.0%	2
Base:		300		108		192		72		100		128		113		183		99		102		99

Q02 What else, if anything, will you be doing here? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Browsing	21.3%	64	19.4%	21	22.4%	43	25.0%	18	19.0%	19	21.1%	27	17.7%	20	23.5%	43	31.3%	31	13.7%	14	19.2%	19
Eating or drinking out	10.3%	31	15.7%	17	7.3%	14	15.3%	11	12.0%	12	6.3%	8	11.5%	13	8.7%	16	11.1%	11	6.9%	7	13.1%	13
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services (i.e. banks, building soc's, accountants)	3.3%	10	2.8%	3	3.6%	7	0.0%	0	4.0%	4	4.7%	6	3.5%	4	2.7%	5	2.0%	2	3.9%	4	4.0%	4
Food shopping	17.7%	53	13.9%	15	19.8%	38	19.4%	14	24.0%	24	11.7%	15	18.6%	21	17.5%	32	17.2%	17	22.5%	23	13.1%	13
Health & Fitness gym	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Health (Doctors / dentist)	1.0%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	2.3%	3	0.9%	1	1.1%	2	1.0%	1	1.0%	1	1.0%	1
Leisure (i.e. cinema / bingo / theatre)	1.0%	3	1.9%	2	0.5%	1	1.4%	1	0.0%	0	1.6%	2	0.0%	0	1.6%	3	2.0%	2	1.0%	1	0.0%	0
Non-food shopping	14.0%	42	9.3%	10	16.7%	32	11.1%	8	16.0%	16	14.1%	18	15.0%	17	13.7%	25	17.2%	17	17.6%	18	7.1%	7
Personal services (e.g. hairdressers, beauty salon)	1.0%	3	0.9%	1	1.0%	2	1.4%	1	2.0%	2	0.0%	0	1.8%	2	0.5%	1	1.0%	1	2.0%	2	0.0%	0
Other services (i.e. travel agent, estate agents)	2.3%	7	1.9%	2	2.6%	5	1.4%	1	1.0%	1	3.9%	5	2.7%	3	1.6%	3	1.0%	1	3.9%	4	2.0%	2
Socialising	3.7%	11	3.7%	4	3.6%	7	6.9%	5	3.0%	3	2.3%	3	4.4%	5	2.7%	5	7.1%	7	2.0%	2	2.0%	2
Specific shop	1.3%	4	0.9%	1	1.6%	3	1.4%	1	1.0%	1	1.6%	2	0.9%	1	1.6%	3	0.0%	0	1.0%	1	3.0%	3
Tourism / sight-seeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Work / business	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Nothing else	34.3%	103	38.0%	41	32.3%	62	34.7%	25	32.0%	32	35.9%	46	35.4%	40	34.4%	63	29.3%	29	37.3%	38	36.4%	36
(Don't know)	1.0%	3	0.9%	1	1.0%	2	0.0%	0	0.0%	0	2.3%	3	0.9%	1	1.1%	2	1.0%	1	0.0%	0	2.0%	2
Base:		300		108		192		72		100		128		113		183		99		102		99

Q03 What have you bought or expect to buy today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Chemist goods	6.3%	19	1.9%	2	8.9%	17	5.6%	4	5.0%	5	7.8%	10	4.4%	5	7.7%	14	6.1%	6	7.8%	8	5.1%	5
Clothes and shoes	4.3%	13	0.9%	1	6.3%	12	4.2%	3	5.0%	5	3.9%	5	6.2%	7	3.3%	6	9.1%	9	2.0%	2	2.0%	2
Electrical goods	1.0%	3	1.9%	2	0.5%	1	1.4%	1	2.0%	2	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.0%	1	2.0%	2
Food / drink at restaurants, cafes	21.3%	64	33.3%	36	14.6%	28	25.0%	18	20.0%	20	20.3%	26	18.6%	21	22.4%	41	18.2%	18	21.6%	22	24.2%	24
Food / groceries / off-licence alcohol sales	53.3%	160	42.6%	46	59.4%	114	47.2%	34	58.0%	58	53.1%	68	53.1%	60	54.6%	100	62.6%	62	60.8%	62	36.4%	36
Furniture / furnishings	1.0%	3	1.9%	2	0.5%	1	1.4%	1	0.0%	0	1.6%	2	2.7%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Household goods / hardware	5.0%	15	5.6%	6	4.7%	9	2.8%	2	4.0%	4	7.0%	9	6.2%	7	4.4%	8	5.1%	5	5.9%	6	4.0%	4
Leisure goods (i.e. sportswear, books, toys, gifts)	2.3%	7	3.7%	4	1.6%	3	1.4%	1	1.0%	1	3.9%	5	1.8%	2	2.7%	5	1.0%	1	2.9%	3	3.0%	3
Newspapers / magazines	4.0%	12	5.6%	6	3.1%	6	1.4%	1	3.0%	3	6.3%	8	7.1%	8	2.2%	4	4.0%	4	7.8%	8	0.0%	0
Other non-food	9.7%	29	6.5%	7	11.5%	22	4.2%	3	15.0%	15	8.6%	11	16.8%	19	5.5%	10	10.1%	10	11.8%	12	7.1%	7
Services (hairdressers, dry cleaners etc)	1.7%	5	2.8%	3	1.0%	2	0.0%	0	4.0%	4	0.8%	1	2.7%	3	1.1%	2	2.0%	2	2.9%	3	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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	15.7%	47	17.6%	19	14.6%	28	18.1%	13	13.0%	13	16.4%	21	15.0%	17	15.3%	28	13.1%	13	11.8%	12	22.2%	22
(Don't know)	1.3%	4	0.0%	0	2.1%	4	0.0%	0	2.0%	2	1.6%	2	0.0%	0	2.2%	4	1.0%	1	0.0%	0	3.0%	3
Base:		300		108		192		72		100		128		113		183		99		102		99

Meanscore =[£]

Q04 How much have you spent or expect to spend in the shops today on food, groceries and off licence alcohol sales?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Nothing	27.0%	81	34.3%	37	22.9%	44	29.2%	21	24.0%	24	28.1%	36	26.5%	30	26.2%	48	21.2%	21	23.5%	24	36.4%	36
£5 or less	8.0%	24	8.3%	9	7.8%	15	11.1%	8	7.0%	7	7.0%	9	4.4%	5	9.8%	18	8.1%	8	13.7%	14	2.0%	2
£6-10	14.0%	42	17.6%	19	12.0%	23	16.7%	12	12.0%	12	14.1%	18	15.0%	17	13.7%	25	6.1%	6	15.7%	16	20.2%	20
£11-15	4.7%	14	3.7%	4	5.2%	10	8.3%	6	4.0%	4	3.1%	4	3.5%	4	5.5%	10	5.1%	5	4.9%	5	4.0%	4
£16-20	13.0%	39	9.3%	10	15.1%	29	8.3%	6	18.0%	18	11.7%	15	16.8%	19	10.9%	20	14.1%	14	13.7%	14	11.1%	11
£21-£30	14.0%	42	9.3%	10	16.7%	32	16.7%	12	15.0%	15	11.7%	15	13.3%	15	14.8%	27	22.2%	22	10.8%	11	9.1%	9
£31-£50	9.0%	27	7.4%	8	9.9%	19	8.3%	6	8.0%	8	10.2%	13	12.4%	14	7.1%	13	11.1%	11	10.8%	11	5.1%	5
£51-75	4.3%	13	4.6%	5	4.2%	8	0.0%	0	5.0%	5	6.3%	8	2.7%	3	5.5%	10	5.1%	5	3.9%	4	4.0%	4
£76-£100	1.0%	3	1.9%	2	0.5%	1	0.0%	0	0.0%	0	2.3%	3	0.9%	1	1.1%	2	1.0%	1	1.0%	1	1.0%	1
£101-£200	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	1.6%	2	1.8%	2	0.5%	1	0.0%	0	2.0%	2	1.0%	1
£200 +	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know)	3.7%	11	2.8%	3	4.2%	8	1.4%	1	5.0%	5	3.9%	5	2.7%	3	4.4%	8	5.1%	5	0.0%	0	6.1%	6
Mean:		*18.27*		*15.50*		*19.85*		*11.99*		*20.65*		*20.05*		*18.82*		*18.32*		*22.28*		*18.11*		*14.38*
Base:		300		108		192		72		100		128		113		183		99		102		99

Meanscore =[£]

Q05 How much have you spent or expect to spend in the shops today on non-food items such as clothing and footwear, household and electrical goods, leisure goods and gifts?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Nothing	56.0%	168	62.0%	67	52.6%	101	63.9%	46	51.0%	51	55.5%	71	52.2%	59	57.9%	106	52.5%	52	53.9%	55	61.6%	61
£5 or less	10.3%	31	10.2%	11	10.4%	20	2.8%	2	8.0%	8	16.4%	21	9.7%	11	10.4%	19	7.1%	7	12.7%	13	11.1%	11
£6-10	8.0%	24	6.5%	7	8.9%	17	6.9%	5	12.0%	12	5.5%	7	10.6%	12	6.6%	12	7.1%	7	15.7%	16	1.0%	1
£11-15	2.3%	7	0.9%	1	3.1%	6	5.6%	4	1.0%	1	1.6%	2	3.5%	4	1.6%	3	4.0%	4	1.0%	1	2.0%	2
£16-20	5.0%	15	2.8%	3	6.3%	12	5.6%	4	7.0%	7	3.1%	4	6.2%	7	4.4%	8	9.1%	9	2.9%	3	3.0%	3
£21-£30	4.0%	12	3.7%	4	4.2%	8	4.2%	3	2.0%	2	5.5%	7	5.3%	6	3.3%	6	4.0%	4	3.9%	4	4.0%	4
£31-£50	3.3%	10	5.6%	6	2.1%	4	4.2%	3	6.0%	6	0.8%	1	4.4%	5	2.7%	5	7.1%	7	2.0%	2	1.0%	1
£51-75	0.7%	2	0.0%	0	1.0%	2	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.0%	1
£76-£100	1.0%	3	0.9%	1	1.0%	2	0.0%	0	2.0%	2	0.8%	1	2.7%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1
£101-£200	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
£200 +	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
(Don’t know)	8.7%	26	6.5%	7	9.9%	19	6.9%	5	8.0%	8	10.2%	13	4.4%	5	11.5%	21	8.1%	8	3.9%	4	14.1%	14
Mean:		*7.96*		*8.75*		*7.51*		*5.48*		*12.51*		*5.77*		*9.11*		*7.38*		*8.36*		*10.33*		*4.81*
Base:		300		108		192		72		100		128		113		183		99		102		99

Q06 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Car	42.0%	126	38.9%	42	43.8%	84	36.1%	26	48.0%	48	40.6%	52	50.4%	57	37.2%	68	34.3%	34	44.1%	45	47.5%	47
Bus	16.0%	48	13.0%	14	17.7%	34	9.7%	7	13.0%	13	21.9%	28	8.0%	9	20.2%	37	22.2%	22	13.7%	14	12.1%	12
Train	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	1.8%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Taxi	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Walk	39.0%	117	43.5%	47	36.5%	70	51.4%	37	35.0%	35	35.2%	45	38.9%	44	39.3%	72	38.4%	38	40.2%	41	38.4%	38
Cycle	1.3%	4	2.8%	3	0.5%	1	2.8%	2	0.0%	0	1.6%	2	0.9%	1	1.6%	3	3.0%	3	1.0%	1	0.0%	0
Motorcycle	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.0%	1	1.0%	1
Base:		300		108		192		72		100		128		113		183		99		102		99

