WHITE LAND STRATEGIES LTD
Viability Delivery Planning

Lichfield Centres Report

Lichfield District Council

Final Report

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1.0 Introduction

1.01 WYG Planning (hereafter referred to as 'WYG') and White Land Strategies were commissioned by Lichfield District Council ('the Council') in August 2016 to undertake an Update of the Evidence Base for retail and office development and requirements in Lichfield District.

1.02 The Study will help inform and advise on the preparation of the forthcoming Local Plan Site Allocations document which forms the second part of the Lichfield District Local Plan, following the adoption of the Local Plan Strategy (Part 1) in February 2015.

1.03 The primary purposes of the Study and the updated household survey, is to provide guidance towards the new policies within the forthcoming development plan document. The latest retail evidence is based on the findings of a household survey undertaken in 2004 by GL Hearn, the findings of which have been reused in various Retail Supporting Statements over the past 12 years. The household survey which underpinned the evidence base is therefore now considerably out of date. Paragraph 158 of the NPPF states that each local planning authority should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics of the area. The production of this Study and the associated household survey meets the NPPF requirements to ensure the Council is using a proportionate evidence base.

1.04 In terms of the office element of the Study, the primary purpose is to provide an updated assessment of the availability, requirements and demand for office space within Lichfield and Burntwood and provide a realistic outlook with regard to the future market requirements within the centres and the District as a whole. This information will feed into the Council's development plan policies and overall guidance.

1.05 As such, the key purposes of the Study are split into two elements, retail and offices. Whilst we have brought together the two elements as part of this Study, we summarise the requirements of the commission separately below.

1.06 The key purposes of the retail element of the Study (as undertaken by WYG) are:

- To establish an up to date retail floorspace requirement in terms of convenience and comparison floorspace for Lichfield city centre and Burntwood town centre;
- To appraise the existing primary and secondary frontages (as per saved policies L15 and L16 (Lichfield District Local Plan 1998)) and suggest revisions where appropriate; and

- To appraise the Lichfield District Local Plan 1998 Saved Policies L13, L17 and L18 in order to determine their suitability for inclusion within the Local Plan Site Allocations document.

1.07 Turning to the key purposes of the offices element of the study (as undertaken by White Land Strategies), these are as follows:

- To source data to establish up to date office floorspace requirement for Lichfield city centre and Burntwood town centre;
- To assess current office floorspace capacity in terms of existing supply, commitments and potential stock;
- To identify constraints with regard to existing office supply;
- To establish where any potential new office allocations should be located including edge of centre / out of centre locations if appropriate;
- To establish linkages with the City Centre Development Strategy;
- To source data on existing commitments; and
- To appraise the wording of Saved Policy L12 of the Lichfield District Local Plan, to determine its suitability for inclusion within the Local Plan Site Allocations document.

1.08 In order to address the above requirements relating to retail matters, the Study draws on new empirical research, with NEMS Market Research Limited ('NEMS') undertaking a survey of 1,000 households within the defined Study Area in October 2016. The purpose of the surveys is to establish where residents of Lichfield District undertake both their convenience (food) and comparison (non-food) shopping.

1.09 The Study Area for the household survey comprises eight zones which are based on ward sectors grouped together, to reflect areas which are likely to exhibit broadly similar patterns of shopping behaviour. The household survey allows for a detailed consideration of shoppers' habits and an assessment of the expenditure currently claimed by existing retail venues. Population and expenditure data is sourced from Experian for the purposes of this Study. Whilst the population figures for the Lichfield District and Wards vary slightly from those used in the existing evidence base supporting the Local Plan due to the different sources used. It is not the intention of this Study to replace the previously adopted population figures but instead uses the latest figures and data available to us.

Structure of Report

1.10 Our report is structured as follows:

- **Section 2.0** provides a summary of the current retail and office trends across the UK and how this may affect Lichfield District;
- **Section 3.0** provides a summary of the local and national planning policy of relevance to this Study, including other material considerations such as economic strategies and previous evidence base documents;
- **Section 4.0** then provides a summary of the results from the household survey undertaken by NEMS Market Research in October 2016;
- **Section 5.0** sets out a summary of the population and available expenditure calculations within the Study Area;
- **Section 6.0** then summarises the quantitative and qualitative capacity findings, based on the results from the NEMS household survey;
- **Section 7.0** provides a background to the current commercial market in Lichfield District and provides an update on the current stock within Lichfield and Burntwood; and
- **Section 8.0** provides our summary and recommendations with regard to both retail and office planning policy matters.

2.0 Current Retail and Office Trends

Introduction

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

2.02 In order to set out the wider context for the Study, we provide an overview of prevailing retail and leisure trends below.

Polarisation and the Decline of Secondary Centres

2.03 In recent years, shoppers have been increasingly prepared to travel in order to access a greater choice of shops and the type of leisure facilities which are more commonly available in larger towns and cities. As a consequence, larger retail venues (with a regional or sub-regional role) have tended to perform relatively strongly, but a number of smaller towns (particularly those proximate to larger centres) have fared less well. The performance of many smaller towns has also been particularly impacted upon by the recession and the growth of internet shopping, which has resulted in many operators believing that they can achieve appropriate nationwide coverage with a smaller number of stores.

2.04 Colliers[1] reports that many retailers are focused on a much smaller portfolio of stores to cover main markets and to complement online sales. As such, Colliers indicates that new and emerging retailers frequently target no more than 50 stores in key locations and, as a consequence, this trend is having an impact on take-up levels in shopping centres.

2.05 It is also evident that certain operators – including the Arcadia Group, through its Outfit format which incorporates Topshop, Topman, Miss Selfridge and others – are sometimes

[1] Midsummer Retail Report 2014, Colliers, July 2014

prepared to close stores in smaller centres in favour of representation on a retail park. We also note the increasing preference of fast food operators to incorporate 'drive thru' restaurants, which has resulted in the closure of 'in centre' McDonald's restaurants in some centres. Furthermore, in November 2016, Marks & Spencer announced its intention to close up to 30 stores and relocate or downsize a number of others. The changes will result in clothing being sold in a lesser number of Marks & Spencer stores.

2.06 Such changes can result in particularly significant impacts at smaller town centres, which have tend to be the subject of higher vacancy rates, and which have also often suffered related reductions in rental levels and footfall in recent years. As a consequence, a greater proportion of comparison goods expenditure is being claimed by a smaller number of centres of sub-regional or regional importance.

2.07 However, such changes have also brought forward opportunities for different types of retailer. Some available units in smaller centres have been re-occupied by household discounters such as B&M Bargains, Poundland, Poundstretcher and Wilkinson's. Whilst such lettings are valuable in bringing back premises into active use, many smaller centres are heavily reliant on such retailers, which are generally operated at the lower end of the market.

2.08 It is also evident that some centres are seeking to 'reinvent' themselves through an increased focus on quality independent and food and drink operators. Towns are also increasingly valuing their market as a means to differentiate themselves from retail parks and superstores, and many markets are looking to contemporary and speciality retailers to create interest and draw customers in. The greatest opportunities for successful vintage, craft and food and drink markets have so far been in centres served by affluent catchments.

The End of the 'Big Four' Space Race and the Rise of the Discounter

2.09 Shoppers have turned away from food superstores in recent year and Mintel[2] suggests that this decline is such that it cannot be considered a 'blip'. Mintel attributes the problems which face superstores to two principal factors.

2.10 Firstly, many young people are choosing to rent within or close to town and city centres. As a consequence, many undertake sporadic food shopping and often eat out, use takeaways, or buy instant meals. Accordingly, when young people undertake food shopping, they often have no greater need than that which can be serviced by a convenience store.

[2] 'UK Retail Rankings', Mintel, April 2016

2.11 The second factor is the growth of discount operators, which have become more mainstream in both their offer and market positioning. Mintel suggests that the improvements in discounters' offer – such as wider ranges, better fresh foods and more premium foods – means that they have become an attractive alternative to both large food superstores and to convenience stores.

2.12 As a consequence, the 'big four' foodstore operators (Asda, Morrisons, Sainsbury's and Tesco) have become circumspect in respect of new store openings and, indeed, have closed a number of existing stores. All four have suffered significant declines in their market share over the past four or five years. As Table 2.1 below indicates, Tesco has suffered a 2.1 percentage point reduction in its share of the food retail market between 2011 and 2016, and Morrisons has suffered a 1.8 percentage point reduction in market share. Considered together, the market share of the big four foodstore operators has declined from 58.5% in 2011 to 52.7% in 2016 (a reduction of 5.8 percentage points). In contrast, other retailers – most notably Aldi and Lidl – have benefitted from increases in their market share. Aldi's market share increased from 1.9% to 5.3% (equating to an increase of 3.4 percentage points) between 2011 and 2016.

Table 2.1: Market Share of Key UK Food Retailers

Operator	2011	2012	2013	2014	2015	2016
Tesco	23.7%	23.9%	23.0%	22.5%	22.0%	21.6%
Sainsbury's	12.8%	13.1%	12.9%	12.8%	12.2%	11.9%
Asda	12.5%	13.3%	13.0%	13.0%	12.0%	11.5%
Morrisons	9.5%	9.3%	8.9%	8.2%	7.9%	7.7%
Aldi	1.9%	2.6%	3.3%	4.2%	4.8%	5.3%
Co-operative Food	5.5%	5.4%	5.1%	4.9%	4.8%	4.7%
Waitrose	3.5%	3.6%	3.7%	3.9%	3.9%	3.9%
Marks & Spencer	3.6%	3.7%	3.7%	3.8%	3.9%	3.9%
Lidl	1.9%	2.0%	2.0%	2.2%	2.4%	2.7%
Iceland	1.8%	1.9%	1.9%	1.9%	1.8%	1.8%

Source: UK Food & Grocery Retailer Update, Verdict, October 2016

2.13 The most notable expansion strategy pursued by any of the big four operators in recent years relates to Sainsbury's decision to enter the discount market through a partnership with Netto. Netto announced the trialling of 15 stores in November 2014 clustered around the M62 corridor between Liverpool and Hull in order to 'test the water'. The first two new build openings were announced in March 2015 in Lymm and Hull, which appeared to suggest confidence in the venture. However, following the trial, Netto announced in July 2016 that it would close all its UK stores by August 2016.

2.14 For the most part, the current strategy of the big four operators involves the reconfiguration and refurbishment of existing stores. In some cases, product lines are being reduced and pricing is being made straightforward. Some operators are looking to introduce other uses to take existing floorspace and Sainsbury's acquisition of the Home Retail Group in September 2016 allows it to introduce Argos (which it now owns) into its stores. Small concessions of Habitat are also currently being tested within five branches of Sainsbury's.

2.15 Aldi and Lidl have both sought to take advantage of the structural changes in the food retail market and have announced ambitious store opening targets that will further increase pressure on the big four operators. Aldi has identified major expansion plans and intends to open 80 new UK stores in 2016[3], bringing its total number of stores to around 700. Over the longer term, it intends to trade from 1,000 UK stores by 2022[4]. Aldi's plans include three formats: standard stores of between 18,000 sq.ft and 20,000 sq.ft with a minimum of 70 parking spaces; the 'Small Aldi' format of between 10,000 sq.ft and 14,000 sq.ft with a minimum of 40 parking spaces; and, the 'City Aldi' format of between 7,000 sq.ft to 10,000 sq.ft with no parking spaces required. Aldi is understood to be considering all types of property, including development sites, mixed-use schemes, retail parks, high streets, shopping centres and roadside.

2.16 Lidl plans to expand to trade from a portfolio of 1,200 UK stores in the coming years[5]. Lidl's future requirements reportedly[6] comprise units of between 20,000 sq.ft and 30,000 sq.ft, with sites of 1.5 acres required for standalone units and up to 4 acres for mixed-use schemes.

Special Forms of Trading

2.17 Many consumers who previously shopped in town centres and at retail parks are now increasingly using the internet to make purchases. Experian[7] identifies that 'special forms of trading' (which includes internet, mail order and market sales) now comprises an estimated 14.3% of total UK retail sales at 2016, which compares to a market share of just 5.6% at 2006. Experian estimates that the value of non-store sales in the UK at 2016 is £53.8 billion. It estimates that special forms of trading will increase further to 18.3% of retail expenditure at 2021. Thereafter, it is anticipated that additional growth will be relatively limited, with special forms of trading claiming 19.6% of UK retail expenditure at 2035 (the last reporting year for which Experian provides a figure).

[3] Article headlined 'Aldi to roll out 80 new UK stores in 2016', Retail Week, 17 February 2016
[4] Article headlined 'Supermarkets: discounters race for space', Property Week, 2 November 2016
[5] 'UK Food & Grocery Retailer Update', Verdict, October 2016
[6] Article headlined 'Supermarkets: discounters race for space', Property Week, 2 November 2016
[7] 'Experian Retail Planner Briefing Note 13', October 2015

2.18 The growth in internet as a sales medium has been enabled by the increase in access to the internet by UK households, which the Office for National Statistics[8] reports increased from 57% of households at 2006 to 89% in 2016. The proportion of households with access to the internet is expected to increase further over the coming years and the popularity of shopping online is also assisted by mobile phones and tablets with faster 4G network technology. The Office for National Statistics indicates that the proportion of adults accessing the internet using a mobile phone increased by nearly double – from 36% to 66% – between 2011 and 2015.

2.19 It is evident that improvements in technology and an increased confidence in the security of online payments have supported substantial increases in internet sales in recent years. In addition, the option of using the internet to 'click and collect' in-store at a dedicated counter is also increasing in popularity, with the service now accounting for over 50% of John Lewis internet orders[9]. Some retailers are also seeing benefits arising from the use of shops as 'showrooms' where shoppers can view and try goods before making purchases later in their home. More progressive retailers are also providing in-store Wi-Fi (which can be used to inform shoppers of promotions via their mobile phones) and technology points (which can allow shoppers to browse a wider product range than that carried in store). Accordingly, whilst new technology and the rise of internet shopping undoubtedly provides challenges for traditional 'bricks and mortar' retailers, it also brings with it some opportunities.

2.20 In addition, it is important to note that many purchases made online are actually sourced from the shelves of 'bricks and mortar' stores and thereby have the potential to support retail floorspace. This is acknowledged by Experian which now provides adjusted market share figures for special forms of trading in order to reflect purchases which are effected through stores. The adjusted allowance for special forms of trading equates to 3.0% for convenience goods at 2016, increasing to 4.4% at 2021, to 5.1% at 2026, to 5.8% at 2031, and to 6.4% at 2035. For comparison goods, the adjusted allowance is 12.4% at 2016, increasing to 15.0% at both 2021 and 2026, and then reducing slightly to 14.6% at 2031 and to 14.3% at 2035. The adjustment is greater for convenience goods, reflecting the fact that most online food purchases are taken from the shelves of actual stores.

Leisure and the Appetite for More Food and Drink

2.21 In recent years, town centres have also increasingly relied upon an expanding food and drink sector to bring some vacant units back into active use. Eating out has become increasingly

[8] 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2016
[9] 'Click and Collect', Mintel, September 2014

popular and both national multiples and independents have benefitted from the additional expenditure which has resulted. Colliers[10] refers to Barclaycard data which identifies that spending in restaurants in the first quarter of 2015 was up 17% year-on-year.

2.22 Food operators increasingly require units which are in amongst the retail heart of a centre, rather than taking space within a food court. As a consequence, modern shopping mall developments tend to mix food operators within the wider offer and upwards of a quarter of units can be occupied by cafes and restaurants. Food and drink operators (particularly national multiples) can be particularly attractive to landlords as long leases can often be agreed to due to the cost of fit-outs.

2.23 Colliers[11] also reports that cinema openings are on the up and that niche cinema operators, such as Everyman, Curzon and The Light, are considered to have the potential to be particularly complementary to shopping environments. Such cinemas have more modest land take requirements than large multiplexes, and therefore may have a greater chance of being incorporated in a mixed-use development.

2.24 The health and fitness sector has been buoyed by the popularity of budget gyms. Operators such as Pure Gym, the Gym Group and easyGym have an operational model which is based on low costs and high volume. Such gyms tend to have plenty of equipment in order to encourage uses, but are characterised by basic fit-outs and limited staff. Many budget gym operators – including Pure Gym and the Gym Group – are actively seeking to bring forward additional facilities, with a wide range of properties (including old theatres, larger shop units and office space) having the potential to meet their needs. The Leisure Database Company[12] suggests that there were around 300 budget gyms across the country in summer 2016, but that this figure has the potential to increase to around 1,000 in the near future.

2.25 There are a number of emerging leisure concepts which are also helping to anchor retail environments, including bowling alleys, trampolining and crazy golf. These concepts can assist centres in providing a point of difference with the competition, ensure that visitors' dwell times are increased, and assist a town's evening economy.

[10] 'Midsummer Retail Report 2015', Colliers International, July 2015
[11] Ibid
[12] As reported in the article headlined 'Why budget gyms could be set to take over the sector', Sports Insight, 11 June 2016

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Brexit

2.26 The referendum in June 2016 on the UK's membership of the European Union resulted in a majority vote to leave the EU. The terms of withdrawal are to be negotiated with the Commission within two years of formal notification by the Government. A number of commentators have forecast that uncertainty during this time will negatively impact upon consumer confidence and expenditure, and that investor decisions may be put on hold.

2.27 Whilst it would appear that the short term impact of 'Brexit' on the retail and leisure sector have perhaps been more modest than some analysts suggested, Verdict published an Economic & Retail Update in September 2016[13] in order to highlight potential future issues. Its Update provides the following forecasts.

- Retail growth across Britain in 2016 is expected to be flat and growth in the clothing and footwear sector as a whole is likely to be disappointing. However, the weaker pound means that international travellers may spend more, with international brands and premium goods being particularly attractive.
- However, a weaker pound will also lead to higher import and manufacturing costs, which retailers will pass onto consumers. Verdict anticipates that the food and clothing and footwear sectors will see the greatest inflationary rises.
- Brexit may have a negative impact on the housing market and a consequential adverse impact on those retailers who rely on householders investing in their property. Accordingly, there may be less spending on goods such as furniture, floor coverings, DIY and gardening goods and so on.
- In volume terms, Verdict expects little change to the food retail sector, but notes that inflationary pressures might mean than shoppers spend more on their groceries and therefore have less to spend on other goods.

2.28 It is therefore evident that Brexit has the potential to impact on future expenditure growth (and also on population growth). As such, there will be a need to monitor the impacts arising from the UK's exit from the EU and for any future update to this Study to take appropriate consideration of such changes.

[13] 'Economic & Retail Update: H2 2016', Verdict, September 2016

Commercial Market Headlines for 2016

2.29 The market is being defined by the Brexit decision. Following Brexit, in spite of predictions, the economy has grown by 0.4%. More positive predictions have been made regarding the end of the year performance with growth predicted by the Bank of England at 1.8% marginally down on 2015 growth at 1.9%.

2.30 Stock markets have been impacted on with the market initially experiencing volatile decline which subsequently stabilized, largely as a result of growing export trade in the manufacturing sector though subject commentary on the state of finance and business sector suggests a holding back, particularly in the South East. The Bank of England introduced further quantitative easing in recent months to calm the market and assist in stabilizing the economy in the wake of Brexit uncertainty.

2.31 Despite this negative position other economic factors remain stable such as multiple sector growth (in 2013 growth was largely driven by consumer spending), strong labour market, employment rate of 74.2% (2015 at 73.4%), unemployment falling to 5% (lowest rate for more than 10 years) and very recently manufacturing and service sector outputs.

2.32 Inflationary rises due to the weakened sterling and rising oil prices is predicted to reach 1% by the end of 2016 (currently at 0.6% in September 2016, was 0.3% in Q1 2016). Recent predictions suggest that inflation could rise to 4% in 2017.

2.33 In summary the uncertainty caused by Brexit is leading to uncertainty in Bond markets and equities. Following the decision to exit we are now in a period of uncertainty in relation to many factors that impact the owner occupier, property investment and letting markets and it is likely to be some while before there is sufficient transactional evidence which clearly demonstrates the effect of this decision on market activity and values.

Summary

2.34 In summary, it is evident that the retail market has undergone significant changes in recent years. Wider economic conditions facing the UK have led to a marked decline in some previously healthy town centres, as well as other traditional retail formats. This has principally been caused by a decline in available expenditure, due to suppressed disposable incomes and an increase in the proportion of expenditure committed online.

2.35 However, 2016 saw an increase in consumer confidence, mainly driven by an improved economic outlook as a result of falling unemployment and the availability of credit. As a consequence, it is anticipated that expenditure growth rates will increase moving forward. Whilst such forecasts remain below those achieved before the recession, they are significantly higher than those recorded over the last three or four years. Notwithstanding this, in June 2016, the referendum on the UK's membership of the European Union resulted in a majority vote to leave the EU. A number of commentators have forecast that the uncertainty brought about by this decision will impact negatively upon consumer confidence.

2.36 The growth in online sales has impinged on the need for new tangible floorspace. However, increased expenditure growth allied with the retail industry embracement of innovative multi-channelling retail strategies, provides an opportunity for town centres to widen their audience in the future and retain ground. To deliver on this, it will be critical that town centres are flexible enough to both embrace and complement digital solutions, whilst also providing appropriate and well managed retail floorspace that can showcase products and services. The ability for centres to 'move with the times' and utilise modern technology, whilst providing a materially different experience to online shopping, (partly through the inclusion of leisure and food and drink offers), will help ensure their ongoing vitality and viability.

3.0 Planning Policy Context

Introduction

3.01 Given that this Study seeks to provide important evidence to assist in the production of future retail and office planning policy, it is necessary to review existing national planning policy of relevance to retail and town centre matters to explore the context for the Study and how it may impact upon the production of future development plan policy. We also summarise Lichfield's adopted and emerging planning policy, insofar as it is relevant to retail and other town centre matters, in order to consider the Council's strategy in respect of its centres.

National Planning Policy Framework

3.02 The National Planning Policy Framework was published in March 2012. The NPPF replaced all former Planning Policy Statements, Planning Policy Guidance Notes and some Circulars in a single consolidated document.

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

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

3.05 The NPPF stresses the Government's commitment to securing economic growth in order to create jobs and prosperity, with paragraph 17 stating that the planning system should do everything it can to support sustainable economic growth.

3.06 Paragraph 19 indicates that planning should operate to encourage and not to act as an impediment to sustainable growth, and that significant weight should be placed on the need to support economic growth through the planning system. The NPPF seeks to ensure that local planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st century.

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

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

- where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.

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

3.09 Paragraph 24 requires local planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up-to-date Local Plan. The following paragraph 25 indicates that that the sequential approach should not apply to applications for small scale rural offices or other small scale development.

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

3.11 Paragraph 27 indicates that where an application fails to satisfy the sequential test or is likely to have a significant adverse impact on the vitality and viability of a town centre or on existing, planned, committed investment in a centre it should be refused.

3.12 The NPPF also recognises that retail activity should still, where possible, be focused in existing town centres. Retail and leisure proposals which cannot be accommodated in or adjacent to the town centre will have to satisfy a dual impact test and the sequential test.

Ensuring the Vitality of Town Centres Planning Practice Guidance

3.13 'Ensuring the Vitality of Town Centres' National Planning Practice Guidance was published in March 2014. It provides a concise summation of how retail and main town centre planning policy is to be applied in practice. The objectives of the Practice Guidance remain comparable with those of its predecessor, with there being a stated requirement for local planning authorities to plan positively and support town centres to generate local employment, promote competition within and between town centres, and create attractive and diverse places for users.

3.14 The Practice Guidance requires local planning authorities to fully assess and plan to meet needs for main town centre uses through the adoption of a 'town centre first' approach. Paragraphs 002 and 003 confirm that this should be delivered through a positive vision or strategy which is communicated through the development plan. The strategy should be facilitated through active engagement with the private sector and other interested organisations (including Portas Pilot organisations, Town Teams and so on). Any strategy should be based on evidence which clarifies the current state of town centres and opportunities to meet development needs and support centres' vitality and viability.

3.15 Such strategies should seek to address the following matters:

- the appropriate and realistic role, function and hierarchy of town centres in the area of over the plan period, including an audit of the vitality and viability of existing town centres and their ability to accommodate new development;
- consideration of the vision for the future of each town centre and the most appropriate mix of uses;
- the assessment of the scale of development that a town centre can accommodate;
- the timeframe for new retail floorspace to be delivered;
- what other complementary strategies are necessary or appropriate to enhance the town centre to deliver the vision in the future; and
- the consideration of the enhancement of car parking provision including charging and enforcement mechanisms.

3.16 Paragraph 005 of the Practice Guidance identifies a series of key indicators which are of relevance in assessing the health of a centre over time. Paragraph 005 goes on to state that not all successful town centre regeneration initiatives have been retail led or focused on substantial new development, but have instead involved improvements such as renewed public realm, parking, and accessibility and other partnership mechanisms.

3.17 Paragraph 009 reaffirms the town centre first policy in the form of the sequential test, which requires local planning authorities to undertake an assessment of candidate sites' availability, suitability and viability when preparing their local plan. Such an assessment should also consider the scale of future needs and the type of land required to accommodate main town centre uses.

Housing and Economic Development Needs Assessment Planning Practice Guidance

3.18 The Government has issued further Practice Guidance to provide specific instruction in respect of the undertaking of needs assessments (including those for main town centre uses). Paragraph 032 of the Housing and Economic Development Needs Assessments Planning Practice Guidance states that plan makers should consider forecasts of quantitative and qualitative need based on a range of data which is current and robust. Local planning authorities will need to take account of business cycles and make use of forecasts and surveys to assess employment land requirements.

Relaxation of Permitted Development Rights

3.19 At a national level, recent changes to the Town and Country Planning (General Permitted Development) Order 1995 have sought to support the diversification and vitality of town centres. The changes follow the Portas Report recommendation to make it easier to change surplus space in order to provide for the effective re-use of buildings.

3.20 The Town and Country Planning (General Permitted Development) (England) Order 2015 came into force on 15 April 2015. The Order acts, *inter alia*, to consolidate and replace the Town and Country Planning (General Permitted Development Order 1995) and to provide additional permitted development rights. It should be noted that conditions and restrictions apply, and that prior approval is generally required in order to implement development. The new rights include:

- a permitted change of use from retail/financial services (Class A1/A2), betting offices and pay day loans shops to residential (Class C3);
- a permitted change of use from amusement arcade/casino (sui generis use) to residential use (Class C3);
- a permitted change from retail (Class A1) to financial services (Class A2);
- a permitted change from retail/financial services (Class A1/A2) to food and drink (Class A3);
- a permitted change from retail/financial services (Class A1/A2), betting offices, pay day loan shops and casinos to assembly and leisure uses (Class D2);
- an extension of the temporary permitted development rights introduced in May 2013 for extensions to shops, offices, industrial and warehouse buildings to support business expansion and the economy so they apply permanently;
- the erection of click and collect facilities within the cartilage of a retail shop; and

- modifications to the size of an existing retail shop loading bay.

3.21 The Town and Country Planning (General Permitted Development) (England) (Amendment) Order 2016 subsequently came into force on 6 April 2016. The Amendment provides for the change of use of launderettes to residential uses as permitted development, and acts to make permanent previous temporary provisions which permit the change of use from office to residential use. A condition allowing the local planning authority to consider noise impacts on the intended occupants of the development from premises in commercial use is included in the extended right.

3.22 The intended consequence of the above measures is to secure the redevelopment and reuse of premises. It is considered that the relaxation in respect of changes of use to residential are more likely to encourage re-use of offices in larger metropolitan areas which may benefit from a greater supply of office buildings.

Lichfield District Council Development Plan Policy

3.23 The adopted development plan for Lichfield currently comprises the Local Plan Strategy (adopted in February 2015), read together with the 'saved' policies of the Lichfield District Local Plan (adopted in 1998) and the Staffordshire and Stoke-on-Trent Minerals and Waste Local Plan's (respectively). However, the Minerals and Waste Local Plan is not of direct relevance to this Study.

Lichfield Local Plan Strategy

3.24 The Local Plan Strategy is the principal document guiding how decisions are made on planning applications across the District. It provides an overall strategy of how much development is required, where development should be located and how this will be delivered in the period up to 2029. It contains strategic policies for housing, economy and employment, community facilities, quality of life and accessibility.

3.25 The overall Local Plan Strategy Vision sets out what Lichfield should look like by 2029 and states that new sustainably located development, and improvements to existing communities, will have a role in meeting the needs of Lichfield District and will have regard to the needs arising within Rugeley and Tamworth. Such development, coupled with associated infrastructure provision will also address improvements to education, skills, training, health and incomes, leading to reduced levels of deprivation. The vision also sets out that the need to travel by car will be reduced through improvements to public transport, walkways, cycle routes and the canal network.

3.26 Core Policy 1: 'The Spatial Strategy' sets out the overall spatial strategy for the District. In terms of defined centres and economic development, the strategy states that:

- New and improved retail development will be focused on the commercial centres of Lichfield city and Burntwood;
- In accordance with the identified hierarchy of centres the role of Lichfield city will be protected and strengthened as the strategic centre, whilst an enlarged town centre at Burntwood to meet local retail needs will be supported;
- In the key rural villages, centres will be protected and enhanced to meet the day to day needs arising within these settlements and from the wider rural areas that they serve; and
- Existing neighbourhood centres, serving the local needs of our urban communities will be supported and protected, whilst new neighbourhood centres to meet the local needs arising from the creation of new communities within our Strategic Development Allocations and Broad Development Locations will be developed.

3.27 Core Policy 1 also specifies the proposed retail growth for the plan period in respect of both Lichfield city centre and Burntwood town centre. Lichfield city centre will deliver but not exceed the addition of 36,000 sq.m gross additional retail within the city centre. There is also a target of an additional 30,000 sq.m for office provision within the city centre and Lichfield is identified as the focus for the district's leisure activities.

3.28 In respect of Burntwood, the town centre will deliver but not exceed the addition of 14,000 sq.m gross additional retail within the town centre. There is also a target for up to 5,000 sq.m of office provision within the town centre.

3.29 Core Policy 8: 'Our Centres' defines the retail hierarchy of centres within the District. Development proposals for retail, leisure, office and cultural facilities will be focused within the commercial centres of Burntwood and Lichfield city. The retail hierarchy is as follows:

- Strategic Centre: Lichfield;
- Town Centre: Burntwood;
- Key Rural Centres: Alrewas, Armitage with Handsacre, Fazeley, Fradley, Little Aston and Shenstone & Whittington;
- Neighbourhood Centres: Boley Park, CurDistrict, Darwin Park, Netherstowe, Dimbles Lane, Morley Road, Parkhill Road, Chasetown and Swan Island; and

- Proposed Neighbourhood Centres: South Lichfield, Streethay, East of Rugeley

3.30 The policy seeks to protect, enhance and promote the sustainable development of the District's centres, including new centres linked to planned growth areas. Proposals for town centre uses will follow guidance set out in the NPPF directing development in the first instance to within town centre boundaries and in accordance with floorspace limits, whilst the protection and enhancement of rural and neighbourhood centres will be carefully managed.

3.31 Policy E1: 'Retail Assessments' sets the thresholds in which retail assessments are required to accompany development proposals within the district. The thresholds are as follows:

Table 3.1: Lichfield District Retail Assessment Thresholds

Centre	Assessment Required	Assessment may be Required
Lichfield	Over 1,000 sq.m gross	Under 1,000 sq.m gross
Burntwood	Over 500 sq.m gross	Under 500 sq.m gross
Other Centres	Over 100 sq.m gross	Not Required

3.32 The supporting text states that the thresholds have been set based on locally obtained commercial and market evidence. In respect of Lichfield city centre, in setting the thresholds the appraisal considered the existing Friarsgate scheme in terms of its impact on the viability and vitality of other centres in Lichfield District as well as the cumulative impact of Friarsgate and potential other development in Lichfield city in the longer term. The appraisal concluded that development at Friarsgate and a mixed use scheme to the rear of Bird Street would not have an unacceptable impact on centres within the catchment of the potential development.

3.33 A similar assessment was undertaken in relation to an enlarged Burntwood town centre on the vitality and viability of centres within the Burntwood catchment. This assessment took into account approved schemes within the town centre and concluded that individually and cumulatively, this would not have an unacceptable impact on centres both within and beyond the catchment of the potential development.

3.34 The Local Plan Strategy includes a number of area-specific policies for Lichfield and Burntwood, respectively. Policy Lichfield 3: 'Lichfield Economy' states that Lichfield city will be promoted as a strategic centre by improving its range of shopping, leisure, business, cultural, education and tourist facilities whilst sustaining and enhancing the significance of its historic environment and heritage assets and their setting. The city will be the focus for new employment, office, leisure and shopping development.

3.35 Policy Lichfield 3 also builds on the retail growth projections outlined in Core Policy 1 stating that, in Lichfield city centre up to 36,000 sq.m (gross) retail development will be supported up to 2029 of which 31,000 sq.m (gross) will be for comparison goods. A further 5,000 sq.m will be allowable outside the town centre boundary, for comparison bulky goods provided that this does not conflict with other policies in the Local Plan.

3.36 In respect of office developments, the policy states that Up to 30,000 sq.m gross of office provision will be supported in Lichfield focused on the city centre. All proposals should have regard to the need to protect and enhance the city's historic character. A sequential approach to the location of offices will be applied and where there is clear evidence that there are no suitable office sites within the city centre, locations on the edge of the city centre will be considered before locations elsewhere within and accessible to Lichfield city.

3.37 Policy Burntwood 3: 'Burntwood Economy' states that in Burntwood the focus will be on the creation of a vibrant and diverse town centre, through regeneration. The town will be promoted as an area of increased and more diverse economic activity, to include new retail, employment, leisure, residential, recreational, health, educational resources and improvements to its environmental quality and public realm.

3.38 Policy Burntwood 3 also builds on Core Policy 1 and states that:

- In Burntwood, support will be given for an enlarged town centre to meet local needs; and
- The District Council will encourage new retail development up to 14,000 sq.m gross of which 13,000 sq.m gross will be comparison goods together with up to 5,000 sq.m gross office floorspace.

Lichfield District Local Plan (1998): Saved Policies

3.39 The Lichfield District Local Plan (1998) was primarily superseded by the Local Plan Strategy when it was adopted in February 2015. However, a selection of policies have been 'saved' and will ultimately be replaced by the emerging Local Plan Land Allocations document. The following 'saved' policies, which relate to Lichfield city centre are relevant to this study:

- Policy L.13: 'City Centre Redevelopment';
- Policy L.15: 'Primary Retail Area';
- Policy L.16: 'Secondary Retail Areas';

- Policy L.17: 'Bird Street'; and
- Policy L.18: 'Dam Street'.

3.40 Policy L.13 relates to development within Lichfield city centre and states that areas shown on the City Centre Inset to the Proposals Map should be developed or redeveloped primarily for shopping purposes. Sufficient car parking must be provided to offset the loss of any spaces as a result of the development, as well as to accommodate for the additional capacity requirements created from the development.

3.41 Policies L.15 and L.16 relate to the primary and secondary retail areas within Lichfield city centre. With regard to the primary retail area, the policy states that planning permission will not be granted for the change of use of ground floor shops to non-retail uses, including uses such as building societies or banks, where this would lead to an unacceptable concentration of such uses undermining the vitality and viability of streets as shopping streets. Within the secondary retail area, the change of use of existing non-retail premises to retail premises is encouraged.

3.42 Policy L.17 relates specifically to Bird Street which is located outside of the defined primary and secondary retail areas. L.17 states that to assist with the streets regeneration, whilst maintaining its essential character the following policies will apply:

- The change of use of existing ground floor retail premises to non-retail uses will be opposed except in the case of change of use to cafes and restaurants;
- Change of use of ground floor non-retail premises to general office use will not be permitted; and
- Change of use of ground floor non-retail premises to financial and professional services (A2) will be permitted.

3.43 Policy L.18 relates specifically to Dam Street, which is also located outside of the defined primary and secondary retail areas. L.18 states that to maintain the mixed-use character of Dam Street and retain its residential element, the following policies will apply:

- Planning permission will not be granted for the change of use of a building currently used for residential purposes, to a non-residential use;
- Changes of use of existing ground floor retail uses to non-retail uses will not be permitted; and

- Changes of use to other non-residential premises will be permitted where there will be no adverse environmental impacts on the amenities enjoyed by existing residents of the street.

Lichfield District Council Emerging Development Plan Policy

3.44 The Local Plan Allocations document is the second part of the Local Plan for Lichfield District and follows the Local Plan Strategy. The Local Plan Allocations document will consider a range of issues and add further detail to the strategic policies contained within the adopted Local Plan Strategy.

3.45 The Council recently concluded the Regulation 18 consultation on the 10 October 2016. Regulation 18 represents the first stage of statutory process, referred to as 'Issues and Options'. The Council published a Local Plan Allocations Open Consultation document which presented the proposed scope of the emerging site allocations plan. Of significance to this study are the following two proposed elements of the scope of the document:

- To review the city and town centre retail and office requirements, including identifying primary and secondary retail areas; and
- To complete a review of any remaining Local Plan (1998) Saved policies.

Other Material Considerations

3.46 There are two additional documents that form material planning considerations when assessing planning applications within the Lichfield District, the Lichfield Economic Development Strategy and the Lichfield City Centre Development Strategy and Action Plan. We summarise the key guidance of these two documents below.

Lichfield District Economic Development Strategy (2016-2020)

3.47 The Lichfield District Economic Development Strategy covers the period up to 2020 and sets out the Council's key objectives to promote economic prosperity by supporting measures that enable the local economy in Lichfield District to adapt to changing economic circumstances and to make the most of newly arising economic opportunities. The Council's key objectives set out within the strategy are:

- To increase the levels of investment in the District;
- Provide a good mix and range of employment opportunities;
- As far as possible, to balance job growth with housing provision; and
- To achieve economic prosperity across all parts of the district.

3.48 The strategy sets out a number of strategic priorities that will help the Council to meet the key objectives set out within the strategy. The strategic priorities are as follows:

- To have more local jobs and more people in employment;
- More new businesses in the District;
- More successful businesses;
- More visitors and greater spend in the District; and
- To have a regenerated Lichfield city centre and an improved retail offer in Burntwood town centre.

Lichfield City Centre Development Strategy & Action Plan (2016-2020)

3.49 The City Centre Development Strategy was produced with the input of key local stakeholders, organisations and individuals. The purpose of the strategy is to:

- Form part of the District Council's local planning framework;
- Ensure that key funders understand how projects and funding bids fit together;
- Ensure the long-term success of existing and new developments, as well as the city as a whole;
- Maximise opportunities to increase tourism and trade in the city centre area; and
- Support combined marketing, branding and promotion within the city.

3.50 The strategy outlines five strategic objectives for the city centre which are to:

- Create an attractive, multi-faceted yet coherent city centre, which encourages visitors to linger and explore;
- Improve the quantity, quality and appeal of the city's attractions and facilities, to attract and cater for a year round increase in visitors and spending;
- Improve access to and within the city and facilitate orientation and exploration;
- Raise awareness of Lichfield and its individual assets and facilities as a leading heritage and events city in central England; and
- Ensure all stakeholders are engaged and pulling in the same direction and secure support for the delivery of the strategy.