Q07 Where did you park today? [MR]
Those who travelled by car at Q06

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Tesco - Braintree	17.5%	22	19.0%	8	16.7%	14	26.9%	7	10.4%	5	19.2%	10	19.3%	11	16.2%	11	44.1%	15	2.2%	1	12.8%	6
George Yard - Braintree	4.8%	6	7.1%	3	3.6%	3	3.8%	1	4.2%	2	5.8%	3	3.5%	2	5.9%	4	17.6%	6	0.0%	0	0.0%	0
Sainsbury's - Braintree	3.2%	4	4.8%	2	2.4%	2	0.0%	0	4.2%	2	3.8%	2	0.0%	0	5.9%	4	8.8%	3	0.0%	0	2.1%	1
Manor Street - Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On street - Braintree	2.4%	3	2.4%	1	2.4%	2	3.8%	1	0.0%	0	3.8%	2	5.3%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	3
I was dropped off - Braintree	3.2%	4	4.8%	2	2.4%	2	7.7%	2	2.1%	1	1.9%	1	3.5%	2	1.5%	1	11.8%	4	0.0%	0	0.0%	0
Disabled Parking (non-specific) - Braintree	0.8%	1	0.0%	0	1.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	1	0.0%	0
Other - Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Private parking - Braintree	1.6%	2	0.0%	0	2.4%	2	3.8%	1	0.0%	0	1.9%	1	0.0%	0	2.9%	2	2.9%	1	0.0%	0	2.1%	1
St Michael's Hospital - Braintree	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	2.9%	1	0.0%	0	0.0%	0
Town Hall - Braintree	0.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	2.9%	1	0.0%	0	0.0%	0
Warner Textile Mill - Braintree	0.8%	1	2.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.8%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco - Witham	16.7%	21	14.3%	6	17.9%	15	15.4%	4	16.7%	8	17.3%	9	10.5%	6	22.1%	15	0.0%	0	0.0%	0	44.7%	21
Newlands Precinct - Witham	1.6%	2	0.0%	0	2.4%	2	0.0%	0	2.1%	1	1.9%	1	1.8%	1	1.5%	1	0.0%	0	0.0%	0	4.3%	2
Mill Lane Car Park - Witham	0.8%	1	2.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.1%	1
Leisure Centre - Witham	0.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
On street - Witham	6.3%	8	7.1%	3	6.0%	5	7.7%	2	4.2%	2	7.7%	4	5.3%	3	7.4%	5	0.0%	0	0.0%	0	17.0%	8
I was dropped off - Witham	1.6%	2	0.0%	0	2.4%	2	0.0%	0	2.1%	1	1.9%	1	0.0%	0	2.9%	2	2.9%	1	0.0%	0	2.1%	1
Disabled Parking (non-specific) - Witham	0.0%	0	0.0%	0	0.0%	0	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 - Witham	0.0%	0	0.0%	0	0.0%	0	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-op / Weavers Court - Halstead	29.4%	37	26.2%	11	31.0%	26	19.2%	5	35.4%	17	28.8%	15	38.6%	22	22.1%	15	0.0%	0	82.2%	37	0.0%	0
Butler Road Car Park - Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Street / Sainsbury's - Halstead	0.8%	1	0.0%	0	1.2%	1	0.0%	0	2.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
On street - Halstead	1.6%	2	2.4%	1	1.2%	1	0.0%	0	4.2%	2	0.0%	0	1.8%	1	1.5%	1	0.0%	0	4.4%	2	0.0%	0
I was dropped off - Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled Parking (non-specific) - Halstead	0.0%	0	0.0%	0	0.0%	0	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 - Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electric Motor Developments - Halstead	0.8%	1	0.0%	0	1.2%	1	3.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Private parking - Halstead	4.0%	5	2.4%	1	4.8%	4	3.8%	1	8.3%	4	0.0%	0	3.5%	2	4.4%	3	2.9%	1	4.4%	2	4.3%	2
Base:		126		42		84		26		48		52		57		68		34		45		47

Q08 Did you park for free?
Those who parked at Q07

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Yes	85.8%	103	87.5%	35	85.0%	68	91.7%	22	84.8%	39	84.0%	42	92.7%	51	80.0%	52	62.1%	18	95.6%	43	91.3%	42
No	14.2%	17	12.5%	5	15.0%	12	8.3%	2	15.2%	7	16.0%	8	7.3%	4	20.0%	13	37.9%	11	4.4%	2	8.7%	4
Base:		120		40		80		24		46		50		55		65		29		45		46

Meanscore =[Number of minutes]

Q09 How long did your journey take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
5 mins or less	25.0%	75	24.1%	26	25.5%	49	22.2%	16	31.0%	31	21.9%	28	30.1%	34	22.4%	41	15.2%	15	36.3%	37	23.2%	23
6-10mins	29.0%	87	25.9%	28	30.7%	59	29.2%	21	23.0%	23	33.6%	43	27.4%	31	30.1%	55	29.3%	29	30.4%	31	27.3%	27
11-15mins	21.0%	63	25.9%	28	18.2%	35	23.6%	17	22.0%	22	18.8%	24	17.7%	20	23.0%	42	33.3%	33	10.8%	11	19.2%	19
16-20mins	13.0%	39	13.9%	15	12.5%	24	13.9%	10	12.0%	12	13.3%	17	15.0%	17	11.5%	21	10.1%	10	13.7%	14	15.2%	15
21-30mins	5.7%	17	5.6%	6	5.7%	11	4.2%	3	5.0%	5	7.0%	9	4.4%	5	6.0%	11	8.1%	8	3.9%	4	5.1%	5
31-45mins	3.3%	10	3.7%	4	3.1%	6	4.2%	3	5.0%	5	1.6%	2	3.5%	4	3.3%	6	3.0%	3	1.0%	1	6.1%	6
46mins-59 mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1hr - 1hr 30mins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1hr 31mins - 2hrs	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	1.6%	2	0.9%	1	1.1%	2	1.0%	1	1.0%	1	1.0%	1
2hrs +	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know)	1.7%	5	0.0%	0	2.6%	5	2.8%	2	1.0%	1	1.6%	2	0.9%	1	2.2%	4	0.0%	0	2.9%	3	2.0%	2
Mean:		*12.48*		*12.34*		*12.57*		*11.42*		*11.98*		*13.47*		*11.46*		*13.04*		*13.15*		*9.90*		*14.44*
Base:		300		108		192		72		100		128		113		183		99		102		99

Meanscore =[Number of minutes]

Q10 Approximately how much time will you spend in the town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Less than 30 minutes	15.7%	47	17.6%	19	14.6%	28	12.5%	9	20.0%	20	14.1%	18	22.1%	25	12.0%	22	8.1%	8	24.5%	25	14.1%	14
30- 59 minutes	19.3%	58	17.6%	19	20.3%	39	16.7%	12	15.0%	15	24.2%	31	25.7%	29	15.3%	28	12.1%	12	29.4%	30	16.2%	16
1hr -1 hr 29 min	24.3%	73	23.1%	25	25.0%	48	25.0%	18	25.0%	25	23.4%	30	20.4%	23	27.3%	50	24.2%	24	22.5%	23	26.3%	26
1hr 30 mins - 1 hr 59 min	14.3%	43	16.7%	18	13.0%	25	13.9%	10	14.0%	14	14.8%	19	11.5%	13	15.8%	29	23.2%	23	6.9%	7	13.1%	13
2hrs - 2hrs 29 mins	9.0%	27	7.4%	8	9.9%	19	5.6%	4	12.0%	12	8.6%	11	9.7%	11	7.7%	14	11.1%	11	2.9%	3	13.1%	13
2hrs 30 mins - 2hrs 59 mins	5.3%	16	6.5%	7	4.7%	9	12.5%	9	2.0%	2	3.9%	5	3.5%	4	6.6%	12	9.1%	9	1.0%	1	6.1%	6
3hrs - 3hrs 59 mins	2.3%	7	0.0%	0	3.6%	7	1.4%	1	4.0%	4	1.6%	2	2.7%	3	2.2%	4	1.0%	1	2.9%	3	3.0%	3
4hrs or more	7.0%	21	9.3%	10	5.7%	11	9.7%	7	5.0%	5	7.0%	9	4.4%	5	8.7%	16	8.1%	8	7.8%	8	5.1%	5
(Don't know)	2.7%	8	1.9%	2	3.1%	6	2.8%	2	3.0%	3	2.3%	3	0.0%	0	4.4%	8	3.0%	3	2.0%	2	3.0%	3
Mean:		*87.53*		*88.17*		*87.16*		*97.71*		*83.88*		*84.65*		*75.94*		*94.62*		*102.04*		*71.03*		*90.20*
Base:		300		108		192		72		100		128		113		183		99		102		99

Meanscore =[Visits per week]

Q11 How often do you visit this town for the following reasons?

Shopping

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Every day / most days	17.3%	52	16.7%	18	17.7%	34	16.7%	12	11.0%	11	22.7%	29	11.5%	13	21.3%	39	10.1%	10	23.5%	24	18.2%	18
2-3 times a week	36.0%	108	33.3%	36	37.5%	72	31.9%	23	35.0%	35	39.1%	50	34.5%	39	36.6%	67	41.4%	41	30.4%	31	36.4%	36
Once a week	25.7%	77	23.1%	25	27.1%	52	33.3%	24	26.0%	26	21.1%	27	24.8%	28	26.2%	48	27.3%	27	24.5%	25	25.3%	25
Once a fortnight	6.3%	19	3.7%	4	7.8%	15	5.6%	4	7.0%	7	6.3%	8	8.9%	10	4.4%	8	11.1%	11	3.9%	4	4.0%	4
Monthly	5.7%	17	10.2%	11	3.1%	6	5.6%	4	10.0%	10	2.3%	3	10.6%	12	2.7%	5	5.1%	5	6.9%	7	5.1%	5
Once every 2-3 months	1.7%	5	1.9%	2	1.6%	3	1.4%	1	1.0%	1	2.3%	3	2.7%	3	1.1%	2	1.0%	1	2.0%	2	2.0%	2
Once every 4-6 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	0.0%	0	0.0%	0
Less Often	4.3%	13	5.6%	6	3.6%	7	2.8%	2	8.0%	8	2.3%	3	6.2%	7	3.3%	6	1.0%	1	4.9%	5	7.1%	7
First visit for this reason	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never visit for this reason	3.0%	9	5.6%	6	1.6%	3	2.8%	2	2.0%	2	3.9%	5	0.9%	1	4.4%	8	3.0%	3	3.9%	4	2.0%	2
Mean:		*2.33*		*2.26*		*2.37*		*2.25*		*1.92*		*2.70*		*1.92*		*2.61*		*2.05*		*2.57*		*2.36*
Base:		300		108		192		72		100		128		113		183		99		102		99

Services

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Every day / most days	4.7%	14	5.6%	6	4.2%	8	5.6%	4	2.0%	2	6.3%	8	2.7%	3	6.0%	11	2.0%	2	6.9%	7	5.1%	5
2-3 times a week	11.0%	33	12.0%	13	10.4%	20	6.9%	5	12.0%	12	12.5%	16	12.4%	14	9.8%	18	10.1%	10	11.8%	12	11.1%	11
Once a week	24.0%	72	27.8%	30	21.9%	42	22.2%	16	21.0%	21	27.3%	35	24.8%	28	23.5%	43	25.3%	25	27.5%	28	19.2%	19
Once a fortnight	6.7%	20	8.3%	9	5.7%	11	4.2%	3	5.0%	5	9.4%	12	8.0%	9	6.0%	11	8.1%	8	4.9%	5	7.1%	7
Monthly	16.7%	50	14.8%	16	17.7%	34	15.3%	11	24.0%	24	11.7%	15	12.4%	14	19.7%	36	14.1%	14	17.6%	18	18.2%	18
Once every 2-3 months	10.0%	30	9.3%	10	10.4%	20	12.5%	9	8.0%	8	10.2%	13	8.0%	9	11.5%	21	15.2%	15	8.8%	9	6.1%	6
Once every 4-6 months	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Less Often	9.3%	28	8.3%	9	9.9%	19	12.5%	9	9.0%	9	7.8%	10	11.5%	13	7.7%	14	8.1%	8	6.9%	7	13.1%	13
First visit for this reason	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Never visit for this reason	14.7%	44	12.0%	13	16.1%	31	20.8%	15	15.0%	15	10.9%	14	18.6%	21	12.0%	22	14.1%	14	13.7%	14	16.2%	16
(Don't know)	2.3%	7	0.9%	1	3.1%	6	0.0%	0	2.0%	2	3.9%	5	1.8%	2	2.7%	5	2.0%	2	2.0%	2	3.0%	3
Mean:		*1.11*		*1.19*		*1.05*		*1.07*		*0.93*		*1.26*		*1.05*		*1.14*		*0.89*		*1.29*		*1.13*
Base:		300		108		192		72		100		128		113		183		99		102		99

Daytime eating/drinking

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Every day / most days	3.0%	9	3.7%	4	2.6%	5	5.6%	4	3.0%	3	1.6%	2	0.9%	1	4.4%	8	1.0%	1	2.0%	2	6.1%	6
2-3 times a week	9.7%	29	12.0%	13	8.3%	16	12.5%	9	8.0%	8	9.4%	12	7.1%	8	10.9%	20	10.1%	10	8.8%	9	10.1%	10
Once a week	14.0%	42	16.7%	18	12.5%	24	19.4%	14	13.0%	13	11.7%	15	14.2%	16	14.2%	26	15.2%	15	14.7%	15	12.1%	12
Once a fortnight	4.3%	13	4.6%	5	4.2%	8	1.4%	1	5.0%	5	5.5%	7	6.2%	7	3.3%	6	6.1%	6	4.9%	5	2.0%	2
Monthly	12.0%	36	14.8%	16	10.4%	20	13.9%	10	13.0%	13	10.2%	13	15.0%	17	9.8%	18	15.2%	15	8.8%	9	12.1%	12
Once every 2-3 months	5.7%	17	8.3%	9	4.2%	8	5.6%	4	5.0%	5	6.3%	8	6.2%	7	4.9%	9	6.1%	6	6.9%	7	4.0%	4
Once every 4-6 months	3.0%	9	1.9%	2	3.6%	7	1.4%	1	3.0%	3	3.9%	5	4.4%	5	2.2%	4	3.0%	3	3.9%	4	2.0%	2
Less Often	11.3%	34	6.5%	7	14.1%	27	8.3%	6	15.0%	15	10.2%	13	13.3%	15	10.4%	19	10.1%	10	7.8%	8	16.2%	16
First visit for this reason	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.8%	1	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Never visit for this reason	35.0%	105	30.6%	33	37.5%	72	31.9%	23	34.0%	34	37.5%	48	29.2%	33	38.8%	71	33.3%	33	38.2%	39	33.3%	33
(Don't know)	1.3%	4	0.9%	1	1.6%	3	0.0%	0	0.0%	0	3.1%	4	1.8%	2	1.1%	2	0.0%	0	2.0%	2	2.0%	2
Mean:		*1.06*		*1.16*		*1.00*		*1.36*		*0.97*		*0.95*		*0.76*		*1.29*		*0.89*		*0.99*		*1.31*
Base:		300		108		192		72		100		128		113		183		99		102		99