4.0 Original Market Research

Introduction

4.01 The undertaking of original market research enables an in-depth analysis at a local level and allows the evaluation of the retail turnover and trade draw of particular town centres. The use of specifically commissioned and tailored survey research is fundamental to identifying the likely capacity for future retail floorspace across the Study Area. Notwithstanding this, WYG acknowledges that there can be limitations to survey research, particularly with regard to the sample size which can be achieved, and the results should therefore be taken to be a broad indication of consumer preferences.

4.02 A key requirement of this Study is the detailed understanding of shopping patterns in terms of the use of retail centres and the identification of the centres' catchment areas. WYG commissioned specialist market researchers NEMS to undertake a comprehensive household telephone survey to identify consumers' habits and preferences in the Study Area. The primary purpose of the Study was to update the previous results which are from 2004 and are therefore now considerably out of date. The NPPF makes it clear that local planning authorities should have an up to date evidence base (paragraph 158).

4.03 We set out the general methodological approach to the surveys and the key results below.

Household Survey

4.04 In October 2016, a survey of 1,000 households was undertaken across the defined Study Area (see Appendix 1 for the Study Area plan, an excerpt of which is also provided in Figure 4.1 below) which comprises eight separate zones and which stretches some distance beyond the Lichfield District administrative boundary to incorporate some outlaying areas including parts of Cannock, Tamworth and Walsall. Residents of these outlying areas also look to facilities within the authority areas to meet some retail and leisure needs.

4.05 Zone 1 of the Study Area incorporates Lichfield city centre and Zones 7 and 8 incorporate Burntwood town centre. The remaining Zones cover the more rural and less populated areas of Lichfield, and areas covering settlements and urban areas outside of the District such as Brownhills in Cannock and Tamworth town centre.

4.06 Figure 4.1 provides the Study Area and Table 4.1 below sets out the ward sectors which comprise each zone. The full map of the catchment is provided at Appendix 1. The questions and full tabulation of results from the household survey are provided at Appendix 2.

Figure 4.1: Lichfield Study Area Plan

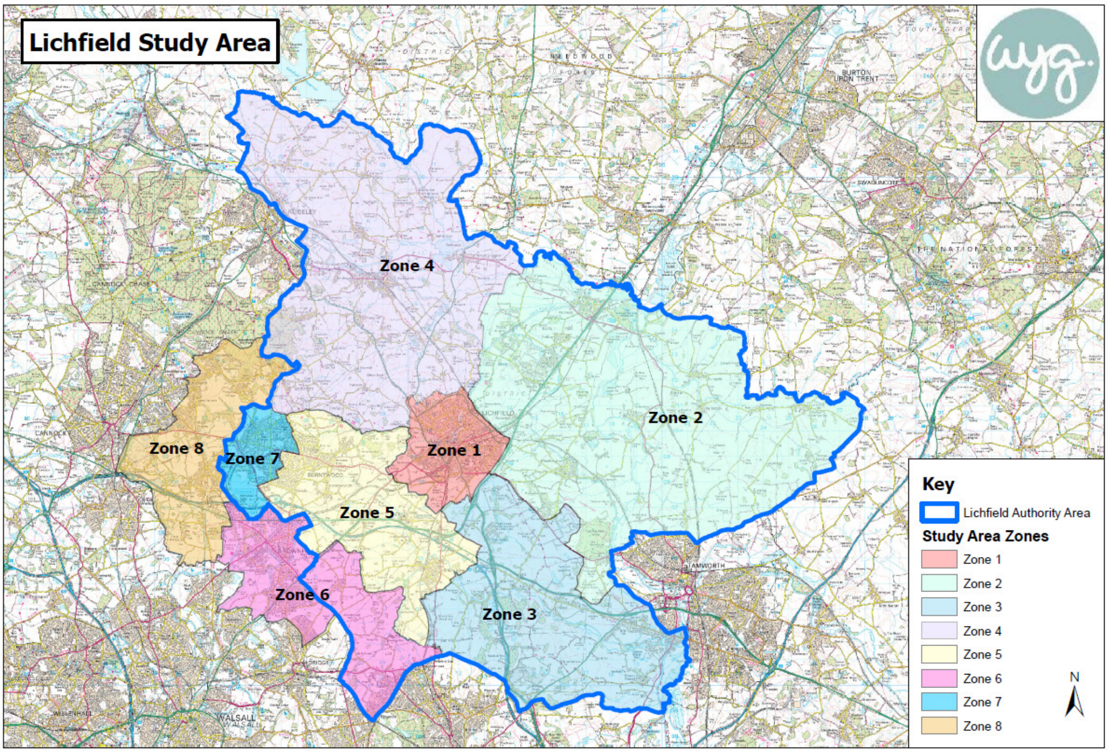

Table 4.1: Postcodes by Survey Zone

Survey Zone	Postcode Sectors
Zone 1	Boley Park, Chadsmead, CurDistrict, Leomansley, St John's, Stowe
Zone 2	Alrewas and Fradley
Zone 3	Bourne Vale and Fazeley
Zone 4	Armitage with Handsacre, Colton and the Ridwares, Longdon
Zone 5	Hammerwich with Wall, Highfield, Shenstone, Summerfield & All
Zone 6	Aldridge North and Walsall Wood, Brownhills, Little Aston & Stonnall
Zone 7	Boney Hay & Central, Chase Terrace and Chasetown
Zone 8	Heath Hayes East and Wimblebury, Norton Canes and Rawnsley

4.07 The results of the household survey are utilised to calculate the expenditure claimed by each existing retail facility within the Study Area, a process which is considered in Section 5 of this report.

4.08 The household survey is also of assistance in identifying the market share claimed by specific retail destinations, the frequency of visits to purchase various types of goods, the incidence of linked trips, the most popular means of accessing town centre facilities, the use of other town centre facilities, and so on.

4.09 In considering the market share of trips secured by specific retail destinations, we are able to broadly compare the results from the 2016 survey with the results from the 2004 NEMS survey undertaken on behalf of the author of the 2004 retail study – GL Hearn. It is important to note that since the 2004 household survey was undertaken, some of the boundaries of the wards have altered slightly which makes comparing the market shares on a zone by zone basis difficult. However, these alterations are unlikely to significantly alter the recorded shopping patterns but it is worth taking note of from the outset.

4.10 Our market share analysis utilises the same NEMS dataset that is relied on in assessing quantitative need and therefore our commentary relates to tangible retail destinations only (in other words, expenditure which is committed through the internet and other special forms of trading does not form part of the market share element of the commentary that follows). The analysis that follows relates to the market share of *trips* to undertake particular types of shopping at particular destinations and is not necessarily reflective of the market share of overall Study Area *expenditure* secured by those same destinations.

4.11 In our view, the consideration of market share of trips (rather than market share of expenditure) is of particular interest as it accurately allows changes in customers' shopping habits to be monitored over time. We do however also consider the market share of expenditure later on in the Study.

4.12 Accordingly, we consider below the market share of trips to particular retail venues and defined centres to purchase both convenience goods and comparison goods. For convenience goods, respondents were questioned in respect of where they last visited and where they visited 'the time before last' to undertake 'main' food shopping (which may take the form of a large 'trolley' shop and be undertaken on an weekly basis) and 'top up' food shopping (which will generally be undertaken on a more frequent basis and will involve the purchase of grocery staples, such as milk and bread). For comparison goods, respondents have been questioned in respect of where they last visited to purchase eight separate types of comparison goods.

4.13 Our market share analysis utilises the same NEMS household survey data that we rely on to assess quantitative need and our commentary relates to physical retail destinations only (in other words, expenditure which is committed through the internet and other special forms of trading does not form part of our market share analysis that follows).

Convenience Goods Shopping Patterns

4.14 The household telephone survey enables us to assess the patterns of convenience goods shopping across the Study Area. Patterns of convenience goods shopping is generally more localised than comparison shopping trips, as we will analyse in more detail later in this section of the Study. However, it is also often the case that in more rural and remote areas, shoppers will have to travel further and often less sustainable distances, due to the lack of a local consumer choice, particularly for main food shopping and comparison shopping.

4.15 Table 4.2 below looks at the level of main food shopping trips and top-up food shopping trips attracted by destinations which are located within the Lichfield District boundary, on a zonal basis. In terms of main food shopping trips, over 85% of trips from residents in Zones 1, 5 and 7 are directed towards retail destinations located within Lichfield District. Table 4.2 demonstrates that in total, 5.1% of all trips from residents within the whole Study Area undertake their main food shop at destinations located within the District. The high retention rates within Zones 1 and 7 are due to entire boundary of the zones located within the District.

Table 4.2: Main and Top-up Food Shopping Trips Attracted by Destinations in Lichfield District

	1	2	3	4	5	6	7	8	Total
Main Food	87.4%	61.5%	10.7%	24.1%	87.9%	12.7%	85.5%	33.5%	**53.1%**
Top-up Food	88.7%	75.6%	38.2%	19.9%	94.9%	3.7%	66.4%	16.9%	**52.2%**

4.16 Table 4.3 below then sets out the top three destinations for main food shopping on a zonal basis, and provides the zonal retention levels for main food shopping (i.e. the proportion of main food trips from the zone, attracted by destinations in the same zone).

4.17 Convenience destinations such as the Tesco Extra in Lichfield and the Morrisons in Burntwood are both popular foodstores for main food shopping, particularly in terms of shopping habits of residents in Zones 1, 5 and 7. Again, this is unsurprising due to proximity of the stores to the residents in these Zones.

4.18 Looking at residents located in Zone 1 in particular, all three of the top destinations are located within Zone 1, therefore resulting in a high retention level for that zone. Zone 7 also has a relatively high retention rate at 71.6%, due to the provision of the Morrisons and Aldi within Zone 7 and the popularity of these stores. In terms of residents in Zones 3, 4 and 5 where the retention level is below 2% in each case, this demonstrates the lack of offer within each of these Zones and therefore the tendency for residents to travel to destinations in other zones to undertake their main food shop. This is also due to the relatively rural nature of these zones and therefore the lack of a main food destination in close proximity to where these residents live.

4.19 The most popular main food shopping destination across the whole Study Area in market share terms specifically, is the Morrisons at Burntwood, which attracts 14.3% of all main food shopping trips from all residents surveyed. The second most popular overall is the Tesco Extra in Lichfield which attracts 10.4% of all shopping trips. Six out of the top ten destinations in terms of total market share for main food shopping trips, are located within the District.

4.20 The level of retention for shoppers in Zones 1 and 7 in particular is high, demonstrating the level of attraction of the existing stores and overall offer of main food convenience destinations within Lichfield and Burntwood. In terms of residents in Zones 2, 3, 4 and 8 in particular, shoppers are having to travel further to meet their convenience shopping needs. In particular, shoppers in Zone 2 travel to Lichfield city centre (both in and edge of centre stores) due to the under provision of existing destinations due to the relatively rural nature of the zone.

4.21 Residents in Zone 4 appear to be travelling to Rugeley to undertake their main food shopping trips, again which will be due to the lack of provision of main food shopping destinations in Zone 4 due to the relatively rural nature, and Rugeley being situated right on the boundary of the defined Zone.

Table 4.3: Top Three 'Main Food' Convenience Destinations by Zone

Zone	Main Destinations	Zonal Retention Rate
1	1. Tesco Extra, Church Street – 26.9% 2. Morrisons, Beacon Street – 26.3% 3. Aldi, Church Street – 12.3%	84.7%
2	1. Aldi, Church Street – 18.0% 2. Tesco Extra, Church Street – 17.6% 3. Morrisons, Burton – 6.9%	4.6%
3	1. Sainsbury's, Ventura Road Retail Park – 28.2% 2. Morrisons, Hilmore Way, Tamworth – 17.9% 3. Asda, Ventura Retail Park – 17.0%	1.6%
4	1. Tesco, Rugeley – 37.4% 2. Aldi, Rugeley – 17.6% 3. Morrisons, Rugeley – 13.3%	0.0%
5	1. Morrisons, Burntwood – 43.0% 2. Aldi, Burntwood – 24.7% 3. Tesco Extra, Church Street – 8.3%	0.6%
6	1. Tesco, Brownhills – 31.2% 2. Morrisons, Walsall – 15.1% 3. Aldi, Brownhills – 11.5%	44.4%
7	1. Morrisons, Burntwood – 51.0% 2. Aldi, Burntwood – 19.8% 3. Tesco Extra, Church Street – 10.8%	71.6%
8	1. Tesco, Cannock – 22.7% 2. Morrisons, Burntwood – 21.4% 3. Sainsbury's, Cannock – 12.4%	14.2%

4.22 Looking back at the 2004 household survey results, overall, the most popular destination for main food shopping was the Tesco in Lichfield, attracting 15.5% of all trips, followed by the Tesco at Brownhills (11.5%). At that time, the Morrisons in Burntwood did not exist[14].

4.23 Table 4.4 below then provides the top three destinations on a zonal basis for resident's top-up shopping trips. Retail operators such as the Co-op and Waitrose are more popular for residents for top-up shopping, often due to their close proximity to resident's homes and the fact that residents often visit shops more local to them to undertake the smaller, high frequency shops. In addition, smaller retail destinations typically have more convenient facilities for shoppers purchasing a smaller quantum of products and proceeding through check-outs substantially quicker than in the larger stores, and particularly Aldi and Lidl stores where 'self-service' and 'basket tills' are not widely available.

4.24 In terms of residents in Zone 1, Waitrose is the most popular destination, followed by the Co-op on Ryknild Street. For residents in Zone 7 (Burntwood), the Morrisons is still the most

[14] The 2004 NEMS results include 'don't know' and 'internet' answers and are therefore not filtered and weighted as per the 2016 NEMS results

popular destination but this is then followed by 'Burntwood town centre' which accounts for other local convenience stores within the centre.

4.25 The retention rates in each zone is also higher than for main food shopping. Again, this is due to the preference for residents to undertake their top-up food shopping trip closer to home, likely to be on foot or as part of their commuting journey.

Table 4.4: Top Three 'Top-up' Convenience Destinations by Zone

Zone	Main Destinations	Study Area Retention Rate (by Zone)
1	1. Waitrose, Lichfield – 22.5% 2. Co-op, Ryknild St, Lichfield – 10.9% 3. Morrisons, Beacon St, Lichfield – 10.9%	88.1%
2	1. Co-op, Alrewas – 25.3% 2. Co-op, Whittington – 24.6% 3. Tesco Extra, Lichfield – 10.4%	56.8%
3	1. Tesco, Fazeley – 23.3% 2. Sainsbury's, Ventura Retail Park – 18.6% 3. Asda, Ventura Retail Park – 8.9%	28.8%
4	1. Aldi, Rugeley – 25.3% 2. Tesco, Rugeley – 19.2% 3. Morrisons, Rugeley – 13.3%	3.3%
5	1. Co-op, Cannock Road, Burntwood – 19.9% 2. Co-op, Swan Corner, Burntwood – 18.4% 3. Morrisons, Burntwood – 14.4%	26.9%
6	1. Tesco, Brownhills – 28.0% 2. Co-op, Aldridge – 10.5% 3. Morrisons, Walsall – 6.9%	56.2%
7	1. Morrisons, Burntwood – 30.0% 2. Burntwood town centre – 18.8% 3. Co-op, Morley Road Shopping Centre – 12.6%	53.3%
8	1. Tesco, Hayes Way, Heath Hayes – 18.3% 2. Sainsbury's, Cannock – 15.1% 3. Hednesford town centre – 10.5%	34.3%

Comparison Shopping Patterns

4.26 Turning to comparison shopping patterns, Table 4.5 below sets out the level of market share attracted by destinations within Lichfield District, separated by the category of goods (non-bulky and bulky) and shown on a zone by zone basis. The Table demonstrates that in terms of clothing and footwear shopping, the destinations in Lichfield District attract 21.6% of all shopping trips. For CDs, DVDs and books and chemist goods, the level of market share attracted by the District's facilities is higher, and above 40% in both cases. The lowest market share is recorded for small household goods, at 16.3%. The levels of market share for bulky goods is relatively low, particularly for electrical and furniture goods, at less than 25%, which may demonstrate the lack of out of centre retailing in Lichfield and the attraction of other out of centre destinations located outside of the district boundary. We discuss this in more detail below when we analyse the comparison shopping categories individually.

Table 4.5: Lichfield District Market Share by Category of Goods and Zone

Goods Category	1	2	3	4	5	6	7	8	Total
Non-Bulky Goods									
Clothing & Footwear	29.3%	23.0%	4.6%	24.6%	28.2%	16.0%	28.8%	8.7%	**21.6%**
CDs, DVDs and Books	72.1%	35.1%	0.0%	38.9%	62.4%	20.1%	65.7%	26.4%	**43.7%**
Chemist Goods	88.8%	60.8%	23.0%	42.6%	82.5%	5.1%	72.7%	13.9%	**49.3%**
Small Household	32.0%	23.4%	2.3%	10.9%	24.3%	3.1%	10.6%	2.6%	**16.3%**
Recreation Goods	51.9%	54.3%	0.0%	28.6%	38.1%	10.7%	41.8%	18.0%	**32.5%**
Bulky Goods									
Electrical Goods	31.3%	36.5%	2.8%	24.9%	28.6%	6.3%	33.1%	7.7%	**21.4%**
DIY	63.1%	41.4%	8.7%	37.5%	32.1%	8.1%	20.3%	6.4%	**29.8%**
Furniture	45.8%	47.0%	8.8%	18.9%	14.5%	2.2%	27.4%	10.2%	**22.4%**

4.27 Table 4.6 then provides the same breakdown as Table 4.5, but concentrating on the market share attracted by Lichfield city centre in particular. The Table demonstrates that in terms of clothing and footwear market share, Lichfield city centre attracts 20.5% of all of the trips from the Study Area. Again, the market share from small household goods is considerably lower at 12.0% but the market share for all three bulky goods categories is also substantially lower than the levels attracted by all facilities within the District, at 16.6% for electrical goods, 13.6% for DIY goods and 12.7% for furniture goods. This will be largely due to the nature of the retailers in the city centre, and the preference for shoppers to undertake their 'bulky' shopping at out-of-centre destinations (for example Lichfield Retail Park), due to the ease of accessibility and parking and therefore the ease of transporting larger goods to nearby parked vehicles.

4.28 The highest market share to the city centre based on trips alone is from chemist goods, which is due to the likelihood of shoppers to typically purchase such goods in centres as part of wider shopping trips, rather than travelling specifically to purchase goods. Furthermore, chemist goods are also often sold as part of a wider overall comparison or even convenience goods offer within stores (foodstores, bargain retailers etc).

Table 4.6: Lichfield City Centre Market Share by Category of Goods and Zone

Goods Category	1	2	3	4	5	6	7	8	Total
Non-Bulky Goods									
Clothing & Footwear	28.9%	22.3%	3.6%	19.1%	28.2%	15.5%	26.6%	7.9%	**20.5%**
CDs, DVDs and Books	68.5%	17.6%	0.0%	34.2%	46.7%	17.4%	35.3%	17.3%	**34.4%**
Chemist Goods	83.4%	36.0%	4.2%	23.5%	27.9%	3.9%	20.0%	0.8%	**30.3%**
Small Household	28.6%	17.9%	2.3%	9.8%	10.6%	2.4%	4.5%	0.0%	**12.0%**
Recreation Goods	44.0%	52.3%	0.0%	24.0%	33.8%	10.7%	27.0%	14.7%	**27.4%**
Bulky Goods									
Electrical Goods	30.3%	32.4%	2.8%	23.2%	10.2%	4.9%	16.6%	7.7%	**16.6%**
DIY	30.9%	18.0%	3.5%	25.7%	14.3%	1.1%	5.9%	1.5%	**13.6%**
Furniture	35.0%	16.6%	0.0%	16.3%	3.0%	2.2%	11.6%	2.8%	**12.7%**

Non-Bulky Shopping Patterns

4.29 Looking at clothing and footwear shopping patterns specifically, Table 4.7 below provides the top three destinations for clothing and footwear shopping from all residents in the Study Area. Ventura Retail Park in Tamworth comes out on top with a total market share of 29.1%, with Lichfield city centre second with a market share of 20.3%.

4.30 It is useful to look at the shopping patterns from residents in Zone 1 in particular, where despite the location of the zone surrounding Lichfield city centre, a higher proportion of residents (43.1%) travel to Ventura Retail Park to undertake their clothing and footwear shop, whereas just 28.0% travel to Lichfield city centre, despite Lichfield clearly being closer. This can only demonstrate the lack of provision within the city centre, which we acknowledge is likely to alter as a result of the Friarsgate scheme progressing with its emphasis towards improving the comparison goods retail offer in the city centre, including clothing and footwear. In terms of residents in Zone 7 (Burntwood), a higher proportion are attracted to Lichfield city centre for such trips and just 2.1% of these residents undertake such trips in Burntwood town centre.

Table 4.7: Principal Destinations for Clothing and Footwear Shopping

Destination	1	2	3	4	5	6	7	8	Total
Ventura Retail Park, Tamworth	43.1%	50.9%	66.4%	16.0%	32.6%	11.9%	25.7%	9.6%	29.1%
Lichfield City Centre	28.0%	22.3%	3.6%	19.1%	28.2%	15.5%	26.6%	7.8%	20.3%
Birmingham City Centre	11.7%	1.5%	1.0%	7.2%	10.1%	5.2%	3.3%	8.1%	6.9%

4.31 In terms of other key non-bulky shopping patterns, the general patterns are similar to clothing and footwear. The most popular destination for purchasing recreational goods across the Study Area is Lichfield city centre, attracting 27.3% of the Study Area's market share, followed by Ventura Retail Park which attracts 21.3% of the market share. Both Lichfield city centre and Ventura Retail Park in Tamworth are the principal destinations for the purchasing of all categories of non-bulky goods. Other key findings from the non-bulky market share analysis are:

- Lichfield city centre attracts a high proportion of trips for CDs, DVDs and Book shopping from all residents in the Study Area (34.4%). A further 9.3% of the total trips is attracted by Birmingham city centre and 9.1% by Ventura Retail Park;
- The proportion of trips for small household goods shopping attracted by Lichfield city centre is significantly less at 12.0% from across the Study Area. Instead, 20.8% is attracted by Ventura Retail Park and 4.7% by Birmingham city centre and Cannock town centre respectively. A total of 73.9% of the trips are being attracted by destinations location outside of the District; and
- In terms of chemist goods shopping, higher levels of trips are attracted by smaller town centre destinations such as Burntwood town centre (10.2%) and Brownhills town centre (6.1%). Lichfield city centre also attracts a relatively high proportion of trips at 30.0% from across the Study Area, with just 7.1% attracted by Ventura Retail Park.

4.32 Overall, the shopping patterns for non-bulky goods categories demonstrate the attraction of both Lichfield city centre and Ventura Retail Park as the key comparison destinations for residents located within the Study Area but also within Lichfield District.

4.33 Reviewing the household survey results from 2004, the most popular destination for clothing and footwear shopping was Lichfield city centre (21.3%) followed by Walsall town centre (16.2%). Lichfield city centre was also the most popular destination for the purchase of toys and sports goods. At the time of the survey in 2004, Ventura Retail Park (then recorded as

'Ventura Park') was not a popular destination for purchasing comparison goods. For example, Ventura Park was only listed as a destination for purchasing bulky goods and toys and recreation goods, and even under those categories, did not attract high levels of shopping trips overall.

Bulky Shopping Patterns

4.34 Turning to bulky shopping patterns within the Study Area, again Ventura Retail Park and Lichfield city centre are the top two destinations for each of the three categories, again demonstrating the popularity of the two destinations for such goods. In particular, the draw of Ventura Retail Park is demonstrated through the figures, despite there being some provision of bulky retail operators at Lichfield Retail Park. Another popular destination for bulky retailing is Orbital Retail Park in Cannock, which attracts a substantial number of trips from each category of bulky goods across the whole Study Area.

4.35 Other key findings from the results are:

- In terms of electrical goods shopping patterns, Ventura Retail Park is the key destination, attracting 27.6% of all trips from within the Study Area. 16.3% is attracted by Lichfield city centre and 8.3% to Orbital Retail Park in Cannock;
- Turning to DIY goods, the levels of market share attracted by Lichfield city centre and Ventura Retail Park and broadly equal at 13.4% and 13.2% respectively. The remaining market share from the Study Area is distributed across a number of out of centre destinations such as the A5 Trade Centre in Cannock (9.8%), Lichfield Retail Park (8.8%) and Orbital Retail Park in Cannock (7.4%); and
- In terms of furniture shopping patterns, Lichfield city centre and Ventura Retail Park are still the two most popular destinations across the Study Area at 12.7% and 10.6% respectively. Orbital Retail Park in Cannock attracts 9.3% of all trips and Cannock town centre attracts 8.5% of all trips.

Comparison Shopping Trip Patterns

4.36 Using the total comparison expenditure figures for each destination and calculating the proportion attracted to each destination by Zone, we are able to assess the 'top' three comparison destinations for each zone. Table 4.8 below sets out the top three destinations on a zonal basis. The figures demonstrate that other than for Zone 2 which covers the eastern rural area of the Lichfield District, Lichfield city centre features within the top three destinations within each of the Zones, and is the top destination in Zones 1, 4, 5 and 7. Ventura Retail Park is also within the top three destinations in six of the zones.

4.37 There is a clear attraction to both destinations for comparison good shopping, which is unsurprising due to the locations of the retail destinations and some similar operators present. However, Ventura Retail Park appears to have a relatively wide range of national multiple retailers, which we consider could also be located in Friarsgate, which could go some way to drawing back some of the market share into Lichfield city centre.

4.38 Overall, Lichfield city centre is the most popular destination and attracts the greatest market share from across the Study Area, accounting for almost 21% of all available expenditure, making it the principle destination. However, Ventura Retail Park also attracts 20.0% of available expenditure, demonstrating a significant quantum of expenditure is leaking outside of the Study Area and outside of the District in particular.

Table 4.8: Top Three Comparison Destinations by Zone

Zone	Main Destinations	Study Area Retention Rate (by Zone)
1	1. Lichfield City Centre – 41.1% 2. Ventura Retail Park, Tamworth – 31.1% 3. Birmingham City Centre – 4.7%	48.3%
2	1. Ventura Retail Park – 34.3% 2. Lichfield City Centre – 27.2% 3. Tamworth Town Centre – 3.8%	2.6%
3	1. Ventura Retail Park, Tamworth – 59.4% 2. Tamworth Town Centre – 19.9% 3. Fazeley Village Centre – 3.5%	3.5%
4	1. Lichfield City Centre – 21.2% 2. Rugeley Town Centre – 20.1% 3. Ventura Retail Park, Tamworth – 11.1%	2.6%
5	1. Lichfield City Centre – 22.2% 2. Ventura Retail Park, Tamworth – 19.9% 3. Burntwood Town Centre – 9.5%	2.0%
6	1. Walsall Town Centre – 15.9% 2. Brownhills Town Centre – 9.8% 3. Lichfield City Centre 7.9%	13.0%
7	1. Lichfield City Centre – 18.8% 2. Burntwood Town Centre – 13.8% 3. Ventura Retail Park, Tamworth – 11.7%	17.1%
8	1. Cannock Town Centre – 20.1% 2. Orbital Retail Park, Cannock – 13.3% 3. Lichfield City Centre – 6.2%	19.2%
Total	1. Lichfield City Centre – 20.7% 2. Ventura Retail Park – 20.0% 3. Cannock Town Centre – 4.8%	-

Summary and Conclusions

4.39 This section has identified where residents of the Study Area currently undertake their convenience and comparison shopping based on the findings of a household survey which was undertaken in October 2016. The survey has identified the main destinations for these different types of shopping and the extent to which retail expenditure generated by residents of the Study Area is spent at destinations within and outside of the Study Area.

4.40 In terms of convenience shopping patterns, the level of retention for shoppers in Zones 1 and 7 in particular is high, demonstrating the level of attraction and overall offer of main food convenience destinations within Lichfield and Burntwood. In terms of residents in Zones 2, 3, 4 and 8 in particular, shoppers are having to travel further to meet their convenience shopping needs. In particular, Shoppers in Zone 2 travel to Lichfield due to the under provision of existing destinations due to the relatively rural nature of the zone. Residents in Zone 4 appear to be travelling to Rugeley to undertake their main food shopping trips, again which will be due to the lack of provision on Zone 4 due to the rural nature and Rugeley being situated right on the border of the Zone.

4.41 Turning to comparison shopping patterns, both Lichfield city centre and Ventura Retail Park are the principal destinations for all of the categories of goods across the Study Area. There is a clear competition from Ventura Retail Park due to its overall provision of operators, which is drawing trade and shopping trips generated in the Study Area away from Lichfield city centre. In terms of bulky shopping trips, again these are being partly met in the District but the other out-of-centre destinations in Tamworth, Cannock and Walsall are drawing shoppers from the District. In particular, Lichfield Retail Park does not appear to be attracting the level of comparison shopping trips, and particularly bulky goods comparison shopping trips which we would typically expect to see at a destination of this type.

5.0 Population and Expenditure

5.01 This section of the report considers the population and available expenditure (for both convenience and comparison goods expenditure) across the Study Area.

Study Area Population

5.02 The population within each study zone at the 2016 base year and in each of the forecast years has been sourced from Experian Micromarketer G3 data (which was issued in October 2015). Experian's baseline population data estimates (2014 estimate) take into consideration the findings of the 2011 Census release, which is then projected forward by Experian using growth rates derived from ONS population projections. Experian uses a 'demographic component model' which is based on age and gender estimates and government population projections by age/gender (for local authority districts). The 'demographic component model' uses the Experian 2014 mid-year age and gender estimates as a base and then projects the population forward year-on-year until the final year is reached. Birth rates, ageing, net migration and death rates are taken into account within the method.

5.03 The `communal population' within each local area is assumed to be static over time. The annual birth, net migration and death rates are calculated from the government population projections which are available for approximately 400 `control areas' (such as Local Authority Districts). As Experian's most recent age band estimates are used as a base (which are more up-to-date than the 'base year' used by government projections) the resultant Experian projections are not scaled to the government projections but are instead checked to confirm that 'rates of population change' agree with the government data source.

5.04 Table 5.1 below provides the population projections for both the District of Lichfield and the Study Area as a whole using the Experian Micromarketer G3 data. We then set out the population data from the Council's previous evidence base to enable a comparison of the two sets of figures to take place.

5.05 At 2016, the figures predict that the population will be 103,979 within the District and 148,165 in the wider Study Area. By 2029, it is estimated that the population will rise to 110,446 in the District and 158,254 in the Study Area.

Table 5.1: Lichfield Local Authority and Study Area Population projections (2016 to 2031)

Year	Lichfield District Population	Study Area Population
2016	103,979	148,165
2021	106,731	153,220
2026	109,178	156,518
2029	110,446	158,254
2031	111,207	159,251

Source: Table 1 of Appendix 3

5.06 The population figures set out above vary from the District wide figures adopted in the Addendum note produced by NLP entitled 'Mid-2002 to Mid-2010 Sub-national Population Estimates Revised Following the 2011 Census'. The Addendum looked at two scenarios based on long term and short term migration trends. We set out the figures provided by NLP below in Table 5.2.

Table 5.2: Lichfield Local Authority and Study Area Population projections (2016 to 2031)

Year	Lichfield District Long Term Past Migration Trends (10 Years)	Lichfield District Short Term Past Migration Trends (5 Years)
2016	104,874	104,874
2021	108,905	108,905
2026	111,661	111,216
2029	112,805	112,013
2031	113,409	112,380

Source: Table 1 of Appendix 3

5.07 We can see that the differences in the population projections for the District are the most considerable when comparing the long term projections in Table 5.2 at 2031 with the Experian figure at 2031. In this case, the difference in the predicted population at 2031 is 2,202 (or 1,173 when comparing the short term projections with the figures from Experian). The above population figures would not materially alter the overall results or outcome of this Study, and therefore we have continued on the basis of the Experian figures as shown in Table 5.1 above. The source by which WYG establishes the population projections is industry wide recognised, and is a robust and up-to-date method in identifying the potential population in the District and the wider Study Area.

Retail Expenditure

5.08 In order to calculate per capita convenience and comparison goods expenditure, we have again utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure which takes into consideration the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG in calculating retail capacity.

5.09 The base year for the Experian expenditure data is 2014. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 13, which was published in October 2015. Appendix 3 of the Retail Planner Briefing Note identifies the annual growth forecasts for convenience and comparison goods which inform our assessment (as shown in Table 5.3 below).

5.10 These figures vary from those adopted by England and Lyle in the latest retail evidence base published in January 2012 ('Update of Retail Evidence Base', 2011). At the date of the production of the previous evidence base, the convenience goods expenditure growth rate was on average 0.5% per annum between 2011 – 2021 (the growth rate from 2006-2011 was -2.8%) and the comparison growth rate was on average 4.0% per annum from 2011-2021 (the rate between 2006 and 2011 was 6.3% per annum).

5.11 Whilst the growth rates projected forward by England and Lyle were not substantially higher than those adopted by WYG in this Study, they do demonstrate the different levels of predicted growth rates for both types of expenditure.

5.12 It is important to acknowledge that the levels of both convenience and comparison growth rates over the past 12 years (since the previous household survey was undertaken) have fluctuated substantially due to the economic recession between 2008 and 2009 and the gradual recovery since the recession ended in 2009. We set out further retail trends in Section 2.0 above.

Table 5.3: Expenditure Growth Forecasts

Year	Convenience (%)	Comparison (%)
2016	0.1	3.2
2017	0.3	2.9
2018	0.2	2.7
2019	0.2	2.8
2020	0.1	3.0
2021	0.1	3.2
2022	-0.1	3.1
2023	0.1	3.3
2024	0.2	3.3
2025	0.1	3.1
2026	0.1	3.1
2027	0.1	3.2
2028	0.1	3.1
2029	0.1	3.2
2030	0.1	3.3
2031	0.1	3.2

Source: Appendix 3, Retail Planner Briefing Note 13 (October 2015)

5.13 The latest growth forecasts suggest that the recovery from the downturn in the economy is well underway, albeit growth in convenience goods expenditure will improve over the medium and long term when compared to the current position. For convenience goods, Experian forecasts +0.1% annual growth at 2016, which is then forecast to increase to +0.7% at 2027. However, beyond 2021, the convenience expenditure forecasts are expected to fall below 0.0% and then rarely increase above 0.1% from then onwards.

5.14 In contrast, Experian identifies an immediate and relatively strong annual comparison growth rate of +3.2% at 2016. A drop in the rate of growth to +2.7% is anticipated at 2018, with growth rates thereafter to 2033 forecast to be extremely stable, within the range +3.0% to +3.4%.

5.15 Growth in expenditure forecast in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long are reflective of any changes to relevant available data.

5.16 Experian Retail Planner Briefing Note 13 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. We have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation.

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

5.18 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, our approach is based on Experian's 'adjusted' figure (provided at Appendix 3 of its Retail Planner Briefing Note) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Table 6.3 is 'stripped out' of the identified expenditure as it is not available to stores within the Study Area.

Table 5.4: Special Forms of Trading Forecasts

Year	Convenience	Comparison
2016	3.0%	12.4%
2021	4.4%	15.0%
2026	5.1%	15.0%
2029	5.5%	14.7%
2031	5.8%	14.6%

Source: Appendix 3, Experian Retail Planner Briefing Note 13 (October 2015)

5.19 Based on the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone under each population growth scenario at 2016, 2021, 2026, 2029 and 2031. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

5.20 It is useful to compare the above figures adopted in the WYG Study, with those adopted by England & Lyle within the 2011 retail evidence. The convenience figure used in the 2011 update was 1.5% and the comparison figure used was 7.0% (2001 prices). Therefore the proportion of both convenience and comparison expenditure committed through special forms of trading has increased substantially over the last few years and is set to increase further over the coming years.

Convenience Goods Expenditure

5.21 Table 5.5 below sets out the total available expenditure across the Study Area at 2016 and each test year up to 2031 (including the extent of the Local Plan period, up to 2029).

5.22 At 2016, based on the calculated expenditure per capita for convenience goods and the population identified in each zone, we have calculated that there is a total available convenience expenditure of £298.0m at 2016. This rises to £307.7m at 2021 and £313.3m at 2026. By 2029, the total available expenditure has risen to £325.4m. Therefore, the increase in available convenience expenditure between 2016 and 2029 (the local plan period) is £27.4m.

Table 5.5: Total Available Study Area Expenditure – Convenience Goods (£m)

2016 (£m)	2021 (£m)	2026 (£m)	2029 (£m)	2031 (£m)	2016-2021	2016-2026	2016-2029	2016-2031
298.0	307.7	313.3	325.4	332.1	9.8	15.4	27.4	34.1

Note: In 2014 prices

Main Food and 'Top-Up' Shopping

5.23 The proportion of convenience goods expenditure which is committed through main food shopping trips and through 'top-up' shopping trips has been estimated with reference to respondents' answers to the household survey, which ask respondents to estimate their weekly main food shopping expenditure and weekly top-up shopping expenditure. We have analysed responses to these questions to derive an estimate of the split between main and top-up expenditure on a zonal basis.

5.24 Across the whole of the Study Area, we calculate (by adding together our estimates of the monetary split between main and top up shopping expenditure within each zone) that the proportion of convenience goods expenditure directed to respondents' main food shopping destination equates to 80.5% of their overall convenience shopping expenditure. The remaining 19.5% of expenditure (which will typically be spent on regular purchases such as milk, bread, wine and so on) is therefore attributed to the respondents' top-up convenience shopping destination. Our estimate of the split between these two types of expenditure on a zonal basis is provided below at Table 5.6.

Table 5.6: Assumed Split of Convenience Goods Expenditure between Main and Top-Up Food Shopping

Zone	Main Food	Top-Up
1	83.3%	16.7%
2	80.1%	19.9%
3	77.2%	22.8%
4	76.0%	24.0%
5	80.2%	19.8%
6	79.8%	20.2%
7	80.8%	19.2%
8	82.1%	17.9%
Total	**80.5%**	**19.5%**

Source: Derived from responses to the household survey

5.25 By applying these estimates to the identified resident population of the Study Area, convenience goods expenditure at 2016 committed through 'main food' shopping trips is estimated to be £240.0m for the year and through 'top up' shopping trips is estimated to be £58.0m for the year. This exceeds England and Lyle's predictions from the 2012 Retail Update, which calculated that within the Study Area, the total available convenience expenditure would be £238.5m. This is due to the less positive expected growth rates in convenience goods expenditure from the date of the previous Study, and the expectation that growth rates will continue to rise now.