Night time restaurants/bars

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Every day / most days	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
2-3 times a week	2.0%	6	3.7%	4	1.0%	2	1.4%	1	4.0%	4	0.8%	1	3.5%	4	1.1%	2	3.0%	3	1.0%	1	2.0%	2
Once a week	4.3%	13	4.6%	5	4.2%	8	5.6%	4	7.0%	7	1.6%	2	6.2%	7	3.3%	6	4.0%	4	2.9%	3	6.1%	6
Once a fortnight	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Monthly	4.7%	14	6.5%	7	3.6%	7	4.2%	3	6.0%	6	3.9%	5	6.2%	7	3.3%	6	5.1%	5	6.9%	7	2.0%	2
Once every 2-3 months	2.3%	7	2.8%	3	2.1%	4	2.8%	2	2.0%	2	2.3%	3	1.8%	2	2.7%	5	0.0%	0	5.9%	6	1.0%	1
Once every 4-6 months	2.0%	6	0.0%	0	3.1%	6	2.8%	2	1.0%	1	2.3%	3	0.9%	1	2.7%	5	2.0%	2	2.9%	3	1.0%	1
Less Often	12.7%	38	11.1%	12	13.5%	26	9.7%	7	15.0%	15	12.5%	16	16.8%	19	10.4%	19	6.1%	6	14.7%	15	17.2%	17
First visit for this reason	1.0%	3	0.0%	0	1.6%	3	2.8%	2	0.0%	0	0.8%	1	1.8%	2	0.5%	1	0.0%	0	2.9%	3	0.0%	0
Never visit for this reason	69.0%	207	71.3%	77	67.7%	130	70.8%	51	63.0%	63	72.7%	93	60.2%	68	74.3%	136	79.8%	79	59.8%	61	67.7%	67
(Don't know)	1.3%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	3.1%	4	0.9%	1	1.6%	3	0.0%	0	2.0%	2	2.0%	2
Mean:		*0.61*		*0.68*		*0.58*		*0.53*		*0.83*		*0.42*		*0.73*		*0.50*		*0.80*		*0.39*		*0.78*
Base:		300		108		192		72		100		128		113		183		99		102		99

Q12 Why did you choose to come here today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Attractive environment / nice place	1.3%	4	0.9%	1	1.6%	3	0.0%	0	1.0%	1	2.3%	3	1.8%	2	1.1%	2	3.0%	3	0.0%	0	1.0%	1
Close to friends / relatives	6.3%	19	9.3%	10	4.7%	9	8.3%	6	4.0%	4	7.0%	9	6.2%	7	6.6%	12	5.1%	5	2.9%	3	11.1%	11
Close to home	70.3%	211	68.5%	74	71.4%	137	62.5%	45	75.0%	75	71.1%	91	69.0%	78	72.1%	132	74.7%	74	73.5%	75	62.6%	62
Close to work / business meeting	9.3%	28	11.1%	12	8.3%	16	15.3%	11	7.0%	7	7.8%	10	7.1%	8	10.4%	19	7.1%	7	9.8%	10	11.1%	11
Easy parking	1.7%	5	2.8%	3	1.0%	2	0.0%	0	1.0%	1	3.1%	4	1.8%	2	1.6%	3	1.0%	1	2.9%	3	1.0%	1
Fancied a change	2.0%	6	0.9%	1	2.6%	5	1.4%	1	2.0%	2	2.3%	3	2.7%	3	1.6%	3	0.0%	0	2.0%	2	4.0%	4
Good public transport	4.7%	14	3.7%	4	5.2%	10	6.9%	5	5.0%	5	3.1%	4	2.7%	3	6.0%	11	4.0%	4	2.0%	2	8.1%	8
Good range of food / drink outlets	1.3%	4	0.9%	1	1.6%	3	0.0%	0	3.0%	3	0.8%	1	1.8%	2	1.1%	2	3.0%	3	1.0%	1	0.0%	0
Good range of shops / services	1.7%	5	0.9%	1	2.1%	4	2.8%	2	2.0%	2	0.8%	1	1.8%	2	1.1%	2	2.0%	2	1.0%	1	2.0%	2
Goods at discounted rates / cheaper goods	0.7%	2	0.9%	1	0.5%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.0%	1	1.0%	1
Linked trip to bowling alley / swimming pool / cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit particular shops / services	5.7%	17	4.6%	5	6.3%	12	5.6%	4	7.0%	7	4.7%	6	7.1%	8	4.9%	9	8.1%	8	4.9%	5	4.0%	4
Visiting as a tourist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saw signs	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 college	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
Just passing through	1.0%	3	0.9%	1	1.0%	2	0.0%	0	0.0%	0	2.3%	3	1.8%	2	0.5%	1	1.0%	1	1.0%	1	1.0%	1
Meeting friends / relatives	1.7%	5	3.7%	4	0.5%	1	2.8%	2	1.0%	1	1.6%	2	1.8%	2	1.1%	2	2.0%	2	2.9%	3	0.0%	0
No particular reason	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Base:		300		108		192		72		100		128		113		183		99		102		99

Q13 What do you like about (STUDY CENTRE) Town Centre [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Attractive environment / nice place	8.7%	26	8.3%	9	8.9%	17	4.2%	3	10.0%	10	10.2%	13	10.6%	12	7.1%	13	4.0%	4	11.8%	12	10.1%	10
Clean / well maintained streets	8.3%	25	5.6%	6	9.9%	19	11.1%	8	6.0%	6	8.6%	11	6.2%	7	9.8%	18	9.1%	9	5.9%	6	10.1%	10
Easily accessible from home	46.7%	140	47.2%	51	46.4%	89	47.2%	34	43.0%	43	49.2%	63	47.8%	54	46.4%	85	61.6%	61	39.2%	40	39.4%	39
Easily accessible from work	3.3%	10	7.4%	8	1.0%	2	4.2%	3	2.0%	2	3.9%	5	3.5%	4	2.7%	5	1.0%	1	2.9%	3	6.1%	6
Easy to park	5.7%	17	5.6%	6	5.7%	11	4.2%	3	7.0%	7	5.5%	7	8.9%	10	3.8%	7	3.0%	3	4.9%	5	9.1%	9
Good range of entertainment / restaurants / public houses	2.3%	7	4.6%	5	1.0%	2	0.0%	0	4.0%	4	2.3%	3	2.7%	3	2.2%	4	2.0%	2	2.0%	2	3.0%	3
Good range of services	7.0%	21	7.4%	8	6.8%	13	6.9%	5	6.0%	6	7.8%	10	8.9%	10	6.0%	11	8.1%	8	5.9%	6	7.1%	7
Good safety / security	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Good shops	9.0%	27	6.5%	7	10.4%	20	11.1%	8	8.0%	8	8.6%	11	8.9%	10	9.3%	17	11.1%	11	6.9%	7	9.1%	9
Good value for money	2.3%	7	2.8%	3	2.1%	4	4.2%	3	3.0%	3	0.8%	1	2.7%	3	2.2%	4	4.0%	4	1.0%	1	2.0%	2
Goods at discounted rate / cheaper goods	1.3%	4	0.9%	1	1.6%	3	4.2%	3	1.0%	1	0.0%	0	0.9%	1	1.6%	3	1.0%	1	1.0%	1	2.0%	2
Linked trips to bowling alley / swimming pool / cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	6.3%	19	9.3%	10	4.7%	9	4.2%	3	7.0%	7	7.0%	9	8.9%	10	4.9%	9	5.1%	5	4.9%	5	9.1%	9
Particular shops / services	2.0%	6	4.6%	5	0.5%	1	5.6%	4	1.0%	1	0.8%	1	2.7%	3	1.1%	2	3.0%	3	0.0%	0	3.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	1.0%	1	1.0%	1	0.0%	0
Everything I need is in one place	1.3%	4	0.0%	0	2.1%	4	1.4%	1	2.0%	2	0.8%	1	1.8%	2	1.1%	2	0.0%	0	3.9%	4	0.0%	0
Familiarity	1.0%	3	0.9%	1	1.0%	2	0.0%	0	2.0%	2	0.8%	1	0.9%	1	1.1%	2	2.0%	2	0.0%	0	1.0%	1
Free parking	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Good public transport links	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.6%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.0%	2
It's friendly	4.7%	14	2.8%	3	5.7%	11	2.8%	2	4.0%	4	6.3%	8	5.3%	6	4.4%	8	1.0%	1	10.8%	11	2.0%	2
It's quaint	1.0%	3	0.0%	0	1.6%	3	0.0%	0	3.0%	3	0.0%	0	1.8%	2	0.5%	1	0.0%	0	2.0%	2	1.0%	1
Plenty of street furniture	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The market	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	1.0%	1	1.0%	1	0.0%	0
The Riverside	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Town events	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nothing / very little	16.0%	48	14.8%	16	16.7%	32	12.5%	9	14.0%	14	19.5%	25	10.6%	12	19.7%	36	6.1%	6	21.6%	22	20.2%	20
(Don't know)	3.3%	10	2.8%	3	3.6%	7	2.8%	2	3.0%	3	3.9%	5	2.7%	3	3.8%	7	5.1%	5	2.9%	3	2.0%	2
Base:		300		108		192		72		100		128		113		183		99		102		99

Q14 What do you dislike about (STUDY CENTRE) Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Difficult to park near shops	2.7%	8	3.7%	4	2.1%	4	2.8%	2	3.0%	3	2.3%	3	1.8%	2	3.3%	6	0.0%	0	5.9%	6	2.0%	2
Expensive restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel unsafe	1.7%	5	2.8%	3	1.0%	2	2.8%	2	2.0%	2	0.8%	1	0.0%	0	2.2%	4	2.0%	2	1.0%	1	2.0%	2
High parking charges	2.7%	8	4.6%	5	1.6%	3	2.8%	2	4.0%	4	1.6%	2	1.8%	2	3.3%	6	1.0%	1	3.9%	4	3.0%	3
Lack of culture / atmosphere	2.0%	6	3.7%	4	1.0%	2	1.4%	1	1.0%	1	3.1%	4	1.8%	2	2.2%	4	2.0%	2	0.0%	0	4.0%	4
Particular shops / services missing	12.0%	36	8.3%	9	14.1%	27	13.9%	10	12.0%	12	10.9%	14	12.4%	14	12.0%	22	3.0%	3	13.7%	14	19.2%	19
Poor public transport	2.3%	7	2.8%	3	2.1%	4	1.4%	1	3.0%	3	2.3%	3	1.8%	2	2.7%	5	1.0%	1	2.9%	3	3.0%	3
Poor range of food retailers	4.7%	14	4.6%	5	4.7%	9	2.8%	2	5.0%	5	5.5%	7	6.2%	7	3.8%	7	5.1%	5	6.9%	7	2.0%	2
Poor range of non-food retailers	14.3%	43	11.1%	12	16.1%	31	9.7%	7	13.0%	13	18.0%	23	15.0%	17	14.2%	26	10.1%	10	22.5%	23	10.1%	10
Streets / Environment in poor condition	3.7%	11	2.8%	3	4.2%	8	2.8%	2	2.0%	2	5.5%	7	3.5%	4	3.3%	6	6.1%	6	2.0%	2	3.0%	3
Too busy / crowded	1.3%	4	1.9%	2	1.0%	2	1.4%	1	1.0%	1	1.6%	2	0.9%	1	1.1%	2	2.0%	2	1.0%	1	1.0%	1
Too many tourists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	2.7%	8	3.7%	4	2.1%	4	1.4%	1	1.0%	1	4.7%	6	0.0%	0	4.4%	8	0.0%	0	3.9%	4	4.0%	4
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty / litter / untidy	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.1%	2	0.0%	0	2.0%	2	0.0%	0
Drunks in the town centre	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.1%	2	0.0%	0	2.0%	2	0.0%	0
Empty shops	3.3%	10	1.9%	2	4.2%	8	0.0%	0	2.0%	2	6.3%	8	5.3%	6	2.2%	4	2.0%	2	6.9%	7	1.0%	1
It's too small	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lack of market stalls	1.0%	3	0.9%	1	1.0%	2	0.0%	0	2.0%	2	0.8%	1	0.9%	1	1.1%	2	1.0%	1	2.0%	2	0.0%	0
Lack of parking	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0
Lack of places to eat / drink	0.7%	2	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1	0.5%	1	1.0%	1	1.0%	1	0.0%	0
No late opening hours	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
One way system	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Paying for parking	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	1.8%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Pigeons in the town centre	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Poor range of all shops	1.7%	5	0.9%	1	2.1%	4	0.0%	0	3.0%	3	1.6%	2	0.9%	1	2.2%	4	2.0%	2	2.9%	3	0.0%	0
Rude people	1.3%	4	1.9%	2	1.0%	2	4.2%	3	1.0%	1	0.0%	0	0.0%	0	1.6%	3	3.0%	3	1.0%	1	0.0%	0
The hill	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
The layout	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Too many charity shops	5.0%	15	5.6%	6	4.7%	9	5.6%	4	5.0%	5	4.7%	6	4.4%	5	5.5%	10	2.0%	2	3.9%	4	9.1%	9
Too many places to eat / drink	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.0%	1
Traffic in the High Street	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.1%	2	0.0%	0	2.0%	2	0.0%	0
Nothing / very little	35.7%	107	38.9%	42	33.9%	65	38.9%	28	34.0%	34	35.2%	45	39.8%	45	33.9%	62	39.4%	39	25.5%	26	42.4%	42
(Don't know)	11.3%	34	11.1%	12	11.5%	22	19.4%	14	10.0%	10	7.8%	10	10.6%	12	12.0%	22	21.2%	21	5.9%	6	7.1%	7
Base:		300		108		192		72		100		128		113		183		99		102		99