Comparison Goods Expenditure

5.26 For comparison goods, Table 5.7 below provides a breakdown of the total available comparison goods expenditure within the Study Area between 2016 and 2033. The available comparison goods expenditure at 2016 is estimated to be £480.0m, increasing to £797.4m at 2031. Accordingly, across the 15 year reporting period, the growth in Study Area comparison good expenditure is £255.5m. This is a clearly a significantly greater increase in available expenditure that that which is forecast to occur for convenience goods. Whilst the available convenience goods expenditure from across the Study Area now exceeds that which was predicted within the 2012 Retail Update, the level of comparison goods expenditure now available (£480.0m) falls below the predicted level from the 2012 Update which was estimated to be £531.9m at 2016.

5.27 The identified expenditure increase is very significant indeed, the rate of growth is more modest than that previously achieved, principally because of the expectation that an ever increasing proportion of comparison goods expenditure will be committed through special forms of trading (most particularly, internet shopping).

Table 5.7: Total Available Study Area Expenditure – Comparison Goods (£m)

2016 (£m)	2021 (£m)	2026 (£m)	2029 (£m)	2031 (£m)	2016-2021	2016-2026	2016-2029	2016-2031
480.0	564.2	663.9	739.8	797.4	68.0	148.1	209.1	255.5

In 2014 prices

5.28 For the purposes of this Study, comparison goods expenditure has been divided into eight sub-categories: 'DIY' 'Electrical' and 'Furniture' (these three categories collectively being referred to as bulky goods)'; and, 'Clothing & Footwear', 'CDs, DVDs and Books', 'Health and Beauty/Chemist Goods', 'Small Household Goods' and 'Toys, Games, Bicycles and Recreational Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zonal basis.

5.29 In considering the above, it should be noted that if an excess of expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:

- Existing development proposals;
- Expected changes in shopping patterns; and
- The future efficiency of retail floorspace.

Market Shares

5.30 Having calculated the likely levels of expenditure that are generated by the resident population within the defined Study Area, it is also relevant to consider what proportion of this expenditure is currently retained by retail facilities within Lichfield (i.e. these market shares may differ slightly to those outlined in Section 4 as they are based on retail expenditure, rather than shopping trips).

5.31 As previously highlighted, this Study has involved the completion of 1,000 household telephone interviews within Lichfield and the wider area. By analysing the results from the survey it has been possible to understand the likely levels of overall convenience goods expenditure that are captured by facilities within Lichfield. The market shares for the various expenditure categories are highlighted in Tables 5.8 and 5.9.

5.32 Table 5.8 provides the total convenience market share (both top-up and main food) on a zonal basis. The figures demonstrate that the highest level of expenditure being directed to destinations in Lichfield District is from Zone 1, where £59.6m or 93.0% of the available convenience expenditure in that Zone is being spent at destinations in the District. The second highest is Zone 5, followed by Zone 7. Overall, 54.8% of available convenience expenditure is being spent at existing retail destinations in the District.

Table 5.8: Lichfield District Current Market Share (2016) – Convenience Goods

Zone	Lichfield District Total			
	Main Food	Top Up Food	Total Convenience £m	Market Share[1] %
1	49.3	10.3	59.6	93.0%
2	14.4	4.4	18.8	65.3%
3	1.3	1.4	2.7	17.1%
4	4.9	1.4	6.3	24.5%
5	25.9	6.9	32.8	89.9%
6	6.5	0.8	7.3	11.6%
7	19.7	4.6	24.3	88.4%
8	10	1.5	11.5	31.8%
Study Area Total	**132**	**31.3**	**163.3**	**54.8%**

Notes: Derived from Tables 2 and 4 at Appendix 3
1 Market share of zonal and total Study Area expenditure on main and top-up food shopping.

5.33 Turning to comparison goods expenditure patterns and the specific destinations where the available comparison expenditure is being spent, overall, the retention of levels of expenditure attracted by the destinations located within the District, is lower than for convenience shopping. The highest level of expenditure being spent at destinations in Lichfield District is being attracted from residents in Zone 1, where £51.3m or 49.1% of the available expenditure in that Zone is being directed to Lichfield destinations. Over 35% of available expenditure in Zones 2, 5 and 7 is being spent at destinations in the District.

5.34 However, less than 10% of available comparison goods expenditure from Zones 3 and 6 is being spent at Lichfield District destinations. This is due to the attraction and proximity of comparison destinations such as Walsall and Tamworth to residents in Zones 3 and 6.

5.35 Overall, 29.0% or £139.0m of all available comparison expenditure from across the whole Study Area is being spent at destinations located within Lichfield District. A significant quantum of expenditure is currently being spent at destinations outside of the District. Table 5.9 below sets out the comparison expenditure patterns for the District.

Table 5.9: Lichfield District Current Market Share (2016) – Comparison Goods

Zone	Lichfield District Total									
	Non-Bulky					Bulky			Total Comparison	Market Share[1]
	Clothing & Footwear	Books/CDs/ DVDs	Small Household	Recreation	Chemist	Electrical	DIY & Gardening	Furniture		
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
1	7.6	3.9	3.4	6.7	13.7	4.2	8.3	3.4	51.3	49.1%
2	3.1	1.0	1.4	3.3	4.7	2.2	2.8	1.8	20.2	38.4%
3	0.3	0.0	0.1	0.0	0.9	0.1	0.3	0.2	1.7	6.8%
4	2.7	0.9	0.5	1.5	2.8	1.2	2.2	0.6	12.4	28.3%
5	4.3	1.9	1.5	2.8	7.5	2.1	2.5	0.6	23.3	38.4%
6	4.0	1.0	0.3	1.3	0.8	0.7	1.0	0.1	9.2	9.4%
7	2.9	1.4	0.4	2.2	4.5	1.6	1.0	0.8	14.9	36.7%
8	1.2	0.7	0.1	1.3	1.2	0.5	0.4	0.4	6.0	10.8%
District Total	**26.2**	**10.8**	**7.8**	**19.1**	**36.1**	**12.6**	**18.5**	**7.9**	**139.0**	**29.0%**

Notes: Sourced from Tables 9, 11, 13, 15, 17, 19, 21 and 23 to 25 at Appendix 3
1 Market share of zonal and total Study Area expenditure across all categories on comparison goods

Principal Convenience and Comparison Destinations

5.36 Table 5.10 below then sets out the principal convenience destinations from across the whole Study Area based on the level of convenience expenditure being spent at the stores. The top convenience destination is the Morrisons on High Street in Burntwood, at which a total of £36.6m of available convenience expenditure (or 14.4%) is being spent.

5.37 The Tesco Extra on Church Street in Lichfield is the second most popular store which attracts £28.2m, or 11.1% and the Morrisons on Beacon Street in Lichfield draws £20.9m or 8.2% of all available convenience expenditure. Of the top seven convenience destinations based on total convenience spend from residents in the Study Area, six are located within the District boundary. The Tesco on Silver Street in Brownhills is the only store from Table 5.10 not located in the District but is located very close to the District Boundary, and therefore the popularity of the store from residents in the Study Area is not unsurprising.

Table 5.10: Principal Convenience Destinations by Total Convenience Expenditure

Destination	2016 (£m)	% of Total Study Area Convenience Expenditure
Morrisons, High Street, Burntwood	£36.6m	14.4%
Tesco Extra, Church Street, Lichfield	£28.2m	11.1%
Morrisons, Beacon Street, Lichfield	£20.9m	8.2%
Tesco Superstore, Silver Street, Brownhills	£20.5m	8.0%
Aldi, Bridge Cross Road, Burntwood	£16.7m	6.6%
Waitrose, Stonnyland Drive, Lichfield	£15.8m	6.2%
Aldi, Church Street, Lichfield	£13.1m	5.2%

Notes: 2011 Expenditure figures converted to 2014 Price Base using Appendix 4b of the Experian Retail Planner Briefing Note 13

5.38 Turning to the principal comparison destinations, Lichfield city centre is the top comparison destination when considering all comparison goods categories (both bulky and non-bulky), which draws £99.4m of all available expenditure in the Study Area (£100.1m if including the additional £0.7m assigned to 'Three Spires'). The second destination is Ventura Retail Park, which draws £95.8m of all available expenditure. Of the top eight destinations, just two are located within the District, again demonstrating the high proportion of expenditure which is being spent at destinations located outside of the District boundary.

Table 5.11: Principal Comparison Destinations by Total Comparison Expenditure

Destination	2016 (£m)	% of Total Study Area Comparison Expenditure
Lichfield City Centre	£99.4m	20.7%
Ventura Retail Park, Tamworth (OSA)	£95.8m	20.0%
Cannock Town Centre	£22.8m	4.8%
Orbital Retail Park, Cannock	£20.3m	4.2%
Walsall Town Centre	£20.2m	4.2%
Birmingham City Centre	£18.8m	3.9%
Tamworth Town Centre	£14.9m	3.1%
Burntwood Town Centre	£13.5m	2.8%

Notes: 2011 Expenditure figures converted to 2014 Price Base using Appendix 4b of the Experian Retail Planner Briefing Note 13

5.39 Reviewing the existing Class A1 comparison floorspace within Lichfield city centre (approximately 23,763 sq.m gross or 19,010 sq.m net based on 80% gross to net split), the existing average comparison sales density across the city centre is £5,228 per sq.m. We consider this to represent a relatively high sales density, despite the level of expenditure currently 'leaking' to destinations outside of the District. Whilst Friarsgate may dilute this average sales density in the short term, we envisage that the centre will perform well in the medium to long term overall. As such, the level of expenditure currently being attracted to the centre from the residents of the Study Area is broadly comparable to other centres of a similar size and nature, when considering the average sales density.

Tourism 'Inflow'

5.40 Given the important role Lichfield plays in the tourism industry and the strong tourist economic of the city, it is also important to include an element of 'inflow' of available convenience and comparison expenditure which is available to be spent at shopping destinations primarily within Lichfield city centre, given the strong tourist economy of the city. The 'Economic Impact of Tourism, Lichfield District – 2015' produced by The Research Solution provides a breakdown of the economic impact of tourism on Lichfield District. The data included in the report is derived using the Cambridge Economic Impact Model, which utilities information from national tourism surveys and regionally based data.

5.41 Page 9 of the report sets out the level of direct turnover derived from trip expenditure, for both staying visitors and day visitors. In terms of retail spending, the table demonstrates that at 2015, the total direct spend from staying visitors was £3.2m on shopping and from day visitors the direct spend was £36.8m, totalling in £40.0m. This substantial level of inflow of expenditure would represent approximately 38% of the total convenience and comparison turnover of the city centre specifically or 27% of the total convenience and comparison expenditure of the city centre when including the turnovers of the edge of centre foodstores.

5.42 WYG considers this to be on the high side of what might be considered to be a reasonable 'inflow' of expenditure spent directly in retail facilities within the city centre and that some of this expenditure may be spent at facilities within the tourist destinations themselves rather than within the city centre shops.

5.43 As such, we have applied a 'modest' level of inflow to the capacity calculations, adding an additional inflow of 15% to the available comparison expenditure and 5% to the available convenience expenditure. We consider this to be a robust position to adopt as part of forming the evidence base and assessing the potential capacity for additional floorspace within the District. The inflow allowance has the net effect of increasing the identified convenience goods survey derived turnover of facilities within the District by £8.2m at 2016 or by £20.9m for comparison goods at 2016.

6.0 Retail Capacity in the Lichfield Authority Boundary

Introduction

6.01 We have examined the need for new convenience and comparison goods floorspace over the five year reporting periods working back from 2031 (i.e. at 2016, 2021, 2026, 2029 and 2031).

6.02 At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified capacity should not necessarily be viewed as justification of new retail floorspace outside of centres as this could prejudice the implementation of any emerging town centre redevelopment strategies and the development of more central sites which may be currently available or which could become available over time.

6.03 A complete series of quantitative capacity tables are provided at Appendix 3 which provide further detail in terms of the step-by-step application of our quantitative assessment methodology for both convenience and comparison goods floorspace.

Capacity Formula

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

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

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

6.06 **Turnover (£m)** – The turnover figure relates to the annual turnover generated by existing retail facilities within the Study Area. The turnover of existing facilities is calculated using

Mintel Retail Rankings and Verdict UK Grocery Retailers reports – independent analysis which lists the sales densities for all major multiple retailers.

6.07 **Surplus/Deficit (£m)** – This represents the difference between the expenditure and turnover figures outlined above. A surplus figure represents an effective under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace could be supported), whereas a deficit would suggest a quantitative overprovision of retail facilities.

6.08 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector itself there is significant variation, with electrical retailers tending to have a much higher sales density than those selling DIY or furniture goods.

6.09 We have undertaken an assessment of the potential capacity for additional convenience and comparison goods floorspace based on a District wide requirement and then looked at the capacity within Lichfield city centre and Burntwood town centre specifically, by using the current market share of existing facilities within these centres.

6.10 In addition to the calculation of the convenience and comparison capacity within the District and the two centres separately, we have also undertaken an additional scenario for comparison goods capacity for the District and the city centre, based on the assumption that the Friarsgate scheme could enhance the existing market share. From WYG's experience elsewhere, and given the change in dynamics of town centre environments, plus the ever changing retail and leisure sectors, we are of the firm belief that the development will enhance the market share, in drawing shoppers back into the city centre that would have otherwise travelled elsewhere to undertake such shopping trips.

6.11 Permission is in place for the scheme and discussions with potential operators for both the retail and leisure elements of the scheme are now substantially progressed. Whilst we acknowledge that a new city centre retail-led scheme has been a planned investment for the Council for a number of years, we consider that the scheme as currently proposed is highly likely to come forward and that it is highly likely to increase the market share of the city centre and the District as a whole. Furthermore, we note that the market share of Lichfield has reduced since the previous household survey was undertaken in 2004, and therefore the proposal at Friarsgate can draw back the significant quantum of expenditure which is now leaking to destinations outside of the District. We provide details of the level of expected 'claw back' later in this section of the Study.

6.12 The household survey identified that Lichfield District claims a market share of 55% of convenience goods expenditure and 29% of comparison goods expenditure which originates within the Study Area at 2016. In terms of Lichfield city centre, the facilities within and on the edge of the city centre claim a market share of 16% of convenience goods expenditure and 20.9% of comparison goods expenditure. Finally, turning to Burntwood town centre, the facilities claim 19% of convenience goods expenditure and just 3.1% of comparison goods expenditure.

6.13 To summarise, we have undertaken the following quantitative assessments:

Convenience

- Capacity for convenience floorspace within the District as a whole;
- Capacity for convenience floorspace within Lichfield city centre; and
- Capacity for convenience floorspace within Burntwood town centre.

Comparison

- Capacity for comparison floorspace within the District as a whole (based on the existing market share established from the household survey);
- Capacity for comparison floorspace within the District as a whole (based on an increased market share assuming Friarsgate improves the attraction of the centre);
- Capacity for comparison floorspace within Lichfield city centre (based on the existing market share established from the household survey);
- Capacity for comparison floorspace within Lichfield city centre (based on an increased market share assuming Friarsgate improves the attraction of the centre); and
- Capacity for comparison floorspace within Burntwood town centre.

Capacity for Future Convenience Goods Floorspace in Lichfield

6.14 In order to ascertain the likely need for additional convenience goods floorspace in Lichfield, it is first necessary to consider the performance of the current provision within the District and also specifically within Lichfield and Burntwood centres. Given the geography of the authority area and the reasonably strong retention of convenience goods expenditure, it is assumed that the future convenience goods expenditure available to Lichfield and Burntwood will be commensurate with their current market share.

6.15 The 'benchmark' (i.e. expected) turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon.

6.16 Where we have been unable to verify the exact quantum of floorspace provided by existing smaller-scale convenience destinations, we have assumed that stores are trading 'at equilibrium' (i.e. the 'survey-derived' turnover equates to the expected level of turnover).

6.17 Table 6.1 below sets out the survey-derived turnover of all convenience goods floorspace within Lichfield District. The full list of convenience goods stores in Lichfield and their survey-derived turnovers are set out at Table 5 of Appendix 3. For each destination the survey-derived turnover is compared to a 'benchmark' turnover which indicates the level of turnover that the store would generally be expected to attract, based on company average trading levels. A judgement can then be made on the trading performance of existing facilities based on the comparison of the survey-derived turnover with the expected turnover (based on nationally published trading information from Mintel and Verdict) of existing provision.

6.18 The assessment of the estimated levels of under and overtrading of the stores has demonstrated that a number of the larger format foodstores within Lichfield are not performing in accordance with their expected benchmark averages. For example, our analysis demonstrates that the Tesco Extra store on Church Street in Lichfield is undertrading by approximately £30.4m, when compared to the benchmark average. In addition, the Waitrose is calculated to be undertrading by approximately £10.6m and the Morrisons on Beacon Street by approximately £7.0m. However, the Table demonstrates that the Morrisons and Aldi in Burntwood are performing better against company averages, as we discuss in more detail below.

Table 6.1: Existing Performance of Convenience Destinations in Lichfield

DESTINATION	NET SALES (sq.m)	NET CONVENIENCE SALES AREA (sq.m) (A)	BENCHMARK TURNOVER (£m) (A x B)	SURVEY TURNOVER (£m)	OVER/ UNDERT RADING (£m)
Zone 1					
Lichfield					
B&M, Market Street, Lichfield	-	-	0.1	0.1	0.0
Lichfield City Centre	-	-	1.9	1.9	0.0
Iceland, Market Street, Lichfield	500	464	3.3	2.1	-1.2
Marks & Spencer Simply Food	368	322	3.6	1.0	-2.6
Edge of Centre					
Aldi, Church Street, Lichfield	871	697	8.3	13.1	4.9
Tesco Extra, Church Street, Lichfield	6,633	4,338	58.5	28.2	-30.4
Other					
Co-op,District Road, Lichfield	264	232	2.0	0.7	-1.3
Co-op, Marks Walk, Lichfield	264	232	2.0	0.7	-1.3
Co-op, Ryknild Street, Lichfield	1,840	1,616	13.8	4.7	-9.1
Costcutter, Dimbles Lane, Lichfield	-	-	0.2	0.2	0.0
Lidl, Eastern Avenue, Lichfield	821	657	2.3	4.4	2.0
Morrisons, Beacon Street, Lichfield	3,082	2,299	27.9	20.9	-7.0
Tesco Express, Netherstowe Lane	164	107	1.4	1.6	0.1
Waitrose, Stonnyland Drive, Lichfield	2,311	1,897	26.4	15.8	-10.6
Boley Park Neighbourhood Centre	-	-	0.0	0.0	0.0
Sub-Total Zone 1	**17,118**	**12,861**	**151.8**	**95.4**	**-56.3**
Zone 2					
Co-op, Fradley Park Local Centre	365	320	2.7	0.4	-2.3
Co-op, Main Street, Alrewas	111	97	0.8	2.2	1.3
Co-op, Main Street, Whittington	331	291	2.5	1.7	-0.8
Whittington Village Centre	-	-	0.0	0.0	0.0
Sub-Total Zone 2	**807**	**709**	**6.1**	**4.3**	**-1.8**
Zone 3					
Packington Moor Farm Shop, Lichfield	-	-	0.1	0.1	0.0
Tesco Express, Coleshill Street, Fazeley	149	97	1.3	1.0	-0.3
Fazeley Village Centre	-	-	0.1	0.1	0.0
Sub-Total Zone 3	**149**	**97**	**1.5**	**1.2**	**-0.3**
Zone 4					
Armitage with Handsacre Village Centre	-	-	0.2	0.2	0.0
Longdon Centre	-	-	0.0	0.0	0.0
Sub-Total Zone 4	**-**	**-**	**0.2**	**0.2**	**0.0**
Zone 5					
Co-op, Cannock Road, Burntwood	330	290	2.5	1.8	-0.7
Co-op, Highfields Road, Burntwood	311	273	2.3	0.3	-2.0
Tesco Express, Birmingham Road	213	139	1.9	1.3	-0.5
Shenstone Village Centre	-			0.0	
Sub-Total Zone 5	**854**	**702**	**6.7**	**3.5**	**-3.2**
Zone 7					
Burntwood Town Centre					

DESTINATION	NET SALES (sq.m)	NET CONVENIENCE SALES AREA (sq.m) (A)	BENCHMARK TURNOVER (£m) (A x B)	SURVEY TURNOVER (£m)	OVER/ UNDERTRADING (£m)
In Centre					
Burntwood Town Centre	-	-	1.8	1.8	0.0
Aldi, Bridge Cross Road, Burntwood	950	760	9.0	16.7	7.7
Morrisons, High Street, Burntwood	2,706	2,019	24.5	36.6	12.1
Heron Frozen Foods, Cannock Road	418	376	0.0	0.1	0.1
Other					
Co-op, Morley Road Shopping Centre	443	389	3.3	2.0	-1.3
Co-op, Swan Corner Shopping Precinct	330	290	2.5	1.5	-0.9
Sub-Total Zone 7	**4,847**	**3,834**	**41.1**	**58.7**	**17.6**
LICHFIELD SUB-TOTAL	**23,775**	**18,202**	**207.3**	**163.4**	**-43.9**

[1] Gross and net floorspace generally derived from Storepoint database of grocery retailers, unless more specific information available
[2] Proportion of net floorspace generally derived from typical company split between convenience and comparison floorspace estimated by Verdict for 2015. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods
[4] Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict's 2015 estimate or Mintel Retail Rankings
[5] It has been assumed that unnamed convenience stores within a centre and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover
At 2014 prices

6.19 We have examined the need for new convenience and comparison goods floorspace over the five year reporting periods to 2031 as instructed by the Council within the commission (i.e. at 2016, 2021, 2026, 2029 and 2031). At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified capacity should not necessarily be viewed as justification of new retail floorspace outside of defined centres, as this could prejudice the implementation of any emerging town centre redevelopment strategies and the development of more central sites which may be currently available or which could become available over time.

6.20 The assessment of convenience capacity is calculated by taking the existing performance of stores and retail destinations, based on the household survey and available expenditure within the Study Area. From this, the expected turnover (or benchmark) is then deducted and the remaining expenditure (if any) is then shown as 'surplus expenditure'. This is then translated into the floorspace requirement range by using sales density averages for larger foodstores (or the leading four supermarkets), and a separate sales density for the discounters (or Aldi or Lidl). The same exercise is then undertaken deducting the turnover of the existing commitments and the remaining expenditure is then converted into floorspace requirements. It is this figure which should be fully considered as part of the overall assessment due to the policy requirement to consider commitments as part of the capacity exercise.

6.21 Table 6.2 below sets out the future capacity for additional convenience goods retail floorspace in Lichfield District, taking account of the current convenience goods trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace, as set out in Table 6.1 above.

6.22 We estimate that £386.4m of convenience goods expenditure which is generated by residents of the Study Area is claimed by retailers within the Lichfield District at 2016, equating to a market share of 55%. When calculating the convenience capacity, we have assumed that the current market share of 55% is maintained over the period to 2031. As set out above in Section 5, we have also assumed that an additional 5% (or £8.2m) of the available expenditure is generated by tourism spend, due to the importance of the city centre as a tourism destination within the West Midlands. Whilst we do not consider that significant proportions of the tourist visitors will buy their main food shop whilst visiting the tourist attractions, we do consider there to be the very real possibility that food and drink will be purchased from the smaller convenience stores (sandwiches, drinks, top-up shopping etc).

6.23 Rolling forward this constant market share and by including a 5% inflow at every year, we estimate that the total available convenience goods expenditure in Lichfield will be £177.1m at 2021, increasing to £18.03m at 2026, £187.3m at 2029 and £191.1m at 2031. When making allowance for the 'benchmark' turnover of the stores (i.e. how the stores should be performing on average), we calculate that there is a negative surplus of available convenience expenditure of -£35.8m at 2016, decreasing to -£29.2m at 2021 and to -£14.1m at 2031.

Table 6.2: Quantitative Need for Convenience Goods Floorspace in Lichfield Administrative Area

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2016	207.3	163.3	8.2	-35.8
2021	206.3	168.7	8.4	-29.2
2026	205.3	171.8	8.6	-24.9
2029	205.3	178.4	8.9	-18.0
2031	205.3	182.0	9.1	-14.1

[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of the Addendum to Experian Retail Planner 13 (October 2015)
[2] Assumes constant market share of Study Area expenditure (55%) claimed by facilities in Lichfield administrative area
We have allowed for a 5% inflow in light of the additional expenditure generated by tourists to the city centre
2014 Prices

6.24 Table 6.3 below takes account of the identified extant commitments which provide for additional convenience floorspace in the District. The estimated turnover of the commitments is deducted from the expenditure surplus identified in Table 3.1 above. This residual expenditure identified when taking account of the turnover of commitments, is then converted into floorspace requirements using average sales densities of £8,561 per sq.m and £13,059 per sq.m, dependent on the nature of the convenience operator. The lower sales density is an average of retailers such as Aldi and Lidl, and the higher sales density is an average of the 'top four' convenience operators (Tesco, Asda, Sainsbury's and Morrisons). Using two sales density figures gives an idea as to how the identified quantitative need could be met in practice.

6.25 Table 6.3 demonstrates that there is no requirement for any additional convenience floorspace within the District as a whole, particularly when taking account of the commitments within Lichfield. Even by 2031, there is still a negative residual floorspace requirement of between -2,100 sq.m and -3,200 sq.m (net) across the District as a whole, i.e. there is no identified requirement for additional convenience floorspace within the District as a whole, based on existing market share and the current performance of the retail destinations within Lichfield.

Table 6.3: Quantitative Need for Convenience Goods Floorspace in Lichfield District Taking Account of Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2016	-35.8	12.9	-48.7	-3,700	-5,700
2021	-29.2	12.9	-42.0	-3,200	-4,900
2026	-24.9	12.8	-37.7	-2,900	-4,400
2029	-18.0	12.8	-30.8	-2,400	-3,600
2031	-14.1	12.8	-27.0	-2,100	-3,200

[1] Average sales density assumed to be £13,270 per sq.m at 2016 (based on the average sales density of the leading four supermarket operators as identified by Verdict 2014)
[2] Average sales density assumed to be £7,000 per sq.m at 2015 (based on the average sales density of discount food retailers)
We have allowed for a 5% inflow in light of the additional expenditure generated by tourists to the city centre
2014 Prices

Convenience Capacity in Lichfield and Burntwood Centres

6.26 We have also undertaken the same exercise but looking specifically at the capacity for additional convenience floorspace within Lichfield city centre and Burntwood town centres individually.

6.27 When calculating the market share and capacity for additional floorspace within Lichfield city centre, we have taken account of the foodstores located in edge of centre locations (in particular, the Tesco and Aldi). Therefore, the market share for Lichfield is increased beyond just the destinations located within the city centre boundary itself. We consider this to be a reasonable and robust approach as it is highly likely that shoppers will visit the Tesco and Aldi and also undertake a separate shop in the city centre. Furthermore, we consider that any potential for 'linked trips' will increase substantially as a result of the Friarsgate scheme coming forward.

6.28 In fact, of those who stated that they undertook their main food shop at the Aldi on Church Street within the household survey, a total of 36% stated they linked their trip with another activity, 20% of which confirmed this was non-food shopping. Of those visiting the Tesco on the edge of Lichfield city centre for their main food shop, 38% confirmed they linked their trip with another activity and 14% stated they linked their trip with non-food shopping.

6.29 Table 6.4 below provides the capacity figures for Lichfield city centre specifically, assuming that the market share currently achieved by the existing destinations within and on the edge of the centre remains consistent at 16%. Again, when taking account of the existing commitments and primarily Friarsgate (which we have assumed will account for approximately 1,000 sq.m of the floorspace will be used for the sale of convenience goods), we do not consider there to be any capacity for additional convenience floorspace within the city centre, particularly in the short to medium term and very minimal capacity in the long term.

Table 6.4: Quantitative Need for Convenience Goods Floorspace in Lichfield City Centre after Account is Made for Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2016	3.7	10.1	-6.4	-500	-800
2021	5.5	10.1	-4.6	-400	-500
2026	6.6	10.1	-3.4	-300	-400
2029	8.6	10.1	-1.5	-100	-200
2031	9.7	10.1	-0.4	0	0

[1] Average sales density assumed to be £13,270 per sq.m at 2016 (based on the average sales density of the leading four supermarket operators as identified by Verdict 2014)
[2] Average sales density assumed to be £7,000 per sq.m at 2015 (based on the average sales density of discount food retailers)
We have allowed for a 5% inflow in light of the additional expenditure generated by tourists to the city centre
2014 Prices

6.30 Turning to Burntwood town centre, the market share attracted by the convenience facilities within Burntwood town centre from across the whole Study Area is currently 19%. When the market share is assumed to remain constant, and the existing commitments are taken into account, there is calculated to be capacity for between 1,300 sq.m and 1,900 sq.m (net) and between 1,400 sq.m and 2,100 sq.m (net) at 2026.

6.31 This is likely to be in light of both the Morrisons and the Aldi within Burntwood town centre currently overtrading. We calculate using benchmark averages that the Aldi is overtrading by approximately £7.7m at 2016 and the Morrisons in Burntwood is overtrading by approximately £12.1m at 2016. As such, whilst there is a clear identified capacity for additional convenience floorspace within Burntwood town centre, there is also a clear qualitative requirement to reduce any negative impacts likely to be felt as a result of the overtrading of the two main existing stores. We consider that in the first instance, the priority should be to encourage the occupation of the existing vacant floorspace, but also to bring forward the long term aspirations of redevelopment sites in Burntwood town centre. We do not consider that the stores within Burntwood would attract any of the tourism inflow of expenditure, due to the considerable distance of the centre from the tourist attractions within the city centre.

Table 6.5: Quantitative Need for Convenience Goods Floorspace in Burntwood Town Centre after Account is Made for Commitments

Year	Convenience Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2016	19.9	5.3	14.6	1,100	1,700
2021	21.9	5.3	16.6	1,300	1,900
2026	23.1	5.3	17.8	1,400	2,100
2029	25.3	5.3	20.0	1,500	2,400
2031	26.6	5.3	21.3	1,600	2,500

[1] Average sales density assumed to be £13,270 per sq.m at 2016 (based on the average sales density of the leading four supermarket operators as identified by Verdict 2014)
[2] Average sales density assumed to be £7,000 per sq.m at 2015 (based on the average sales density of discount food retailers)
2014 Prices

Comparison Capacity Findings

6.32 Turning to comparison goods capacity, it is important to note that our methodology deviates from that which has been deployed in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision due to the wide range of retailers and the types of goods they sell.

6.33 Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area, the different nature of sectors within comparison goods, and the nature of the catchment. As a consequence, we adopt the approach with comparison goods floorspace that it is trading 'at equilibrium' at base year 2016 (i.e. our survey derived turnover estimate effectively acts as benchmark).

6.34 We assume that there is therefore a nil quantitative need for any additional floorspace across the Lichfield local authority area at 2016. Once again, we also assume that the future performance of Lichfield' comparison goods facilities will be commensurate with their current market share.

6.35 On this basis and given that the household survey identifies that Lichfield District claims a 29% market share of comparison goods expenditure, we estimate that £139.0m of comparison goods expenditure is claimed by comparison goods floorspace within the District at 2016. As described above, from data from the Council in respect of tourist spending, we estimate that inflow to the district is circa 15% (or £20.9m at 2016). Whilst this is lower than the quantum of expenditure identified in the latest tourism spending publication, our assessment adopts a 'modest' approach to considering the potential inflow of expenditure and is therefore robust for the purposes of the assessment.

6.36 Our assessment then 'rolls forward' the identified market share to examine the likely level of comparison goods floorspace required to maintain the role and function of the retail facilities in Lichfield going forward. We have undertaken the assessment for the District wide capacity and the city centre capacity using two separate scenarios, as we describe in more detail below.

6.37 The assessment does not split the floorspace requirements to bulky or non-bulky floorspace but it does express a floorspace range dependent on the nature of the operator (i.e. a lower sales density for bulky retailers and a higher sales density for non-bulky retailers). WYG's recommendation is that any requirement for additional Class A1 floorspace should be directed to the defined centres of Lichfield and Burntwood in the first instance, in order to compete with the provision at Ventura Retail Park in Tamworth in particular. Whether this floorspace is bulky or non-bulky will be dependent on the market and the size of any available development sites in the future.

6.38 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, plus an inflow of 15% of the available expenditure at each test year, we estimate that by 2021 there will be an expenditure surplus of £11.8m to support additional comparison goods floorspace within the District. As set out below at Table 6.6, this surplus is forecast to then increase sharply to £27.1m at 2026, to £40.4m at 2029 and to £47.0m at 2031. Again, the surplus expenditure takes account of a 15% allowance of expenditure from tourism spending. The figures provided in Table 6.6 do not take account of the turnover generated by commitments which would be drawn from Lichfield District.

Table 6.6: Quantitative Need for Comparison Goods Floorspace in Lichfield District Administrative Area before Commitments are Taken into Account

Year	Turnover of Existing Stores (£m)[1]	Available Expenditure (£m)[2]	Inflow (£m)	Surplus Expenditure (£m)
2016	159.8	139.0	20.9	0.0
2021	176.1	163.4	24.5	11.8
2026	194.1	192.3	28.8	27.1
2029	206.0	214.3	32.1	40.4
2031	218.6	230.9	34.6	47.0

[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of the Addendum to Experian Retail Planner 13 (October 2015)
[2] Assumes constant market share (29%) claimed by facilities within the Study Area
Assumes a 15% inflow as a result of tourism spend
2014 Prices

6.39 The above figures of surplus expenditure would allow for between 2,400 sq.m and 3,900 sq.m (net) of additional comparison floorspace at 2021 and between 6,300 and 10,500 sq.m (net) additional comparison floorspace at 2029, prior to any commitments being taken into account.

6.40 Table 6.6 above does not take into account existing commitments from within the District. It is important to include the turnover of commitments within the capacity calculations as these existing consents for new retail floorspace may absorb some, if not all of the potential floorspace capacity within the District.

6.41 At 2016, we have calculated that these commitments will have a combined benchmark turnover of £104.1m if they were assumed to be operational at 2016, of which we have calculated £44.8m will be drawn from residents within the District (Mill Green will primarily be drawn from destinations outside of Lichfield District. We consider it highly probably that the Friarsgate scheme will come forward in Lichfield city centre by 2019 and therefore the figures of surplus expenditure provided above cannot be relied on within future policy documents.

6.42 As such, Table 6.7 below provides a summary of the estimated residual available comparison expenditure, taking the commitments into account (primarily Friarsgate). At 2016, this equates to a -£44.8m deficit which reduces to -£35.4m at 2021. Therefore, within the short to medium term or even long term in assuming the market share remains consistent, we do not calculate there to be any requirement for any additional comparison floorspace within Lichfield District when taking account of the turnover of commitments.

Table 6.7: Quantitative Need for Comparison Goods Floorspace in Lichfield Administrative Area after Account is Made for Commitments

Year	Comparison Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus	Extant	Residual	Min[1*]	Max[2*]
2016	0.0	44.8	-44.8	-9,000	-14,900
2021	11.8	47.2	-35.4	-6,700	-11,200
2026	27.1	51.9	-24.9	-4,300	-7,200
2029	40.4	57.3	-16.9	-2,600	-4,400
2031	47.0	63.3	-16.3	-2,300	-3,800

[1] Average sales density assumed to be £5,000 per sq.m at 2016, which we consider to be towards the higher end of what could be achieved 'in centre' in the Study Area
[2] Average sales density assumed to be £3,000 per sq.m at 2016, which we consider to be towards the lower end of what could be achieved in the Study Area
Assumes a 15% inflow as a result of tourism spend

6.43 The figures and calculations contained within Table 6.7 assumed that the market share attracted by the facilities in Lichfield District will remain constant for the next 15 years. We consider this to be an underestimation of how Lichfield city centre will perform once Friarsgate opens and is trading at a mature level. Furthermore, referring back to the 2012 England and Lyle Retail Matters Update, at 2011, the market share of Lichfield city centre was approximately 35.4%[15]. This therefore reflects a cautious approach to assessing the potential capacity for additional comparison floorspace within Lichfield District.

6.44 We therefore consider that once open and trading, Friarsgate has the real potential to increase the market share from 29.0% to 33.5% (or an increase in 15%), or take the market share back towards the level it achieved at 2004 (and in subsequent years). Whilst we do not consider that an improvement to in the market share of Lichfield back to its 2004 is achievable given the scale of retail development and enhancement in the offer that has occurred in destinations outside of the District and outside of the Study Area in recent years (particularly destinations such as Ventura Retail Park), plus substantial changes to the overall retail market as summarised in Section 2.0 above, we do consider an increase by 4.5 percentage points to be realistic. The increase in available expenditure within the District at 2021 when taking account of the increase in market share is £25.6m. This accounts for just 52% of the total

[15] See table 4C of the Retail Matters Supporting Update 2012, which states the total expenditure form the catchment was £291.5m at 2011, and the turnover of the city centre at 2011 was calculated to be £103.2, or 35%.

turnover of the Friarsgate scheme, and again we therefore consider this to be a robust and justifiable assumption in terms of the increase in market share within the District as a whole.

6.45 The likely improvement to Lichfield city centre's market share as a result of the delivery of the Friarsgate scheme is also evidenced by considering the effects of town centre schemes elsewhere. For example, in Bury, further to the implementation of the Rock retail and leisure development in 2010, the comparison goods market share of the town centre increased from 69% to 73%[16].

6.46 Similarly in Warrington, further to the opening of the redeveloped Golden Square Shopping Centre in 2009, the comparison goods market share of Warrington town centre increased from 42.9% and 49.5%[17]. While in Liverpool, further to the implementation of Liverpool ONE in 2008, the comparison goods market share of the city centre increased from 74% to 75%[18].

6.47 By applying this increased market share from 2021 onwards, this increases the level of surplus expenditure and therefore floorspace capacity for additional floorspace within the District.

6.48 As a result of increasing the market share and when taking account of the turnover generated by the identified commitments, we calculate that by 2026, the floorspace requirement would be between 1,700 sq.m and 2,800 sq.m (net) and by 2029 this increases further to 3,400 sq.m and 5,700 sq.m (net). The full set of figures are provided in Table 6.8 below.

6.49 Again, these figures should be treated with caution due to the uncertainty behind exactly how Friarsgate will perform and how quickly the units will be occupied, and therefore when exactly the scheme will reach a mature trading level. We would therefore recommend that a further analysis of how Friarsgate is performing and how the development has impacted on shopping patterns (particularly looking at the level of expenditure the development has 'clawed-back' from destinations such as Ventura Retail Park in Tamworth) should be undertaken at least two years post opening of the scheme, which we understand is likely to take place in 2019. Therefore a further survey and analysis is likely to be required by 2021 (or five years after this survey). This would also accord with the requirements of the NPPF to keep an up-to-date evidence base to support the development plan.

[16] Source: Bury Retail Capacity Update (BRCU) (Drivers Jonas Deloitte, 2012).
[17] Source: Quantitative Assessment Update (Martin Tonks, 2009)
[18] Source: Liverpool Retail and Leisure Study (GL Hearn, 2011)

Table 6.8: Quantitative Need for Comparison Goods Floorspace in Lichfield Administrative Area after Account is Made for Commitments (Assumed Increase in Market Share)

Year	Comparison Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus	Extant	Residual	Min[1*]	Max[2*]
2016	0.0	44.8	-44.8	-9,000	-14,900
2021	41.2	47.2	-6.0	-1,100	-1,900
2026	61.7	51.9	9.8	1,700	2,800
2029	79.0	57.3	21.7	3,400	5,700
2031	88.6	63.3	25.3	3,600	6,000

[1] Average sales density assumed to be £5,000 per sq.m at 2016, which we consider to be towards the higher end of what could be achieved 'in centre' in the Study Area
[2] Average sales density assumed to be £3,000 per sq.m at 2016, which we consider to be towards the lower end of what could be achieved in the Study Area
Assumes a 15% inflow as a result of tourism spend
2014 Prices

Comparison Capacity in Lichfield and Burntwood Centres

6.50 Table 6.9 firstly looks at the quantitative need for additional comparison goods capacity in Lichfield city centre assuming a constant market share across the plan period. Again, the figures demonstrate that there is no capacity in the short, medium or long term for additional comparison floorspace within Lichfield city centre, when assuming the existing market share of the city centre will remain consistent and taking account of the turnover generated by commitments.

Table 6.9: Quantitative Need for Comparison Goods Floorspace in Lichfield City Centre after Account is Made for Commitments

Year	Comparison Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus	Extant	Residual	Min[1*]	Max[2*]
2016	0.0	28.3	-28.3	-5,700	-9,400
2021	8.5	29.8	-21.3	-4,000	-6,700
2026	19.5	32.8	-13.3	-2,300	-3,800
2029	29.1	36.2	-7.1	-1,100	-1,800
2031	33.9	39.9	-6.1	-900	-1,400

[1] Average sales density assumed to be £5,000 per sq.m at 2016, which we consider to be towards the higher end of what could be achieved 'in centre' in the Study Area
[2] Average sales density assumed to be £3,000 per sq.m at 2016, which we consider to be towards the lower end of what could be achieved in the Study Area
Assumes a 15% inflow as a result of tourism spend
2014 Prices

6.51 Table 6.10 below looks at the quantitative need for additional comparison goods capacity in Lichfield city centre assuming an increased market share due to the potential for the

Friarsgate scheme to 'claw back' expenditure back into the city centre. Again, we have assumed the market share of the city centre specifically will also increase from 20.9% at 2016, to 22.4% from 2021 onwards (or a 15% increase) as a result of the increased attraction of the Friarsgate scheme (see full details set out above).

6.52 Again, the figures demonstrate that there is no capacity in the short or medium for additional comparison floorspace within Lichfield city centre even when taking account of an increase in market share from 2021 onwards, and the level of inflow from tourism spend. This is due to the level of turnover of the proposed scheme at Friarsgate and therefore the turnover of the scheme absorbing all of the potential comparison capacity within the city centre. However, from 2026 onwards, we have identified that there is the potential for some additional capacity for further comparison floorspace within the city centre over and above the Friarsgate scheme. This further demonstrates the importance of allowing the Friarsgate scheme to 'bed in' and to establish the trading effects of the scheme. As stated above; however, we would recommend that the full positive effects and benefits of the scheme are fully analysed once Friarsgate is open and trading, and it may be that a higher market share is being attracted by the city centre as a result of the scheme, resulting in a higher capacity for additional floorspace within the centre for other sites to come forward. In the meantime however, we firmly recommend that the Council protects the delivery of Friarsgate in the first instance, and that should there be any capacity for additional floorspace, this should come forward following the opening of the Friarsgate scheme.

Table 6.10: Quantitative Need for Comparison Goods Floorspace in Lichfield City Centre after Account is Made for Commitments (Taking Account of an Increase in Market Share)

Year	Comparison Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus	Extant	Residual	Min[1*]	Max[2*]
2016	0.0	28.3	-28.3	-5,700	-9,400
2021	28.9	29.8	-0.9	-200	-300
2026	43.5	32.8	10.7	1,800	3,100
2029	55.8	36.2	19.7	3,100	5,100
2031	62.7	39.9	22.7	3,200	5,400

[1] Average sales density assumed to be £5,000 per sq.m at 2016, which we consider to be towards the higher end of what could be achieved 'in centre' in the Study Area
[2] Average sales density assumed to be £3,000 per sq.m at 2016, which we consider to be towards the lower end of what could be achieved in the Study Area
Assumes a 15% inflow as a result of tourism spend
2014 Prices

6.53 Table 6.11 then looks at the quantitative need for additional comparison goods floorspace in Burntwood town centre assuming a constant market share of 3.1%. We do not estimate there to be any quantitative capacity for additional comparison floorspace within Burntwood town centre, even in the long term.

6.54 However, due to the nature of the centre and taking account of the key opportunity sites identified by the Council within the town centre, and the requirement to substantially enhance and regenerate Burntwood as a commercial destination. Therefore, whilst we do not consider the centre could commercially withstand a substantial quantum of comparison floorspace due to the competition of neighbouring towns and the limited level of available expenditure within Burntwood specifically, we do consider there to be a qualitative requirement to enhance the overall commercial offer of the town centre in the short to medium term, through small scale development or larger, mixed-use development.

Table 6.11: Quantitative Need for Comparison Goods Floorspace in Burntwood town centre after Account is Made for Commitments

Year	Comparison Goods				
	£m			Floorspace Requirement (sq.m net)	
	Surplus	Extant	Residual	Min[1*]	Max[2*]
2016	0.0	4.5	-4.5	-900	-1,500
2021	1.1	4.7	-3.6	-700	-1,100
2026	2.5	5.2	-2.6	-500	-800
2029	3.8	5.7	-1.9	-300	-500
2031	4.4	6.3	-1.9	-300	-400

[1] Average sales density assumed to be £5,000 per sq.m at 2016, which we consider to be towards the higher end of what could be achieved 'in centre' in the Study Area
[2] Average sales density assumed to be £3,000 per sq.m at 2016, which we consider to be towards the lower end of what could be achieved in the Study Area
2014 Prices

Qualitative Requirements

6.55 Paragraph 158 of the NPPF makes clear that local planning authorities should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.

6.56 Paragraph 161 of the NPPF goes on to state that LPAs should use this evidence base to assess

'the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development'

6.57 We consider the qualitative need for additional convenience and comparison retail floorspace in the District. We focus primarily on the main town centres of Lichfield and Burntwood, which are more likely to attract interest from retail operators and developers. Below, we consider in turn the main factors of qualitative need:

- deficiencies and gaps in existing provision, including location-specific needs; and
- consumer choice and competition, including any issues associated with under/over-trading.

Deficiencies and Gaps in Existing Provision

6.58 Deficiencies and gaps in existing retail provision can be considered on the basis of the Study Area as a whole and in terms of the District's individual centres. As set out within Section 4 of this report, we consider that the Study Area has a reasonably good retention rate for convenience goods expenditure, but a poor retention rate for comparison goods expenditure.

6.59 This poor comparison expenditure retention rate points to deficiencies in retail provision within the District's individual centres, and most particularly Lichfield. Though comparison retail provision is limited in Burntwood town centre and other smaller centres, this is, to some extent, unsurprising given their size.

Convenience Retail

6.60 In terms of competition, we note that whilst existing provision within the Study Area generally provides residents with good consumer choice, the results of the household telephone survey indicate that many foodstores within the District are 'under-trading' when compared to company average/benchmark figures. We provided a breakdown of the performance of the convenience destinations in Table 6.1 above. The figures demonstrated that a number of the stores are currently undertrading, other than the Morrisons and Aldi in Burntwood which are both performing well. The overtrading of Aldi may reflect the general pattern across the UK that the discount market is performing well and potential to increase the level of convenience floorspace within Burntwood town centre.

Comparison Retail

6.45 Given the more rural nature of some parts of the District and particularly Zones 2, 3 and 4, we would expect consumer choice and competition to be more limited in some areas where the provision of additional comparison retail facilities would not be commercially viable. Some parts of the Study Area are also located in close proximity to other competing centres (such as

Tamworth, Walsall and Cannock) that provide a more comprehensive comparison retail offer, particularly when considering the Ventura Retail Park in Tamworth.

6.46 Nevertheless, the deficiencies and gaps in provision identified in Lichfield city centre earlier in this section indicate that there is some restriction in consumer choice in the centre and therefore residents of Lichfield other parts of the District are travelling greater distances in order to access destinations with a greater range of comparison goods retailers, especially in the important clothing and footwear sub-sector. However, it is noted that the Friarsgate scheme which has been granted consent in April 2016 and there is real commitment to bring forward, will significant enhance the overall attraction and pull of Lichfield city centre, thus drawing trade back into the centre and the District as a whole.

7.0 Office Market Findings

Local Market

7.01 Lichfield is a cathedral city located approximately 16 miles north of Birmingham and 9 miles north-west of Tamworth. It lies adjacent to the A38 and immediately to the north of the M6 Toll. There are strong rail links to Birmingham and London. The total population within the Lichfield primary catchment area is 87,000 significantly below the 'Average Resilient Town'.

7.02 Lichfield is projected to see average growth in population between 2016 – 2021. Lichfield's catchment population is moderately affluent, ranking 33 of the PROMIS centres on the PMA Affluence Indicator at 2011. Promis is a property information system managed by PMA. They rank the top 300 towns in the UK in terms of socio-economic and property data and the annual reports are used to place and rank towns. Socio-economic ranks are also compared to strength of the town centres to determine whether a town, given its profile captures the property/retail town centre facias that would be expected of a town with its profile. This profile shows that Lichfield ranks very well when compared to other ranked towns.

7.03 The age profile of the Lichfield primary catchment population has a particularly high proportion of retired and aged 65 and over, with an additional over representation of older working age adults aged between 45 – 64. Young adults aged 15 – 24 are particularly under represented and children ages 0 - 14 and adults aged 25 – 44 are moderately under represented.

7.04 Car ownership in Lichfield is significantly above average with a particularly high proportion of two car households. In 2011, 71% of total employment in Lichfield was represented by the service sector with 11% from manufacturing (Promis, 2016).

Market Evidence

7.05 The following deals and evidence has been collected from registered property deals sources such as CoStar[19]. The volume of transaction registered through this source is limited; however, but it provides a transparent position of recent rental evidence and capital sales values to corroborate subjective statements on viability and deliverability in the District.

[19] Source: http://www.costar.co.uk/

Rental Market

Suite 1 Trinity House, 33a Market Street, Lichfield, WS13 6LA

7.06 In July 2016, Pro Synergy Wealth and Tax Management Ltd took 645 sq. ft. of refurbished office accommodation on a 5 year lease. The asking rent was £8,250 per annum reflecting £12.79 ps.ft. The office accommodation is located above Dorothy Perkins within the City Centre.

Suite 2 Trinity House, 33a Market Street, Lichfield, WS13 6LA

7.07 In July 2016, Executives on the Web Limited took 524 sq. ft. of refurbished office accommodation on a 5 year lease. The asking rent was £6,750 per annum reflecting £12.88 ps.ft. The office accommodation is located above Dorothy Perkins within the City Centre.

Charter House, 30a Sandford Street, Lichfield, WS13 6QA

7.08 Letting 776 sq. ft. – Kingston CPC 01543 414300. The asking rent of £850 pcm reflects £13.14 ps.ft.

The Hunter Suite, 15 Market Street, Lichfield, WS13 6JX

7.09 In November 2015, an unknown tenant took 305 sq. ft. of self-contained office accommodation with one car parking space on a 4 year lease. The agreed rent was £3,500 per annum reflecting £11.48 ps.ft. The space is located above a retail unit in Lichfield City Centre.

Sherbrook House, Swan Mews, Lichfield

7.10 In July 2015, Fairhurst Ward Abbots Ltd took 1,706 sq. ft. of office accommodation on a 5 year lease with a break option in year 3. The agreed rent per annum was £23,844 per annum reflecting £13.50 ps.ft. The space is located on the periphery of the City Centre.

7.11 In summary Office rents are reflective of a small town market at £12-13.50 ps.ft. At this level speculative office development would not be expected.

Vacant Possession Sales

Unit 4, Parkside Court, Greenhough Road, Lichfield, WS13 7AU

7.12 In May 2016, PB Commercial Premises Limited purchased the freehold of 1,485 sq. ft. of office accommodation for £245,000 reflecting a capital value of £164.98 ps.ft.

2a Dam Street, Lichfield, WS13 6AA

7.13 In July 2015, Universal Payment Gateway PLC purchased the freehold of 9,133 sq. ft. of office accommodation for £980,000 reflecting a capital value of £107.30 ps.ft.

7.14 In summary freehold sales are in demand but relatively rare due to lack of land to trade. The above range is quite wide to form a view but this is captured in greater detail in the consultation with Local Agents.

Investment Sales

7.15 No office accommodation has transacted in the last 2 years recorded through CoStar.

7.16 In summary this is reflective of low rents and weak yields.

Demand Analysis – MISS Property Market Trends

7.17 Discussions were held with Chris Kirkland of 'Make It Stoke and Staffordshire' ('MISS') to ascertain the extent of enquiry data that could be available to review to provide local enquiry database evidence to match to discussions with Local Agents and the review of Commercial deals.

7.18 The data available is, again, limited but does cover a full year of enquiries between 2014 and 2015. Later reports are yet to be published.

7.19 The October 2014 - March 2015 period indicates that there had been a reduction in enquiries by 18% during the collection period. This was attributed to the general election impact and businesses holding off decision making until a settling in period was completed, but more importantly it was attributed to a lack of premises available to be marketed.

7.20 The April 2015 - September 2015 period suggests that activity has increased in the area but the statistics have remained relatively stable.

7.21 The reports record the enquiries and activities of the MISS organisation. The organisation covers a considerably greater patch than just Lichfield so it is inevitable that a smaller percentage of enquires and data will relate solely to Lichfield.

7.22 We set out below a summary of the enquiry period. The initial commentary is based on the

October 2014 - March 2015 period and is updated with reference to the April 2015 - September 2015 period (the second report available). Usefully the October report provides reference points to earlier data collection reports for additional trending, although again this is limited.

Demand by Location – MISS Property Market Trends

7.23 In considering the total enquires, the location of enquires was dominated by those from within the West Midlands. 66% of enquiries were from within the Stoke and Staffordshire areas. 46% of enquiries were from within Staffordshire.

7.24 In the April 2015 - September 2015 period, 62% of enquires were from within the Stoke and Staffs area. However, only 18.1% of enquiries were from within Staffordshire. There is no explanation provided for the substantial reduction in enquiries being generated from within Lichfield.

By Location requested – MISS Property Market Trends

7.25 By location requested, 6% of enquiries were for Lichfield District. This compared to 14% of enquiries in the previous six month period. This was the largest recorded fall between the two periods across all the areas. This has approximately halved again; however, in the April 2015 - September 2015 period with just 3.4% of enquiries requesting Lichfield.

7.26 In summary, over an 18 month period, enquiries for Lichfield have fallen from 14% to 3.4%. It is recommended that the latest reports are made available as soon as possible to determine whether this trend has been halted in 2016.

By Type – MISS Property Market Trends

7.27 Industrial enquiries formed the largest type of enquiries across the wider area (50%). This was up 5% from the previous six month period.

7.28 Offices enquiries formed 23% of the total which was down 4% from 27% of enquiries in the previous period. In the April 2015 - September 2015 period request for offices rose back to 27%.

By Viewings – MISS Property Market Trends

7.29 Lichfield is contained within the South Staffordshire sub-area for the viewings data summary. This includes Tamworth, Cannock and Burntwood. The wider South Staffordshire area represented 8% of the total viewed properties indicating the domination of the northern Stoke area for enquiries.

7.30 In the April 2015 - September 2015 period, viewings fell to 4.4%.

By Size – MISS Property Market Trends

7.31 By size of office enquiry, 43.5% were for offices between 1,000 - 3,500 sq.ft. Less than 1,000 sq.ft represented 27.9% of enquiries, (71.4% sub 3.5k sq.ft). 16.8% of enquiries were for over 10,000 sq.ft.

7.32 Up to 5,000 sq.ft office enquiries represented 83% of enquiries. This had risen from 78% from the previous 6 month period.

7.33 In the April 2015-September 2015 period 67.3% of enquiries were for offices less than 3,500 sq.ft compared to 71.4% previously. The 'up to 5,000 sq.ft' enquiries remained approximately the same.

7.34 In summary, the trend is towards smaller premises throughout the monitoring period.

Supply – Demand Match – MISS Property Market Trends

7.35 In terms of matching the supply to demand match, there were more units available than enquiries in the sub 1,000 sq.ft bracket but marginally more enquiries than units in across all remaining brackets.

7.36 The only entry in the top five recorded viewings for offices in Lichfield was the Ground Waverley Court building.

7.37 A much higher number of properties are recorded to have been added to the MISS list in the April 2015-September 2015 period, but when comparing the demand and supply matching, Lichfield appears graphically to have a much higher supply of units to low demand though the written text states the opposite.

7.38 In terms of viewings over the April 2015 - September 2015 period, no office premises made it into the top five viewing properties in Lichfield.

Summary Position

7.39 In summary, the Property Market Trends reports are clearly showing a higher trend towards the Stoke area. This is likely to reflect simply the fact that the organisation is based in Stoke and its local market has a better understanding of the role the company performs locally.

7.40 There is clearly a trend towards industrial properties. This is not unexpected given the Stoke and Staffordshire markets and predominance of the distribution market.

7.41 It is equally not surprising regarding the size and type of office enquiry. The Lichfield area is not synonymous with being a core office market and its proximity to Birmingham lends itself to be an area that would cater for smaller local demand. The supply and consultations with Local Agents expands upon this situation in more detail.

Supply Review

Annual Monitoring Report summary – Lichfield District Council

7.42 We have reviewed three monitoring periods from April 2014 to 31st March 2016. The Lichfield District Authority Monitoring Report ('AMR') (previously titled Annual Monitoring Report) monitors, for the purposes of this report, the take up of employment land, recording new planning permissions and completions against Local Plan allocations.

7.43 The reports show that the economically active residents' population is rising through 2014 – 2016 consistently. The actual growth in numbers is 48,700 to 50,600 to 52,700 over the three monitoring periods.

7.44 As a percentage of population; however, the 78.7% to 77.2% to 79% shows a more consistent pattern of the share of population.

7.45 The table below shows a positive economic position in Lichfield when compared to both the West Midlands and Great Britain economies. Lichfield has a greater proportion of economically active residents in employment.

Economic Overview

Table 7.1: Economically Active Residents (%)

Economically Active Residents	2014	2015	2016
Lichfield	78.7	77.2	79.0
West Midlands	75.1	70.2	73.4
GB	77.5	72.7	73.4

Source: LDC Annual Monitoring Reports

7.46 The number of economically active residents has grown in relative percentage terms within Lichfield, whereas the West Midlands and GB average has reduced.

7.47 The table below shows the unemployment comparison.

Table 7.2: Unemployment Comparison (%)

Unemployment	2014	2015	2016
Lichfield	4.5	3.6	2.8
West Midlands	7.5	6.4	5.4
GB	6.8	6.4	5.7

Source: LDC Annual Monitoring Reports

7.48 In terms of unemployment, Table 7.2 above shows Lichfield to be out performing both West Midlands and Great Britain. The unemployment rate has fallen considerably in Lichfield over the 36 months monitoring period, a significantly greater reduction that at the West Midlands and GB levels.

Workplace Review

7.49 We have summarised below the extracts of the relevant professions likely to form or work in offices at a technical or managerial position. The following tables show that Lichfield benefits from a greater proportion than West Midlands and England of managers, directors and senior officials.

Table 7.3: Professions Likely to Work in Offices (Managers)

Managers	2014	2015	2016
Lichfield	14%	n/a	14.7%
West Midlands	10.1%	n/a	9.7%
England	10.9%	n/a	10.3%

Source: LDC Annual Monitoring Reports

7.50 Table 7.3 above shows Lichfield outperforming the West Midlands and England in terms of the share employment being Managerial.

Table 7.4: Professions Likely to Work in Offices (Professionals)

Professionals	2014	2015	2016
Lichfield	18.4%	18.5%	21.9%
West Midlands	15.8%	18.6%	18.1%
England	17.5%	19.7%	19.7%

Source: LDC Annual Monitoring Reports

7.51 Table 7.4 above shows Lichfield outperforming the West Midlands and England in its share of Professionals employees. Of particular interest is the rate of change again since 2015. Professional occupations in 2015 stood at 18.5% which has grown to 21.9% in 2016.

7.52 In 2015 Lichfield's proportion of professional occupations was below both the West Midlands and England rates but had risen above the West Midlands by 3.9% and the England average by 2.2% (which had remained static).

Table 7.5: Professions Likely to Work in Offices (Associates and Technical)

Associates & Technical	2014	2015	2016
Lichfield	12.6%	12.7%	12.4%
West Midlands	11.1%	12.4%	12.7%
England	12.8 %	14.1%	14.1%

Source: LDC Annual Monitoring Reports

7.53 Table 7.5 above shows Lichfield's share of associates classed employees. Lichfield's share has fallen over the 36 months whilst West Midlands and England's share in this employment group has risen.

Table 7.6: Professions Likely to Work in Offices (All Three Categories)

All 3 Categories	2014	2015	2016
Lichfield	45%	n/a	49%
West Midlands	37%	n/a	40.5%
England	41.2 %	n/a	44.1%

Source: LDC Annual Monitoring Reports

7.54 Just under half of Lichfield's economically active are in the managerial professional and technical groups. The 2015 data has not been applied as in the 2015 monitoring period the percentage used for these categories was used off a differing baseline and so is inconsistent to show a trend. 2014 to 2016 period above indicates the strength of the resident population skills base over the 3 year period, however.

Summary

- Lichfield has a greater proportion of economically active residents in employment, corroborated by lower than average unemployment;
- The rate of positive change in Lichfield has outperformed the growth at the Great Britain level. The unemployment rate has fallen considerably in Lichfield over the 12 month monitoring period, a significantly greater reduction that at the West Midlands and GB levels;
- Lichfield benefits from a greater proportion than West Midlands and GB of managers, directors and senior officials;
- When considering earnings by workplace (i.e. the wages earned within the Lichfield District) the balance changes. Workplace earnings are lower than the West Midlands and GB earnings. The implication of this is that the higher skilled, higher paid residents are not earning the wages from within Lichfield but from out-commuting. This is unsurprising given the proximity to Birmingham, but equally demonstrates the lower dependency on higher skilled office based businesses within the District despite the presence of the skills; and
- Of particular interest is the rate of change again since 2015. Professional occupations in 2015 stood at 18.5% which had grown to 21.9% in 2016. In 2015 Lichfield's proportion of professional occupations was below both the West Midlands and England rates but had risen above the West Midlands by 3.9% and the England average by 2.2% (which had remained static).

Earnings Review

7.55 The average income tables also corroborate the position that Lichfield residents are above average in terms of professionals earning above average wages. The tables are not reproduced below but they show the balance changes when considering earnings by workplace, (i.e. the wages earned within the Lichfield District). In short, workplace earnings are lower than the West Midlands and GB earnings.

7.56 The implication of this is that the higher skilled, higher paid residents, are not earning the wages from within Lichfield but from external workplaces. It is highly likely that the majority of these out-commuters work and earn the higher wages in centres such as Birmingham. This is unsurprising given the proximity of Lichfield to Birmingham, but equally demonstrates the lower dependency on higher skilled office based businesses within the District.

7.57 Implication: Lichfield is not capturing the full potential value of these residents who are out commuting.

Employment Space Turnover

Table 7.7: 2016 Completed B1 Employment Floorspace

Site	Site Area	Use Class	Completed	Town Centre	Planning Permission Date
Overly Lane, Alrewas	0.15Ha	B1a	115 sq.m	No	2010
Dam St, Lichfield	0.09Ha	B1a	139 sq.m	Yes	2011
Sandford Street, Lichfield	0.08Ha	B1a	201 sq.m	Yes	2011
Trent Valley Trading Est	0.1Ha	B1c	600 sq.m	No	2012
Burntwood Bus Park	0.24Ha	B1b	830 sq.m	No	2015

Source: AMP 2016

7.58 Our approach has been to isolate the wider Business Classes of Uses B2 and B8 from the data sources to concentrate solely on the B1 Use Classes. Our concentration is ultimately on B1(a) and of this, what completions are within the Lichfield and Burntwood centres. The extract above shows the office content out of the total completed employment space. The report records that a total of 4,520 sq.m of employment floorspace was completed within the financial year in total of which 340 sq.m was completed in the B1(a) use class in the town centre.

7.59 In the 2015 period (table not shown), the total completed B1(a) floorspace stood at 2,840 sq.m. The total completed B1(b) floorspace stood at 11,322 sq.m. In-town completions (B1(a) floorspace) stood at 766 sq.m.

7.60 One of the issues raised by local agents was the continuing loss of Class B1 space to residential uses in the town centre, which have particularly taken place under the latest Permitted Development Rights (PDR's). In 2015 residential conversions of office space was recorded as 1,303 sq.m of which 713 sq.m was in town. This in-town loss is 53 sq.m shy of the total in town completions. The implication being that almost as much space was lost in the town centre to residential use as B1(a) was delivered.

7.61 In the 2014 period the total completed B1(a) floorspace stood at 0 sq.m. The total completed B1(b) floorspace also stood at 0 sq.m. Large areas of land at Burntwood and Fradley were targeted for employment development; however there was no development during the reporting year.

Available Land

7.62 In 2016 the total available employment land stood at 64.42ha in total, of which 41.6ha is all Class B Uses and 5.2 ha is Class B1 only. The registered available sites are listed in Table 7.8 below.

Table 7.8: Registered Available Sites

Site	Site Area	Use Class	Sq.m
Land East of Burton Old Road	13.68ha	B1/B2/B8	40,970 sq.m
Land at Rugeley Power Station	3.3ha	B1/B2/B8	11,777 sq.m
Land at East Hill, Fradley	24.6ha	B1/B2/B8	96,870 sq.m
176 Birmingham Road, Shenstone	0.16ha	B1/B2	293 sq.m
Greenhough Road (remainder)	0.26ha	B1a	2,594 sq.m
Land at Lichfield South Bus Park	4.79ha	B1a	12,500 sq.m
Land at RJK Construction, Overly Lane	0.15ha	B1a	260 sq.m

7.63 Whilst the above sites are contained within the available sites register, sites such as Greenhough Road will be brought forward for residential use and not B1(a) space. Given that the larger allocations could in theory accommodate B1 office, our discussions with agents suggest that these sites will remain under pressure for B8 warehousing. It is also useful to recognise that Class B1 offices are delivered as ancillary uses within larger warehousing. Current practice is to design in to the building a ground floor with a mezzanine upper option for office expansion. Agents were clear however, that this office quantum would not be delivered as a standalone use on the business parks. In addition the Land at East Hill, Fradley now benefits from permission for Classes B2/B8 Uses, with ancillary offices as highlighted above.

7.64 In 2015, the available employment land stood at 94.65ha of which 1.909ha was Class B1 only.

7.65 In 2014, the available employment land stood at 107.32ha (135.85ha if Defence Medical Service Whittington Development is included) of which 1.0007ha was Class B1 only.

Demand and Supply Summary

7.66 The total floorspace completed has fluctuated as follows:

- 2016 B1a 4,520 sq.m B1b 830 sq.m 340 sq.m town centre
- 2015 B1a 2,840 sq.m B1b 766 sq.m 766 sq.m town centre
- 2014 B1a 0 sq.m B1b 0 sq.m 0 sq.m town centre

7.67 The above summary shows positive progress of take up in 2015 but 2016 data for completed floorspace could be considered very low. 2014 however so no completions of B1 space in the Lichfield centre.

7.68 The summary below shows the quantum of B1 developable land available:

- 2016 5.2ha available B1 Land
- 2015 1.909ha available B1 Land
- 2014 1.007ha available B1 Land

7.69 Rather than seeing a gradual decline in available B1 land as take up reduces supply Lichfield is experiencing the reverse where land supply is rising across the last three years. This is in part a factor viability of office development rather than a lack of interest in being in Lichfield. This is picked up in more detail below.

Local Agent Summary

7.70 We have undertaken a thorough review of the market with active office agents. The key locally active agents that have provided input to this review are Kingstons, Burley Brown and KWB. Discussions have also been had with national agents, BNP Paribas.

7.71 We provide below a summary review of those discussions.

7.72 The market is in a stronger position in Lichfield now than over the last 18 months and replenishing office stock is considered to be the biggest challenge i.e. new stock is not being developed or at risk of residential conversion.

7.73 None of the agents consulted consider the market to be flat but the turnover of premises was considered slow and steady. The current market headlines at around £12.50 per sq.ft which is satisfactory for existing premises where no new build or expensive refit may be required but insufficient for modern Cat A offices development.

7.74 There is demand to be in Lichfield though it is limited to smaller occupiers with, generally, c75% of enquiries in the 1,500 – 2,500 sq.ft floorspace bracket. Kingstons who could be regarded as the principal local agent provided enquiries statistics for the last 12 months as follows:

Table 7.9: Lichfield Office Enquiries – Sales

0 – 3000 sq.ft.	3000 – 5000 sq.ft.	5000 sq.ft. +
95	35	20

7.75 Less than 3,000sq.ft enquiries make up 63%.

Table 7.10: Lichfield Office Deals Completed – Lettings

0 – 3000 sq.ft.	3000 – 5000 sq.ft.	5000 sq.ft. +
10	0	0

7.76 Less than 3,000sq.ft enquiries make up 100% of completed lettings.

Table 7.11: Lichfield Office Deals Completed – Sales

0 – 3000 sq.ft.	3000 – 5000 sq.ft.	5000 sq.ft. +
0	1	1

7.77 Greater than 3,000sq.ft enquiries make up all of the freehold office sales though the actual number is low.

7.78 The agents generally feel that conversions to residential use from office space in Bird Street, in particular, has removed a popular cellular based office stock product from the market.

7.79 Cellular offices across the city are the 'norm' due to the conservation area restrictions and current vacant space based premises though are not ideal. Occupation of these premises has been in the main licence based room by room rental and has proved a popular option for small businesses in the city, largely, however due to the lack of choice.

7.80 Market Street still remains a challenge to accommodate occupiers and their parking needs. Burley Brown recently let two floors above Dorothy Perkins. This is considered the ideal premises being flexible and open plan (500sq.ft to 2500 sq.ft), though has restrictions on parking due to the pedestrianisation and conservation area constraints.

7.81 It is difficult to be definitive on the true extent of demand for space in Lichfield. The extent of demand is lost due to the lack of properties available to capture the demand. The lack of churn and reinvestment in new stock would indicate a lack of demand but Agents consider this to be contrary to enquiries. The office development behind Morrisons, at Greenhough Road was considered to be, in principle, a good product for Lichfield; however the later phase of the office scheme will be brought forward as a residential site.

7.82 Parkside Court Phase 2 has the opportunity for freehold purchase and design and build offices of up to 22,000 sq.ft in two new buildings and courtyard environment with dedicated parking. It is, however, marketed as accepting alternative uses such as a care home and hybrid business units. Phase 1 let well, although opinion suggests that this was in part due to few alternatives at the time which was a consistent theme during consultations.

7.83 The office scheme to the rear of the rail station, City Wharf, received much interest. There is little alternative to this scheme. The development was brought forward with the benefit of public sector support through English Partnerships. Criticism has also been levelled at the site due to design of the scheme with its parking conflict and the neighbouring residential uses.

7.84 St Chad's House by Loxton Developments is fully let and is a good example of a conversion of 3 storey 1970's/80's building. The floorplates are 1,700 sq.ft which fits the Lichfield demand niche, but again the site has limited parking. It is now subject to a 'prior approval' consent for residential conversion and will removed from the office stock of the City in due course.

7.85 Parking is considered a major issue in the town centre. It is accepted that the conservation area environment will restrict opportunities for parking, but when decisions are marginal over locations, the lack of available and close parking, it was said was enough to push some would-be office occupiers to Tamworth, Sutton Coldfield and Birmingham Business Park. It was also said that Lichfield lacks a fringe allocation where flexibility of accommodation and parking can compete with competitive towns such as Tamworth.

7.86 There is a strong appetite for freehold sites which makes the viability and delivery of speculative offices difficult and the need to raise capital values to be able to make a freehold sale viable.

7.87 Capital Values for freehold purchase have risen in the last 12 months to circa £160 per sq.ft (headline) although the values are likely to be closer to £150 per sq.ft. Whilst this is good news, values have had to rise from a depth of £100 per sq.ft in 2010. This is significant, but rising build costs in this period require capital values to be at the very least £170 per sq.ft but probably closer to £200 per sq.ft to provided investor/ developers with confidence to build at risk.

7.88 The Lichfield South scheme is considered to be a product for a national/regional markets. The average unit size/enquiry evident from our enquiries review is under 3,000 sq.ft and specifics such as the need for a courtyard environment where the occupier has their own front door is evident. The Lingfield scheme will not be able to cater for this product and is designed for larger modern floorplates of 10,000 sq.ft for larger occupiers on institutional leases. It is likely therefore not to address the demand that exists for the city centre and fringe locations for Lichfield. Covenant strengths of smaller businesses and those requiring flexible leases devalue investments. Subdividing larger floorplates in large footplate offices on sites such as Lichfield will not be delivered.

7.89 The Lichfield South scheme showed positive interest when opened with immediate lettings at £16.00 psft but this would be considered tight to make speculative building of offices viable in today's market.

7.90 The Cricket Lane allocation was raised as part of the consultations. There is a fear that, in the same way that the in-town offices have been converted to higher value / more certain residential uses, any slow rate of delivery of offices at the Cricket Lane allocation could undermine the delivery offices longer term as the non-delivery could, again give rise to residential conversion. The employment allocation at Cricket Lane could offer the flexible accommodation with parking that is so lacking in the centre and contributing to the undermining of the office market in the centre.

Reviews of Previous Studies

GVA Employment Land Study 2014

7.91 The latest Employment Land Study (ELS) available for review is the 2014 GVA study where data was collected in September 2013 for the purposes of understanding employment needs in relation to housing numbers growth. We are aware that the 30,000 sq.m requirement for offices in Lichfield has come under criticism. Our review seeks to provide clarity of the nature of office demand.

7.92 The ELS considered three scenarios for employment growth up to 2029, ranging from 48,250 jobs for the baseline to 52,320 jobs and categorised employment groupings to equate to land allocation. For this analysis we have looked at the findings as grouped for B1(a), B1(b) and B1(c).

7.93 The initial analysis supported an increase in demand for B1(a), a smaller demand for B1(b) (approximately 10% of the B1(a) demand) and a decrease in demand for B1(c).

7.94 The report assumed that 55% of office jobs would be in employment sites in Lichfield and 45% elsewhere. Depending on the scenarios between 77%-95% would be in Lichfield with the balance in Burntwood town centre and other areas.

7.95 The ELA predicted a need for 80-84ha of employment land of which c17.5ha would be needed for offices uses to 2029.

7.96 At the January 2016 Inquiry, 79.1ha of employment land was proposed of which 12 hectares was to be at Cricket Lane. A further 10ha of land is stated to be allocated through the allocations document to provide a total of 89ha.

7.97 Implication/Conflict: GVA Assumption made that skills located locally from residential units but evidence showing that out commuting is more dominant despite local skills.

Managed Workspace Report 2012

7.98 Kingston Commercial Property Consultants reviewed, in 2012, the market for managed workshops in Lichfield District.

7.99 The report found that across the sub region reviewed, managed workshops in Tamworth and Burntwood were under-represented.

7.100 The Burntwood market was characterised as industrially focussed, with poor quality retail and hence lower values, whereas in comparison, Lichfield was characterised as a professional sector led area (but high vacancies in 2012), was a small but active market. The business population was high value but there are limited sites to grow this market.

7.101 It was noted in 2012 that managed workshops in Lichfield Business Centre were at 70% occupancy which was regarded as a good example of such a facility. It was notably the largest such centre in the Burntwood - Lichfield – Tamworth study corridor.

7.102 In terms of the nature of enquiries, of the 91 office enquiries reviewed at that date, 50% were for premises less than 250 sq.ft. A further 38% were for premises between 250 – 750 sq.ft. 100% of enquiries were for space less than 1,000 sq.ft. 100% of studio enquires were for space less than 750 sq.ft.

7.103 Importantly office areas for this use ruled out were locations such as Eastern Avenue, Britannia Enterprise Park and Lichfield South as negative feedback to agents was suggestive that office tenants did not like being based at this location preferring to be more central.

7.104 In summary, the report found that further investment would be required in managed workshops in Burntwood and Lichfield.

7.105 Lichfield, whilst represented, benefitted only from Lichfield Business Centre, Trent Business Park and Greenhough Road. The space on offer though was limited. For example Greenhough Road offered only 6 units of 800 sq.ft. and has been noted is not going to expand.

7.106 Such space is however, ideal for Lichfield given the predominance of smaller office space needs across all the enquiry handling organisations. This has been a consistent, evident trend.

Summary Conclusions

7.107 As a general overview of our review, it is clear that Lichfield is suffering from availability and deliverability constraint and not a demand issue.

7.108 Whilst the agents have identified the market as slow and steady there is confidence that given modern, flexible space to manage and let they will have enquiries and will let the space.

7.109 The difficulty faced within this review is the lack of agencies holding and obtaining enquiry statistics. We have reviewed all data sources available from commercial surveying software such as CoStar and have recorded a handful of lettings and no investments. We have reviewed the enquiry data held by MISS. The actual volume of enquiries is low and the enquiries for Lichfield are for the majority for sub 3,000 sq.ft. We have reviewed the Council's own monitoring reports and considered the B1 office space within the availability and completions data held.

7.110 Such small levels of demand and smaller unit sized enquiries do not lend themselves to large floorplate offices and out of town business parks.

7.111 There is clearly a split market in Lichfield. There is the in-town sub 3,000 sq.ft market. This market relies on cellular space to maintain churn. It actually needs modern, open plan and flexible accommodation to compete with centres such as Tamworth, Sutton Coldfield and accessible areas such Birmingham Business Park. Accessibility is a driver in Lichfield, though the driver is accessibility to suitable and close proximity parking. Parking was a clear issue due in large to the nature of the street layout and where the offices tend to be located within the centre.

7.112 Secondly, there is the out of town market. Lichfield South is established and will attract national / regional occupiers seeking the Lichfield catchment. Cricket Lane, once on stream can offer that half way house. It will have the benefit of having modern accommodation with parking and be accessible but still on the fringe of the city, albeit the site is not allocated for office use within the Local Plan Strategy (only general employment).

7.113 Lichfield is not unique in this situation. We have reviewed very similar centres such as Oakham and Shrewsbury in recent times where the local community tend to gravitate with their businesses and are often based in cellular offices for years and sometimes generations. Expansion of business space tends then to push these occupiers out but the next tranche of local businesses move in and retain the momentum. In Lichfield more recently however the market has had a negative effect on trading space.