Q15 What changes, if any could you suggest that would improve this town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Cheaper parking	7.3%	22	11.1%	12	5.2%	10	5.6%	4	8.0%	8	7.8%	10	7.1%	8	7.7%	14	4.0%	4	12.7%	13	5.1%	5
Cheaper prices in restaurants / cafes	1.3%	4	0.9%	1	1.6%	3	1.4%	1	2.0%	2	0.8%	1	0.0%	0	2.2%	4	2.0%	2	2.0%	2	0.0%	0
Cheaper prices in shops	2.0%	6	0.9%	1	2.6%	5	4.2%	3	3.0%	3	0.0%	0	1.8%	2	2.2%	4	4.0%	4	1.0%	1	1.0%	1
Improved / Cleaner environment	2.0%	6	3.7%	4	1.0%	2	0.0%	0	2.0%	2	3.1%	4	1.8%	2	2.2%	4	1.0%	1	1.0%	1	4.0%	4
Improved public transport links	2.7%	8	2.8%	3	2.6%	5	1.4%	1	3.0%	3	3.1%	4	2.7%	3	2.7%	5	1.0%	1	3.9%	4	3.0%	3
Improved range of independent / specialist shops	17.3%	52	13.9%	15	19.3%	37	8.3%	6	20.0%	20	20.3%	26	22.1%	25	14.8%	27	2.0%	2	23.5%	24	26.3%	26
More / better cafes / coffee shops / restaurants	2.0%	6	3.7%	4	1.0%	2	2.8%	2	4.0%	4	0.0%	0	1.8%	2	2.2%	4	4.0%	4	2.0%	2	0.0%	0
More / better parking	5.0%	15	9.3%	10	2.6%	5	1.4%	1	8.0%	8	4.7%	6	6.2%	7	4.4%	8	1.0%	1	9.8%	10	4.0%	4
More large retailers	14.0%	42	15.7%	17	13.0%	25	12.5%	9	12.0%	12	16.4%	21	10.6%	12	16.4%	30	11.1%	11	14.7%	15	16.2%	16
More stores / better choice of stores	23.7%	71	17.6%	19	27.1%	52	27.8%	20	20.0%	20	24.2%	31	19.5%	22	26.8%	49	27.3%	27	29.4%	30	14.1%	14
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 parking	1.0%	3	0.0%	0	1.6%	3	0.0%	0	2.0%	2	0.8%	1	2.7%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Highlight original features	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Improved road maintenance	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Keep the street lights on at night	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Larger market	1.0%	3	0.9%	1	1.0%	2	0.0%	0	1.0%	1	1.6%	2	0.9%	1	1.1%	2	0.0%	0	2.9%	3	0.0%	0
Less cafes	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Longer opeing hours	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Make a by pass	1.7%	5	0.9%	1	2.1%	4	1.4%	1	0.0%	0	3.1%	4	0.0%	0	2.7%	5	1.0%	1	3.9%	4	0.0%	0
More leisure faciliies	0.7%	2	1.9%	2	0.0%	0	1.4%	1	1.0%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.0%	1
More pedestrian crossings	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
More policing	1.0%	3	0.9%	1	1.0%	2	2.8%	2	0.0%	0	0.8%	1	0.9%	1	0.5%	1	0.0%	0	2.0%	2	1.0%	1
Reduce rent / rates of shops	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	0.0%	0	2.0%	2	0.0%	0
No change	20.7%	62	25.9%	28	17.7%	34	20.8%	15	18.0%	18	22.7%	29	23.0%	26	19.7%	36	20.2%	20	9.8%	10	32.3%	32
(Don’t know)	19.0%	57	16.7%	18	20.3%	39	25.0%	18	18.0%	18	16.4%	21	15.9%	18	19.7%	36	33.3%	33	11.8%	12	12.1%	12
Base:		300		108		192		72		100		128		113		183		99		102		99

Q16 Do you shop in the market, either today or on other visits ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Yes	50.7%	152	49.1%	53	51.6%	99	40.3%	29	50.0%	50	57.0%	73	46.9%	53	53.6%	98	67.7%	67	40.2%	41	44.4%	44
No	49.0%	147	50.9%	55	47.9%	92	59.7%	43	49.0%	49	43.0%	55	52.2%	59	46.4%	85	32.3%	32	59.8%	61	54.5%	54
(Don’t know / not sure)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:		300		108		192		72		100		128		113		183		99		102		99

Q17 What types of goods do you buy in the market? [MR]
Those who said yes at Q16

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Batteries	3.9%	6	7.5%	4	2.0%	2	0.0%	0	4.0%	2	5.5%	4	3.8%	2	4.1%	4	7.5%	5	0.0%	0	2.3%	1
Clothing	19.1%	29	13.2%	7	22.2%	22	34.5%	10	14.0%	7	16.4%	12	18.9%	10	19.4%	19	40.3%	27	0.0%	0	4.5%	2
DIY goods	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Footwear	1.3%	2	0.0%	0	2.0%	2	3.4%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2	1.5%	1	0.0%	0	2.3%	1
Fruit and vegetables	76.3%	116	71.7%	38	78.8%	78	72.4%	21	78.0%	39	76.7%	56	81.1%	43	73.5%	72	71.6%	48	95.1%	39	65.9%	29
Gifts	9.2%	14	3.8%	2	12.1%	12	20.7%	6	10.0%	5	4.1%	3	11.3%	6	8.2%	8	17.9%	12	0.0%	0	4.5%	2
Greetings cards	2.0%	3	1.9%	1	2.0%	2	0.0%	0	4.0%	2	1.4%	1	5.7%	3	0.0%	0	3.0%	2	0.0%	0	2.3%	1
Hardware	7.2%	11	5.7%	3	8.1%	8	10.3%	3	6.0%	3	6.8%	5	9.4%	5	6.1%	6	13.4%	9	0.0%	0	4.5%	2
Mobile phone accessories	2.0%	3	0.0%	0	3.0%	3	3.4%	1	2.0%	1	1.4%	1	0.0%	0	3.1%	3	4.5%	3	0.0%	0	0.0%	0
Other food items	17.8%	27	22.6%	12	15.2%	15	34.5%	10	12.0%	6	15.1%	11	18.9%	10	16.3%	16	13.4%	9	24.4%	10	18.2%	8
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
E-cigs	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0
Household items	0.7%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0
Pet products	1.3%	2	0.0%	0	2.0%	2	0.0%	0	2.0%	1	1.4%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.5%	2
Plants / flowers	2.0%	3	3.8%	2	1.0%	1	0.0%	0	0.0%	0	4.1%	3	1.9%	1	2.0%	2	3.0%	2	0.0%	0	2.3%	1
(Don't know)	4.6%	7	5.7%	3	4.0%	4	3.4%	1	6.0%	3	4.1%	3	1.9%	1	6.1%	6	4.5%	3	0.0%	0	9.1%	4
Base:		152		53		99		29		50		73		53		98		67		41		44

Q18 In what ways could the market be improved? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
More food stalls	22.7%	68	23.1%	25	22.4%	43	12.5%	9	22.0%	22	28.9%	37	23.9%	27	22.4%	41	12.1%	12	35.3%	36	20.2%	20
More non-food stalls	30.0%	90	25.9%	28	32.3%	62	27.8%	20	27.0%	27	33.6%	43	24.8%	28	33.3%	61	35.4%	35	33.3%	34	21.2%	21
Better range of food	8.3%	25	12.0%	13	6.3%	12	11.1%	8	8.0%	8	7.0%	9	6.2%	7	9.8%	18	7.1%	7	6.9%	7	11.1%	11
Better range of non-food goods	18.0%	54	15.7%	17	19.3%	37	18.1%	13	23.0%	23	14.1%	18	14.2%	16	20.8%	38	21.2%	21	23.5%	24	9.1%	9
More café facilities	1.0%	3	2.8%	3	0.0%	0	1.4%	1	0.0%	0	1.6%	2	0.9%	1	1.1%	2	0.0%	0	0.0%	0	3.0%	3
Better standard of café	0.0%	0	0.0%	0	0.0%	0	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 cleanliness	3.0%	9	3.7%	4	2.6%	5	0.0%	0	5.0%	5	3.1%	4	4.4%	5	2.2%	4	0.0%	0	0.0%	0	9.1%	9
Better service	1.0%	3	0.9%	1	1.0%	2	0.0%	0	0.0%	0	2.3%	3	1.8%	2	0.5%	1	1.0%	1	0.0%	0	2.0%	2
Ability to pay at all stalls by credit card	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Different location	3.3%	10	1.9%	2	4.2%	8	1.4%	1	4.0%	4	3.9%	5	6.2%	7	1.6%	3	1.0%	1	3.9%	4	5.1%	5
Indoors	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More noticeable	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	0.0%	0	1.0%	1	1.0%	1
(Don't know)	43.0%	129	47.2%	51	40.6%	78	52.8%	38	40.0%	40	39.8%	51	45.1%	51	41.0%	75	40.4%	40	40.2%	41	48.5%	48
Base:		300		108		192		72		100		128		113		183		99		102		99

Q19 Are you aware of the "Backing Braintree / Witham" 10p parking initiative?
Those interviewed in Braintree or Witham

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Yes	25.8%	51	29.7%	22	23.4%	29	27.8%	15	22.6%	14	26.8%	22	30.4%	21	24.0%	30	25.3%	25	0.0%	0	26.3%	26
No	74.2%	147	70.3%	52	76.6%	95	72.2%	39	77.4%	48	73.2%	60	69.6%	48	76.0%	95	74.7%	74	0.0%	0	73.7%	73
Base:		198		74		124		54		62		82		69		125		99		0		99

Q20 How has the "Backing Braintree / Witham" 10p parking initiative influenced your decision to visit the centre?
Those aware of parking initiative at Q19

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
More likely to visit the centre	13.7%	7	13.6%	3	13.8%	4	20.0%	3	21.4%	3	4.5%	1	9.5%	2	16.7%	5	20.0%	5	0.0%	0	7.7%	2
More likely to visit the centre at a different time (after 3pm)	11.8%	6	4.5%	1	17.2%	5	13.3%	2	14.3%	2	9.1%	2	14.3%	3	10.0%	3	12.0%	3	0.0%	0	11.5%	3
No change	72.5%	37	77.3%	17	69.0%	20	66.7%	10	57.1%	8	86.4%	19	71.4%	15	73.3%	22	68.0%	17	0.0%	0	76.9%	20
Less likely to visit the	2.0%	1	4.5%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Base:		51		22		29		15		14		22		21		30		25		0		26

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
Male	36.0%	108	100.0%	108	0.0%	0	31.9%	23	38.0%	38	36.7%	47	36.3%	41	35.0%	64	37.4%	37	33.3%	34	37.4%	37
Female	64.0%	192	0.0%	0	100.0%	192	68.1%	49	62.0%	62	63.3%	81	63.7%	72	65.0%	119	62.6%	62	66.7%	68	62.6%	62
Base:		300		108		192		72		100		128		113		183		99		102		99

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
18 - 24 years	8.3%	25	8.3%	9	8.3%	16	34.7%	25	0.0%	0	0.0%	0	8.9%	10	6.6%	12	13.1%	13	5.9%	6	6.1%	6
25 - 34 years	15.7%	47	13.0%	14	17.2%	33	65.3%	47	0.0%	0	0.0%	0	15.9%	18	15.8%	29	18.2%	18	11.8%	12	17.2%	17
35 - 44 years	14.7%	44	15.7%	17	14.1%	27	0.0%	0	44.0%	44	0.0%	0	15.9%	18	14.2%	26	17.2%	17	17.6%	18	9.1%	9
45 - 54 years	18.7%	56	19.4%	21	18.2%	35	0.0%	0	56.0%	56	0.0%	0	19.5%	22	18.6%	34	15.2%	15	19.6%	20	21.2%	21
55 - 64 years	18.7%	56	19.4%	21	18.2%	35	0.0%	0	0.0%	0	43.8%	56	22.1%	25	16.9%	31	16.2%	16	21.6%	22	18.2%	18
65+ years	24.0%	72	24.1%	26	24.0%	46	0.0%	0	0.0%	0	56.3%	72	17.7%	20	27.9%	51	20.2%	20	23.5%	24	28.3%	28
Base:		300		108		192		72		100		128		113		183		99		102		99

SEG SEG

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
AB	8.7%	26	13.0%	14	6.3%	12	2.8%	2	13.0%	13	8.6%	11	23.0%	26	0.0%	0	5.1%	5	11.8%	12	9.1%	9
C1	29.0%	87	25.0%	27	31.3%	60	36.1%	26	27.0%	27	26.6%	34	77.0%	87	0.0%	0	29.3%	29	31.4%	32	26.3%	26
C2	16.0%	48	24.1%	26	11.5%	22	15.3%	11	19.0%	19	14.1%	18	0.0%	0	26.2%	48	17.2%	17	17.6%	18	13.1%	13
DE	45.0%	135	35.2%	38	50.5%	97	41.7%	30	41.0%	41	50.0%	64	0.0%	0	73.8%	135	45.5%	45	39.2%	40	50.5%	50
Student	1.3%	4	2.8%	3	0.5%	1	4.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1
Base:		300		108		192		72		100		128		113		183		99		102		99

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
ADU Adults																						
One	23.3%	70	16.7%	18	27.1%	52	23.6%	17	17.0%	17	28.1%	36	21.2%	24	24.6%	45	25.3%	25	22.5%	23	22.2%	22
Two	57.3%	172	63.0%	68	54.2%	104	52.8%	38	59.0%	59	58.6%	75	61.1%	69	56.3%	103	50.5%	50	59.8%	61	61.6%	61
Three	11.3%	34	10.2%	11	12.0%	23	15.3%	11	11.0%	11	9.4%	12	10.6%	12	10.9%	20	13.1%	13	10.8%	11	10.1%	10
Four	6.7%	20	7.4%	8	6.3%	12	8.3%	6	10.0%	10	3.1%	4	5.3%	6	7.1%	13	8.1%	8	5.9%	6	6.1%	6
Five	1.3%	4	2.8%	3	0.5%	1	0.0%	0	3.0%	3	0.8%	1	1.8%	2	1.1%	2	3.0%	3	1.0%	1	0.0%	0
Base:		300		108		192		72		100		128		113		183		99		102		99
CARS CARS																						
None	27.3%	82	21.3%	23	30.7%	59	33.3%	24	22.0%	22	28.1%	36	12.4%	14	37.2%	68	34.3%	34	21.6%	22	26.3%	26
One	41.3%	124	43.5%	47	40.1%	77	40.3%	29	40.0%	40	43.0%	55	42.5%	48	39.9%	73	40.4%	40	36.3%	37	47.5%	47
Two	21.3%	64	21.3%	23	21.4%	41	16.7%	12	26.0%	26	20.3%	26	33.6%	38	14.2%	26	14.1%	14	30.4%	31	19.2%	19
Three	8.0%	24	12.0%	13	5.7%	11	8.3%	6	8.0%	8	7.8%	10	8.0%	9	7.7%	14	10.1%	10	7.8%	8	6.1%	6
Four	1.3%	4	0.9%	1	1.6%	3	1.4%	1	3.0%	3	0.0%	0	1.8%	2	1.1%	2	1.0%	1	2.0%	2	1.0%	1
Five	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	1.8%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Base:		300		108		192		72		100		128		113		183		99		102		99
CHI CHI																						
None	71.0%	213	73.1%	79	69.8%	134	50.0%	36	50.0%	50	99.2%	127	72.6%	82	69.9%	128	63.6%	63	75.5%	77	73.7%	73
One	14.0%	42	15.7%	17	13.0%	25	23.6%	17	24.0%	24	0.8%	1	15.9%	18	12.6%	23	21.2%	21	11.8%	12	9.1%	9
Two	10.7%	32	9.3%	10	11.5%	22	12.5%	9	23.0%	23	0.0%	0	10.6%	12	10.9%	20	11.1%	11	9.8%	10	11.1%	11
Three	4.0%	12	1.9%	2	5.2%	10	12.5%	9	3.0%	3	0.0%	0	0.9%	1	6.0%	11	4.0%	4	2.0%	2	6.1%	6
Four	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
Base:		300		108		192		72		100		128		113		183		99		102		99
ETH Ethnicity:																						
White	96.7%	290	98.1%	106	95.8%	184	91.7%	66	98.0%	98	98.4%	126	95.6%	108	97.8%	179	92.9%	92	97.1%	99	100.0%	99
Indian	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
Other Asian	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0
Black African	0.7%	2	0.9%	1	0.5%	1	1.4%	1	0.0%	0	0.8%	1	0.9%	1	0.5%	1	1.0%	1	1.0%	1	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	1.0%	3	0.0%	0	1.6%	3	2.8%	2	1.0%	1	0.0%	0	1.8%	2	0.5%	1	2.0%	2	1.0%	1	0.0%	0
Mixed Race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.8%	1	0.9%	1	0.5%	1	1.0%	1	1.0%	1	0.0%	0
Base:		300		108		192		72		100		128		113		183		99		102		99

DAY Day of interview:

	Total %	Total	Male %	Male	Female %	Female	18 - 34 %	18 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Braintree %	Braintree	Halstead %	Halstead	Witham %	Witham
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	16.7%	50	14.8%	16	17.7%	34	16.7%	12	15.0%	15	18.0%	23	15.9%	18	17.5%	32	0.0%	0	49.0%	50	0.0%	0
Wednesday	16.3%	49	13.9%	15	17.7%	34	15.3%	11	13.0%	13	19.5%	25	15.9%	18	16.4%	30	49.5%	49	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	16.7%	50	15.7%	17	17.2%	33	23.6%	17	13.0%	13	15.6%	20	8.0%	9	22.4%	41	0.0%	0	0.0%	0	50.5%	50
Saturday	50.3%	151	55.6%	60	47.4%	91	44.4%	32	59.0%	59	46.9%	60	60.2%	68	43.7%	80	50.5%	50	51.0%	52	49.5%	49
Base:		300		108		192		72		100		128		113		183		99		102		99

LOC Location

	Total %	Total	Male %	Male	Female %	Female	18 - 34 %	18 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE	Braintree %	Braintree	Halstead %	Halstead	Witham %	Witham
Braintree – Junction of Great Square and George Yard	8.0%	24	9.3%	10	7.3%	14	6.9%	5	5.0%	5	10.9%	14	7.1%	8	8.2%	15	24.2%	24	0.0%	0	0.0%	0
Braintree - Market Place (Outside Tesco / Town Hall)	25.0%	75	25.0%	27	25.0%	48	36.1%	26	27.0%	27	17.2%	22	23.0%	26	25.7%	47	75.8%	75	0.0%	0	0.0%	0
Halstead – High Street (Outside Sainsburys)	20.7%	62	17.6%	19	22.4%	43	15.3%	11	23.0%	23	21.9%	28	22.1%	25	20.2%	37	0.0%	0	60.8%	62	0.0%	0
Halstead – High Street (Outside Co-Op)	13.3%	40	13.9%	15	13.0%	25	9.7%	7	15.0%	15	14.1%	18	16.8%	19	11.5%	21	0.0%	0	39.2%	40	0.0%	0
Witham – Newland Street (near Boots)	21.3%	64	17.6%	19	23.4%	45	20.8%	15	22.0%	22	21.1%	27	21.2%	24	21.3%	39	0.0%	0	0.0%	0	64.6%	64
Witham – High Street (near HSBC / Barclays)	11.7%	35	16.7%	18	8.9%	17	11.1%	8	8.0%	8	14.8%	19	9.7%	11	13.1%	24	0.0%	0	0.0%	0	35.4%	35
Base:		300		108		192		72		100		128		113		183		99		102		99

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
CB25 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
CM0 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CM1 1	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CM1 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CM4 5	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CM6 3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
CM7	2.7%	8	4.6%	5	1.6%	3	4.2%	3	2.0%	2	2.3%	3	1.8%	2	2.7%	5	6.1%	6	1.0%	1	1.0%	1
CM7 1	8.0%	24	6.5%	7	8.9%	17	12.5%	9	8.0%	8	5.5%	7	7.1%	8	8.7%	16	23.2%	23	0.0%	0	1.0%	1
CM7 2	2.3%	7	2.8%	3	2.1%	4	2.8%	2	2.0%	2	2.3%	3	0.0%	0	3.8%	7	6.1%	6	0.0%	0	1.0%	1
CM7 3	7.7%	23	5.6%	6	8.9%	17	8.3%	6	11.0%	11	4.7%	6	7.1%	8	7.7%	14	22.2%	22	0.0%	0	1.0%	1
CM7 4	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	0.0%	0	0.0%	0
CM7 5	4.3%	13	5.6%	6	3.6%	7	6.9%	5	4.0%	4	3.1%	4	1.8%	2	6.0%	11	11.1%	11	0.0%	0	2.0%	2
CM7 7	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.1%	2	2.0%	2	0.0%	0	0.0%	0
CM7 9	5.0%	15	6.5%	7	4.2%	8	4.2%	3	2.0%	2	7.8%	10	8.0%	9	2.7%	5	11.1%	11	0.0%	0	4.0%	4
CM77 6	1.0%	3	0.0%	0	1.6%	3	2.8%	2	1.0%	1	0.0%	0	1.8%	2	0.5%	1	2.0%	2	1.0%	1	0.0%	0
CM77 7	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.5%	1	2.0%	2	0.0%	0	0.0%	0
CM8 1	9.7%	29	9.3%	10	9.9%	19	6.9%	5	8.0%	8	12.5%	16	11.5%	13	8.7%	16	1.0%	1	0.0%	0	28.3%	28
CM8 2	11.7%	35	11.1%	12	12.0%	23	15.3%	11	10.0%	10	10.9%	14	3.5%	4	16.4%	30	1.0%	1	1.0%	1	33.3%	33
CM8 3	2.7%	8	2.8%	3	2.6%	5	4.2%	3	2.0%	2	2.3%	3	3.5%	4	2.2%	4	3.0%	3	0.0%	0	5.1%	5
CM9 2	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CM9 4	0.7%	2	0.9%	1	0.5%	1	1.4%	1	0.0%	0	0.8%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	2.0%	2
CM9 6	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.0%	1	0.8%	1	1.8%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
CM9 8	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	2.0%	2
CO10 7	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
CO2 0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
CO2 8	0.7%	2	0.0%	0	1.0%	2	1.4%	1	0.0%	0	0.8%	1	0.9%	1	0.5%	1	0.0%	0	0.0%	0	2.0%	2
CO2 2	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
CO4 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
CO6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
CO6 1	1.0%	3	1.9%	2	0.5%	1	0.0%	0	3.0%	3	0.0%	0	2.7%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1
CO6 2	3.0%	9	4.6%	5	2.1%	4	1.4%	1	3.0%	3	3.9%	5	5.3%	6	1.6%	3	0.0%	0	8.8%	9	0.0%	0
CO6 3	0.7%	2	0.0%	0	1.0%	2	0.0%	0	1.0%	1	0.8%	1	0.0%	0	1.1%	2	0.0%	0	1.0%	1	1.0%	1
CO6 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
CO7 8	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
CO9	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
CO9 1	12.3%	37	11.1%	12	13.0%	25	9.7%	7	16.0%	16	10.9%	14	15.0%	17	10.9%	20	2.0%	2	34.3%	35	0.0%	0
CO9 2	10.7%	32	11.1%	12	10.4%	20	5.6%	4	9.0%	9	14.8%	19	9.7%	11	11.5%	21	0.0%	0	30.4%	31	1.0%	1
CO9 3	2.3%	7	2.8%	3	2.1%	4	0.0%	0	3.0%	3	3.1%	4	3.5%	4	1.6%	3	2.0%	2	4.9%	5	0.0%	0
CO9 4	1.7%	5	0.0%	0	2.6%	5	2.8%	2	2.0%	2	0.8%	1	1.8%	2	1.6%	3	0.0%	0	4.9%	5	0.0%	0
CO9 P	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
EN8 9	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
N22 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0
PE32 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
RM11 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
SS11 7	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Braintree		Halstead		Witham	
SW17 8	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
TN23 6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1
Refused	1.3%	4	1.9%	2	1.0%	2	1.4%	1	1.0%	1	1.6%	2	0.9%	1	1.6%	3	0.0%	0	2.0%	2	2.0%	2
Base:		300		108		192		72		100		128		113		183		99		102		99

Meanscore: [Time]