7.114 The market is made up of lease deals and freehold purchase/ownership of own building. The market data shows that rents have risen but are struggling get back to pre-recession values. Freehold costs are suffering the same effect. This is at the heart of non-delivery of sites and units and less so demand.

7.115 Viability and deliverability are at the heart of the issue. It is evident from the consistency of discussions, that across the board, local agents are struggling to close deals within Lichfield. Freehold offers are being made but rising build costs for offices have led to reconsideration of offers and enquiries are lost to other towns where the values are higher or where stock is already present.

7.116 Managed Workspace with parking would provide smaller unit holders a location given that Lichfield Business Centre is full.

7.117 Evidence is thin on the ground to extrapolate in to quantum of need. In this regard, we offer a recommendation that is as much qualitative as it is quantitative. Consistently, consultations led to annual deals that could be converted. Consistently, office trading in Lichfield was stated to be maintainable at 10,000 - 15,000 sq.ft per annum and the town centre take up made up of cellular churn, (albeit this is diminishing) but more importantly this quantum will not be capable of trading without modern, flexible premises to offer.

7.118 In this regard we have considered city centre sites where this could be accommodated. Suitable sites within Lichfield are limited due to the layout and conservation area restrictions, particularly so when parking in close proximity is a further important requirement. The Bird Street Car Park is perhaps the most suitable site on offer. It benefits from scale to accommodate a variety of office options, parking and is in town adjacent to all services.

7.119 As an additional point of interest the site is in public ownership. We highlighted the City Wharf example whereby, despite the parking and residential use that following, it was delivered due to English Partnership assistance.

7.120 To unlock a site in the foreseeable future one of two needs must be met. The first is the market rents and freehold capital values. Without a rise in these figures, there is no viable market and therefore no existing site will be invested and no allocation will come forward creating inertia.

7.121 The second outcome is the right site, in the right location.

7.122 The Bird Street car park provides the site and it is in public ownership. An option would be for the Council to market the site with a restricted covenant sale for offices only against a planning brief to limit brief creep. If the price paid for the land is residualised (i.e. the price paid reflects the lower values), it could be the mechanism that neutralises the market value and at the same time provides a site that could be brought to meet the Agents' projections of 10,000 - 15,000 sq.ft of space per annum, as a retail mixed use development in town to reverse the offices trend. Notwithstanding the preference for the redevelopment of Bird Street, the remaining identified sites in the City Centre Development Strategy could form part of a more appropriate and suitable modern office product.

7.123 The protection of Lichfield South would be required so as to protect the allocation from residential development. This employment site, relying on larger footprint occupiers may have less interested parties to deal with on average. The site may well take longer to fill, but that would be reflective of the market generally as indicated by the enquiry evidence and not reflective a non-market.

7.124 In the same vein, Cricket Lane should be monitored to ensure marketing is being undertaken and not so little that the lack of marketing contributes to the lack of delivery and the potential for residential change of use again. We note that the Council is not allocating the Cricket Lane site for specifically office use (only general employment) within the Local Plan Strategy.

7.125 We set out below specific conclusions and findings in relation to the data statistics.

Economy

- Lichfield benefits from a positive economic situation with high percentage of professionals and managers; however, the evidence is that the jobs location is not within Lichfield – high out commuting;
- Low unemployment; and
- Lichfield is not capturing the full potential value of these residents who are out commuting.

Demand and Land Availability

- Evidence of small scale enquiries demand;
- Evidence of low turnover of employment space;

- Freehold sales are in demand but relatively rare due to lack of land to trade.
- Lingfield South will only cater for larger institutional type enquiries. The majority of Lichfield demand is for local sub 3,000 sq.ft demand. The District however needs the split market in Lichfield catered for by suitable supply to both in town and out of town;
- It is notable that the 2016 take up is being delivered by consents from 2010, not consents in say 2015. This implies that no new consents deliverable;
- The recorded demand through MISS shows a low volume of demand for Lichfield. Statistics between 2014 and 2015 shows the demand for Lichfield falling from 14% to 3.4% of all enquiries. Those enquiries made were mainly for industrial units. Those for offices tended to be for smaller units sub 3,000 sq.ft;
- In 2015, almost as much office space was lost to residential uses as total recorded completed floorspace from planning permissions in the town centre;
- Both the MISS enquiry monitoring reports and the Annual Monitoring Report suggest supply is higher than demand. This may be misplaced however when considering the difficulties associated with the viability of office development making it difficult to deliver the units even where there is land available; and
- Rather than seeing a gradual decline in available Class B1 land as take up reduces supply Lichfield is experiencing the reverse where land supply is rising across the last three years.

Market Perspective

- The market is not depressed but there is no stock to demonstrate evidence of churn and take up. Agent opinion is that if they had the stock it would go, but difficult to be objective as to the scale of this unknown;
- Office rents are reflective of a small town market at £12-13.50 psft. At this level speculative office development would not be expected. Capital values are also inhibiting speculative office development. Situation not likely to change in short term as values not expected rise above market norm to outstrip costs therefore rate of development/turnover not likely to change from last 3 years rate;
- Pressure from residential conversion and future threat potentially at Cricket Lane if employment space is not forthcoming;
- Parking pressure affecting take up;
- Agents confident they could let more modern flexible space if it existed c 15,000 sq.ft per annum would be sustainable;
- Freehold sites in demand where smaller businesses can purchase for pension funds but capital values at bid stage are being lowered at valuation stage and are below the level

where it is viable for owners to build and sell office space leading to inertia in delivery of office space land;

- Fringe industrial estates not popular location for offices; and
- There is a role for managed workshops given the nature of the demand being smaller premises. Larger demand will be catered for at sites such Lichfield South and Cricket Lane.

Burntwood

- Anonymous in statistics and disregarded in terms of an office location by the market.

Emerging Directions

- Not to over allocate office land or risk of residential conversion pressure;
- Resist cellular space residential conversion above shops as, whilst not ideal space, it is town centre space where there is interest;
- Incentives to deliver modern open plan flexible workspace;
- Parking provision to encourage occupiers;
- Public sector may need to break the deadlock in office space provision. Current position where viability of sites is preventing potential take up is not likely to remain whilst capital values remain as they are. Whilst this may be overcome through future growth it will set back annual take up in the short term. This could be through LEP funding to deliver a site or to bring forward a Council owned site for example; and
- Review edge and out of town office permissions to ensure residential conversion resisted.

Future Allocations

- We have raised above the in-town market needs should be in the order of 10,000 - 15,000 sq.ft of space per annum.
- Land allocation is likely to lead to more inertia and future pressure for residential conversion so any office allocation should be considered in the context of intervention (land or LEP/public investment) to ensure delivery of space to equate to 10,000 - 15,000 sq.ft per annum;
- In terms of out-of-town, current allocated land according to the AMP 2016 is 5.2ha. We are aware however that sites have been removed from the list and are subject to residential consents; and
- The rate of take up of office land is negligible. It is not recommended therefore, that swaths of new sites are allocated for offices. For the forthcoming monitoring periods land at Lichfield South and Cricket Lane should be encouraged to be released and protected

from conversion to residential use where possible although we note that the site is not allocated for office use within the Local Plan Strategy specifically in any event..

8.0 Key Findings and Policy Recommendations

8.01 Paragraph 23 of the NPPF requires local planning authorities to promote competitive town centres by, *inter alia*:

- recognising town centres as the heart of their communities and by pursuing policies to support their vitality and viability;
- defining a network and hierarchy of centres that is resilient to anticipated future economic changes;
- promoting competitive town centres that provide customer choice and a diverse retail offer;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive; and
- undertake an assessment of the need to expand town centres.

8.02 Each of the above requirements is considered below in relation to the Lichfield administrative area in the context provided by this Study. Our recommendations in respect of Lichfield's future retail and town centre strategy seek to address the requirements set out in the original Retail Study Tender Brief.

Summary of Identified Need and Recommendations in Respect of the Council's Future Retail and Town Centre Strategy

8.03 WYG has undertaken an update of the potential quantitative and qualitative capacity for additional convenience and comparison floorspace within Lichfield District. The assessments have also looked at the potential capacity for additional floorspace within Lichfield city centre and Burntwood town centres specifically.

8.04 The assessment of capacity is based on the findings with regard to existing shopping patterns for convenience and comparison shopping within the District, which was undertaken by NEMS in October 2016. The household survey was required in order to update the previous set of results which were established from a household survey undertaken in 2004. The NPPF is clear that the evidence base supporting development plans should be adequate and up-to-date. The purpose of this Study and the associated household survey and quantitative assessment is to ensure that the Council has an up to date evidence base to support the emerging local plan.

8.05 On each quantitative assessment undertaken, we have taken account of the turnover and trade draw of the identified commitments within and on the periphery of the Study Area (where these will potentially draw shoppers from within Lichfield District). Within Lichfield, the primary commitment is the permitted retail and leisure scheme at Friarsgate, which we understand is progressing well and is highly likely to be delivered in the short term. Outside of the Study Area, the primary commitment is the Mill Green Outlet Centre scheme, permitted in Cannock. Whilst this is a substantial scheme, only a relatively small amount of expenditure is expected to be drawn from Lichfield. It is imperative that future capacity figures take account of those schemes which are likely to proceed, to provide a realistic evidence base upon which to base local plan policies on.

8.06 The assessment does not split the floorspace requirements to bulky or non-bulky floorspace but it does express a floorspace range dependent on the nature of the operator (i.e. a lower sales density for bulky retailers and a higher sales density for non-bulky retailers). WYG's recommendation is that any requirement for additional Class A1 floorspace should be directed to the defined centres of Lichfield and Burntwood in the first instance, in order to compete with the provision at Ventura Retail Park in Tamworth in particular. Whether this floorspace is bulky or non-bulky will be dependent on the market and the size of any available development sites in the future.

8.07 Whilst we acknowledge that in some instances, there is a potential capacity for additional floorspace prior to taking account of Friarsgate, it would not be robust to rely on the potential capacity figures which did not take account of the expenditure likely to be generated by the commitments. Therefore, the capacity figures post commitments are of relevance to this Study and in guiding the principles of the development plan policies.

8.08 In short, we have undertaken the following quantitative assessments:

Convenience

- Capacity for convenience floorspace within the District as a whole;
- Capacity for convenience floorspace within Lichfield city centre; and
- Capacity for convenience floorspace within Burntwood town centre.

Comparison

- Capacity for comparison floorspace within the District as a whole (based on the existing market share);

- Capacity for comparison floorspace within the District as a whole (based on an increased market share in light of Friarsgate attracting more expenditure to the city centre);
- Capacity for comparison floorspace within Lichfield city centre (based on the existing market share);
- Capacity for comparison floorspace within Lichfield city centre (based on an increased market share in light of Friarsgate attracting more expenditure to the city centre); and
- Capacity for comparison floorspace within Burntwood town centre.

8.09 The household survey, undertaken in October 2016, identified that Lichfield District claims a market share of 55% of convenience goods expenditure and 29% of comparison goods expenditure which originates within the Study Area at 2016. In terms of Lichfield city centre, the facilities within and on the edge of the city centre claim a market share of 16% of convenience goods expenditure and 20.9% of comparison goods expenditure. Finally, turning to Burntwood town centre, the facilities claim 19% of convenience goods expenditure and just 3.1% of comparison goods expenditure.

8.10 For the convenience and comparison capacity calculations, we have also assumed that there will be a level of inflow of available expenditure from the tourism spend being directed to Lichfield city centre. Using available local data, we have modestly assumed that there will be a 5% inflow of convenience expenditure from tourists and a 15% inflow of comparison expenditure from tourists. Whilst these levels of inflow total approximately £30m at 2016 in total, we consider this level to be robust and not overestimating the level of expenditure which may be directed towards convenience and comparison retail facilities within Lichfield city centre.

8.11 The floorspace requirements identified in this Study – which are summarised below – are of some relevance to the determination of future planning applications for new retail floorspace in the District and assist in drafting and formulating the policies for the future development plan documents.

8.12 However, whilst any level of identified quantitative need has some relationship to the test of impact, it is necessary to be mindful that 'need' is no longer a direct planning test. Accordingly, identified floorspace requirements should not be considered a 'cap' on appropriately located development. Instead, proposals that come forward should be assessed against the relevant policies of the NPPF and the development plan.

Convenience Goods Floorspace Requirement

8.13 We do not identify a quantitative requirement for any additional convenience goods floorspace within Lichfield's administrative catchment up to 2031, once existing commitments are taken into account.

8.14 As set out at Table 8.1 below, based on the retention of Lichfield's existing convenience goods market share of 55% in the period to 2031 and taking account of commitments, there will be an expenditure deficit of -£32.7m at 2021, reducing to -£21.9m at 2026.

Table 8.1: Quantitative Need for Convenience Goods Floorspace in Lichfield District Post Commitments

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Convenience Goods Requirement	-3,700	-3,200	-2,900	-2,400	-2,100
Maximum Convenience Goods Requirement	-5,700	-4,900	-4,400	-3,600	-3,200

8.15 Table 8.2 below demonstrates that similar levels of negative residual capacity figures are also calculated for Lichfield city centre specifically (i.e. we do not identify any capacity for additional convenience floorspace within the city centre).

Table 8.2: Quantitative Need for Convenience Goods Floorspace in Lichfield City Centre Post Commitments

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Convenience Goods Requirement	-400	-300	-200	0	0
Maximum Convenience Goods Requirement	-600	-400	-300	-100	100

8.16 In terms of the spatial distribution of foodstores across the District, we do not consider that there are any significant gaps in provision which need to be responded to, as the existing foodstores are reasonably well distributed. There is a reasonable representation from different fascias across the District, including from each of the 'main four' supermarkets, discount retailers and higher end foodstores. However, it is evident that discount foodstores are trading particularly strongly and we anticipate that further interest from this sector may be forthcoming in the future.

8.17 Turning to Burntwood town centre; however, based on the retention of the existing convenience facilities at 19% of the total available convenience expenditure, Table 8.3 below demonstrates that by 2021 there will be a floorspace capacity of between 1,300 sq.m and 1,900 sq.m (net) and by 2026, this increases to between 1,400 and 2,100 sq.m (net) of convenience capacity and by 2029 between 1,500 and 2,400 sq.m of convenience capacity.

Table 8.3: Quantitative Need for Convenience Goods Floorspace in Burntwood town centre Post Commitments

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Convenience Goods Requirement	1,100	1,300	1,400	1,500	1,600
Maximum Convenience Goods Requirement	1,700	1,900	2,100	2,400	2,500

8.18 Overall, in terms of the quantitative capacity for additional convenience goods floorspace across the District as a whole, based on the current market share, we have not identified any capacity for additional floorspace. The same conclusion must be made about Lichfield city centre. This is due to the underperformance of a number of stores within and on the edge of Lichfield city centre.

8.19 However, due to the performance of the convenience stores in Burntwood town centre, and the levels of overtrading of both the Morrisons and the Aldi, we conclude that there is an immediate requirement for additional convenience capacity in Burntwood town centre specifically, which grows to between 1,500 sq.m and 2,400 sq.m (net) by the end of the plan period of 2029.

Comparison Goods Floorspace Requirement

8.20 In terms of comparison goods capacity, due to the extant permission for the Friarsgate scheme in Lichfield city centre, we do not identify any requirement for any additional comparison floorspace within the District, within the short, medium or long term. This is in light of the floorspace proposed within the Friarsgate scheme absorbing any capacity which would have otherwise been identified. However, this is based on the assumption that the current market share attracted by the District's comparison retail facilities will remain consistent across the development plan period.

8.21 The market share of comparison expenditure claimed by facilities within Lichfield is not as high as we would have expected. We consider this is likely to be due to the lack of modern retail stock within the city centre, a lack of out of centre destinations within the District and also the strong competition from destinations located outside of the District, such as Ventura Retail Park in Tamworth.

8.22 However, we have considered a second scenario, looking at the potential for the District to increase its overall market share by 15% as a result of Friarsgate (increasing the overall Study Area market share from 29% at 2016, to 33.5% from 2021 onwards). We consider that the scheme at Friarsgate has the real potential to increase the market share of the city centre, due to its ability to 'clawback' expenditure and shopping trips which are currently going to destinations outside of the District. This is particularly the case having reviewed the impacts of similar schemes in other town and city centres from across the UK, and establishing how the schemes have improved the market share of the centres (see section 6.0 above for full details).

8.23 When reviewing the second scenario (i.e. assuming that the market share for the District and the city centre could increase by 15%), the potential capacity for additional comparison floorspace across the District as a whole increases to between 1,700 sq.m and 2,800 sq.m at 2026 and between 3,400 sq.m and 5,700 sq.m (net) by 2029.

Table 8.4: Quantitative Need for Comparison Goods Floorspace in Lichfield's Administrative Catchment Post Commitments (Assuming an Increased Market Share of 33.5% from 2021 onwards)

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Comparison Goods Requirement	-9,000	-1,100	1,700	3,400	3,600
Maximum Comparison Goods Requirement	-14,900	-1,900	2,800	5,700	6,000

8.24 Table 8.5 below then provides the potential capacity figures for comparison floorspace within Lichfield city centre, again assuming that the market share will increase following the opening of Friarsgate. This scenario identifies that even when taking account of the Friarsgate commitment, due to the increase in market share likely to be achieved by the city centre, there will be a medium to long term capacity for additional floorspace above and beyond that which will be provided at Friarsgate.

Table 8.5: Quantitative Need for Comparison Goods Floorspace in Lichfield City Centre Post Commitments (Assuming an Increased Market Share of 24.0% from 2021 onwards)

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Comparison Goods Requirement	-5,700	-200	1,800	3,100	3,200
Maximum Comparison Goods Requirement	-9,400	-300	3,100	5,100	5,400

8.25 In any event, it is considered that the Council should seek to plan for the reuse, refurbishment or redevelopment of the existing vacant units in the town centre wherever possible in order to accommodate this comparison goods requirement in the first instance. Furthermore, we consider that the main priority for the Council is to deliver and protect the forthcoming Friarsgate scheme. The scheme will help to deliver modern retail and leisure units which will attract new operators to Lichfield town centre and help to 'claw-back' some of the significant amount of expenditure which is leaking outside of the District.

8.26 We note that the Council has previously identified development sites within Lichfield city centre within the Lichfield City Centre Development Strategy & Action Plan, and has aspirations to bring them forward for commercial development in the town centre. We consider that the allocation of these sites for a mix of commercial uses, with the potential to deliver city centre residential schemes should be progressed, to reflect the periphery nature of the sites and the locations away from the primary shopping area. These sites have the potential to deliver the identified future capacity within Lichfield following the opening of Friarsgate, but we recommend that the scheme is allowed to reach its optimum trading patterns prior to other schemes being progressed for Class A1 floorspace within the city centre.

8.27 In terms of Burntwood, we again acknowledge that the Council has previously identified two key sites within the town centre boundary for commercial development, which we also understand pre-application discussions are underway with the Council relating to the potential development of the sites. Table 8.6 below provides the capacity findings for comparison floorspace post commitments for Burntwood town centre. The figures demonstrate that based on the current market share of 3.1% there is no identified quantitative capacity for additional comparison floorspace within the town centre.

Table 8.6: Quantitative Need for Comparison Goods Floorspace in Burntwood town centre Post Commitments

	2016 (sq.m)	2021 (sq.m)	2026 (sq.m)	2029 (sq.m)	2031 (sq.m)
Minimum Comparison Goods Requirement	-900	-700	-500	-300	-300
Maximum Comparison Goods Requirement	-1,500	-1,100	-800	-500	-400

8.28 Although our capacity findings demonstrate that there is immediate requirement for additional convenience floorspace (both quantitative and qualitative) but no identified quantitative capacity for comparison goods floorspace. However, this is on the basis of the existing market share of Burntwood being relatively low due to the lack of the current retail provision within the centre. Therefore, there is the real potential to enhance the attraction of Burntwood town centre through the delivery of a mixed-use scheme, again commercially led but with the potential for residential uses as part of the wider scheme. This would in turn bring residents and shoppers into the centre, thus increasing the level of available expenditure to support additional commercial floorspace in the town.

8.29 In light of the above, we conclude that there is a clear overall qualitative need for both convenience and comparison floorspace within Burntwood town centre in order to substantially enhance the overall town centre environment and increase the overall attractiveness and market share of the centre.

Review of Lichfield and Burntwood Centre Boundaries

8.30 The NPPF states that it is necessary for LPAs to identify the Primary Shopping Area of existing centres as this forms the basis in terms of the application of the sequential approach to retail development. In this respect, Annex 2 of the NPPF provides the following definitions for the primary shopping area (PSA) and primary and secondary frontages as follows:

'Primary shopping area is a '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 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.'

Lichfield City Centre Boundaries

8.31 Lichfield city centre boundary is defined in Core Policy 8 and Policy Lichfield 3 of the adopted Lichfield Local Plan Strategy (2008-2029). The existing boundary is shown on the proposals map at Appendix 4. WYG is not however, reviewing the existing defined town centre boundary as part of this brief. The Proposals Map also defines a 'Primary Retail Area' and 'Secondary Retail Area', although no frontages are currently designated.

8.32 WYG has undertaken a review of the existing primary and secondary retail areas in Lichfield city centre as defined by Saved Policies L.15 (Primary Retail Areas) and L.16 (Secondary Retail Areas) of the Lichfield District Local Plan (1998). The review has been undertaken based on Use Class data on existing retail units within the city centre provided by Lichfield District Council who surveyed the centre in June 2016. Information was also provided on the historic use class of units within the centre (surveyed at 2000) meaning it has been possible to identify where change of use / vacancies have occurred. Consideration has also been given to emerging development proposals within the city centre, particularly the Friarsgate mixed-use scheme that was granted planning consent in May 2016.

8.33 The use class data is broken down to individual streets, which allows us to undertake a street by street assessment of the diversity of use classes present on the various streets located within the existing primary and secondary retails areas. In order to define the primary and secondary shopping frontages in the town centre, we usually recommend the broad classification of frontages as below.

- Primary shopping frontages - over 70% of street level frontage should be in A1 use; and
- Secondary shopping frontages – the street level frontage should contain a greater diversity of retail and service uses (e.g. A1, A2, A3, A4, A5, B1, C1 and D2) and typically over 50% is in Class A1 Use.

Figure 8.7: Proportion of A1 units by street in Lichfield City Centre

Street	% A1 (Units)	% A1 (Floorspace)
Bakers Lane	83.33%	91.68%
Bird Street	35.48%	16.76%
Bolt Court	100.00%	100.00%
Bore Street	42.55%	45.21%
Breadmarket Street	0.00%	0.00%
City Arcade	20.00%	12.47%
Conduit Street	47.06%	42.14%
Dam Street	42.86%	30.36%
Garrick Levetts Square	33.33%	37.78%
Gresley Row	80.00%	86.16%
Lombard Street	33.33%	21.41%
Market Street	66.67%	66.37%
Sandford Street	25.00%	23.80%
Tamworth Street	51.06%	36.56%
Tudor Row	84.62%	82.37%

8.34 Figure 8.4 shows that high proportions of A1 uses are concentrated on Bakers Lane (The Three Spires Shopping Centre), Bolt Court, Gresley Row, Market Street and Tudor Row.

8.35 However, having reviewed the relationship and connectivity between these streets, as well as the overall concentration of Class A1 units throughout the centre, it became clear that a slightly more flexible approach to the designation of frontages was appropriate in Lichfield's circumstance.

8.36 Based on the above findings, we consider that it is not possible to designate the primary frontages on all streets containing over 70% of Class A1 units as Primary Shopping Frontage. Whilst Bolt Court has 100% for both the proportion of A1 units and floorspace, it is located north of Market Street and whilst we consider it to lie within the primary shopping area, we do not consider it to form part of the primary or secondary frontages, due to its lack of connectivity with the centre. A view has also been taken that Tudor Row which has a high proportion of Class A1 uses (84.62%), forms part of the secondary retail frontages. This is due to its location in the context of Bore Street, which we also consider to form part of the secondary retail frontage.

8.37 Our findings show that Bakers Lane (The Three Spires Shopping Centre) has the highest proportion of Class A1 floorspace (91.68%) and forms part of the primary retail frontages.

8.38 Market Street has a 66.67% proportion of Class A1 uses and a 66.7% proportion of Class A1 floorspace. Notwithstanding our usual threshold of 70%, it is clear that Market Street also forms part of the primary retail frontages due to its prominence within the city centre as a key shopping street in which A2 and A3 uses support the majority A1 function. There are also a number of vacant A1 units present on the street that if occupied would increase the A1 threshold to greater than 70%. Class A1 uses are also concentrated to the east of Bore Street and the West of Tamworth Street which are also considered to form part of the primary frontages. Whilst the proportion of A1 uses present on Conduit Street are significantly lower than the 70% threshold, this street is considered to connect Market Street and Bakers Lane and forms part of the primary frontages.

8.39 WYG also recommends that City Arcade, located off Market Street, forms part of the overall primary frontage. The small retail arcade comprises five A1 units, of which four are currently vacant. However, the arcade is subject to planning application ref. 16/00428/FUL which proposes an extension to the first floor and refurbishment of existing units which was approved in June 2016 and is currently underway. Once completed, this development will provide high quality Class A1 units that will be suitable to attract national multiple retailers.

8.40 We have considered Saved Polices L.17 (Bird Street) and L.18 (Dam Street) and recommend that these policies are removed from the local plan moving forward, with Bird Street and Dam Street forming part of the secondary retail frontages. We also recommend that the west of Bore Street, East of Tamworth Street, Tudor Row, south west of Lombard Street and north-eastern parade on St John Street form part of the secondary retail frontages.

8.41 These proposed primary and secondary frontages seek to define a relatively tight area but also remain flexible enough to encourage and recognise other non-retail uses, both to reflect the uses 'on the ground' but also to ensure that the boundaries do not act to identify an inappropriately large area for the purpose of the application of the sequential approach to development. Our recommended primary shopping area forms the area around the streets comprising the recommended primary and secondary frontages, as guided by the NPPF and NPPG.

8.42 Our recommended shopping frontages, Primary Shopping Area and town centre boundary for Lichfield are indicated in Appendix 4.

8.43 These findings and recommendations have been found to be broadly consistent with the recommendations set out in the Lichfield Update of Retail Evidence Base 2011 (January 2012).

8.44 It also recommended that subject to completion of the development, the recommended primary shopping area is extended to accommodate the retail and service element of the Friarsgate mixed use development. An indicative boundary is also shown at Appendix 4. WYG recommend that following the completion of this scheme that a review of the primary and secondary retail frontages recommended in this report is undertaken to establish their continued relevance in the context of Friarsgate.

Burntwood Town Centre Boundary Recommendations

8.45 WYG has considered the existing Burntwood Town Centre boundary as defined by Core Policy 8 and Policy Burntwood 3 of the Lichfield Local Plan Strategy (2008-2028) and shown on the policies map.

8.46 WYG does not consider it appropriate to designate primary and secondary retail frontages within the existing composition of Burntwood town centre. WYG recognises that there is a concentration of Class A1 Uses around the Burntwood Town Shopping Centre. However, these units are considered to provide a marginal commercial offer, with a prevalence of lower-tier Class A1 uses such as charity shops and poor representation from national multiple retailers.

8.47 Furthermore, the town centre is anchored by Morrison's which is located approximately 300m south of the Burntwood Town Shopping Centre meaning the connectivity between the primary uses within the centre is poor.

8.48 WYG does not consider the designation of frontages to be appropriate in a centre the size of Burntwood, we do; however, recommended that a policy is applied restricting the change of use of existing A1 retail units to A2, A3, A4 or A5. This will help to maximise the comparison goods offer within the centre and restrict the change of use of A1 units that are currently vacant.

8.49 Based on the above, WYG does not consider the designation of a primary shopping area within Burntwood town centre appropriate, and instead, the town centre boundary will form the retail core of the centre. We have reviewed the existing town centre boundary and our recommendation is broadly consistent with this. It is; however, recommended that the town centre boundary is reduced to the north-west to exclude the Emmanuel Church, Chaseview Care Home and three residential units that are currently located within the centre. These are not main town centre uses. WYG's recommended town centre boundary is shown at Appendix 5. The inclusion of the two development sites within the town centre boundary presents opportunities for regeneration in the form of mixed-use developments.

Policy Recommendations

8.50 In addition to the above, WYG has been asked to review the following policies as part of the brief:

- Policy L12 of the 1998 Local Plan – Office Development Sandforth Street;
- Policy L13 of the 1998 Local Plan – City Centre Redevelopment;
- Policy L15 of the 1998 Local Plan – Primary Retail Area;
- Policy L16 of the 1998 Local Plan – Secondary Retail Area;
- Policy L17 of the 1998 Local Plan – Bird Street; and
- Policy L18 of the 1998 Local Plan – Dam Street.

8.51 We provide our commentary on each of the existing policies in Table 8.5 below.

Table 8.5: WYG's Recommended Policy Guidance

Policy	WYG's Comments and Recommendations
Policy L.12 0.3 ha (0.75 acres) of land on Sandford Street, comprising four separate sites, as shown on the City centre inset to the Proposals Map, is proposed for office development. Buildings constructed on these sites shall:- 1. Be of a design and of materials which reflects the character of buildings traditional to Sandford Street. 2. Continuously fill the entire vacant frontages of Sandford Street and be set at the back of pavement. 3. Be 2 or 3 storey in height. Three storey buildings with roof dormers will not be acceptable.	The sites have seen recent redevelopment for offices and residential uses. The unit on Swan Road opposite Premier Inn would serve as a continuation for offices albeit, on-site parking opportunities are limited. Residential infill and neighbouring residential uses are likely to continue to add pressure for loss to residential. Our research shows that Lichfield is losing office accommodation and new stock is not replacing it. Consultation with Local agents also highlighted that Bird Street (adjacent) has come under pressure for residential conversion and whilst cellular offices in this location do not meet modern standard standards, developers are not providing new accommodation on viability grounds – office retention in this area should therefore be encouraged to prevent further

Policy	WYG's Comments and Recommendations
Schemes for mixed development of offices and residential accommodation will also be acceptable provided that the office use predominates.	loss in the meantime, particularly on the City Point and Swan Road allocations. It is likely that viability will play a part in the argument to retain the buildings for offices. Loss of the car park land to the rear may allow for new office development but would limit further, office workers access to parking nearby. The former DVLA test centre which has now been demolished on Lower Sandford Street could have provided a small managed workspace facility. Retention and provision of this type of facility would provide for the demand evidenced for smaller units. Local Agents have told us that whilst the market is slow and steady they are confident that 10-15,000 sq.ft of accommodation could be let per annum in the City.
Policy L.13: City Centre Redevelopment It is proposed that the areas shown on the City Centre Inset to the Proposals Map be developed or redeveloped primarily for shopping purposes. The development shall include the provision of replacement car park spaces and sufficient additional car parking capacity to meet the requirements of the commercial floorspace provided. A bus station facility will be retained within the site, or a replacement included within the development. Other uses may be incorporated in the site which may include offices, leisure facilities or housing above ground floor level	WYG considers that it will be key to encourage a mix of town centre uses within Lichfield city centre to ensure that the key redevelopment sites are brought forward, without untenably effecting on the city centre or the delivery of Friarsgate in particular. Mixed-use schemes with retail, leisure and other town centre uses should be encouraged with residential uses inter-dispersed to bring more activity to the city centre, particularly in the evenings. Having reviewed the area covered by the Policy L.13 designation, it is important to note that the area is covered by the majority of the Friarsgate extant permission. As such, we would recommend that Friarsgate is referred to within a city wide policy, specifically guiding that any proposals for Class A1 (and other main town centre uses) on edge or out of centre locations should full assess the potential impact on Friarsgate as part of the overall impact assessment, along with the impact on the vitality and viability of the city centre as a whole. Protecting the delivery of Friarsgate must be the priority for the Council.
Policy L.15: Primary Retail Area Within the primary retail area:-	WYG recommends that policies controlling and guiding development within the primary

Policy	WYG's Comments and Recommendations
Planning permission will not be granted for the change of use of ground floor shops to non-retail uses, including uses such as building societies or banks, where this would lead to an unacceptable concentration of such uses undermining the vitality and viability of streets as shopping streets.	shopping area should be provided as part of a city centre wide policy. Restrictions on the change of use of units within the primary shopping area to non-retail uses should be included to protect the overall vitality and viability of the city centre. We recommend that the definition as set out within the Annex 2 of the NPPF is referred to with regard to the primary shopping area, and that it is made clear that any proposals for main town centre uses located outside the primary shopping area (for retail uses) or the town centre (for all other main town centre uses) are required to undertake a sequential test and impact assessment in accordance with guidance contained in the NPPF and NPPG.
Policy L.16: Secondary Retail Areas Within secondary retail areas, as defined in the Lichfield City Centre Inset Plan the following will apply:- 1. The change of use of existing non-retail premises to retail uses will be encouraged. 2. General office uses at ground floor level will not be permitted but where the use falls within Class A2 of the Use Classes Order (financial and professional services) proposals will be permitted except where this would result in an unacceptable concentration of such uses undermining the vitality and viability of the shopping centre.	There is no longer a requirement to allocate 'secondary retail areas', but frontages and the primary shopping area instead. As such, policy guidance relating to frontages will be contained within the wider city centre policy and should reflect the guidance contained within the NPPF.
Policy L.17: Bird Street The District Council propose to assist in the regeneration of Bird Street and maintain its essential character through the following policies: 1. The change of use of existing ground floor retail premises to non-retail uses will be opposed except in the case of change of use to cafes and restaurants.	WYG recommends that the specific policy allocation of Bird Street is removed, and that Bird Street forms part of the designated Secondary Frontages and Primary Shopping Area. As such, the wider city centre policies will guide the specific nature of development within the area as a whole, guiding change of use applications and promoting a town centre first principle, in accordance with the guidance

<table>
<tr><th>Policy</th><th>WYG's Comments and Recommendations</th></tr>
<tr><td>2. Change of use of ground floor non-retail premises to general office use will not be permitted.
3. Change of use of ground floor non-retail premises to financial and professional services (A2) will be permitted.</td><td>contained within the NPPF.

WYG recognises that the Council has aspirations to bring forward the redevelopment of Bird Street and that in the medium to long term, this site could absorb any potential capacity that may arise as a result of an increase in market share of the city centre following the opening of Friarsgate. However, in the first instance, any alternative scheme must be assessed in accordance with the impact and sequential tests contained within the NPPF, and therefore the potential impact on Friarsgate would have to be undertaken.</td></tr>
<tr><td>Policy L.18: Dam Street
The District Council propose to maintain the mixed use character of Dam Street and retain its residential element through the following policies:-

1. Planning permission will not be granted for the change of use of a building currently used for residential purposes, to a nonresidential use.
2. Changes of use of existing ground floor retail uses to non-retail uses will not be permitted.
3. Changes of use to other nonresidential premises will be permitted where there will be no adverse environmental impacts on the amenities enjoyed by existing residents of the street.</td><td>WYG recommends that the specific policy allocation of Dam Street is removed, and that Bird Street forms part of the designated Secondary Frontages and Primary Shopping Area.

As such, the wider city centre policies will guide the specific nature of development within the area as a whole, guiding change of use applications and promoting a town centre first principle.</td></tr>
</table>

Overall Retail Recommendations

8.52 The following summarises the key findings and recommendations from the retail study undertaken by WYG:

- There is no identified short, medium or long term floorspace requirements for additional convenience goods floorspace within Lichfield District or Lichfield city centre when assessing using a constant market share. However, we have identified an immediate requirement for additional convenience goods floorspace within Burntwood town centre, due to the overtrading of the existing large stores within the centre;

- When assuming that the market share of the District and the city centre will remain consistent over the local plan period, there is no identified capacity for additional comparison floorspace. However, if we assume that the Friarsgate scheme increases the market share of the District and the city centre (i.e. it draws shoppers and expenditure back into Lichfield who are currently travelling outside of the District to meet their comparison shopping needs), we have identified a medium to long term comparison requirement for additional floorspace within the District and the city centre;
- However, we recommend that the trading patterns and trade draw of Friarsgate are fully established prior to any further schemes for Class A1 floorspace come forward within Lichfield city centre. At that stage (two years post opening of Friarsgate), we recommend that a further survey is undertaken to establish the impact of Friarsgate, and to fully establish the resultant market share of the city centre as a result of the trading patterns of Friarsgate. We do not recommend that a floorspace figure is provided within the policy text for the city centre or even the wider District, but that the policy refers back to the latest available evidence base; and
- In terms of Burntwood, as stated above, there is a convenience requirement for additional floorspace in the short term. Whilst there is a lack of an immediate requirement for additional comparison floorspace within the centre, there are key opportunity sites to bring forward commercial development which could significantly enhance the town centre environment and draw shoppers back into the centre, and thus increasing the attractiveness and market share of the centre. Any scheme is likely to be qualitatively different to that which is being delivered in Lichfield city centre and more akin to the town centre nature of Burntwood.

Overall Office Recommendations

8.53 The following summarises the key findings and recommendations from the office market review in Lichfield undertaken by White Land Strategies Ltd:

- The in-town market needs should be in the order of 10,000 - 15,000 sq.ft of space per annum;
- The land allocation is likely to lead to more inertia and future pressure for residential conversion, so any office allocation should be considered in the context of intervention (land or LEP/public investment) to ensure delivery of space to equate to between 10,000

and15,000 sq.ft per annum;

- In terms of out-of-town space, the provision of currently allocated land according to the AMP 2016, is 5.2ha. We are aware however that sites have been removed from the list and are subject to residential consents;
- The rate of take up of office land is negligible. It is not recommended therefore that swaths of new sites are allocated for offices; and
- For the forthcoming monitoring periods land at Lichfield South and Cricket Lane should be encouraged to be released and protected from conversion to residential use where possible.

Glossary of Terms

Capacity	Retail capacity in terms of this report refers to surplus/deficit of expenditure (£m) which represents the difference between the expenditure and turnover of the identified facilities.
Comparison Goods	Comparison goods relate to items not obtained on a frequent basis, these include clothing, footwear, household and recreational goods. A more detailed breakdown of comparison goods categories is provided below.
Chemist Goods	*All consumer retail expenditure on prescription and non-prescription drugs, adhesive and non-adhesive bandages, first-aid kits, hot-water bottles, toilet shops, sponges, and so on.*
Clothing & Footwear	*All consumer retail expenditure on shoes and other footwear, garments for men, women, children and infants either ready-to-wear or made-to-measure, underwear, ties, handkerchiefs, scarves, and so on.*
DIY Goods	*Includes all consumer expenditure on hardware, DIY, decorators' supplies and garden centre type goods. This category includes products such as hammers, saw, screwdrivers, wallpaper, plumbing items, floorboards, ceramic tiles, plants, pots, turf for lawns, and so on.*
Electrical Goods	*All consumer retail expenditure on domestic electrical and gas appliances, such as washing machines, dryers, dishwashers, ironing and press machines, cookers, freezers and fridge-freezers, coffee makers, radios, televisions, DVD players, and so on.*
Furniture Goods	*Includes all consumer expenditure on furniture, floor coverings and household textiles such as beds, sofas, tables , cupboards, bed linen, curtains, towels, lamps, mirrors, and so on.*
Household Goods	*Includes household textiles and soft furnishings, china, glassware, jewellery and other miscellaneous goods such as greeting cards, notebooks, pens, pencils, and so on.*
Recreational Goods	*All consumer retail expenditure on bicycles and tricycles (excluding toy bicycles), musical instruments, sports equipment, camping equipment, toys of all kinds including dolls, soft toys, and so on.*
Convenience Goods	Convenience goods relate to everyday essential items including confectionary, food, drinks, newspapers and magazines.