Q01 How long will you / have you spent at the Freeport Factory Outlet Village today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Less than 30 minutes	17.3%	18	18.6%	8	16.4%	10	21.9%	7	18.6%	8	10.3%	3	17.6%	13	16.7%	5
30-59 minutes	15.4%	16	16.3%	7	14.8%	9	15.6%	5	9.3%	4	24.1%	7	16.2%	12	13.3%	4
1hr -1 hr 29 min	23.1%	24	27.9%	12	19.7%	12	25.0%	8	20.9%	9	24.1%	7	21.6%	16	26.7%	8
1hr 30 mins - 1 hr 59 min	11.5%	12	7.0%	3	14.8%	9	9.4%	3	11.6%	5	13.8%	4	12.2%	9	10.0%	3
2hrs - 2hrs 29 mins	14.4%	15	11.6%	5	16.4%	10	18.8%	6	18.6%	8	3.4%	1	14.9%	11	13.3%	4
2hrs 30 mins - 2hrs 59 mins	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
3hrs - 3hrs 59 mins	14.4%	15	16.3%	7	13.1%	8	6.3%	2	16.3%	7	20.7%	6	13.5%	10	16.7%	5
4hrs or more	2.9%	3	2.3%	1	3.3%	2	0.0%	0	4.7%	2	3.4%	1	2.7%	2	3.3%	1
Mean:		*99.81*		*95.93*		*102.54*		*85.31*		*108.84*		*102.41*		*98.72*		*102.50*
Base:		104		43		61		32		43		29		74		30

Q02 How often do you visit the Freeport Factory Outlet Village?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Every day / most days	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
2-3 times a week	1.9%	2	2.3%	1	1.6%	1	0.0%	0	2.3%	1	3.4%	1	2.7%	2	0.0%	0
Once a week	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	0.0%	0	6.7%	2
Once a fortnight	10.6%	11	14.0%	6	8.2%	5	15.6%	5	11.6%	5	3.4%	1	10.8%	8	10.0%	3
Once a month	16.3%	17	11.6%	5	19.7%	12	12.5%	4	20.9%	9	13.8%	4	18.9%	14	10.0%	3
Once every 2-3 months	26.9%	28	27.9%	12	26.2%	16	25.0%	8	23.3%	10	34.5%	10	25.7%	19	30.0%	9
Once every 4-6 months	16.3%	17	11.6%	5	19.7%	12	15.6%	5	20.9%	9	10.3%	3	17.6%	13	13.3%	4
Less Often	16.3%	17	23.3%	10	11.5%	7	18.8%	6	11.6%	5	20.7%	6	18.9%	14	10.0%	3
First visit to Factory Outlet	8.7%	9	9.3%	4	8.2%	5	12.5%	4	4.7%	2	10.3%	3	5.4%	4	16.7%	5
Base:		104		43		61		32		43		29		74		30

Q03 What have you bought or expect to buy today? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Chemist goods	2.9%	3	4.7%	2	1.6%	1	3.1%	1	4.7%	2	0.0%	0	1.4%	1	6.7%	2
Clothes and shoes	71.2%	74	79.1%	34	65.6%	40	81.3%	26	72.1%	31	58.6%	17	75.7%	56	60.0%	18
Electrical goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food / drink at restaurants, cafe	23.1%	24	25.6%	11	21.3%	13	25.0%	8	20.9%	9	24.1%	7	23.0%	17	23.3%	7
Furniture / furnishings	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Household goods / hardware	14.4%	15	18.6%	8	11.5%	7	3.1%	1	18.6%	8	20.7%	6	12.2%	9	20.0%	6
Leisure goods (i.e. sportswear, books, toys, gifts)	12.5%	13	11.6%	5	13.1%	8	9.4%	3	11.6%	5	17.2%	5	13.5%	10	10.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stationery	2.9%	3	2.3%	1	3.3%	2	3.1%	1	0.0%	0	6.9%	2	1.4%	1	6.7%	2
Nothing	7.7%	8	2.3%	1	11.5%	7	6.3%	2	0.0%	0	20.7%	6	6.8%	5	10.0%	3
(Don’t know)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Base:		104		43		61		32		43		29		74		30

Meanscore: [£]

Q04 During your visit to Freeport today, how much in total has your party spent or expect to spend on the following items?

Clothing/footwear

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	22.1%	23	20.9%	9	23.0%	14	15.6%	5	20.9%	9	31.0%	9	20.3%	15	26.7%	8
£5.00 or less	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	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
£11-£15	2.9%	3	7.0%	3	0.0%	0	6.3%	2	0.0%	0	3.4%	1	2.7%	2	3.3%	1
£16-£20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21-£30	6.7%	7	7.0%	3	6.6%	4	12.5%	4	0.0%	0	10.3%	3	6.8%	5	6.7%	2
£31-£50	16.3%	17	9.3%	4	21.3%	13	18.8%	6	18.6%	8	10.3%	3	17.6%	13	13.3%	4
£51-£75	7.7%	8	11.6%	5	4.9%	3	12.5%	4	4.7%	2	6.9%	2	8.1%	6	6.7%	2
£76-£100	18.3%	19	20.9%	9	16.4%	10	12.5%	4	27.9%	12	10.3%	3	21.6%	16	10.0%	3
£101-£200	11.5%	12	14.0%	6	9.8%	6	6.3%	2	14.0%	6	13.8%	4	12.2%	9	10.0%	3
More than £200	5.8%	6	7.0%	3	4.9%	3	9.4%	3	4.7%	2	3.4%	1	5.4%	4	6.7%	2
(Don’t know)	5.8%	6	2.3%	1	8.2%	5	6.3%	2	4.7%	2	6.9%	2	4.1%	3	10.0%	3
(Refused)	1.9%	2	0.0%	0	3.3%	2	0.0%	0	4.7%	2	0.0%	0	1.4%	1	3.3%	1
Mean:		*65.70*		*71.79*		*60.96*		*66.47*		*73.54*		*53.52*		*67.89*		*59.79*
Base:		104		43		61		32		43		29		74		30

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Other goods																
Nothing	52.9%	55	55.8%	24	50.8%	31	62.5%	20	48.8%	21	48.3%	14	59.5%	44	36.7%	11
£5.00 or less	4.8%	5	7.0%	3	3.3%	2	6.3%	2	0.0%	0	10.3%	3	2.7%	2	10.0%	3
£6-£10	1.9%	2	2.3%	1	1.6%	1	3.1%	1	2.3%	1	0.0%	0	1.4%	1	3.3%	1
£11-£15	3.8%	4	7.0%	3	1.6%	1	3.1%	1	7.0%	3	0.0%	0	2.7%	2	6.7%	2
£16-£20	2.9%	3	2.3%	1	3.3%	2	0.0%	0	2.3%	1	6.9%	2	1.4%	1	6.7%	2
£21-£30	3.8%	4	7.0%	3	1.6%	1	3.1%	1	2.3%	1	6.9%	2	4.1%	3	3.3%	1
£31-£50	7.7%	8	4.7%	2	9.8%	6	12.5%	4	4.7%	2	6.9%	2	6.8%	5	10.0%	3
£51-£75	1.9%	2	4.7%	2	0.0%	0	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
£76-£100	4.8%	5	7.0%	3	3.3%	2	0.0%	0	7.0%	3	6.9%	2	5.4%	4	3.3%	1
£101-£200	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 than £200	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)	13.5%	14	2.3%	1	21.3%	13	9.4%	3	18.6%	8	10.3%	3	13.5%	10	13.3%	4
(Refused)	1.9%	2	0.0%	0	3.3%	2	0.0%	0	4.7%	2	0.0%	0	1.4%	1	3.3%	1
Mean:		*12.34*		*14.50*		*10.36*		*6.67*		*14.79*		*15.54*		*11.52*		*14.40*
Base:		104		43		61		32		43		29		74		30
Restaurants/cafes																
Nothing	50.0%	52	51.2%	22	49.2%	30	53.1%	17	41.9%	18	58.6%	17	48.6%	36	53.3%	16
£5.00 or less	6.7%	7	7.0%	3	6.6%	4	9.4%	3	7.0%	3	3.4%	1	8.1%	6	3.3%	1
£6-£10	13.5%	14	18.6%	8	9.8%	6	12.5%	4	14.0%	6	13.8%	4	13.5%	10	13.3%	4
£11-£15	5.8%	6	9.3%	4	3.3%	2	6.3%	2	7.0%	3	3.4%	1	5.4%	4	6.7%	2
£16-£20	3.8%	4	0.0%	0	6.6%	4	3.1%	1	2.3%	1	6.9%	2	2.7%	2	6.7%	2
£21-£30	1.9%	2	2.3%	1	1.6%	1	3.1%	1	0.0%	0	3.4%	1	1.4%	1	3.3%	1
£31-£50	4.8%	5	4.7%	2	4.9%	3	3.1%	1	9.3%	4	0.0%	0	4.1%	3	6.7%	2
£51-£75	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
£76-£100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101-£200	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
More than £200	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)	10.6%	11	2.3%	1	16.4%	10	9.4%	3	16.3%	7	3.4%	1	12.2%	9	6.7%	2
(Refused)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Mean:		*7.84*		*10.31*		*5.76*		*4.98*		*7.27*		*11.50*		*8.25*		*6.89*
Base:		104		43		61		32		43		29		74		30

Q05 Why did you choose to come to Freeport Factory Outlet Village today? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Attractive environment / nice place	9.6%	10	11.6%	5	8.2%	5	3.1%	1	9.3%	4	17.2%	5	9.5%	7	10.0%	3
Close to friends / relatives	3.8%	4	4.7%	2	3.3%	2	6.3%	2	2.3%	1	3.4%	1	4.1%	3	3.3%	1
Close to home	28.8%	30	27.9%	12	29.5%	18	28.1%	9	37.2%	16	17.2%	5	29.7%	22	26.7%	8
Close to work / business meeting	2.9%	3	2.3%	1	3.3%	2	3.1%	1	0.0%	0	6.9%	2	2.7%	2	3.3%	1
Easy parking	6.7%	7	4.7%	2	8.2%	5	6.3%	2	11.6%	5	0.0%	0	8.1%	6	3.3%	1
Fancied a change	9.6%	10	9.3%	4	9.8%	6	18.8%	6	7.0%	3	3.4%	1	8.1%	6	13.3%	4
Good 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
Good range of food / drink outlets	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 range of shops / services	11.5%	12	20.9%	9	4.9%	3	6.3%	2	14.0%	6	13.8%	4	9.5%	7	16.7%	5
Goods at discounted rates / cheaper goods	9.6%	10	14.0%	6	6.6%	4	9.4%	3	9.3%	4	10.3%	3	9.5%	7	10.0%	3
Linked trip to bowling alley / swimming pool / cinema	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
Saw signs	2.9%	3	4.7%	2	1.6%	1	3.1%	1	2.3%	1	3.4%	1	4.1%	3	0.0%	0
To visit particular shops / services	23.1%	24	9.3%	4	32.8%	20	25.0%	8	23.3%	10	20.7%	6	25.7%	19	16.7%	5
Visiting as a tourist	4.8%	5	4.7%	2	4.9%	3	3.1%	1	2.3%	1	10.3%	3	2.7%	2	10.0%	3
Other (PLEASE WRITE IN)	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 parking	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Quieter than other locations	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
To meet friends	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
(Don't know)	1.9%	2	4.7%	2	0.0%	0	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
Base:		104		43		61		32		43		29		74		30

Q06 What do you like about Freeport Factory Outlet Village? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Attractive environment / nice place	21.2%	22	25.6%	11	18.0%	11	12.5%	4	16.3%	7	37.9%	11	20.3%	15	23.3%	7
Clean / well maintained streets	8.7%	9	7.0%	3	9.8%	6	6.3%	2	4.7%	2	17.2%	5	8.1%	6	10.0%	3
Easily accessible from home	26.9%	28	27.9%	12	26.2%	16	25.0%	8	27.9%	12	27.6%	8	24.3%	18	33.3%	10
Easily accessible from work	3.8%	4	2.3%	1	4.9%	3	6.3%	2	0.0%	0	6.9%	2	4.1%	3	3.3%	1
Easy to park	25.0%	26	27.9%	12	23.0%	14	21.9%	7	30.2%	13	20.7%	6	25.7%	19	23.3%	7
Good range of entertainment / restaurants / public houses	3.8%	4	7.0%	3	1.6%	1	3.1%	1	0.0%	0	10.3%	3	4.1%	3	3.3%	1
Good range of services	7.7%	8	9.3%	4	6.6%	4	3.1%	1	7.0%	3	13.8%	4	5.4%	4	13.3%	4
Good safety / 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
Good shops	28.8%	30	27.9%	12	29.5%	18	21.9%	7	30.2%	13	34.5%	10	27.0%	20	33.3%	10
Good value for money	20.2%	21	23.3%	10	18.0%	11	18.8%	6	18.6%	8	24.1%	7	21.6%	16	16.7%	5
Goods at discounted rate / cheaper goods	25.0%	26	30.2%	13	21.3%	13	31.3%	10	25.6%	11	17.2%	5	27.0%	20	20.0%	6
Linked trips to bowling alley / swimming pool / cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	9.6%	10	9.3%	4	9.8%	6	9.4%	3	11.6%	5	6.9%	2	8.1%	6	13.3%	4
Particular shops / services	6.7%	7	7.0%	3	6.6%	4	12.5%	4	4.7%	2	3.4%	1	5.4%	4	10.0%	3
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is in one place	3.8%	4	7.0%	3	1.6%	1	0.0%	0	4.7%	2	6.9%	2	4.1%	3	3.3%	1
Free parking	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
It's outdoors	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
It's quiet	1.9%	2	2.3%	1	1.6%	1	0.0%	0	2.3%	1	3.4%	1	2.7%	2	0.0%	0
The music	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
Nothing / very little	2.9%	3	0.0%	0	4.9%	3	3.1%	1	2.3%	1	3.4%	1	1.4%	1	6.7%	2
(Don't know)	1.9%	2	0.0%	0	3.3%	2	3.1%	1	2.3%	1	0.0%	0	2.7%	2	0.0%	0
Base:		104		43		61		32		43		29		74		30