District centre	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
Expenditure Per Capita	The average spend of each person within the defined Study Area on a variety of retail goods.
Expenditure	Expenditure is calculated by taking the population within a defined area and then multiplying this figure by average annual expenditure levels for various forms of goods.
Expenditure Forecasts	This assessment has been undertaken using the 'goods based' approach as prescribed in the Planning for Town Centres Practice Guidance. Retail expenditure forecasts have been derived from Experian Retail Planner Briefing Note 12.1 (October 2014).
Experian (MMG3)	The database used to identify population, expenditure and socio-economic breakdown of the Study Area population.
Gross Floorspace	Represents the level of total floorspace or footprint of a specific development (i.e. sales area, storage, checkouts, café, display, and so on).
GOAD Plans	Provide accurate information on the composition of town centres, shopping areas, out-of-town retail parks and outlet villages in the UK. Identifies the fascia name, retail category, floorspace, and exact location of all retail outlets and vacant premises.
GOAD Reports	Provide a snap-shot of the retail status or demographic make-up of Goad surveyed town centres. Provides a comprehensive breakdown of floorspace and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.
Local	**Centre** Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
Net Floorspace	Represents the level of internal area devoted to the sale of goods.

Market Share	Market shares derived from the household survey results, which are based on either the proportion of shopping trips or the proportion of expenditure attracted to a particular centre/facility.
National Multiple	This is defined as a retail or service operator which is or part of a network of nine or more outlets.
Price Base	The price base for the Study is 2015; all prices are or have been adjusted to 2013 in order to be consistent.
Rates of Productivity	This takes into account the potential for existing retail floorspace to improve their turnover productivity (e.g. smaller goods could be sold from a smaller area for more money, increased opening hours, etc.).
Sales Density	Retail capacity figures are expressed in term of floorspace, relying on the application of assumed sales density figures to the surplus expenditure identified. This is based on the typical turnover of a store by square metre/foot.
Special Forms of Trading	Defined by Experian as expenditure not directed to traditional floorspace such as the internet, mail order, party plan and vending machines and other non-store activity such as market and road-side stalls.
Study Area	This represents the household survey area, which is based on postal sectors.
Trade Draw	This refers to the level of trade attracted to a particular facility/centre from a particular area.
Turnover	The turnover figure relates to the annual turnover generated by existing retail facilities.
Town Centre	A town centre will usually be the second level of centres after town centres and, in many cases, they will be the principal centre of centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.

Lichfield Centres Report - Appendices

Lichfield District Council

January 2017

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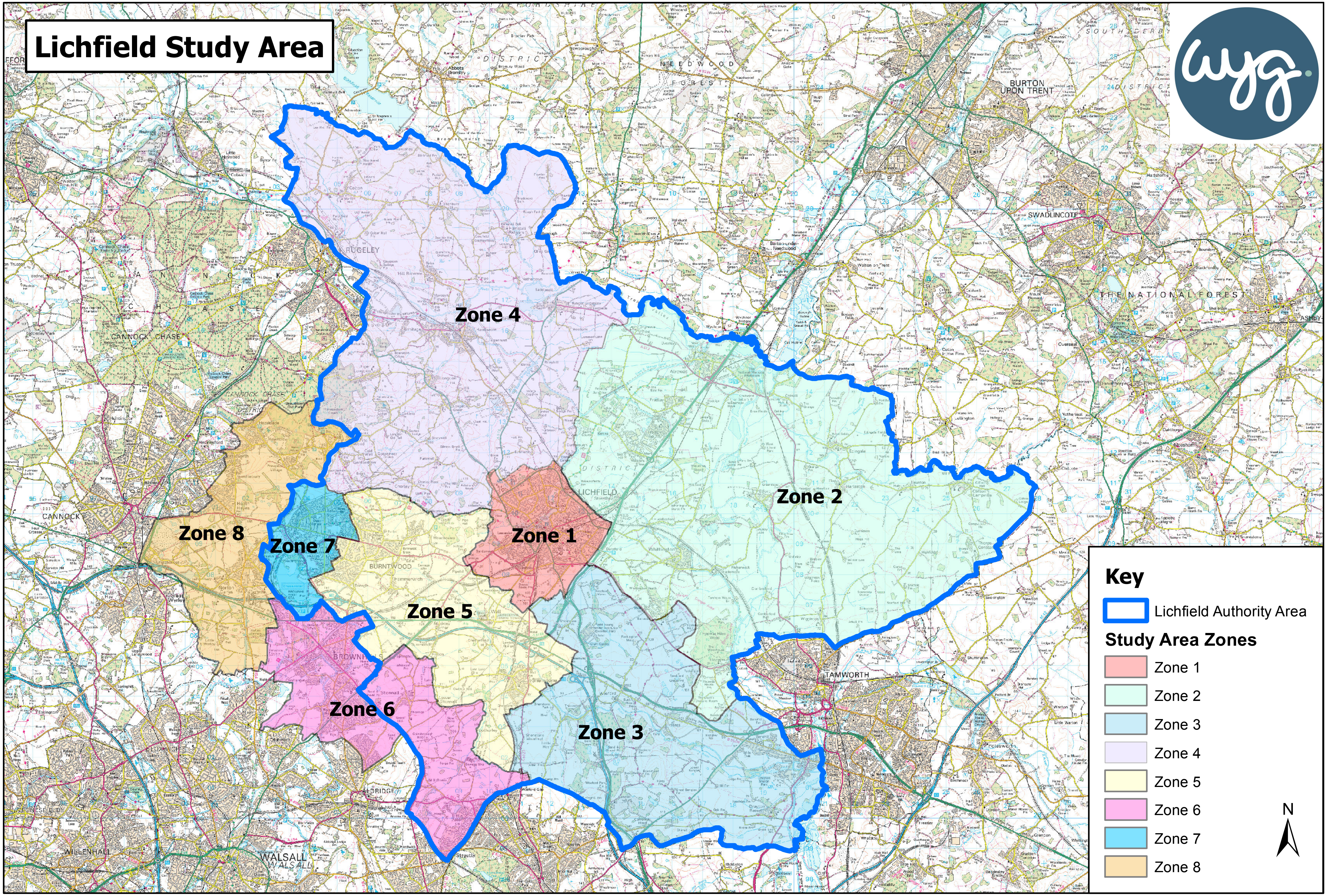
Appendix 1

Study Area Plan


Lichfield Study Area
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7
Zone 8
Key
Lichfield Authority Area
Study Area Zones
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7
Zone 8
N

Appendix 2

NEMS Household Survey Results

Q01 Where did you last undertake your main food and grocery shopping?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	5.3%	50	12.8%	27	19.2%	16	0.0%	0	0.6%	0	1.7%	2	2.6%	6	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marks Walk, Lichfield	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryknild Street, Lichfield	1.2%	12	5.1%	11	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dimbles Lane, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.7%	7	2.5%	5	0.6%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	1.7%	16	3.3%	7	7.3%	6	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	7.7%	73	27.0%	56	6.9%	6	0.9%	0	10.6%	8	0.7%	1	0.7%	2	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	10.5%	100	29.7%	62	13.6%	11	4.3%	2	6.5%	5	7.4%	9	0.7%	2	9.9%	9	0.6%	1
Tesco Express, Netherstowe Lane, Lichfield	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	4.4%	41	8.2%	17	5.4%	4	3.2%	2	2.3%	2	8.0%	10	3.2%	7	0.8%	1	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.6%	5	2.3%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.0%	0	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, Main Street, Alrewas	0.4%	4	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Packington Moor Farm Shop, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coleshill Street, Fazeley	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Birmingham Road Shenstone, Lichfield	0.3%	3	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, High Street, Brownhills	2.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	24	0.0%	0	0.6%	1
B&M, Ferrie Grove, Brownhills	0.0%	0	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, Clayhanger Lane, Clayhanger	0.0%	0	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, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Costcutter, Ogley Road, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family Shopper, Walsall Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.6%	1
Mccolls, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills	7.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	32.5%	68	0.6%	1	0.6%	1
Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Aldi, Bridge Cross Road, Burntwood	6.8%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	34	0.4%	1	21.7%	19	8.7%	10
Co-op, Morley Road Shopping Centre, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Cannock Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	15.3%	145	2.0%	4	0.8%	1	0.0%	0	1.4%	1	44.5%	53	4.1%	8	56.0%	49	24.3%	29
Burntwood Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-op, Brownhills Road, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's Superstore, Voyager Drive, Cannock	3.8%	35	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	8.0%	17	2.0%	2	12.9%	15
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Horninglow Street, Burton-On-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	12
Aldi, Market Street, Rugeley	1.8%	17	0.0%	0	0.0%	0	0.0%	0	22.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	1.1%	10	0.0%	0	5.8%	5	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.8%	2	0.0%	0	4.6%	6
Asda, Lichfield Road, Cannock (opposite Mill Farm Pub)	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.7%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queslet Road, Great Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Retail Park, Tamworth	3.0%	29	2.6%	5	7.5%	6	19.7%	9	0.6%	0	1.1%	1	2.8%	6	0.0%	0	0.0%	0
Asda, Woodhall Street, Walsall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	0	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, Crowberry Lane, Barton-Under-Needwood	0.0%	0	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, Cannock Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.0%	0	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, Stafford Road, Huntington	0.0%	0	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, Burton Road, Overseal	0.0%	0	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, High Street, Pelsall	0.0%	0	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, Main Street, Rosliston	0.0%	0	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, Pear Tree Centre, Queensway, Rugeley	0.0%	0	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, Redbrook Lane, Brereton, Rugeley	0.0%	0	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, Springfield Road, Rugeley	0.0%	0	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, Chester Road, Streetly (on a crossroads, opposite Hardwick Arms pub)	0.0%	0	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, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Lloyds Pharmacy)	0.0%	0	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, Amington Road, Tamworth	0.0%	0	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, Church Street, Tamworth	0.2%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coton Green Precinct, Tamworth	0.0%	0	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, Glascote Road, Tamworth	0.0%	0	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, High Street, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tamworth Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Landywood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spring Cottage, Lichfield Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, Turnberry Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Market Square, Rugeley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	0.3%	3	0.0%	0	1.7%	1	2.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wellington Road,	0.5%	5	0.3%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Burton-On-Trent																		
Morrisons, Mill Street, Cannock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Morrisons, Market Street, Rugeley	0.9%	8	0.4%	1	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hilmore Way, Tamworth	1.0%	10	0.0%	0	1.9%	2	17.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Upper Gungate, Tamworth	0.2%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road Aldridge, Walsall	3.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	36	0.0%	0	0.0%	0
My Local, Green Lane, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.8%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	2.8%	6	0.0%	0	0.0%	0
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	2.3%	22	0.7%	2	6.4%	5	25.6%	12	0.0%	0	1.1%	1	0.8%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	3.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.9%	3	21.2%	25
Tesco Superstore, Victoria Street, Hednesford	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	8.5%	10
Tesco Superstore, Power Station Road, Rugeley	2.9%	27	0.7%	2	0.0%	0	0.0%	0	33.7%	25	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, Chester Road, Streetly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (by Iceland), Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Sutton Coldfield Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Swadlincote Town Centre	0.2%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.8%	7	0.0%	0	0.8%	1	1.8%	1	0.6%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Other, Outside Region	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		946		208		82		48		74		118		209		88		119
Sample:		952		186		95		95		94		102		183		93		104

Q01AWho did you last use for your internet main food and grocery shopping?
Those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	8.9%	5	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	3	9.5%	1
Iceland	0.8%	0	0.0%	0	0.0%	0	17.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	19.0%	11	5.0%	1	0.0%	0	34.6%	1	0.0%	0	0.0%	0	21.2%	1	35.5%	5	41.1%	4
Ocado	13.5%	7	11.7%	2	16.0%	1	13.5%	0	26.9%	1	62.1%	2	42.4%	1	0.0%	0	0.0%	0
Sainsbury’s	22.3%	12	31.6%	4	59.2%	4	0.0%	0	38.4%	2	37.9%	1	0.0%	0	8.3%	1	0.0%	0
Tesco	34.8%	19	51.7%	7	16.0%	1	17.3%	0	34.7%	1	0.0%	0	36.3%	1	30.2%	4	49.4%	4
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.8%	0	0.0%	0	0.0%	0	17.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		56		13		7		3		4		3		3		13		9
Sample:		50		8		5		6		6		5		4		8		8

Meanscore: [£]

Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	0.5%	5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	2	0.0%	0	0.5%	1
£6 - £10	1.5%	15	2.1%	5	2.2%	2	3.5%	2	0.6%	0	1.1%	1	1.7%	4	1.4%	1	0.0%	0
£11 - £15	2.0%	20	4.7%	10	1.3%	1	4.3%	2	1.4%	1	0.0%	0	1.9%	4	1.4%	1	0.0%	0
£16 - £20	4.3%	43	3.3%	7	3.4%	3	5.4%	3	6.0%	5	4.2%	5	5.1%	11	6.7%	7	2.4%	3
£21 - £25	2.3%	23	2.3%	5	1.7%	2	0.9%	0	5.1%	4	1.3%	2	2.8%	6	3.1%	3	0.7%	1
£26 - £30	5.3%	54	6.1%	14	6.1%	5	11.6%	6	3.6%	3	2.4%	3	6.7%	14	3.8%	4	3.8%	5
£31 - £35	3.2%	32	2.8%	6	4.3%	4	2.4%	1	4.3%	3	2.9%	3	3.3%	7	4.7%	5	1.8%	2
£36 - £40	7.8%	78	6.4%	14	6.2%	6	7.7%	4	6.8%	5	12.4%	15	10.6%	23	6.8%	7	3.6%	5
£41 - £45	3.2%	32	2.5%	6	1.3%	1	3.2%	2	3.0%	2	5.1%	6	4.6%	10	3.0%	3	1.9%	2
£46 - £50	10.2%	102	10.0%	22	8.2%	7	9.2%	5	10.2%	8	16.9%	20	5.3%	11	13.3%	13	11.6%	15
£51 - £60	11.0%	111	11.0%	24	15.7%	14	9.9%	5	15.0%	12	9.3%	11	5.5%	12	11.2%	11	16.7%	21
£61 - £70	8.9%	89	7.6%	17	10.4%	9	5.8%	3	4.2%	3	14.5%	18	9.0%	19	8.1%	8	9.6%	12
£71 - £80	7.7%	77	6.8%	15	10.2%	9	7.1%	4	7.9%	6	12.0%	15	5.8%	12	6.5%	7	7.7%	10
£81 - £90	5.2%	52	6.0%	13	2.6%	2	1.5%	1	5.7%	4	3.9%	5	7.2%	15	1.7%	2	7.1%	9
£91 - £100	6.1%	61	6.3%	14	5.8%	5	2.4%	1	4.9%	4	7.2%	9	8.9%	19	4.3%	4	4.0%	5
£101 - £110	2.7%	27	3.8%	8	0.6%	1	2.4%	1	5.7%	4	0.5%	1	0.7%	2	0.0%	0	7.8%	10
£111 - £120	2.2%	22	1.6%	4	1.8%	2	0.0%	0	2.7%	2	0.0%	0	3.3%	7	5.3%	5	1.7%	2
£121 - £130	1.8%	18	0.3%	1	0.6%	1	1.3%	1	0.0%	0	0.5%	1	1.1%	2	5.1%	5	6.7%	9
£131 - £140	0.9%	9	1.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.1%	1	1.0%	1
£141 - £150	1.7%	17	0.3%	1	0.6%	1	0.0%	0	0.0%	0	3.6%	4	3.1%	7	2.4%	2	1.7%	2
£151 - £175	0.6%	6	1.0%	2	0.0%	0	0.9%	0	1.2%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
£176 - £200	1.2%	12	1.1%	2	0.6%	1	4.2%	2	1.8%	1	0.5%	1	1.9%	4	0.0%	0	0.5%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.2%	2	0.3%	1	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
£301+	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.7%	77	8.2%	18	11.6%	10	11.9%	6	7.2%	6	1.1%	1	8.3%	18	9.2%	9	6.7%	9
(Refused)	1.2%	12	0.8%	2	2.9%	3	4.4%	2	0.8%	1	0.0%	0	0.7%	2	1.2%	1	1.9%	2
Mean:		*68.52*		*77.41*		*61.67*		*58.47*		*67.73*		*62.40*		*66.49*		*63.24*		*75.53*
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q03 For your last main food Internet / home delivery shopping order, how did you receive your goods?
Those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Collection at store	4.2%	2	5.0%	1	16.0%	1	0.0%	0	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home delivery	90.1%	50	95.0%	12	40.8%	3	100.0%	3	88.4%	4	100.0%	3	100.0%	3	100.0%	13	100.0%	9
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	5.8%	3	0.0%	0	43.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location (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
Weighted base:		56		13		7		3		4		3		3		13		9
Sample:		50		8		5		6		6		5		4		8		8

Q04 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Accessibility by public transport	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	2	0.0%	0	0.0%	0
Car parking prices	0.2%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.8%	18	3.5%	8	1.9%	2	4.9%	2	0.8%	1	1.6%	2	1.6%	3	0.0%	0	0.5%	1
Choice of food goods available	7.2%	72	7.5%	17	9.0%	8	8.6%	4	10.5%	8	10.6%	13	4.6%	10	5.7%	6	5.2%	7
Choice of shops nearby selling non-food goods	0.7%	7	1.4%	3	0.7%	1	0.0%	0	0.6%	0	1.6%	2	0.0%	0	1.2%	1	0.0%	0
Choice of shops selling food goods	0.6%	6	0.7%	1	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.5%	1
Cleanliness	0.6%	6	0.0%	0	0.0%	0	1.5%	1	0.6%	0	1.1%	1	0.8%	2	1.2%	1	0.5%	1
Delivery service	1.3%	13	1.6%	4	0.0%	0	0.9%	0	0.6%	0	1.0%	1	1.0%	2	4.6%	5	0.5%	1
Click & Collect Service	0.5%	5	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.8%	8	0.3%	1	0.6%	1	0.0%	0	4.3%	3	0.5%	1	1.1%	2	0.0%	0	0.0%	0
Good internal layout	0.9%	9	2.2%	5	0.0%	0	0.0%	0	0.8%	1	1.3%	2	0.0%	0	1.1%	1	0.5%	1
Good service / friendly staff	0.8%	8	1.4%	3	0.7%	1	2.9%	1	0.6%	0	0.6%	1	0.8%	2	0.0%	0	0.0%	0
Habit / always use it / preference for retailer	4.7%	47	3.9%	9	2.4%	2	9.9%	5	5.0%	4	2.7%	3	8.2%	17	3.3%	3	2.9%	4
Internet shopping is convenient	1.9%	19	2.8%	6	2.1%	2	1.5%	1	2.6%	2	1.1%	1	0.6%	1	1.1%	1	3.5%	4
Lower prices	13.8%	139	9.6%	21	27.9%	25	10.2%	5	13.3%	10	20.3%	25	9.1%	19	16.2%	16	12.9%	17
Loyalty card / points scheme	1.2%	12	1.6%	4	0.0%	0	0.0%	0	4.0%	3	2.6%	3	0.7%	2	0.5%	1	0.0%	0
Near to home	39.8%	398	42.2%	93	24.0%	21	31.4%	16	34.3%	27	34.5%	42	46.8%	99	45.1%	46	42.5%	54
Near to work	0.8%	8	0.6%	1	0.0%	0	0.0%	0	3.2%	2	0.5%	1	0.0%	0	3.9%	4	0.0%	0
Nice shopping environment	1.0%	10	0.7%	2	1.3%	1	1.7%	1	0.8%	1	0.0%	0	2.5%	5	0.0%	0	0.5%	1
Only one in the area / no other choice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Preference for retailer	1.1%	11	1.0%	2	2.6%	2	0.9%	0	0.6%	0	0.5%	1	1.1%	2	0.5%	1	1.3%	2
Provision of leisure facilities nearby	0.4%	4	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	7.0%	71	5.6%	12	7.4%	7	6.4%	3	4.9%	4	6.5%	8	8.1%	17	6.5%	7	10.1%	13
Quality of shops selling food goods	0.5%	5	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.3%	24	0.7%	1	0.6%	1	3.7%	2	0.0%	0	4.8%	6	1.0%	2	1.8%	2	7.8%	10
Value for money	5.5%	55	5.3%	12	2.4%	2	4.3%	2	10.0%	8	6.1%	7	4.3%	9	5.4%	5	7.2%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Big store	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient at the time	0.7%	7	1.2%	3	2.0%	2	0.0%	0	0.0%	0	0.6%	1	0.7%	2	0.0%	0	0.0%	0
Free paper and coffee	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late opening hours	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self scanning service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Small store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason in particular)	2.6%	26	1.0%	2	4.3%	4	9.9%	5	2.1%	2	0.0%	0	4.2%	9	1.2%	1	2.3%	3
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q05 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Change layout too often	1.0%	10	0.5%	1	1.5%	1	0.9%	0	2.0%	2	1.6%	2	1.1%	2	1.1%	1	0.0%	0
Difficult / expensive parking	0.6%	6	0.6%	1	0.7%	1	1.5%	1	0.6%	0	0.0%	0	0.3%	1	0.0%	0	1.7%	2
Difficult to get to	0.5%	5	0.9%	2	0.6%	1	1.5%	1	0.6%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Expensive	4.2%	42	3.5%	8	5.5%	5	3.9%	2	6.3%	5	0.0%	0	6.2%	13	5.8%	6	3.0%	4
Lack of cycle parking	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.5%	15	1.7%	4	3.6%	3	0.0%	0	0.0%	0	1.1%	1	2.6%	6	1.2%	1	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	7.2%	72	4.0%	9	6.3%	6	6.7%	3	13.2%	10	9.0%	11	7.1%	15	9.1%	9	6.7%	9
No petrol station	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Poor internal layout	1.7%	17	1.9%	4	2.6%	2	1.7%	1	1.3%	1	2.3%	3	1.6%	3	0.0%	0	1.9%	2
Poor quality	2.0%	20	1.1%	2	5.7%	5	0.0%	0	1.0%	1	1.0%	1	1.5%	3	2.6%	3	3.6%	5
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Too busy	1.2%	12	1.7%	4	4.9%	4	0.0%	0	2.7%	2	1.0%	1	0.3%	1	0.0%	0	0.0%	0
Too far away	1.1%	11	3.0%	7	0.6%	1	1.5%	1	0.8%	1	0.8%	1	0.3%	1	0.5%	1	0.0%	0
Too small	1.5%	15	1.4%	3	0.6%	1	0.9%	0	5.1%	4	1.3%	2	1.4%	3	1.2%	1	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bad car park layout	1.5%	15	4.7%	10	2.0%	2	2.2%	1	0.6%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Blocked aisles	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cold store	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Don't like the second floor / upstairs	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shelves	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's negatively affected the independent stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lack of disabled parking spaces	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of mobility scooters	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Needs a refurb	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.1%	7	0.0%	0	0.0%	0
No bag packers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Online - Can't pick your own items	0.2%	2	0.0%	0	1.3%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Delivery slots are sometimes not available	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Online - Getting substitutions	0.2%	2	0.7%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Poor offers	0.5%	5	1.9%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Poor website	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Online - Pricing is unclear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Quality of goods is poor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Online - Short sell-by dates	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Only short-stay available at car park	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor restaurant	0.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	2
Prefer an all-food store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Queues at checkouts	0.4%	4	0.7%	1	2.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The escalator	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
The self-service checkouts	0.3%	3	0.0%	0	0.7%	1	2.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
The trollies are kept downstairs	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They rush you through the checkout	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.6%	2	0.0%	0	0.0%	0	0.5%	1
Too big	0.4%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1
Unclear pricing	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unreadable barcodes	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	6	1.1%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	2	0.7%	1	1.0%	1
(Nothing)	69.9%	701	65.9%	146	60.1%	54	71.3%	36	60.5%	47	77.6%	94	70.9%	150	76.5%	77	74.9%	96
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Meanscore: [Number of visits per week]

Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	1.7%	17	4.3%	9	0.0%	0	1.5%	1	0.6%	0	0.0%	0	1.1%	2	1.4%	1	2.4%	3
At least two times a week	13.2%	133	12.4%	28	17.1%	15	16.7%	8	15.8%	12	11.3%	14	14.3%	30	12.0%	12	10.1%	13
At least once a week	64.1%	642	66.2%	146	63.4%	57	59.9%	30	59.9%	47	65.9%	80	59.3%	126	62.0%	63	72.7%	93
At least once a fortnight	12.6%	126	11.0%	24	9.6%	9	14.4%	7	5.1%	4	17.3%	21	14.9%	31	17.1%	17	9.7%	12
At least once a month	6.2%	62	4.6%	10	5.8%	5	7.4%	4	8.6%	7	4.9%	6	8.5%	18	6.9%	7	4.1%	5
At least every two months	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Less often	0.2%	2	0.3%	1	1.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	15	0.9%	2	2.8%	2	0.0%	0	6.6%	5	0.6%	1	1.3%	3	0.7%	1	1.0%	1
Mean:		*1.13*		*1.29*		*1.07*		*1.13*		*1.10*		*0.99*		*1.07*		*1.07*		*1.17*
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	78.2%	740	69.4%	144	83.6%	69	73.5%	35	81.5%	61	86.1%	102	73.7%	154	76.1%	67	91.5%	109
Car / van (as passenger)	10.3%	98	9.0%	19	7.0%	6	17.9%	9	15.5%	12	5.2%	6	13.7%	29	14.1%	12	5.2%	6
Bus, minibus or coach	2.3%	22	1.1%	2	0.0%	0	4.3%	2	1.6%	1	1.8%	2	5.5%	11	2.2%	2	0.6%	1
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Walk	5.7%	54	14.9%	31	5.8%	5	0.9%	0	0.0%	0	2.4%	3	5.2%	11	3.6%	3	0.7%	1
Taxi	0.9%	9	0.7%	2	0.0%	0	0.9%	0	0.0%	0	0.7%	1	0.8%	2	2.0%	2	2.0%	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	0.0%	0
Bicycle	0.5%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.8%	1	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	19	3.8%	8	3.7%	3	2.5%	1	1.4%	1	3.8%	5	0.0%	0	1.4%	1	0.0%	0
Weighted base:		946		208		82		48		74		118		209		88		119
Sample:		952		186		95		95		94		102		183		93		104

Q08 When do you normally do your main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Weekdays during the day	46.7%	468	38.4%	85	47.9%	43	66.6%	34	55.0%	43	48.9%	59	50.5%	107	47.1%	48	38.4%	49
Weekdays during the evening	10.4%	104	10.8%	24	8.9%	8	2.4%	1	8.4%	7	7.0%	9	9.7%	21	12.5%	13	17.7%	23
Saturday	12.9%	129	17.3%	38	8.0%	7	8.9%	4	8.5%	7	11.5%	14	13.8%	29	15.8%	16	10.7%	14
Sunday	4.2%	42	6.5%	14	8.0%	7	0.9%	0	2.6%	2	2.6%	3	3.8%	8	1.2%	1	4.7%	6
(Don't know / varies)	25.8%	258	26.9%	60	27.3%	24	21.2%	11	25.5%	20	29.9%	36	22.1%	47	23.4%	24	28.5%	36
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q09 When you go main food shopping is your trip linked with any other activity?
Not those that said 'Internet / delivery' at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes – non-food shopping	8.0%	76	7.5%	16	12.1%	10	8.4%	4	1.4%	1	11.8%	14	11.2%	23	5.7%	5	2.4%	3
Yes – other-food shopping	5.3%	50	3.0%	6	6.5%	5	3.9%	2	8.7%	6	3.9%	5	6.4%	13	6.4%	6	5.4%	6
Yes – visiting services such as banks and other financial institutions	2.0%	19	0.5%	1	0.8%	1	3.7%	2	5.9%	4	1.8%	2	3.0%	6	2.4%	2	0.7%	1
Yes – leisure activity	2.1%	20	2.8%	6	3.7%	3	0.0%	0	3.1%	2	1.7%	2	2.8%	6	0.0%	0	0.7%	1
Yes – travelling to / from work	3.1%	29	4.7%	10	1.2%	1	0.0%	0	3.3%	2	3.2%	4	2.8%	6	3.3%	3	3.1%	4
Yes – travelling to / from school / college / university	0.6%	5	0.7%	2	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Yes – getting petrol	0.9%	9	0.3%	1	1.9%	2	0.0%	0	2.3%	2	1.2%	1	0.8%	2	0.6%	1	1.2%	1
Yes – visiting café / pub / restaurant	2.3%	21	1.4%	3	0.0%	0	2.5%	1	5.9%	4	4.4%	5	2.6%	6	0.8%	1	1.3%	2
Yes – visiting family / friends	2.5%	24	1.5%	3	4.7%	4	0.0%	0	7.2%	5	0.0%	0	4.2%	9	1.2%	1	1.3%	2
Yes – visiting health service such as doctor, dentist, hospital	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	4	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.2%	2	0.3%	1	0.8%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – window shopping / browsing	0.2%	2	0.0%	0	1.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No activity)	68.9%	652	73.2%	152	60.0%	49	76.3%	37	56.8%	42	69.6%	82	59.1%	123	78.3%	69	82.0%	97
(Don't know / varies)	3.4%	32	3.7%	8	5.6%	5	3.4%	2	3.9%	3	1.8%	2	5.5%	11	1.4%	1	0.6%	1
Weighted base:		946		208		82		48		74		118		209		88		119
Sample:		952		186		95		95		94		102		183		93		104

Column %ges.

Q10 Where do you do this linked trip?

Those that said 'Yes – non-food shopping' or 'Yes – other-food shopping' or 'Yes – visiting services such as banks and other financial institutions' at Q09 AND Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	1.0%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	32.6%	46	87.1%	20	57.4%	9	0.0%	0	15.1%	2	39.4%	8	9.7%	4	28.4%	4	0.0%	0
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.3%	0	0.0%	0	0.0%	0	5.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	14.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	47.1%	19	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	11.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	5	0.0%	0	66.2%	8	24.7%	2
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	2.2%	1	0.0%	0	15.2%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Outside Study Area																		
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	1.4%	2	2.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Cannock Town Centre	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	5.5%	1	15.2%	2
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	2
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	1.3%	2	3.7%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.8%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	6.4%	9	0.0%	0	0.0%	0	0.0%	0	76.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	9.9%	14	0.0%	0	24.2%	4	51.7%	4	0.0%	0	10.1%	2	10.7%	4	0.0%	0	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge Shopping Centre, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Phoenix Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	5.6%	8	0.0%	0	7.6%	1	42.6%	3	0.0%	0	12.8%	3	2.2%	1	0.0%	0	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		142		23		15		8		12		21		41		13		10
Sample:		145		22		19		15		11		21		29		16		12

Q11 Where did you undertake your main food and grocery shopping the time before your last visit to (STORE MENTIONED AT Q01) was it the same place, or different, and if so, please specify?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	4.5%	41	11.8%	24	16.7%	13	1.6%	1	0.7%	0	0.5%	1	1.2%	2	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marks Walk, Lichfield	0.1%	1	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryknild Street, Lichfield	1.5%	14	5.9%	12	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Dimbles Lane, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.8%	7	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Lidl, Eastern Avenue, Lichfield	1.3%	12	3.3%	7	5.6%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	0.4%	4	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	7.7%	71	25.5%	52	6.8%	5	1.6%	1	11.9%	8	1.8%	2	1.5%	3	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	10.2%	95	24.0%	49	21.8%	17	1.8%	1	4.1%	3	9.3%	11	1.2%	2	11.7%	11	1.2%	2
Tesco Express, Netherstowe Lane, Lichfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	5.5%	51	10.3%	21	4.7%	4	3.2%	2	2.4%	2	6.2%	7	6.0%	12	4.6%	4	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.5%	5	2.0%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Alrewas	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Packington Moor Farm Shop, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coleshill Street, Fazeley	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co-op, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Highfields Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Birmingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road Shenstone, Lichfield																		
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, High Street, Brownhills	2.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	23	0.0%	0	1.1%	1
B&M, Ferrie Grove, Brownhills	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Co-op, Clayhanger Lane, Clayhanger	0.0%	0	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, Lichfield Road, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Costcutter, Ogley Road, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family Shopper, Walsall Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Mccolls, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills	6.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	29.9%	60	0.8%	1	0.5%	1
Brownhills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Aldi, Bridge Cross Road, Burntwood	6.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	24	1.2%	2	17.9%	16	13.6%	17
Co-op, Morley Road Shopping Centre, Burntwood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.8%	1	0.0%	0
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Cannock Road, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	13.3%	123	2.0%	4	0.0%	0	0.0%	0	1.5%	1	41.5%	49	2.4%	5	46.1%	41	18.6%	23
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	1	0.0%	0
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-op, Brownhills Road, Norton Canes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Sainsbury's Superstore, Voyager Drive, Cannock	3.9%	37	0.6%	1	0.0%	0	0.0%	0	0.7%	0	2.5%	3	6.5%	13	5.1%	5	11.9%	15
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1
Outside Study Area																		
Aldi, Horninglow Street, Burton-On-Trent	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	4.5%	6
Aldi, Market Street, Rugeley	0.9%	9	0.0%	0	0.0%	0	0.0%	0	12.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	1.1%	10	0.0%	0	6.7%	5	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.2%	4
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	1.1%	2	2.0%	2	3.1%	4
Asda, Lichfield Road, Cannock (opposite Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.8%	1	0.5%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Farm Pub)																		
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queslet Road, Great Barr	0.8%	7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Asda, Ventura Retail Park, Tamworth	2.5%	23	1.0%	2	5.8%	5	14.3%	7	1.5%	1	2.2%	3	2.9%	6	0.0%	0	0.0%	0
Asda, Woodhall Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	0.0%	0	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, Crowberry Lane, Barton-Under-Needwood	0.0%	0	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, Cannock Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.0%	0	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, Stafford Road, Huntington	0.0%	0	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, Burton Road, Overseal	0.0%	0	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, High Street, Pelsall	0.0%	0	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, Main Street, Rosliston	0.0%	0	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, Pear Tree Centre, Queensway, Rugeley	0.0%	0	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, Redbrook Lane, Brereton, Rugeley	0.0%	0	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, Springfield Road, Rugeley	0.0%	0	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, Chester Road, Streetly (on a crossroads, opposite Hardwick Arms pub)	0.0%	0	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, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Lloyds Pharmacy)	0.0%	0	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, Amington Road, Tamworth	0.0%	0	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, Church Street, Tamworth	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Coton Green Precinct, Tamworth	0.0%	0	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, Glascote Road, Tamworth	0.0%	0	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, High Street, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tamworth Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Landywood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spring Cottage, Lichfield Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Market Square, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.1%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	0.7%	6	0.0%	0	1.8%	1	2.8%	1	0.7%	0	1.1%	1	0.9%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Wellington Road, Burton-On-Trent	0.8%	7	0.0%	0	9.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Morrisons, Market Street, Rugeley	1.4%	13	0.4%	1	0.0%	0	0.0%	0	17.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hilmore Way, Tamworth	1.1%	10	0.0%	0	1.9%	2	18.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Upper Gungate, Tamworth	0.2%	2	0.0%	0	0.8%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road Aldridge, Walsall	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	26	0.0%	0	0.0%	0
My Local, Green Lane, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.6%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	3.3%	31	4.0%	8	5.1%	4	30.9%	15	0.0%	0	0.5%	1	1.6%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	3.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	2.2%	2	24.2%	30
Tesco Superstore, Victoria Street, Hednesford	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	10.5%	13
Tesco Superstore, Power Station Road, Rugeley	3.3%	31	0.8%	2	0.0%	0	0.0%	0	41.5%	29	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Chester Road, Streetly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Tamworth Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (by Iceland), Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cannock Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Lichfield Household Survey
for WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.5%	1
Sutton Coldfield Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Swadlincote Town Centre	0.4%	4	0.4%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Eastside, Birmingham																		
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.8%	7	0.0%	0	0.0%	0	2.5%	1	0.9%	1	0.0%	0	2.6%	5	0.0%	0	0.0%	0
Other, Outside Region	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		927		203		79		47		69		118		200		90		122
Sample:		934		178		92		94		90		102		177		93		108

Q11AWho did you use for that internet food and grocery shop?

Those that said 'Internet / delivery' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	1
Iceland	0.8%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	26.9%	15	17.7%	3	0.0%	0	33.3%	1	32.0%	2	23.0%	1	29.8%	1	50.0%	6	28.5%	2
Ocado	16.1%	9	19.6%	3	17.5%	1	16.7%	0	16.4%	1	59.0%	2	29.8%	1	0.0%	0	0.0%	0
Sainsbury’s	14.2%	8	9.8%	2	65.0%	4	0.0%	0	14.1%	1	18.0%	1	0.0%	0	4.7%	1	0.0%	0
Tesco	36.0%	20	48.7%	8	17.5%	1	16.7%	0	37.5%	2	0.0%	0	40.4%	2	45.3%	5	28.5%	2
Waitrose	3.8%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.8%	0	0.0%	0	0.0%	0	16.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		57		16		7		3		7		3		5		12		5
Sample:		55		13		4		6		9		5		6		8		4

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

Meanscore: [£]

Q12 How much did you spend on that main food and grocery shopping trip to (STORE MENTIONED AT Q11)?
Not those that said '(Don't know / can't remember)' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	1.9%	18	2.4%	5	0.0%	0	3.5%	2	0.0%	0	0.5%	1	3.9%	8	2.8%	3	0.0%	0
£11 - £15	1.9%	19	3.7%	8	0.8%	1	2.6%	1	0.0%	0	0.6%	1	1.5%	3	3.3%	3	1.2%	2
£16 - £20	5.2%	51	4.1%	9	2.9%	2	8.0%	4	5.6%	4	4.2%	5	8.3%	17	6.5%	7	1.9%	2
£21 - £25	3.4%	33	1.5%	3	2.8%	2	4.2%	2	5.5%	4	3.7%	5	2.9%	6	4.3%	4	5.0%	6
£26 - £30	6.0%	59	7.1%	15	5.7%	5	8.9%	4	13.1%	10	3.2%	4	4.6%	9	0.7%	1	8.2%	11
£31 - £35	2.6%	26	2.7%	6	4.4%	4	2.6%	1	3.3%	3	1.6%	2	3.6%	7	2.6%	3	0.5%	1
£36 - £40	7.4%	73	4.9%	11	9.7%	8	6.6%	3	7.2%	5	10.9%	13	7.9%	16	7.7%	8	6.5%	8
£41 - £45	2.7%	27	4.7%	10	0.6%	1	4.1%	2	3.6%	3	1.8%	2	2.8%	6	0.0%	0	2.6%	3
£46 - £50	8.2%	81	8.2%	18	6.1%	5	5.2%	3	7.1%	5	16.1%	20	4.4%	9	9.8%	10	9.0%	11
£51 - £60	9.0%	88	8.8%	19	12.9%	11	8.3%	4	5.9%	4	10.6%	13	5.7%	12	13.5%	14	9.0%	11
£61 - £70	6.3%	62	7.8%	17	7.2%	6	5.8%	3	5.2%	4	10.3%	12	3.0%	6	0.0%	0	10.5%	13
£71 - £80	8.3%	82	5.2%	11	9.2%	8	5.7%	3	12.6%	9	12.1%	15	8.1%	17	10.0%	10	6.9%	9
£81 - £90	4.6%	45	1.7%	4	4.7%	4	5.4%	3	5.2%	4	7.2%	9	4.8%	10	6.1%	6	4.7%	6
£91 - £100	7.2%	71	10.3%	22	4.6%	4	0.9%	0	8.3%	6	5.9%	7	9.8%	20	4.8%	5	4.5%	6
£101 - £110	1.6%	15	0.3%	1	4.1%	4	2.4%	1	1.4%	1	1.3%	2	0.4%	1	0.5%	1	4.5%	6
£111 - £120	2.5%	25	1.2%	3	1.2%	1	0.7%	0	4.9%	4	2.1%	3	4.6%	9	5.1%	5	0.0%	0
£121 - £130	1.0%	10	0.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.3%	1	1.2%	1	5.3%	7
£131 - £140	0.7%	7	1.9%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1
£141 - £150	1.7%	17	0.3%	1	0.6%	1	0.0%	0	0.0%	0	3.6%	4	2.9%	6	2.4%	2	2.3%	3
£151 - £175	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	1.2%	12	1.0%	2	0.6%	1	5.1%	3	1.2%	1	0.5%	1	2.3%	5	0.0%	0	0.5%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.5%	5	1.9%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.1%	139	18.3%	40	13.9%	12	15.4%	8	7.7%	6	3.2%	4	17.3%	35	15.8%	16	14.5%	19
(Refused)	1.6%	15	0.8%	2	6.3%	5	2.4%	1	0.8%	1	0.5%	1	0.7%	2	1.9%	2	1.9%	2
Mean:		*67.32*		*77.33*		*62.70*		*66.74*		*63.53*		*64.26*		*64.92*		*62.68*		*67.15*
Weighted base:		984		218		86		50		75		122		204		101		128
Sample:		989		191		96		100		99		107		183		101		112

Meanscore: [Number of visits per week]

Q13 How often do you normally do your main food shopping at (STORE MENTIONED AT Q11)?
Not those that said '(Don't know / can't remember)' at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	1.4%	13	3.6%	8	0.0%	0	1.5%	1	0.6%	0	0.5%	1	0.7%	1	0.7%	1	1.2%	2
At least two times a week	10.3%	102	10.6%	23	10.6%	9	13.1%	7	13.7%	10	9.4%	11	10.4%	21	8.4%	8	9.1%	12
At least once a week	56.8%	559	55.0%	120	56.8%	49	57.5%	29	61.9%	47	53.8%	65	51.7%	106	56.4%	57	67.7%	86
At least once a fortnight	15.6%	154	15.1%	33	16.8%	14	13.2%	7	14.1%	11	11.5%	14	17.2%	35	24.8%	25	11.8%	15
At least once a month	10.2%	100	7.3%	16	11.2%	10	10.8%	5	6.1%	5	17.2%	21	14.2%	29	4.4%	4	8.0%	10
At least every two months	1.3%	13	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	4.1%	4	0.7%	1
Less often	1.2%	12	0.3%	1	2.6%	2	1.5%	1	0.0%	0	2.2%	3	2.3%	5	0.7%	1	0.0%	0
Have only visited once	1.1%	11	2.7%	6	0.0%	0	0.0%	0	1.4%	1	3.1%	4	0.0%	0	0.5%	1	0.0%	0
(Don't know / varies)	2.0%	20	2.9%	6	2.0%	2	2.4%	1	2.2%	2	2.2%	3	2.2%	5	0.0%	0	1.6%	2
Mean:		*1.01*		*1.18*		*0.92*		*1.07*		*1.06*		*0.92*		*0.93*		*0.93*		*1.04*
Weighted base:		984		218		86		50		75		122		204		101		128
Sample:		989		191		96		100		99		107		183		101		112

Q14 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	61.7%	618	64.5%	143	73.6%	66	49.2%	25	54.2%	42	57.9%	70	58.6%	124	67.4%	68	62.4%	80
No	38.3%	383	35.5%	78	26.4%	24	50.8%	26	45.8%	36	42.1%	51	41.4%	88	32.6%	33	37.6%	48
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q15 Where did you last undertake this 'top-up' food shopping?
Those that do top-up shopping at Q14 AND Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	1.7%	10	6.8%	9	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	0.8%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marks Walk, Lichfield	0.9%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryknild Street, Lichfield	2.7%	16	10.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Costcutter, Dimbles Lane, Lichfield	0.4%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	1.0%	6	2.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Lidl, Eastern Avenue, Lichfield	1.1%	6	1.6%	2	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	1.1%	6	3.2%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	3.5%	21	11.6%	16	0.0%	0	1.8%	0	9.7%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Tesco Extra, Church Street, Lichfield	5.7%	34	15.0%	20	8.9%	6	0.0%	0	6.1%	3	1.9%	1	0.0%	0	5.8%	4	1.2%	1
Tesco Express, Netherstowe Lane, Lichfield	3.0%	18	12.8%	17	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	7.3%	44	22.6%	30	0.0%	0	0.0%	0	1.4%	1	10.9%	8	2.6%	3	0.0%	0	3.2%	2
Boley Park Neighbourhood Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	0.6%	4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.5%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Alrewas	2.8%	17	0.0%	0	26.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	2.5%	15	0.0%	0	24.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Packington Moor Farm Shop, Lichfield	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coleshill Street, Fazeley	1.0%	6	0.0%	0	0.0%	0	23.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Village Centre	0.1%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co-op, Cannock Road, Burntwood	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	14	0.0%	0	2.6%	2	0.0%	0
Co-op, Highfields Road, Burntwood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.5%	2	0.0%	0
Tesco Express, Birmingham Road Shenstone, Lichfield	1.1%	6	0.0%	0	0.0%	0	7.5%	2	0.0%	0	5.6%	4	0.6%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shenstone Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, High Street, Brownhills	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.9%	1
B&M, Ferrie Grove, Brownhills	0.0%	0	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, Clayhanger Lane, Clayhanger	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0
Costcutter, Ogley Road, Brownhills	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Family Shopper, Walsall Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0
Mccolls, Brownhills	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills	6.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	31.5%	39	1.0%	1	0.0%	0
Brownhills Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Zone 7																		
Aldi, Bridge Cross Road, Burntwood	2.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	8	0.0%	0	8.1%	6	2.1%	2
Co-op, Morley Road Shopping Centre, Burntwood	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	7	0.0%	0	10.5%	7	0.9%	1
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	13	0.0%	0	5.0%	3	0.0%	0
Heron Frozen Foods, Cannock Road, Burntwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, High Street, Burntwood	5.9%	35	0.0%	0	1.9%	1	0.0%	0	0.0%	0	12.4%	9	0.0%	0	31.9%	22	4.8%	4
Burntwood Town Centre	2.6%	16	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	16.6%	11	5.1%	4
Chasetown Neighbourhood Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Morley Road Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-op, Brownhills Road, Norton Canes	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	7.2%	5
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Voyager Drive, Cannock	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	18.5%	14
Heath Hayes Local Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Norton Canes Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Orbital Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Horninglow Street, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Street, Rugeley	1.6%	10	0.0%	0	0.0%	0	0.0%	0	23.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.2%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Lichfield Road, Cannock (opposite Mill Farm Pub)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queslet Road, Great Barr	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Retail Park, Tamworth	0.8%	5	0.6%	1	1.8%	1	8.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	13	0.0%	0	0.0%	0
Co-op, Crowberry Lane, Barton-Under-Needwood	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.0%	0	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, Stafford Road, Huntington	0.0%	0	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, Burton Road, Overseal	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Pelsall	0.0%	0	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, Main Street, Rosliston	0.0%	0	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, Pear Tree Centre, Queensway, Rugeley	0.0%	0	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, Redbrook Lane, Brereton, Rugeley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Springfield Road, Rugeley	0.0%	0	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, Chester Road, Streetly (on a crossroads, opposite Hardwick Arms pub)	0.0%	0	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, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Lloyds Pharmacy)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Co-op, Amington Road, Tamworth	0.0%	0	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, Church Street, Tamworth	0.0%	0	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, Coton Green Precinct, Tamworth	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glascote Road, Tamworth	0.0%	0	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, High Street, Tamworth	0.0%	0	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, Tamworth Road, Tamworth	0.0%	0	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, Landywood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spring Cottage, Lichfield Road, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Co-op, Turnberry Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Market Square, Rugeley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.2%	1	0.0%	0	1.4%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	0.7%	4	0.0%	0	1.9%	1	6.6%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Wellington Road,	0.2%	1	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Burton-On-Trent																		
Morrisons, Mill Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, Rugeley	0.9%	5	0.0%	0	0.0%	0	0.0%	0	12.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hilmore Way, Tamworth	0.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Upper Gungate, Tamworth	0.3%	2	0.0%	0	1.9%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road Aldridge, Walsall	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0	0.0%	0
My Local, Green Lane, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	1.3%	8	0.0%	0	4.5%	3	19.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.3%	2	0.0%	0	18.6%	14
Tesco Superstore, Victoria Street, Hednesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, Power Station Road, Rugeley	1.6%	10	0.0%	0	0.8%	1	0.0%	0	21.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth Road, Tamworth	0.3%	2	0.0%	0	1.9%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (by Iceland), Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	7.3%	5
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	3	0.5%	1	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.2%	1	0.0%	0	0.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.5%	9	0.0%	0	1.9%	1	8.1%	2	3.6%	2	0.9%	1	1.8%	2	0.8%	1	0.9%	1
Other, Outside Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		599		133		62		24		42		70		124		68		74
Sample:		564		112		69		48		50		61		100		64		60

Q15AWho did you last use for your internet top-up food and grocery shop?

Those that said 'Internet / delivery' at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0

Meanscore: [£]

Q16 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q15)?
Those that do top-up shopping at Q14 excluding those who said '(Don't know / can't remember)' at Q15 or Q15A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	21.8%	130	20.5%	27	11.4%	7	13.1%	3	7.5%	3	30.1%	21	25.1%	31	27.9%	19	24.7%	18
£6 - £10	17.8%	107	24.8%	33	20.4%	13	20.6%	5	13.8%	6	17.8%	12	14.1%	18	11.5%	8	16.3%	12
£11 - £15	14.3%	85	14.1%	19	24.6%	15	9.7%	2	22.7%	10	11.2%	8	11.2%	14	14.3%	10	10.4%	8
£16 - £20	18.1%	108	11.9%	16	15.1%	9	12.7%	3	25.2%	11	22.8%	16	19.9%	25	17.7%	12	22.2%	17
£21 - £25	3.9%	24	3.9%	5	1.6%	1	10.3%	3	1.4%	1	0.0%	0	7.2%	9	3.6%	2	3.8%	3
£26 - £30	6.2%	37	5.7%	8	8.2%	5	11.5%	3	2.2%	1	1.7%	1	7.2%	9	5.0%	3	9.7%	7
£31 - £35	1.0%	6	0.6%	1	1.6%	1	0.0%	0	3.6%	2	2.0%	1	1.2%	2	0.0%	0	0.0%	0
£36 - £40	2.8%	17	3.6%	5	2.2%	1	4.5%	1	4.0%	2	3.9%	3	2.5%	3	2.8%	2	0.0%	0
£41 - £45	0.7%	4	1.9%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£46 - £50	2.1%	13	0.0%	0	0.0%	0	1.8%	0	9.4%	4	6.3%	4	2.2%	3	1.8%	1	0.0%	0
£51 - £60	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.8%	1	2.1%	2
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £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	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.3%	56	10.8%	14	13.7%	9	7.1%	2	10.2%	4	4.2%	3	7.2%	9	12.8%	9	8.6%	6
(Refused)	0.7%	4	0.5%	1	1.1%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Mean:		*16.18*		*15.50*		*14.99*		*18.87*		*20.31*		*15.55*		*16.34*		*16.44*		*15.27*
Weighted base:		599		133		62		24		42		70		124		68		74
Sample:		564		112		69		48		50		61		100		64		60

Meanscore: [Number of visits per week]

Q17 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q15)?
Those that do top-up shopping at Q14 excluding those who said '(Don't know / can't remember)' at Q15 or Q15A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	4.5%	27	4.8%	6	10.1%	6	1.8%	0	0.0%	0	0.0%	0	5.7%	7	6.4%	4	3.1%	2
At least two times a week	35.9%	215	38.3%	51	46.6%	29	29.8%	7	14.7%	6	40.3%	28	26.8%	33	40.4%	28	43.8%	33
At least once a week	37.5%	225	36.6%	49	20.1%	13	42.7%	10	47.6%	20	35.0%	24	44.4%	55	39.7%	27	35.3%	26
At least once a fortnight	10.3%	62	10.6%	14	14.5%	9	14.1%	3	14.4%	6	6.7%	5	11.6%	14	5.2%	4	8.8%	7
At least once a month	5.8%	35	5.2%	7	1.4%	1	6.7%	2	10.4%	4	14.9%	10	5.6%	7	2.0%	1	3.0%	2
At least every two months	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Have only visited once	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.2%	31	4.4%	6	5.4%	3	5.0%	1	11.5%	5	3.1%	2	5.9%	7	2.8%	2	5.9%	4
Mean:		*1.56*		*1.61*		*2.07*		*1.30*		*0.99*		*1.27*		*1.54*		*1.73*		*1.60*
Weighted base:		599		133		62		24		42		70		124		68		74
Sample:		564		112		69		48		50		61		100		64		60

Q18 Where did you undertake your top-up shopping the time before your last visit to (STORE MENTIONED AT Q15) was it the same place, or different, and if so, please specify?
Those that do top-up shopping at Q14 excluding those who said '(Don't know / can't remember)' at Q15 or Q15A AND Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	1.7%	10	6.1%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
B&M, Market Street, Lichfield	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Curborough Road, Lichfield	1.0%	6	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Marks Walk, Lichfield	1.1%	6	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ryknild Street, Lichfield	2.7%	16	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Costcutter, Dimbles Lane, Lichfield	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, Lichfield	0.4%	2	1.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Eastern Avenue, Lichfield	1.1%	6	3.4%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	1.0%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	3.5%	21	10.1%	13	0.0%	0	1.8%	0	12.5%	5	0.0%	0	0.0%	0	1.8%	1	1.2%	1
Tesco Extra, Church Street, Lichfield	4.5%	26	12.1%	15	11.9%	7	0.0%	0	3.8%	2	1.9%	1	0.0%	0	0.8%	1	0.0%	0
Tesco Express, Netherstowe Lane, Lichfield	2.1%	12	8.7%	11	0.0%	0	3.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	7.7%	44	22.3%	29	0.0%	0	0.0%	0	2.9%	1	9.1%	6	0.8%	1	1.9%	1	8.3%	6
Boley Park Neighbourhood Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	1.4%	8	3.0%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.8%	1	2.1%	1	2.0%	1
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.8%	4	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Alrewas	2.5%	14	0.0%	0	23.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Whittington	2.6%	15	0.0%	0	25.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Packington Moor Farm Shop, Lichfield	0.1%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Coleshill Street, Fazeley	0.9%	5	0.0%	0	0.0%	0	23.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fazeley Village Centre	0.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longdon Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Co-op, Cannock Road, Burntwood	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	13	0.0%	0	4.5%	3	0.0%	0
Co-op, Highfields Road, Burntwood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.6%	2	0.0%	0
Tesco Express, Birmingham	1.6%	9	1.2%	2	0.0%	0	4.6%	1	0.0%	0	6.6%	5	2.0%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Road Shenstone, Lichfield																		
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Aldi, High Street, Brownhills	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.9%	1
B&M, Ferrie Grove, Brownhills	0.0%	0	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, Clayhanger Lane, Clayhanger	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
Co-op, Lichfield Road, Walsall Wood	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0
Costcutter, Ogley Road, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family Shopper, Walsall Wood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, High Street, Brownhills	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Mccolls, Brownhills	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco Superstore, Silver Street, Brownhills	5.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	24.4%	28	0.0%	0	0.0%	0
Brownhills Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Aldi, Bridge Cross Road, Burntwood	2.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	8	0.0%	0	6.5%	4	2.1%	2
Co-op, Morley Road Shopping Centre, Burntwood	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6	0.0%	0	14.8%	10	0.9%	1
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	12	0.0%	0	0.0%	0	0.0%	0
Heron Frozen Foods, Cannock Road, Burntwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Morrisons, High Street, Burntwood	6.3%	36	0.0%	0	2.7%	2	0.0%	0	0.0%	0	16.5%	11	0.8%	1	28.1%	19	5.1%	4
Burntwood Town Centre	3.2%	18	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	21.0%	14	5.1%	4
Chasetown Neighbourhood Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Morley Road Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Co-op, Brownhills Road, Norton Canes	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	8.4%	6
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Sainsbury's Superstore, Voyager Drive, Cannock	3.0%	17	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	11.6%	9
Heath Hayes Local Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	7
Norton Canes Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Orbital Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area																		
Aldi, Horninglow Street, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Chase Gateway, Victoria Street, Hednesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Market Street, Rugeley	1.9%	11	0.0%	0	0.0%	0	0.0%	0	27.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walsall Road, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Lichfield Road, Cannock (opposite Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Farm Pub)																		
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queslet Road, Great Barr	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Retail Park, Tamworth	0.8%	4	1.1%	1	0.0%	0	9.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Walsall Wood Road, Aldridge	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	13	0.0%	0	0.0%	0
Co-op, Crowberry Lane, Barton-Under-Needwood	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cannock Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Anglesey Street, Hednesford	0.0%	0	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, Stafford Road, Huntington	0.0%	0	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, Burton Road, Overseal	0.0%	0	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, High Street, Pelsall	0.0%	0	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, Main Street, Rosliston	0.0%	0	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, Pear Tree Centre, Queensway, Rugeley	0.0%	0	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, Redbrook Lane, Brereton, Rugeley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Springfield Road, Rugeley	0.0%	0	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, Chester Road, Streetly (on a crossroads, opposite Hardwick Arms pub)	0.0%	0	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, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Lloyds Pharmacy)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, Amington Road, Tamworth	0.0%	0	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, Church Street, Tamworth	0.0%	0	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, Coton Green Precinct, Tamworth	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Glascote Road, Tamworth	0.0%	0	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, High Street, Tamworth	0.0%	0	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, Tamworth Road, Tamworth	0.0%	0	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, Landywood Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Spring Cottage, Lichfield Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Turnberry Road, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wardles Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, Aldridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Iceland, Market Place, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, Market Square, Rugeley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bolebridge Street, Tamworth	0.3%	2	0.0%	0	1.4%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	0.8%	5	0.0%	0	3.0%	2	6.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morrisons, Wellington Road, Burton-On-Trent	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Market Street, Rugeley	1.0%	6	0.0%	0	0.0%	0	0.0%	0	13.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Hilmore Way, Tamworth	0.1%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Upper Gungate, Tamworth	0.2%	1	0.0%	0	0.8%	1	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road Aldridge, Walsall	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	10	0.0%	0	0.0%	0
My Local, Green Lane, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	1.4%	8	0.0%	0	6.5%	4	17.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Reedswood Way, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Boldmere Road, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	13
Tesco Superstore, Victoria Street, Hednesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Superstore, Power Station Road, Rugeley	1.3%	7	0.0%	0	0.8%	1	0.0%	0	16.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stafford Road, Cannock	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Tesco Express, Chester Road, Streetly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth Road, Tamworth	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Food Warehouse (by Iceland), Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	5.4%	4
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.6%	3	0.5%	1	0.0%	0	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	0.3%	2	0.0%	0	0.8%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre, Aldridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Eastside, Birmingham																		
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.9%	11	0.0%	0	2.8%	2	8.4%	2	4.9%	2	0.0%	0	3.9%	5	0.0%	0	0.9%	1
Other, Outside Region	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Same place as before)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		579		128		61		24		41		69		116		67		74
Sample:		542		107		66		47		47		60		94		62		59

Q18AWho did you use for that internet food and grocery shop?
Those that said 'Internet / delivery' at Q18

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		0		0		0		0		0		0		0		0		0
Sample:		0		0		0		0		0		0		0		0		0

Meanscore: [£]

Q19 How much did you spend on that 'top-up' food shopping trip to (STORE MENTIONED AT Q18)?
Those that do top-up shopping at Q14 excluding those who said '(Don't know / can't remember)' at Q15 or Q15A or Q18 or Q18A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
£1 - £5	17.3%	100	12.4%	16	9.1%	6	16.7%	4	5.2%	2	27.6%	19	18.1%	21	23.2%	15	23.4%	17
£6 - £10	19.8%	114	30.4%	39	16.2%	10	20.0%	5	17.8%	7	18.0%	12	14.0%	16	18.2%	12	17.6%	13
£11 - £15	13.7%	79	13.5%	17	22.3%	13	6.9%	2	21.3%	9	9.3%	6	12.0%	14	20.8%	14	5.2%	4
£16 - £20	16.9%	98	11.1%	14	16.5%	10	11.3%	3	19.8%	8	22.8%	16	20.8%	24	10.9%	7	21.5%	16
£21 - £25	2.5%	15	1.7%	2	1.7%	1	8.8%	2	1.5%	1	2.0%	1	4.0%	5	1.9%	1	1.8%	1
£26 - £30	4.8%	28	3.6%	5	5.7%	3	10.5%	2	2.6%	1	0.0%	0	5.6%	7	5.1%	3	8.7%	6
£31 - £35	1.5%	9	0.7%	1	1.7%	1	0.0%	0	3.7%	2	3.1%	2	0.0%	0	0.0%	0	4.1%	3
£36 - £40	3.6%	21	6.7%	9	1.4%	1	7.8%	2	5.2%	2	1.9%	1	5.3%	6	0.0%	0	0.0%	0
£41 - £45	0.7%	4	1.1%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£46 - £50	1.7%	10	0.0%	0	0.0%	0	1.8%	0	8.6%	4	6.4%	4	0.0%	0	1.9%	1	0.0%	0
£51 - £60	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.8%	1	0.0%	0
£61 - £70	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1
£71 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £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	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.9%	86	17.8%	23	22.4%	14	10.6%	3	5.2%	2	7.9%	5	16.4%	19	16.2%	11	13.5%	10
(Refused)	1.8%	10	0.5%	1	1.1%	1	5.7%	1	7.2%	3	0.9%	1	1.5%	2	1.0%	1	2.1%	2
Mean:		*16.17*		*15.43*		*15.96*		*18.13*		*21.09*		*15.72*		*16.88*		*13.51*		*15.87*
Weighted base:		579		128		61		24		41		69		116		67		74
Sample:		542		107		66		47		47		60		94		62		59

Meanscore: [Number of visits per week]

Q20 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q18)?
Those that do top-up shopping at Q14 excluding those who said '(Don't know / can't remember)' at Q15 or Q15A or Q18 or Q18A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	3.6%	21	5.6%	7	6.6%	4	1.8%	0	0.0%	0	0.0%	0	4.0%	5	6.5%	4	0.0%	0
At least two times a week	32.7%	189	31.2%	40	46.5%	28	32.5%	8	15.2%	6	36.1%	25	20.6%	24	40.3%	27	42.4%	31
At least once a week	37.6%	218	37.3%	48	22.9%	14	36.5%	9	39.2%	16	39.8%	27	47.7%	55	33.4%	22	35.8%	26
At least once a fortnight	12.3%	71	15.0%	19	14.2%	9	17.0%	4	18.8%	8	4.0%	3	14.4%	17	6.1%	4	10.7%	8
At least once a month	7.1%	41	5.8%	7	5.4%	3	7.0%	2	12.3%	5	15.0%	10	4.4%	5	6.8%	5	5.1%	4
At least every two months	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.6%	3	5.1%	3	0.9%	1
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Have only visited once	0.4%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	4.8%	28	3.3%	4	4.5%	3	5.1%	1	14.6%	6	3.1%	2	5.6%	6	1.8%	1	5.1%	4
Mean:		*1.44*		*1.56*		*1.79*		*1.32*		*0.97*		*1.23*		*1.33*		*1.68*		*1.34*
Weighted base:		579		128		61		24		41		69		116		67		74
Sample:		542		107		66		47		47		60		94		62		59

Q21 Where did you last go to buy clothing or footwear goods?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	20.3%	164	28.0%	50	22.3%	15	3.6%	2	19.1%	12	28.2%	27	15.5%	27	26.6%	24	7.8%	7
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10	0.6%	1	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Orbital Retail Park, Cannock	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	1	3.5%	3
Outside Study Area																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1
Tesco Superstore, Hawks Green, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Power Station Road, Rugeley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	6.9%	56	11.7%	21	1.5%	1	1.0%	0	7.2%	4	10.1%	10	5.2%	9	3.3%	3	8.1%	8
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	3.7%	30	4.5%	8	9.7%	7	0.0%	0	10.9%	7	2.0%	2	0.0%	0	7.1%	6	0.0%	0
Cannock Town Centre	4.8%	38	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.9%	7	2.3%	4	10.1%	9	17.8%	17
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.7%	6	0.6%	1	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
London	0.8%	6	0.6%	1	0.0%	0	0.0%	0	0.8%	0	1.3%	1	0.0%	0	3.8%	3	0.0%	0
Manchester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.9%	7	0.5%	1	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.2%	2	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	1.4%	1	3.0%	3
Stoke-On-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.8%	23	1.4%	3	1.7%	1	2.9%	1	1.7%	1	3.0%	3	7.5%	13	0.0%	0	0.9%	1
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.8%	6	0.4%	1	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Tamworth Town Centre	3.6%	29	3.8%	7	3.6%	2	21.6%	10	6.2%	4	4.4%	4	1.3%	2	0.0%	0	0.0%	0
Telford Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	5.7%	5
Uttoxeter Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	6.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	23.1%	40	1.2%	1	9.0%	9
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.6%	1	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	2
Aldridge Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Boundary Mills, Walsall	1.6%	13	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.7%	8	2.1%	2	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.2%	2	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cannock Shopping Centre, Cannock	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.7%	1
East Midlands Designer Outlet	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
Queens Retail Park, Stafford	1.3%	11	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	1.4%	1	6.8%	6
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	29.1%	236	43.1%	77	50.9%	35	66.4%	30	16.0%	10	32.6%	31	11.9%	21	25.7%	23	9.6%	9
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Wyrley Brook Retail Park, Cannock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other, West Midlands	1.1%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.9%	2	5.9%	5	0.7%	1
Other, Outside Region	1.7%	14	1.3%	2	0.0%	0	1.7%	1	1.0%	1	0.6%	1	2.2%	4	3.8%	3	2.5%	2
Others																		
Abroad	0.5%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	1	1.0%	2	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		809		178		69		44		62		96		174		91		95
Sample:		813		154		72		87		80		90		154		91		85

Meanscore: [Number of visits per month]

Q22 How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q21)?
Not those who said 'Abroad' or 'Internet / delivery' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	3	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
At least once a week	4.9%	39	2.5%	5	2.7%	2	4.6%	2	3.4%	2	0.6%	1	12.3%	21	5.5%	5	2.3%	2
At least once a fortnight	6.5%	52	7.2%	13	1.7%	1	3.4%	2	7.5%	5	3.9%	4	6.4%	11	11.3%	10	7.9%	8
At least once a month	25.9%	209	30.6%	55	32.8%	23	29.8%	13	21.1%	13	35.4%	33	18.9%	32	18.9%	17	23.8%	23
At least every two months	20.3%	163	20.9%	37	34.6%	24	10.7%	5	25.0%	15	19.8%	19	11.6%	20	25.4%	23	21.2%	20
At least every 3 months	16.0%	129	12.5%	22	7.7%	5	12.2%	5	14.4%	9	20.9%	20	20.3%	35	13.2%	12	21.4%	20
At least every 6 months	11.5%	93	13.6%	24	5.3%	4	12.5%	6	11.8%	7	9.0%	8	11.3%	19	13.5%	12	12.3%	12
Less often than once every 6 months	5.0%	40	7.2%	13	3.0%	2	10.2%	5	3.6%	2	5.2%	5	4.3%	7	4.3%	4	2.5%	2
Have only bought once	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.5%	1	1.2%	1	0.0%	0
(Don't know / varies)	9.0%	73	5.5%	10	10.6%	7	15.2%	7	13.2%	8	3.1%	3	14.5%	25	6.7%	6	6.9%	7
Mean:		*0.88*		*0.77*		*0.91*		*0.92*		*0.80*		*0.68*		*1.12*		*0.91*		*0.88*
Weighted base:		805		178		69		44		62		94		172		91		95
Sample:		808		154		71		87		80		88		152		91		85

Q23 How do you normally travel to (LOCATION MENTIONED AT Q21)?

Not those who said 'Abroad' or 'Internet / delivery' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	73.9%	595	64.4%	115	89.1%	61	71.2%	32	74.2%	46	77.3%	73	69.2%	119	76.3%	69	84.4%	80
Car / van (as passenger)	9.9%	80	6.4%	11	9.4%	6	15.4%	7	22.3%	14	5.5%	5	10.7%	18	12.1%	11	7.3%	7
Bus, minibus or coach	6.3%	51	2.6%	5	0.0%	0	11.5%	5	1.0%	1	5.8%	5	15.6%	27	7.5%	7	1.6%	2
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Walk	3.9%	31	15.0%	27	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Taxi	0.4%	4	0.5%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.6%	2
Train	3.9%	31	7.8%	14	1.5%	1	0.0%	0	2.5%	2	6.7%	6	0.4%	1	3.3%	3	5.1%	5
Bicycle	0.6%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	7	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0
Weighted base:		805		178		69		44		62		94		172		91		95
Sample:		808		154		71		87		80		88		152		91		85

Q24 Where did you last go to buy books, CDs, DVDs?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	1.5%	4	2.4%	1	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	34.4%	84	68.5%	37	17.6%	3	0.0%	0	34.2%	4	46.7%	15	17.4%	10	35.3%	10	17.3%	5
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0	0.0%	0
Brownhills Town Centre	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	8.1%	5	0.0%	0	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	5.9%	2
Burntwood Town Centre	5.4%	13	0.0%	0	3.1%	1	0.0%	0	4.7%	1	8.8%	3	0.0%	0	30.4%	8	3.2%	1
Chasetown Neighbourhood Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2
Outside Study Area																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Tesco Superstore, Power Station Road, Rugeley	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.5%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	9.3%	23	9.4%	5	0.0%	0	7.2%	1	0.0%	0	15.9%	5	10.4%	6	15.0%	4	5.1%	1
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	2.1%	5	4.3%	2	13.4%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.3%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.6%	2	26.3%	7
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.5%	1	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.6%	1
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	26.1%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.6%	2	0.0%	0	0.0%	0	2.7%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Sutton Coldfield Town Centre	5.1%	12	2.8%	2	0.0%	0	7.4%	1	8.4%	1	2.5%	1	13.5%	8	0.0%	0	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	2.4%	6	0.0%	0	0.0%	0	34.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	9	2.5%	1	0.0%	0
Wednesbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	9.1%	22	4.4%	2	34.1%	6	47.8%	8	0.0%	0	6.2%	2	2.8%	2	4.6%	1	5.9%	2
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.2%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Other, Outside Region	0.7%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Others																		
Abroad	1.0%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		243		55		16		16		13		31		58		27		26
Sample:		252		53		19		30		20		29		49		26		26

Q25 Where did you last go to buy small household goods such as home furnishings, glass and china items?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	1.4%	7	2.8%	4	3.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.3%	1	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	12.0%	62	28.6%	37	17.9%	9	2.3%	0	9.8%	4	10.6%	7	2.4%	2	4.5%	2	0.0%	0
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Brownhills Town Centre	3.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	8.5%	8	4.3%	2	2.6%	2
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	2.6%	13	0.0%	0	2.2%	1	0.0%	0	1.1%	0	11.7%	8	0.7%	1	3.5%	2	2.6%	2
Chasetown Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Norton Canes Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Orbital Retail Park, Cannock	5.8%	30	0.7%	1	0.0%	0	0.0%	0	4.1%	2	3.2%	2	6.6%	7	11.0%	6	21.4%	13
Outside Study Area																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
IKEA, Birmingham	4.3%	22	4.5%	6	3.3%	2	15.4%	3	3.8%	2	7.2%	5	0.9%	1	2.0%	1	6.2%	4
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.4%	2	1.2%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.7%	24	4.3%	6	6.2%	3	4.0%	1	1.5%	1	4.0%	3	10.9%	11	1.3%	1	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	2.4%	13	3.1%	4	15.7%	8	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.7%	25	0.7%	1	0.0%	0	0.0%	0	2.9%	1	2.1%	1	5.4%	5	5.7%	3	20.8%	13
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	16.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Stoke-On-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.1%	6	0.7%	1	0.0%	0	0.0%	0	1.1%	0	3.6%	2	1.5%	2	0.0%	0	1.1%	1
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.1%	1
Tamworth Town Centre	4.3%	22	4.2%	5	2.3%	1	19.7%	4	7.9%	3	4.1%	3	1.5%	2	8.4%	5	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	3.6%	19	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	13.8%	14	7.2%	4	0.0%	0
Wednesbury Town Centre	3.4%	18	3.7%	5	0.0%	0	0.0%	0	3.7%	1	0.0%	0	5.1%	5	1.3%	1	9.5%	6
West Bromwich Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.6%	3	0.0%	0	6.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	3.3%	17	1.1%	1	0.0%	0	0.0%	0	2.5%	1	2.0%	1	2.2%	2	11.2%	6	8.5%	5
Aldridge Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	2	2.2%	1	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	3	1.3%	1	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Gallagher Retail Park, Axletree Way, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	2.4%	1
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	2.8%	15	0.5%	1	0.0%	0	0.0%	0	7.2%	3	3.2%	2	4.0%	4	7.5%	4	1.4%	1
Longford Island, Watling Street, Cannock	2.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	3.9%	4	7.0%	4	5.5%	3
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.3%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Reedswood Retail Park, Walsall	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.8%	4	2.2%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	20.8%	108	35.4%	46	32.8%	17	45.0%	8	9.3%	4	26.9%	18	7.0%	7	11.2%	6	4.7%	3
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.7%	9	1.1%	1	0.0%	0	6.5%	1	8.3%	3	0.0%	0	1.6%	2	2.2%	1	0.0%	0
Other, Outside Region	1.2%	6	1.6%	2	2.3%	1	3.1%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.4%	1
Others																		
Abroad	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		520		129		52		19		41		66		99		55		61
Sample:		513		115		50		33		58		57		85		59		56

Q26 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	27.3%	104	44.0%	35	52.3%	17	0.0%	0	24.0%	8	33.8%	16	10.7%	8	25.9%	12	14.7%	7
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	2.7%	10	7.9%	6	0.0%	0	0.0%	0	4.6%	1	4.3%	2	0.0%	0	1.1%	1	0.0%	0
Three Spires Shopping Centre, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	2	2.6%	1	1.4%	1
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	7	3.2%	2
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Orbital Retail Park, Cannock	3.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	6.7%	5	5.9%	3	6.0%	3
Outside Study Area																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
IKEA, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.8%	18	1.6%	1	2.0%	1	4.8%	1	1.4%	0	5.9%	3	4.1%	3	0.0%	0	18.9%	9
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	1.5%	6	0.0%	0	9.5%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Cannock Town Centre	4.9%	19	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%	1	3.0%	2	12.3%	6	19.6%	9
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	1	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Hednesford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	24.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	2.0%	8	0.8%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	6.1%	5	4.4%	2	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	3.1%	12	6.2%	5	5.1%	2	23.5%	4	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.3%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	7.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5	25.8%	19	5.1%	2	4.6%	2
Wednesbury Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
West Bromwich Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	2.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	6	7.1%	3	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	21.3%	81	35.7%	29	25.6%	9	60.6%	9	22.8%	7	24.6%	11	7.3%	5	15.6%	7	5.0%	2
Walkways, Walsall	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Other, Outside Region	0.9%	3	0.8%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.4%	1
Others																		
Abroad	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		379		80		33		16		32		47		75		48		48
Sample:		334		66		28		28		37		36		61		42		36

Q27 Where did you last go to buy chemist goods (including health and beauty products)?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.2%	2	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.7%	5	1.5%	3	3.2%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.3%	2	0.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.6%	5	2.0%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	30.0%	251	82.6%	158	36.0%	25	4.2%	2	23.5%	16	27.9%	27	3.9%	7	19.3%	15	0.8%	1
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Zone 2																		
Alrewas Village Centre	0.7%	6	0.0%	0	8.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.6%	5	0.4%	1	6.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.9%	7	0.0%	0	0.0%	0	17.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Zone 4																		
Armitage with Handsacre Village Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	17.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.7%	1	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	9	0.0%	0	0.0%	0
Brownhills Town Centre	6.1%	51	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	49	0.7%	1	0.6%	1
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	13	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	1.6%	1	5.3%	6
Burntwood Town Centre	10.2%	86	0.0%	0	1.6%	1	0.0%	0	1.6%	1	40.2%	39	1.2%	2	42.6%	34	7.3%	8
Chasetown Neighbourhood Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	6.3%	5	0.0%	0
Morley Road Neighbourhood Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	2.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	17.3%	19
Norton Canes Local Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	10
Orbital Retail Park, Cannock	3.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	5.4%	10	3.8%	3	14.9%	16
Outside Study Area																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Hawks Green, Cannock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.6%	1
Tesco Superstore, Power Station Road, Rugeley	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	3.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	29	0.0%	0	0.0%	0
Amington Road, Bolehall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	1.3%	11	0.7%	1	0.7%	1	0.0%	0	0.9%	1	0.6%	1	2.0%	4	4.3%	3	0.6%	1
Bloxwich Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Brereton Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Burton Upon Trent Town Centre	0.3%	2	0.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.4%	37	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	3.5%	6	8.2%	7	19.9%	22
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Hednesford Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	10
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.4%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	3.0%	25	0.0%	0	0.0%	0	0.0%	0	37.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.9%	16	0.4%	1	0.0%	0	0.0%	0	1.5%	1	2.2%	2	6.5%	12	0.0%	0	0.0%	0
Swadlincote Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tamworth Road, Amington	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	3.2%	26	3.0%	6	8.3%	6	23.4%	9	1.6%	1	0.0%	0	0.8%	2	4.3%	3	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	22	0.0%	0	0.6%	1
Wednesbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldridge Shopping Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longford Island, Watling Street, Cannock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	7.1%	59	3.9%	8	23.5%	16	48.5%	19	6.4%	4	4.4%	4	2.5%	5	2.9%	2	1.4%	2
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.3%	11	0.8%	2	1.0%	1	0.0%	0	1.6%	1	0.6%	1	3.0%	5	0.0%	0	1.2%	1
Other, Outside Region	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	1	0.4%	1	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		837		191		69		38		68		98		183		80		109
Sample:		835		173		77		74		88		86		162		82		93

Q28 Where did you last go to buy electrical items, such as televisions, washing machines and computers?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	2.1%	11	0.5%	1	4.2%	2	0.0%	0	1.7%	1	9.6%	7	1.3%	2	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	16.3%	85	29.2%	38	32.4%	13	2.8%	1	23.2%	8	10.2%	7	4.9%	6	16.6%	7	7.7%	5
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three Spires Shopping Centre, Lichfield	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6	1.2%	1	0.0%	0
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0
Burntwood Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	0.0%	0	8.7%	4	0.0%	0
Chasetown Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	8.3%	43	1.2%	2	0.0%	0	0.0%	0	11.3%	4	15.4%	10	7.0%	8	8.0%	4	26.1%	16
Outside Study Area																		

Column %ges.