Q07 What do you dislike about Freeport Factory Outlet Village? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Difficult to park near shops	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
Expensive restaurants / cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feel unsafe	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 parking charges	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 culture / atmosphere	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Particular shops / services missing	15.4%	16	11.6%	5	18.0%	11	21.9%	7	11.6%	5	13.8%	4	13.5%	10	20.0%	6
Poor 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
Poor range of food retailers	1.9%	2	2.3%	1	1.6%	1	3.1%	1	2.3%	1	0.0%	0	2.7%	2	0.0%	0
Poor range of non-food retailers	7.7%	8	11.6%	5	4.9%	3	12.5%	4	7.0%	3	3.4%	1	9.5%	7	3.3%	1
Streets / Environment in poor condition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Too many tourists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	3.8%	4	7.0%	3	1.6%	1	6.3%	2	0.0%	0	6.9%	2	4.1%	3	3.3%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conjestion	1.9%	2	2.3%	1	1.6%	1	3.1%	1	2.3%	1	0.0%	0	2.7%	2	0.0%	0
Empty shops	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
Lack of parking spaces	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
Lack of places to eat / drink	2.9%	3	2.3%	1	3.3%	2	3.1%	1	2.3%	1	3.4%	1	1.4%	1	6.7%	2
No cover from the weather	6.7%	7	2.3%	1	9.8%	6	3.1%	1	9.3%	4	6.9%	2	8.1%	6	3.3%	1
Out of date	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Parking charges after 6 hours	1.9%	2	4.7%	2	0.0%	0	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
Too far from home	1.9%	2	0.0%	0	3.3%	2	0.0%	0	4.7%	2	0.0%	0	2.7%	2	0.0%	0
Nothing / very little	55.8%	58	53.5%	23	57.4%	35	46.9%	15	60.5%	26	58.6%	17	55.4%	41	56.7%	17
(Don't know)	3.8%	4	4.7%	2	3.3%	2	6.3%	2	4.7%	2	0.0%	0	4.1%	3	3.3%	1
Base:		104		43		61		32		43		29		74		30

Q08 What changes, if any could you suggest that would improve Freeport Factory Outlet Village? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Cheaper prices in restaurants / cafes	1.9%	2	2.3%	1	1.6%	1	3.1%	1	2.3%	1	0.0%	0	2.7%	2	0.0%	0
Cheaper prices in 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
Improved public transport links	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
More / better cafes / coffee shops / restaurants	5.8%	6	4.7%	2	6.6%	4	6.3%	2	4.7%	2	6.9%	2	4.1%	3	10.0%	3
More / better parking	2.9%	3	4.7%	2	1.6%	1	9.4%	3	0.0%	0	0.0%	0	4.1%	3	0.0%	0
More stores / better choice of stores	28.8%	30	30.2%	13	27.9%	17	40.6%	13	23.3%	10	24.1%	7	28.4%	21	30.0%	9
More variety / greater range of goods	18.3%	19	18.6%	8	18.0%	11	21.9%	7	16.3%	7	17.2%	5	18.9%	14	16.7%	5
No change	26.9%	28	25.6%	11	27.9%	17	25.0%	8	37.2%	16	13.8%	4	29.7%	22	20.0%	6
Other (PLEASE WRITE IN)	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 atmosphere	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
A man creche	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
A pub	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Ban scooters in shops	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Children's play area	2.9%	3	2.3%	1	3.3%	2	0.0%	0	7.0%	3	0.0%	0	4.1%	3	0.0%	0
Free all day parking	1.9%	2	4.7%	2	0.0%	0	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
Improved access by car	2.9%	3	2.3%	1	3.3%	2	0.0%	0	2.3%	1	6.9%	2	2.7%	2	3.3%	1
Longer opening times	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	0.0%	0	6.7%	2
More cash points	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
More toilets	5.8%	6	7.0%	3	4.9%	3	3.1%	1	2.3%	1	13.8%	4	5.4%	4	6.7%	2
Undercover shopping area	3.8%	4	4.7%	2	3.3%	2	3.1%	1	4.7%	2	3.4%	1	5.4%	4	0.0%	0
(Don't know)	9.6%	10	7.0%	3	11.5%	7	6.3%	2	7.0%	3	17.2%	5	6.8%	5	16.7%	5
Base:		104		43		61		32		43		29		74		30

Q09 Do you visit Freeport Factory Outlet Village for most of your households clothing and footwear shopping?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	24.0%	25	25.6%	11	23.0%	14	21.9%	7	25.6%	11	24.1%	7	23.0%	17	26.7%	8
No	76.0%	79	74.4%	32	77.0%	47	78.1%	25	74.4%	32	75.9%	22	77.0%	57	73.3%	22
Base:		104		43		61		32		43		29		74		30

Q10 Where do you go most often for your households clothing and footwear shopping?

Those who said No at Q09

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	5.1%	4	3.1%	1	6.4%	3	4.0%	1	9.4%	3	0.0%	0	5.3%	3	4.5%	1
Braintree	5.1%	4	3.1%	1	6.4%	3	4.0%	1	9.4%	3	0.0%	0	5.3%	3	4.5%	1
Cambridge	3.8%	3	6.3%	2	2.1%	1	0.0%	0	3.1%	1	9.1%	2	5.3%	3	0.0%	0
Chelmsford	25.3%	20	25.0%	8	25.5%	12	32.0%	8	21.9%	7	22.7%	5	24.6%	14	27.3%	6
Colchester	12.7%	10	9.4%	3	14.9%	7	12.0%	3	9.4%	3	18.2%	4	14.0%	8	9.1%	2
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	1.3%	1	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.8%	1	0.0%	0
Lakeside	6.3%	5	9.4%	3	4.3%	2	12.0%	3	6.3%	2	0.0%	0	7.0%	4	4.5%	1
London (Other)	7.6%	6	9.4%	3	6.4%	3	16.0%	4	0.0%	0	9.1%	2	5.3%	3	13.6%	3
London (Westfield)	3.8%	3	0.0%	0	6.4%	3	4.0%	1	3.1%	1	4.5%	1	5.3%	3	0.0%	0
Witham	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.5%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.5%	1	1.8%	1	0.0%	0
Bury St Edmunds	3.8%	3	0.0%	0	6.4%	3	4.0%	1	3.1%	1	4.5%	1	3.5%	2	4.5%	1
Harlow	2.5%	2	0.0%	0	4.3%	2	0.0%	0	6.3%	2	0.0%	0	3.5%	2	0.0%	0
Lowestoft	2.5%	2	0.0%	0	4.3%	2	0.0%	0	3.1%	1	4.5%	1	1.8%	1	4.5%	1
Maldon	1.3%	1	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	4.5%	1
Nottingham	1.3%	1	3.1%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1
Online	5.1%	4	3.1%	1	6.4%	3	0.0%	0	6.3%	2	9.1%	2	5.3%	3	4.5%	1
Southend	1.3%	1	3.1%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.8%	1	0.0%	0
(Don't know / varies)	8.9%	7	18.8%	6	2.1%	1	8.0%	2	9.4%	3	9.1%	2	8.8%	5	9.1%	2
Base:		79		32		47		25		32		22		57		22

Q11 How did you travel to Freeport Factory Outlet Village today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Car	92.3%	96	93.0%	40	91.8%	56	96.9%	31	95.3%	41	82.8%	24	95.9%	71	83.3%	25
Bus	2.9%	3	4.7%	2	1.6%	1	3.1%	1	0.0%	0	6.9%	2	1.4%	1	6.7%	2
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
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
Walk	4.8%	5	2.3%	1	6.6%	4	0.0%	0	4.7%	2	10.3%	3	2.7%	2	10.0%	3
Cycle	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	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		104		43		61		32		43		29		74		30

Meanscore: [Time]

Q12 How long did your journey take?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
5 mins or less	6.7%	7	7.0%	3	6.6%	4	9.4%	3	7.0%	3	3.4%	1	6.8%	5	6.7%	2
6-10mins	11.5%	12	11.6%	5	11.5%	7	9.4%	3	14.0%	6	10.3%	3	10.8%	8	13.3%	4
11-15mins	9.6%	10	9.3%	4	9.8%	6	15.6%	5	2.3%	1	13.8%	4	6.8%	5	16.7%	5
16-20mins	20.2%	21	11.6%	5	26.2%	16	25.0%	8	23.3%	10	10.3%	3	25.7%	19	6.7%	2
21-30mins	19.2%	20	20.9%	9	18.0%	11	12.5%	4	20.9%	9	24.1%	7	13.5%	10	33.3%	10
31-45mins	13.5%	14	16.3%	7	11.5%	7	9.4%	3	16.3%	7	13.8%	4	16.2%	12	6.7%	2
46mins-59 mins	8.7%	9	9.3%	4	8.2%	5	9.4%	3	7.0%	3	10.3%	3	10.8%	8	3.3%	1
1hr - 1hr 30mins	5.8%	6	9.3%	4	3.3%	2	3.1%	1	4.7%	2	10.3%	3	5.4%	4	6.7%	2
1hr 31mins - 2hrs	2.9%	3	2.3%	1	3.3%	2	3.1%	1	4.7%	2	0.0%	0	2.7%	2	3.3%	1
2hrs +	1.9%	2	2.3%	1	1.6%	1	3.1%	1	0.0%	0	3.4%	1	1.4%	1	3.3%	1
Mean:		*31.26*		*34.30*		*29.11*		*30.28*		*29.34*		*35.19*		*31.07*		*31.72*
Base:		104		43		61		32		43		29		74		30

Q13 When you visit Freeport Factory Outlet Village, how frequently do you also visit Braintree Town Centre?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Always	4.8%	5	9.3%	4	1.6%	1	6.3%	2	4.7%	2	3.4%	1	2.7%	2	10.0%	3
On most visits	4.8%	5	4.7%	2	4.9%	3	3.1%	1	4.7%	2	6.9%	2	2.7%	2	10.0%	3
Around half of all visits	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Only on some visits	13.5%	14	9.3%	4	16.4%	10	12.5%	4	11.6%	5	17.2%	5	12.2%	9	16.7%	5
It is my first visit – will be visiting Braintree	1.9%	2	4.7%	2	0.0%	0	3.1%	1	0.0%	0	3.4%	1	1.4%	1	3.3%	1
It is my first visit – will not be visiting Braintree	4.8%	5	2.3%	1	6.6%	4	6.3%	2	2.3%	1	6.9%	2	2.7%	2	10.0%	3
Never	69.2%	72	67.4%	29	70.5%	43	65.6%	21	76.7%	33	62.1%	18	77.0%	57	50.0%	15
Base:		104		43		61		32		43		29		74		30

Q14 Why don't you also visit Braintree Town Centre whilst visiting the factory outlet? [MR]
Those who do not visit Braintree at Q13

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Expensive parking	5.2%	4	13.3%	4	0.0%	0	8.7%	2	5.9%	2	0.0%	0	6.8%	4	0.0%	0
Factory outlet has everything I need	20.8%	16	30.0%	9	14.9%	7	17.4%	4	11.8%	4	40.0%	8	18.6%	11	27.8%	5
Not enough parking	1.3%	1	0.0%	0	2.1%	1	0.0%	0	2.9%	1	0.0%	0	1.7%	1	0.0%	0
Poor / dirty environment	2.6%	2	3.3%	1	2.1%	1	4.3%	1	0.0%	0	5.0%	1	3.4%	2	0.0%	0
Poor choice of restaurants / cafes	1.3%	1	3.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Poor choice of shops	9.1%	7	3.3%	1	12.8%	6	8.7%	2	8.8%	3	10.0%	2	6.8%	4	16.7%	3
Too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Always go as separate trips	9.1%	7	3.3%	1	12.8%	6	13.0%	3	5.9%	2	10.0%	2	8.5%	5	11.1%	2
Better shops closer to home	3.9%	3	6.7%	2	2.1%	1	13.0%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0
I don't know Braintree	2.6%	2	0.0%	0	4.3%	2	0.0%	0	2.9%	1	5.0%	1	1.7%	1	5.6%	1
Lack of time	3.9%	3	0.0%	0	6.4%	3	0.0%	0	2.9%	1	10.0%	2	3.4%	2	5.6%	1
Nothing at Braintree for me	10.4%	8	13.3%	4	8.5%	4	13.0%	3	14.7%	5	0.0%	0	11.9%	7	5.6%	1
No particular reason	40.3%	31	36.7%	11	42.6%	20	39.1%	9	50.0%	17	25.0%	5	40.7%	24	38.9%	7
(Don't know)	2.6%	2	3.3%	1	2.1%	1	4.3%	1	0.0%	0	5.0%	1	3.4%	2	0.0%	0
Base:		77		30		47		23		34		20		59		18

Q15 What are your main reasons for visiting Braintree Town Centre whilst visiting the factory outlet? [MR]
Those who visit Braintree at Q13

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Better choice of restaurants / cafes	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 choice of shops	29.6%	8	46.2%	6	14.3%	2	44.4%	4	22.2%	2	22.2%	2	20.0%	3	41.7%	5
Better quality of goods	3.7%	1	0.0%	0	7.1%	1	0.0%	0	11.1%	1	0.0%	0	6.7%	1	0.0%	0
Cheaper good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure / recreation 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
Less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting friends / relatives	11.1%	3	7.7%	1	14.3%	2	11.1%	1	0.0%	0	22.2%	2	13.3%	2	8.3%	1
More attractive 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
Specific service (i.e. post office, building society, bank)	37.0%	10	23.1%	3	50.0%	7	33.3%	3	44.4%	4	33.3%	3	46.7%	7	25.0%	3
Specific 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
Other (PLEASE WRITE IN)	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	3.7%	1	7.7%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Close to home	3.7%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	8.3%	1
No particular reason	14.8%	4	15.4%	2	14.3%	2	0.0%	0	33.3%	3	11.1%	1	13.3%	2	16.7%	2
Base:		27		13		14		9		9		9		15		12

Q16 As part of your visit to Freeport Factory Outlet Village today, are you undertaking any link trips to other destinations, for example visiting retail parks, leisure, or entertainment facilities?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	8.7%	9	11.6%	5	6.6%	4	12.5%	4	2.3%	1	13.8%	4	6.8%	5	13.3%	4
No	91.3%	95	88.4%	38	93.4%	57	87.5%	28	97.7%	42	86.2%	25	93.2%	69	86.7%	26
Base:		104		43		61		32		43		29		74		30

Q17 What activities will you be linking your trip with ? [MR]
Those who linked trips at Q16

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Cinema	11.1%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	20.0%	1	0.0%	0
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
Swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park	22.2%	2	20.0%	1	25.0%	1	25.0%	1	0.0%	0	25.0%	1	0.0%	0	50.0%	2
Restaurants/cafes/bars (outside the outlet centre)	77.8%	7	80.0%	4	75.0%	3	75.0%	3	100.0%	1	75.0%	3	100.0%	5	50.0%	2
Other (PLEASE WRITE IN THE MAIN ACTIVITY ONLY)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		9		5		4		4		1		4		5		4

Q18A Could you please tell me the destination of the linked trip to the Cinema you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Cinema at Q17

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	100.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100.0%	1	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1		1		0		0		0		1		1		0

Q18B Could you please tell me the destination of the linked trip to the Bowling Alley you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Bowling Alley at Q17

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0

Q18C Could you please tell me the destination of the linked trip to the Swimming Pool you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Swimming Pool at Q17

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0

Q18D Could you please tell me the destination of the linked trip to the Retail Park you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Retail Park at Q17

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	100.0%	2	100.0%	1	100.0%	1	100.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	2
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2		1		1		1		0		1		0		2

Q18E Could you please tell me the destination of the linked trip to the Restaurants / Cafes Bars (outside outlet centre) you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Restaurants / Cafes / Bars (outside outlet centre) at Q17

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	100.0%	7	100.0%	4	100.0%	3	100.0%	3	100.0%	1	100.0%	3	100.0%	5	100.0%	2
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		7		4		3		3		1		3		5		2

Q18F Could you please tell me the destination of the linked trip to the Other you will be making whilst visiting the Freeport Factory Outlet Village?
Those who linked trips to Other at Q17

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		0		0		0		0		0		0		0		0

GEN Gender:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
Male	41.3%	43	100.0%	43	0.0%	0	56.3%	18	37.2%	16	31.0%	9	40.5%	30	43.3%	13
Female	58.7%	61	0.0%	0	100.0%	61	43.8%	14	62.8%	27	69.0%	20	59.5%	44	56.7%	17
Base:		104		43		61		32		43		29		74		30

AGE Age Group:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
18 - 24 years	6.7%	7	11.6%	5	3.3%	2	21.9%	7	0.0%	0	0.0%	0	8.1%	6	3.3%	1
25 - 34 years	24.0%	25	30.2%	13	19.7%	12	78.1%	25	0.0%	0	0.0%	0	23.0%	17	26.7%	8
35 - 44 years	23.1%	24	18.6%	8	26.2%	16	0.0%	0	55.8%	24	0.0%	0	27.0%	20	13.3%	4
45 - 54 years	18.3%	19	18.6%	8	18.0%	11	0.0%	0	44.2%	19	0.0%	0	18.9%	14	16.7%	5
55 - 64 years	14.4%	15	11.6%	5	16.4%	10	0.0%	0	0.0%	0	51.7%	15	10.8%	8	23.3%	7
65+ years	13.5%	14	9.3%	4	16.4%	10	0.0%	0	0.0%	0	48.3%	14	12.2%	9	16.7%	5
Base:		104		43		61		32		43		29		74		30

SEG SEG:

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
AB	27.9%	29	30.2%	13	26.2%	16	28.1%	9	27.9%	12	27.6%	8	39.2%	29	0.0%	0
C1	43.3%	45	39.5%	17	45.9%	28	43.8%	14	51.2%	22	31.0%	9	60.8%	45	0.0%	0
C2	17.3%	18	18.6%	8	16.4%	10	21.9%	7	9.3%	4	24.1%	7	0.0%	0	60.0%	18
DE	11.5%	12	11.6%	5	11.5%	7	6.3%	2	11.6%	5	17.2%	5	0.0%	0	40.0%	12
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		104		43		61		32		43		29		74		30

ADU Number of adults in the Hhold

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
One	21.2%	22	18.6%	8	23.0%	14	15.6%	5	23.3%	10	24.1%	7	16.2%	12	33.3%	10
Two	59.6%	62	55.8%	24	62.3%	38	62.5%	20	53.5%	23	65.5%	19	64.9%	48	46.7%	14
Three	9.6%	10	14.0%	6	6.6%	4	9.4%	3	14.0%	6	3.4%	1	10.8%	8	6.7%	2
Four	7.7%	8	9.3%	4	6.6%	4	9.4%	3	7.0%	3	6.9%	2	6.8%	5	10.0%	3
Five	1.9%	2	2.3%	1	1.6%	1	3.1%	1	2.3%	1	0.0%	0	1.4%	1	3.3%	1
Base:		104		43		61		32		43		29		74		30

CARS Number of cars in the Hhold

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
None	5.8%	6	4.7%	2	6.6%	4	0.0%	0	9.3%	4	6.9%	2	4.1%	3	10.0%	3
One	41.3%	43	34.9%	15	45.9%	28	34.4%	11	46.5%	20	41.4%	12	39.2%	29	46.7%	14
Two	33.7%	35	44.2%	19	26.2%	16	40.6%	13	25.6%	11	37.9%	11	39.2%	29	20.0%	6
Three	14.4%	15	14.0%	6	14.8%	9	18.8%	6	11.6%	5	13.8%	4	10.8%	8	23.3%	7
Four	2.9%	3	0.0%	0	4.9%	3	3.1%	1	4.7%	2	0.0%	0	4.1%	3	0.0%	0
Five	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Six	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Base:		104		43		61		32		43		29		74		30

CHI Number of children in the Hhold

	Total %	Total	Male %	Male	Female %	Female	16 - 34 %	16 - 34	35 - 54 %	35 - 54	55 + %	55 +	ABC1 %	ABC1	C2DE %	C2DE
None	72.1%	75	76.7%	33	68.9%	42	59.4%	19	62.8%	27	100.0%	29	74.3%	55	66.7%	20
One	11.5%	12	9.3%	4	13.1%	8	15.6%	5	16.3%	7	0.0%	0	10.8%	8	13.3%	4
Two	15.4%	16	14.0%	6	16.4%	10	25.0%	8	18.6%	8	0.0%	0	14.9%	11	16.7%	5
Three	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
Base:		104		43		61		32		43		29		74		30

ETH Ethnicity:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
White	89.4%	93	90.7%	39	88.5%	54	84.4%	27	86.0%	37	100.0%	29	87.8%	65	93.3%	28
Indian	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other Asian	2.9%	3	2.3%	1	3.3%	2	3.1%	1	4.7%	2	0.0%	0	4.1%	3	0.0%	0
Black Caribbean	1.9%	2	0.0%	0	3.3%	2	0.0%	0	4.7%	2	0.0%	0	1.4%	1	3.3%	1
Black African	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Mixed Race	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
(Refused)	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Base:		104		43		61		32		43		29		74		30

DAY Day of interview:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	25.0%	26	25.6%	11	24.6%	15	34.4%	11	18.6%	8	24.1%	7	18.9%	14	40.0%	12
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	25.0%	26	30.2%	13	21.3%	13	21.9%	7	23.3%	10	31.0%	9	25.7%	19	23.3%	7
Saturday	50.0%	52	44.2%	19	54.1%	33	43.8%	14	58.1%	25	44.8%	13	55.4%	41	36.7%	11
Base:		104		43		61		32		43		29		74		30

LOC Location

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Entrance between the Card Factory & Stone	52.9%	55	55.8%	24	50.8%	31	46.9%	15	58.1%	25	51.7%	15	50.0%	37	60.0%	18
Entrance between Bijoux & Moss Hire	47.1%	49	44.2%	19	49.2%	30	53.1%	17	41.9%	18	48.3%	14	50.0%	37	40.0%	12
Base:		104		43		61		32		43		29		74		30

PC

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
BS49 5	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CB10 1	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CB21 5	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CB23 7	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM1 1	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM1 3	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	2.7%	2	0.0%	0
CM1 4	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM1 7	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CM17 9	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM18 7	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CM19 4	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM2 0	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
CM2 6	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM2 7	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM20 1	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM20 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM20 3	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM23 3	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM23 4	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM23 5	1.9%	2	2.3%	1	1.6%	1	0.0%	0	4.7%	2	0.0%	0	2.7%	2	0.0%	0
CM3 2	3.8%	4	0.0%	0	6.6%	4	6.3%	2	2.3%	1	3.4%	1	4.1%	3	3.3%	1
CM3 3	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM3 4	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM3 6	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CM6 1	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM6 2	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CM7	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CM7 1	4.8%	5	4.7%	2	4.9%	3	0.0%	0	9.3%	4	3.4%	1	4.1%	3	6.7%	2
CM7 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CM7 3	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	6.9%	2	1.4%	1	3.3%	1
CM7 4	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
CM7 5	2.9%	3	4.7%	2	1.6%	1	6.3%	2	0.0%	0	3.4%	1	0.0%	0	10.0%	3
CM7 9	2.9%	3	0.0%	0	4.9%	3	3.1%	1	2.3%	1	3.4%	1	4.1%	3	0.0%	0
CM77 7	1.9%	2	0.0%	0	3.3%	2	3.1%	1	2.3%	1	0.0%	0	1.4%	1	3.3%	1
CM8	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CM8 1	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
CM8 2	3.8%	4	4.7%	2	3.3%	2	9.4%	3	0.0%	0	3.4%	1	5.4%	4	0.0%	0
CM8 3	3.8%	4	2.3%	1	4.9%	3	6.3%	2	2.3%	1	3.4%	1	4.1%	3	3.3%	1
CM9 4	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CM9 6	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
CM9 8	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CO10 0	1.9%	2	2.3%	1	1.6%	1	0.0%	0	2.3%	1	3.4%	1	2.7%	2	0.0%	0
CO10 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
CO12 3	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CO15 1	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
CO16 0	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
CO2 7	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
CO4 5	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CO5 0	1.9%	2	2.3%	1	1.6%	1	3.1%	1	0.0%	0	3.4%	1	2.7%	2	0.0%	0
CO6 1	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CO6 4	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
CO7 7	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
CO7 9	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
CO9 1	1.9%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	6.7%	2
CO9 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
E17 5	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
E3 9	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
E4 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0
HP23 5	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IP1 5	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IP2 8	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
IP30 0	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
IP33 1	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IP7 6	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
IP8 3	1.9%	2	2.3%	1	1.6%	1	0.0%	0	4.7%	2	0.0%	0	2.7%	2	0.0%	0
NG3 3	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
NR32 2	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
NR34 9	1.0%	1	0.0%	0	1.6%	1	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
PE13 2	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1
RM7 8	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
SE16 7	1.0%	1	0.0%	0	1.6%	1	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
SG12 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	1.4%	1	0.0%	0

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
SS12 9	1.0%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.3%	1
SS13 1	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
SS7 4	1.0%	1	2.3%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
SS9 3	1.0%	1	2.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.4%	1	0.0%	0
Refused	1.9%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	1	3.4%	1	1.4%	1	3.3%	1
Base:		104		43		61		32		43		29		74		30

Column %ges.

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