Lichfield Household Survey
for WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.1%	1
Tesco Superstore, Hawks Green, Cannock	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Tesco Superstore, Power Station Road, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.4%	12	3.2%	4	0.0%	0	2.8%	1	3.2%	1	3.9%	3	3.4%	4	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	1.8%	9	1.8%	2	9.6%	4	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	4.4%	23	0.5%	1	0.0%	0	1.6%	0	0.0%	0	1.1%	1	5.7%	6	10.2%	5	16.2%	10
Chadsmoor Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Hednesford Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.5%	1
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	17.0%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.6%	8	0.9%	1	0.0%	0	0.0%	0	3.0%	1	1.1%	1	4.3%	5	1.2%	1	0.0%	0
Swadlincote Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	2.1%	11	1.3%	2	3.2%	1	6.1%	2	6.3%	2	0.9%	1	3.2%	4	0.0%	0	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	2.6%	13	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	9.7%	11	2.5%	1	0.0%	0
Wednesbury Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	9.9%	6
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	2.5%	13	1.1%	1	0.0%	0	0.0%	0	1.4%	0	3.2%	2	2.7%	3	3.1%	1	6.9%	4
Aldridge Shopping Centre,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.3%	2	0.0%	0	0.0%	0	1.6%	0	1.4%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	4.3%	5	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	1.0%	5	0.0%	0	8.0%	3	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	4.5%	23	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	17	2.7%	1	7.0%	4
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	5.3%	6	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	3.0%	15	0.9%	1	0.0%	0	0.0%	0	2.3%	1	4.6%	3	2.8%	3	13.4%	6	2.2%	1
Longford Island, Watling Street, Cannock	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	8.8%	4	3.3%	2
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	1.1%	6	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	27.6%	143	54.4%	71	41.0%	17	85.1%	23	9.0%	3	24.9%	17	6.4%	7	7.2%	3	2.6%	2
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Outside Region	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Others																		
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		518		131		41		27		34		68		113		44		60
Sample:		528		113		47		53		50		59		102		50		54

Q29 Where did you last go to buy DIY (including gardening) goods?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.6%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	0.9%	7	1.0%	2	2.8%	2	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	13.4%	97	30.2%	49	18.0%	11	3.5%	1	25.7%	14	14.3%	15	1.1%	2	5.9%	4	1.5%	2
Netherstowe Neighbourhood Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	8.8%	64	23.8%	38	14.5%	9	0.0%	0	11.8%	7	3.2%	3	1.3%	2	1.0%	1	4.0%	4
Three Spires Shopping Centre, Lichfield	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.8%	6	2.4%	4	0.8%	1	2.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	1.2%	9	1.5%	2	3.5%	2	0.0%	0	0.0%	0	2.5%	3	1.1%	2	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	4.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	12.0%	16	8.5%	6	1.5%	2
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.7%	1	8.7%	6	0.8%	1
Chasetown Neighbourhood Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.2%	3	4.7%	3	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton Canes Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Cannock	7.4%	54	1.0%	2	0.0%	0	0.0%	0	7.2%	4	7.9%	8	9.7%	13	9.8%	7	19.2%	20
Outside Study Area																		

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
IKEA, Birmingham	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wickes, Hollies Park Road, Cannock	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	7.7%	5	1.3%	1
Aldridge Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	12	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent Town Centre	2.3%	17	2.4%	4	16.1%	10	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	6.3%	45	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1	4.9%	7	18.0%	12	23.7%	25
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.0%	1	0.0%	0	0.0%	0
Swadlincote Town Centre	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	1.6%	11	2.6%	4	0.8%	1	16.3%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.8%	6	0.8%	1	0.8%	1
Wednesbury Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
A5 Trade Centre, Cannock	9.8%	71	0.0%	0	0.0%	0	0.0%	0	8.0%	4	17.6%	19	10.3%	14	14.7%	10	23.0%	24
Aldridge Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	1.7%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	6.3%	9	1.9%	1	0.0%	0
Cardinal Point Retail Park, Tamworth	1.4%	10	3.9%	6	3.8%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	0.0%	0	1.4%	1
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.1%	2
Linkway Retail Park, Cannock	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	1	0.0%	0	4.4%	3	1.1%	1
Longford Island, Watling Street, Cannock	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	5	0.0%	0	1.0%	1	0.6%	1
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	1.4%	10	1.9%	3	10.6%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	13.2%	96	23.4%	38	25.1%	15	62.7%	21	8.1%	4	11.4%	12	2.1%	3	2.6%	2	0.0%	0
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	4.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	9.4%	13	10.5%	7	11.5%	12
Other, West Midlands	2.8%	20	0.4%	1	0.0%	0	6.2%	2	7.2%	4	1.3%	1	4.9%	7	0.0%	0	5.3%	6
Other, Outside Region	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		726		161		62		34		55		106		136		68		104
Sample:		697		136		67		65		71		88		117		66		87

Q30 Where did you last go to buy furniture, carpets and floor coverings?
Excl. nulls & SFT's

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plant Pot Garden Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Britannia Enterprise Park, Lichfield	2.5%	13	3.8%	4	10.9%	5	0.0%	0	2.6%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Eastern Park, Lichfield	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boley Park Neighbourhood Centre	0.5%	3	0.7%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darwin Park Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimbles Lane Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield City Centre	12.7%	66	35.0%	40	16.6%	7	0.0%	0	16.3%	7	3.0%	3	2.2%	2	11.6%	6	2.8%	2
Netherstowe Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Arcade, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Retail Park, Lichfield	3.5%	18	5.6%	6	14.4%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	7.5%	4
Three Spires Shopping Centre, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2																		
Alrewas Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fradley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																		
Fazeley Village Centre	0.4%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curborough Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																		
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Island Neighbourhood Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Zone 6																		
Tesco Superstore, Silver Street, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills Town Centre	2.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	8.5%	9	0.0%	0	2.8%	2
Little Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inshops, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Wood Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Zone 7																		
Morrisons, High Street, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	13.3%	7	0.0%	0
Chasetown Neighbourhood Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.5%	1	0.0%	0
Morley Road Neighbourhood Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkhill Road Neighbourhood Centre, Boney Hay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queen Street Industrial Estate, Burntwood	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																		
Heath Hayes Local Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.5%	1	2.7%	2
Norton Canes Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Orbital Retail Park, Cannock	9.3%	48	5.7%	7	0.0%	0	3.4%	1	6.6%	3	11.1%	9	7.6%	8	17.2%	9	21.4%	12
Outside Study Area																		

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Asda, Woodhall Street, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Coppice Lane, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Birmingham	3.2%	17	1.2%	1	0.0%	0	9.6%	2	1.1%	0	4.7%	4	1.4%	2	3.6%	2	9.9%	6
Sainsbury's, Mere Green Road, Sutton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Voyager Drive, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hawks Green, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Power Station Road, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Street, Hednesford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Hollies Park Road, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge Town Centre	4.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	17.0%	19	0.0%	0	0.0%	0
Amington Road, Bolehall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashby-De-La-Zouch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	2.2%	12	2.2%	3	0.0%	0	3.4%	1	1.4%	1	2.5%	2	4.4%	5	1.4%	1	0.0%	0
Bloxwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brereton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgtown Local Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.7%	2
Burton Upon Trent Town Centre	0.5%	3	0.0%	0	4.8%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Town Centre	8.5%	44	4.1%	5	1.1%	1	0.0%	0	3.7%	2	8.0%	7	9.5%	10	12.3%	6	25.6%	14
Chadsmoor Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby City Centre	0.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Ellerbeck, Stoneydelph	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington, Birmingham	0.4%	2	0.6%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0
Exley Neighbourhood Centre, Field Farm Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fernwood Drive Local Centre, Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fontenaye Road, Coton Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glascote Road, Tamworth	0.1%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawks Green District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hednesford Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
High Street, Dosthill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester City Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Masefield Drive, Leyfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Measham	0.6%	3	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley Town Centre	3.1%	16	1.3%	1	0.0%	0	0.0%	0	35.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Town Centre	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Stafford Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke-On-Trent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield Town Centre	1.0%	5	0.0%	0	2.3%	1	3.4%	1	0.0%	0	2.3%	2	1.4%	2	0.0%	0	0.0%	0
Swadlincote Town Centre	0.6%	3	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth Road, Amington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth Town Centre	2.0%	10	0.0%	0	4.1%	2	18.0%	4	2.5%	1	0.7%	1	0.8%	1	3.8%	2	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Town Centre	4.6%	24	2.6%	3	0.0%	0	0.0%	0	1.4%	1	1.4%	1	15.6%	17	2.4%	1	1.2%	1
Wednesbury Town Centre	2.0%	11	0.0%	0	0.0%	0	1.5%	0	1.1%	0	4.5%	4	1.5%	2	0.0%	0	7.9%	4
West Bromwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
A5 Trade Centre, Cannock	4.9%	26	0.6%	1	0.0%	0	1.5%	0	1.1%	0	20.2%	17	5.8%	6	2.5%	1	0.0%	0
Aldridge Shopping Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Aldridge																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arena Central, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bescot Retail Park, Walsall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Boundary Mills, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway Plaza, Middleway, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullring, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Shopping Centre, Cannock	1.2%	6	0.7%	1	0.0%	0	0.0%	0	1.1%	0	3.3%	3	2.2%	2	0.0%	0	0.0%	0
Cardinal Point Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale/Ravenside Retail Park, Erdington	0.3%	2	0.7%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central Square Shopping Centre, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centrum East Retail Park, Burton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chasewater Industrial Estate, Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fosse Shopping Park, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Shopping Outlet, Stoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Axletree Way, Wednesbury	0.5%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Grand Central Shopping Centre, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcross Leicester, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunters Row, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Derby Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jolly Sailor Retail Park, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Park, Walsall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Keyway Retail Park, Willenhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsmead Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Road, Cannock	0.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Cannock	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	9.2%	5	0.0%	0
Longford Island, Watling Street, Cannock	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.8%	1	3.6%	2
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martineau Galleries, Eastside, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middle Entry, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Square Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park	0.9%	5	3.6%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Shopping Centre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Place Shopping Centre, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Cannock																		
Pointland Park, Rugeley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potteries Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Retail Park, Stafford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reedswood Retail Park, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Shopping Centre, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Way Retail Park, Cannock	2.3%	12	1.3%	2	0.0%	0	0.0%	0	2.6%	1	1.6%	1	3.9%	4	7.8%	4	0.0%	0
Ropewalk Shopping Centre, Nuneaton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smithfield Shopping Centre, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Aston, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tameside Business Park, Perry Barr	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arcade, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Shopping Park, Castle Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hough Retail Park, Stafford	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Precinct, Tamworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Saddlers, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	10.6%	55	21.4%	24	18.8%	8	36.8%	8	3.7%	2	5.3%	4	4.3%	5	3.5%	2	3.2%	2
Walkways, Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall Enterprise Park, Walsall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Cannock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	1.6%	9	0.6%	1	5.2%	2	5.9%	1	2.6%	1	0.0%	0	1.5%	2	0.0%	0	2.7%	2
Other, Outside Region	0.5%	3	1.3%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																		
Abroad	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	0.0%	0	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 / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t do this type of shopping)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		522		114		45		22		41		83		110		51		56
Sample:		500		96		46		40		57		68		91		53		49

Q31 Which goods or services does your household currently purchase via internet or TV shopping? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Baby items	0.9%	9	1.0%	2	4.9%	4	0.0%	0	0.6%	0	0.5%	1	0.8%	2	0.0%	0	0.0%	0
Banking / finance	1.3%	13	2.9%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.3%	1	0.0%	0	1.2%	2
Beauty / health products	5.1%	51	6.4%	14	6.1%	5	0.9%	0	2.5%	2	5.8%	7	5.5%	12	5.6%	6	3.5%	4
Books	32.6%	327	38.3%	85	39.6%	35	26.1%	13	38.4%	30	38.5%	47	24.1%	51	31.5%	32	26.4%	34
CDs, DVDs, Vinyl (physical products)	27.3%	273	24.2%	54	31.3%	28	18.5%	9	36.5%	29	34.9%	42	24.5%	52	29.4%	30	23.2%	30
Clothes / shoes	30.9%	309	31.2%	69	30.9%	28	8.6%	4	39.9%	31	38.6%	47	26.3%	56	25.9%	26	37.6%	48
Computer / printer accessories	3.2%	32	3.6%	8	0.0%	0	4.2%	2	3.5%	3	2.4%	3	6.2%	13	0.5%	1	1.7%	2
Console / PC games	2.0%	20	2.5%	5	2.5%	2	1.5%	1	0.6%	0	0.0%	0	4.8%	10	0.7%	1	0.5%	1
Craft / hobby items	3.4%	34	3.1%	7	2.0%	2	5.7%	3	9.5%	7	2.7%	3	4.2%	9	0.0%	0	2.1%	3
DIY goods	1.5%	15	1.0%	2	3.9%	3	0.9%	0	1.2%	1	0.5%	1	0.7%	2	4.6%	5	1.0%	1
Downloadable content e.g. Music / Movies / TV / Games / Apps	4.2%	42	2.8%	6	2.5%	2	4.2%	2	2.7%	2	10.3%	12	1.9%	4	2.4%	2	8.3%	11
Food / groceries	9.1%	91	11.3%	25	9.4%	8	3.9%	2	8.5%	7	10.8%	13	3.4%	7	17.0%	17	8.7%	11
Furniture / carpets	4.6%	46	5.2%	12	3.6%	3	0.7%	0	6.9%	5	4.4%	5	3.2%	7	8.5%	9	4.0%	5
Garden items	1.5%	15	0.8%	2	0.6%	1	3.9%	2	5.7%	4	0.0%	0	2.2%	5	1.2%	1	0.7%	1
Gifts	7.8%	78	11.0%	24	4.3%	4	3.3%	2	9.3%	7	8.5%	10	6.6%	14	7.0%	7	7.3%	9
Holiday and / or Travel/Event Tickets	2.4%	24	4.6%	10	1.8%	2	1.5%	1	1.3%	1	2.8%	3	1.3%	3	1.7%	2	2.3%	3
Jewellery	1.4%	14	1.8%	4	0.0%	0	0.7%	0	0.6%	0	3.2%	4	1.9%	4	1.8%	2	0.0%	0
Major electrical items	11.7%	118	9.9%	22	8.4%	8	12.0%	6	12.5%	10	11.3%	14	9.2%	20	15.7%	16	18.2%	23
Mobile phone accessories	1.6%	16	1.2%	3	3.6%	3	2.2%	1	4.9%	4	0.0%	0	1.2%	2	1.6%	2	1.2%	2
Pet products	1.9%	19	1.0%	2	3.6%	3	0.9%	0	3.3%	3	2.7%	3	2.7%	6	0.7%	1	0.7%	1
Small electrical items	13.5%	136	12.8%	28	14.7%	13	7.8%	4	16.3%	13	18.5%	23	12.4%	26	11.1%	11	13.6%	17
Small household goods	9.5%	96	11.1%	25	10.3%	9	7.7%	4	14.8%	12	7.3%	9	11.5%	24	6.3%	6	5.0%	6
Sports goods	2.2%	22	3.2%	7	1.7%	2	0.9%	0	3.8%	3	0.0%	0	1.5%	3	1.9%	2	3.7%	5
Toys	9.5%	95	8.5%	19	15.1%	14	3.0%	1	3.9%	3	10.7%	13	10.5%	22	7.3%	7	12.4%	16
Vehicle parts	2.0%	20	2.2%	5	0.6%	1	0.0%	0	0.6%	0	2.3%	3	0.7%	2	1.2%	1	6.7%	9
Vehicles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	22	2.9%	6	3.8%	3	1.5%	1	4.5%	4	0.6%	1	1.2%	3	0.5%	1	2.9%	4
(None)	28.5%	286	21.3%	47	21.0%	19	53.7%	27	20.9%	16	22.5%	27	39.8%	84	30.1%	30	27.1%	35
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Q32 Do you ever visit Lichfield City Centre?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Yes	82.9%	831	98.0%	217	92.0%	82	59.6%	30	81.8%	64	90.9%	110	73.6%	156	85.4%	87	66.2%	85
No	17.1%	171	2.0%	4	8.0%	7	40.4%	20	18.2%	14	9.1%	11	26.4%	56	14.6%	15	33.8%	43
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Meanscore: [Number of visits per week]

Q33 How often do you visit Lichfield City Centre?

Those that visit Lichfield City Centre at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Daily	3.0%	25	8.8%	19	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.0%	0	3.3%	3	0.8%	1
At least two times a week	15.3%	127	32.3%	70	13.6%	11	5.0%	1	6.6%	4	18.6%	21	2.0%	3	13.0%	11	6.0%	5
At least once a week	22.3%	186	37.4%	81	22.2%	18	6.9%	2	26.0%	17	18.2%	20	12.8%	20	21.9%	19	10.1%	9
At least once a fortnight	16.0%	133	9.8%	21	22.0%	18	9.3%	3	26.0%	17	23.9%	26	11.5%	18	21.5%	19	12.7%	11
At least once a month	20.7%	172	9.4%	20	22.9%	19	32.6%	10	24.5%	16	23.2%	26	26.2%	41	24.5%	21	22.9%	19
At least every two months	7.2%	60	1.0%	2	4.2%	3	9.4%	3	5.9%	4	4.3%	5	13.1%	20	11.4%	10	14.9%	13
At least every 3 months	4.5%	37	0.0%	0	4.3%	4	7.9%	2	6.1%	4	2.4%	3	9.3%	15	3.1%	3	8.7%	7
At least every 6 months	6.8%	56	0.0%	0	5.1%	4	20.5%	6	0.9%	1	7.7%	9	15.4%	24	0.6%	1	14.5%	12
Less often than once every 6 months	3.0%	25	0.0%	0	2.9%	2	5.8%	2	2.4%	2	0.5%	1	6.3%	10	0.8%	1	9.4%	8
Have only visited once	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don’t know / varies)	1.2%	10	1.3%	3	2.7%	2	2.6%	1	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Mean:		*0.99*		*1.71*		*0.74*		*0.45*		*0.75*		*0.91*		*0.42*		*0.92*		*0.57*
Weighted base:		831		217		82		30		64		110		156		87		85
Sample:		814		188		89		56		88		98		136		84		75

Q34 How do you usually travel to Lichfield City Centre?
Those that visit Lichfield City Centre at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Car / van (as driver)	68.6%	570	38.5%	83	85.2%	70	70.3%	21	86.7%	56	76.6%	85	73.7%	115	73.5%	64	90.1%	76
Car / van (as passenger)	8.1%	67	3.8%	8	10.1%	8	15.1%	5	7.9%	5	6.9%	8	13.4%	21	9.7%	8	4.4%	4
Bus, minibus or coach	5.5%	46	1.8%	4	0.8%	1	12.1%	4	3.7%	2	6.2%	7	8.7%	14	11.5%	10	5.5%	5
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Walk	13.3%	111	48.8%	106	3.9%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0
Taxi	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0
Train	0.7%	6	0.3%	1	0.0%	0	2.5%	1	0.0%	0	2.4%	3	1.0%	2	0.0%	0	0.0%	0
Bicycle	1.4%	12	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.6%	2	4.0%	3	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	2.0%	16	5.3%	12	0.0%	0	0.0%	0	1.6%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		831		217		82		30		64		110		156		87		85
Sample:		814		188		89		56		88		98		136		84		75

Q35 What time of the day did you last visit Lichfield City Centre?
Those that visit Lichfield City Centre at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Morning till 12:00	50.5%	419	51.9%	112	41.6%	34	47.5%	14	60.5%	39	40.0%	44	59.9%	93	50.3%	43	45.7%	39
12:01 to 14:00	29.8%	248	25.9%	56	31.2%	26	36.9%	11	23.4%	15	35.5%	39	26.2%	41	36.0%	31	33.7%	29
14:01 to 18:00	10.8%	90	14.0%	30	12.3%	10	11.6%	3	9.9%	6	18.0%	20	2.4%	4	6.3%	5	12.0%	10
18:01 onwards	2.3%	19	2.0%	4	0.6%	1	2.6%	1	2.7%	2	4.0%	4	3.5%	5	0.0%	0	2.6%	2
(Don't know / can't remember)	6.6%	55	6.2%	14	14.3%	12	1.4%	0	3.5%	2	2.5%	3	8.0%	12	7.5%	6	6.0%	5
Weighted base:		831		217		82		30		64		110		156		87		85
Sample:		814		188		89		56		88		98		136		84		75

Q36 What is the MAIN reason you visit Lichfield City Centre? (eg what do you like about it that makes you visit it)
Those that visit Lichfield City Centre at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Choice and range of shops	27.7%	230	20.2%	44	17.9%	15	33.1%	10	39.7%	25	28.7%	32	30.2%	47	37.4%	32	29.5%	25
Choice of leisure facilities (restaurants, pubs etc)	13.4%	111	16.1%	35	20.6%	17	9.4%	3	6.7%	4	15.4%	17	8.5%	13	10.5%	9	15.3%	13
Choice of services (hairdressers, banks etc)	6.7%	56	8.0%	17	14.8%	12	1.4%	0	6.0%	4	6.2%	7	3.7%	6	10.0%	9	0.8%	1
Close to home	12.7%	106	26.6%	58	18.4%	15	2.6%	1	8.7%	6	8.3%	9	5.0%	8	9.4%	8	1.8%	2
Close to work	2.5%	21	3.7%	8	0.6%	1	2.5%	1	2.3%	1	2.3%	3	0.4%	1	2.7%	2	5.8%	5
Convenient car parking (i.e. easy to park)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	1.7%	1
Easily accessible by car	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Easily accessible by foot / cycle	0.6%	5	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre (i.e. clean / attractive environment)	12.2%	102	5.4%	12	8.2%	7	22.9%	7	15.7%	10	15.1%	17	16.3%	25	11.9%	10	16.5%	14
Good disabled access	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good layout / shops are close together	1.7%	14	0.4%	1	0.6%	1	2.9%	1	2.6%	2	0.5%	1	4.4%	7	2.0%	2	1.6%	1
The Market (General, Farmers, Pool Walk)	2.4%	20	3.2%	7	0.0%	0	2.9%	1	1.7%	1	1.9%	2	3.1%	5	0.0%	0	5.0%	4
Low prices / good value	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	8.4%	70	3.3%	7	6.1%	5	9.6%	3	9.6%	6	10.6%	12	15.9%	25	3.6%	3	10.8%	9
Parking is cheap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Parking is free	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit prefered supermarket operator	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	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	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.7%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	3	0.8%	1
Familiar / know where everything is	0.3%	2	0.0%	0	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
For a change / day out	0.9%	7	0.0%	0	1.4%	1	2.9%	1	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.8%	1
Good for meeting up with people	0.7%	6	0.4%	1	0.8%	1	2.5%	1	0.0%	0	1.3%	1	0.0%	0	0.8%	1	1.6%	1
Good for window shopping / browsing	0.8%	7	0.3%	1	2.1%	2	0.0%	0	1.7%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Pedestrianised	0.3%	3	0.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Support local businesses	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional / historical environment	0.8%	6	1.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
(Nothing in particular)	5.4%	45	6.5%	14	4.6%	4	4.3%	1	3.7%	2	4.9%	5	4.5%	7	7.4%	6	5.5%	5
Weighted base:		831		217		82		30		64		110		156		87		85
Sample:		814		188		89		56		88		98		136		84		75

Column %ges.

Q37A Are there any improvements that would encourage you to visit Lichfield City Centre more often? First Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.3%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Better environment	0.8%	8	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	3.3%	4
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.4%	14	2.9%	6	1.8%	2	0.0%	0	0.6%	0	3.3%	4	0.0%	0	1.2%	1	0.0%	0
Improved street cleaning	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.5%	15	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.6%	1	5.6%	12	0.7%	1	0.0%	0
Less charity shops	0.8%	8	1.1%	2	1.3%	1	0.0%	0	2.0%	2	0.0%	0	0.4%	1	1.4%	1	0.7%	1
Less empty shops	2.7%	27	3.9%	9	0.7%	1	0.0%	0	0.6%	0	5.8%	7	3.9%	8	2.4%	2	0.0%	0
Less traffic congestion	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	0.4%	4	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
More / better restaurants	0.7%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	4	0.8%	2	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	3.5%	35	7.2%	16	2.7%	2	3.5%	2	1.3%	1	3.9%	5	1.5%	3	2.9%	3	2.6%	3
Parking - free parking	2.6%	26	1.9%	4	7.5%	7	0.0%	0	2.6%	2	3.1%	4	0.8%	2	3.6%	4	3.0%	4
Parking - more parking spaces	7.1%	71	3.2%	7	10.2%	9	3.2%	2	10.4%	8	10.4%	13	9.0%	19	5.2%	5	6.3%	8
Shops - improved non-food shops within the town centre	3.3%	33	3.4%	7	1.9%	2	3.3%	2	7.7%	6	4.2%	5	1.3%	3	5.1%	5	2.2%	3
Shops - improved quality of shops	3.2%	32	5.6%	12	2.5%	2	2.4%	1	4.5%	4	4.4%	5	0.3%	1	2.1%	2	3.5%	4
Shops - increased choice and range of shops	20.3%	203	28.1%	62	16.9%	15	5.2%	3	20.8%	16	28.7%	35	14.4%	31	22.2%	22	14.9%	19
Shops - more independent shops	1.6%	16	2.7%	6	5.2%	5	0.0%	0	0.6%	0	0.0%	0	1.5%	3	0.0%	0	1.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	1.3%	13	2.7%	6	3.6%	3	0.0%	0	2.0%	2	1.8%	2	0.0%	0	0.5%	1	0.0%	0
A shopping centre / undercover shopping	0.5%	5	1.4%	3	0.6%	1	0.9%	0	0.8%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Better mobile phone signal	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.5%	5	1.4%	3	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Cancel new shopping centre plans	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved layout	0.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.7%	1
Improved pavements	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Improved road surfaces	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased signposting	0.0%	0	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 coffee shops	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Less travel agents	0.0%	0	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 cycle lanes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking spaces	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking areas for bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking enforcement	0.0%	0	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 pedestrianisation	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.2%	2	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Remove the Big Issue sellers	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes store	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
TK Maxx store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated bus station	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated train station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
(Don't know)	3.2%	32	0.3%	1	3.5%	3	2.4%	1	2.1%	2	3.8%	5	4.3%	9	6.0%	6	4.8%	6
(Nothing / Nothing else)	41.1%	412	28.3%	63	34.9%	31	71.2%	36	37.8%	30	23.1%	28	51.9%	110	45.0%	46	54.1%	69
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Column %ges.

Q37B Are there any improvements that would encourage you to visit Lichfield City Centre more often? Second Mention
Not those who said '(Don't know)' or '(Nothing / Nothing else)' at Q37A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.0%	11	3.3%	5	2.2%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	2	3.8%	2	0.0%	0
Improved street cleaning	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Less empty shops	1.2%	7	2.9%	5	0.0%	0	3.3%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1	0.0%	0
Less traffic congestion	0.9%	5	1.9%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	0.0%	0	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 / better restaurants	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	3.4%	19	5.0%	8	0.0%	0	0.0%	0	5.3%	2	1.5%	1	4.0%	4	6.2%	3	1.3%	1
Parking - free parking	2.5%	14	4.9%	8	0.9%	1	0.0%	0	4.6%	2	2.9%	3	0.7%	1	0.0%	0	0.0%	0
Parking - more parking spaces	3.1%	17	1.5%	2	3.3%	2	11.3%	1	2.0%	1	6.5%	6	3.5%	3	2.4%	1	1.3%	1
Shops - improved non-food shops within the town centre	4.0%	22	4.4%	7	0.9%	1	0.0%	0	2.3%	1	6.4%	6	1.0%	1	5.9%	3	8.0%	4
Shops - improved quality of shops	3.6%	20	3.4%	5	3.0%	2	3.3%	0	2.0%	1	2.9%	3	2.4%	2	9.7%	5	4.2%	2
Shops - increased choice and range of shops	13.9%	77	20.3%	32	12.9%	7	16.3%	2	16.6%	8	13.2%	12	4.2%	4	11.4%	6	13.0%	7
Shops - more independent shops	1.8%	10	1.9%	3	0.9%	1	0.0%	0	6.8%	3	0.7%	1	0.7%	1	0.0%	0	3.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	1.1%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	2.4%	1	0.0%	0
A shopping centre / undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.1%	1	0.0%	0
Cancel new shopping centre plans	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased signposting	0.0%	0	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 coffee shops	0.4%	2	0.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	1.2%	7	1.1%	2	4.2%	2	0.0%	0	3.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less travel agents	0.3%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More cycle lanes	0.0%	0	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 disabled parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking areas for bikes	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
More parking enforcement	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride system	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the Big Issue sellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated train station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	1.0%	1	0.0%	0	0.0%	0
(Nothing / Nothing else)	55.8%	311	43.9%	69	65.9%	36	65.9%	9	45.3%	21	49.5%	44	75.7%	70	52.0%	26	67.2%	35
Weighted base:		557		158		55		13		47		89		93		50		52
Sample:		526		134		61		27		59		70		78		56		41

Column %ges.

Q37C Are there any improvements that would encourage you to visit Lichfield City Centre more often? Third Mention
Not those who said '(Don't know)' or '(Nothing / Nothing else)' at Q37A or Q37B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.8%	7	2.4%	2	0.0%	0	0.0%	0	15.6%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.0%	5	0.0%	0	2.7%	1	0.0%	0	11.4%	3	1.5%	1	4.1%	1	0.0%	0	0.0%	0
Less charity shops	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	0.0%	0	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 seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	1.3%	3	2.2%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Parking - free parking	1.5%	4	0.0%	0	2.7%	1	0.0%	0	3.6%	1	1.9%	1	7.0%	2	0.0%	0	0.0%	0
Parking - more parking spaces	1.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	3.9%	1
Shops - improved non-food shops within the town centre	1.7%	4	2.6%	2	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Shops - improved quality of shops	3.8%	9	1.5%	1	6.3%	1	0.0%	0	4.0%	1	9.2%	4	0.0%	0	0.0%	0	10.5%	2
Shops - increased choice and range of shops	9.0%	22	9.6%	9	8.7%	2	9.6%	0	8.3%	2	9.2%	4	0.0%	0	4.6%	1	24.4%	4
Shops - more independent shops	5.5%	13	3.3%	3	6.0%	1	9.6%	0	1.8%	0	12.6%	5	7.0%	2	0.0%	0	9.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	1.6%	4	1.9%	2	9.0%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shopping centre / undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better mobile phone signal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	1
Cancel new shopping centre plans	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved pavements	0.0%	0	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 road surfaces	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased signposting	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Less coffee shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	3.0%	7	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less travel agents	0.0%	0	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 cycle lanes	0.0%	0	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 disabled parking spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking areas for bikes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking enforcement	0.0%	0	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 pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public toilets	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Park and Ride system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the Big Issue sellers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated train station	0.0%	0	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)	1.2%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	61.1%	148	59.3%	53	59.0%	11	80.9%	4	49.9%	13	56.1%	23	77.8%	17	84.4%	20	43.5%	7
Weighted base:		242		89		19		5		26		41		22		24		17
Sample:		223		69		22		9		33		30		20		26		14

Q37X Are there any improvements that would encourage you to visit Lichfield City Centre more often? Any mention [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.5%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Better environment	2.4%	24	3.6%	8	0.0%	0	1.7%	1	1.5%	1	4.3%	5	1.3%	3	1.2%	1	4.0%	5
Better security	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.7%	7	0.0%	0	0.0%	0	0.9%	0	0.0%	0	3.1%	4	0.8%	2	1.4%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	3.1%	31	5.9%	13	3.2%	3	0.0%	0	5.7%	4	4.9%	6	0.7%	2	3.1%	3	0.0%	0
Improved street cleaning	0.5%	5	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.1%	21	0.0%	0	0.6%	1	3.9%	2	3.7%	3	1.1%	1	6.3%	13	0.7%	1	0.0%	0
Less charity shops	1.0%	10	1.1%	2	1.3%	1	0.0%	0	3.3%	3	0.0%	0	0.4%	1	1.9%	2	0.7%	1
Less empty shops	3.5%	35	6.0%	13	1.3%	1	0.9%	0	0.6%	0	6.9%	8	3.9%	8	2.9%	3	0.0%	0
Less traffic congestion	0.8%	8	1.7%	4	3.0%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	0.5%	5	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
More / better restaurants	0.7%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.1%	4	0.8%	2	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	5.7%	57	11.6%	26	3.2%	3	3.5%	2	4.5%	4	5.0%	6	3.2%	7	6.5%	7	3.1%	4
Parking - free parking	4.3%	43	5.4%	12	8.6%	8	0.0%	0	6.5%	5	5.9%	7	1.9%	4	3.6%	4	3.0%	4
Parking - more parking spaces	9.1%	91	4.5%	10	12.3%	11	6.2%	3	11.6%	9	16.8%	20	10.5%	22	6.4%	6	6.8%	9
Shops - improved non-food shops within the town centre	5.9%	59	7.5%	17	2.5%	2	3.3%	2	9.1%	7	8.9%	11	1.7%	4	9.4%	10	5.5%	7
Shops - improved quality of shops	6.6%	66	9.0%	20	5.6%	5	3.3%	2	7.0%	5	9.6%	12	1.4%	3	6.8%	7	9.9%	13
Shops - increased choice and range of shops	28.1%	281	39.9%	88	25.6%	23	10.4%	5	32.8%	26	37.7%	46	16.3%	34	28.3%	29	23.5%	30
Shops - more independent shops	3.9%	40	5.3%	12	7.0%	6	0.9%	0	5.3%	4	4.8%	6	2.5%	5	0.0%	0	4.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	2.3%	23	4.8%	11	5.5%	5	0.0%	0	2.6%	2	3.4%	4	0.0%	0	1.7%	2	0.0%	0
A shopping centre / undercover shopping	0.5%	5	1.4%	3	0.6%	1	0.9%	0	0.8%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Better mobile phone signal	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer store	0.8%	8	1.4%	3	0.0%	0	0.9%	0	0.6%	0	1.3%	2	0.4%	1	0.5%	1	1.2%	1
Cancel new shopping centre plans	0.2%	2	0.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved layout	0.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.7%	1
Improved pavements	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Improved road surfaces	0.2%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased signposting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Less coffee shops	0.5%	5	1.6%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less restaurants	1.4%	14	4.1%	9	2.6%	2	0.0%	0	2.1%	2	0.5%	1	0.4%	1	0.0%	0	0.0%	0
Less travel agents	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More cycle lanes	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking spaces	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking areas for bikes	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
More parking enforcement	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
More public toilets	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.4%	4	0.7%	1	0.6%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Park and Ride system	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Remove the Big Issue sellers	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TJ Hughes store	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
TK Maxx store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated bus station	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Updated train station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q38 Do you ever visit Burntwood Town Centre?																		
Yes	21.3%	213	6.1%	14	1.1%	1	0.9%	0	5.8%	5	56.8%	69	9.2%	19	58.4%	59	36.1%	46
No	78.7%	789	93.9%	208	98.9%	89	99.1%	50	94.2%	74	43.2%	53	90.8%	192	41.6%	42	63.9%	82
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112
Meanscore: [Number of visits per week]																		
Q39 How often do you visit Burntwood Town Centre? *Those that visit Burntwood Town Centre at Q38*																		
Daily	12.2%	26	30.5%	4	0.0%	0	0.0%	0	0.0%	0	10.9%	8	0.0%	0	14.6%	9	12.5%	6
At least two times a week	12.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	16	0.0%	0	13.4%	8	6.7%	3
At least once a week	28.6%	61	15.6%	2	0.0%	0	0.0%	0	10.3%	0	35.2%	24	8.1%	2	37.2%	22	22.8%	11
At least once a fortnight	8.6%	18	0.0%	0	0.0%	0	0.0%	0	13.2%	1	6.0%	4	13.6%	3	15.7%	9	3.4%	2
At least once a month	15.2%	32	11.1%	2	100.0%	1	0.0%	0	26.5%	1	9.2%	6	17.2%	3	9.9%	6	28.3%	13
At least every two months	7.0%	15	11.3%	2	0.0%	0	0.0%	0	13.2%	1	6.9%	5	14.9%	3	5.1%	3	4.4%	2
At least every 3 months	3.0%	6	4.9%	1	0.0%	0	0.0%	0	10.3%	0	4.0%	3	7.8%	2	0.0%	0	1.9%	1
At least every 6 months	6.2%	13	4.9%	1	0.0%	0	100.1%	0	0.0%	0	2.0%	1	21.5%	4	0.9%	1	12.8%	6
Less often than once every 6 months	3.0%	6	6.2%	1	0.0%	0	0.0%	0	13.2%	1	1.9%	1	9.1%	2	0.9%	1	2.9%	1
Have only visited once	1.0%	2	0.0%	0	0.0%	0	0.0%	0	13.2%	1	0.0%	0	7.8%	2	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	6	15.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.1%	1	4.3%	2
Mean:		*1.64*		*2.64*		*0.30*		*0.00*		*0.31*		*1.71*		*0.32*		*1.81*		*1.60*
Weighted base:		213		14		1		0		5		69		19		59		46
Sample:		198		11		2		1		8		59		20		64		33
Q40 How do you usually travel to Burntwood Town Centre? *Those that visit Burntwood Town Centre at Q38*																		
Car / van (as driver)	61.1%	130	42.8%	6	50.0%	1	0.0%	0	73.5%	3	63.3%	44	70.5%	14	50.0%	30	73.1%	34
Car / van (as passenger)	7.0%	15	4.9%	1	0.0%	0	0.0%	0	26.5%	1	6.0%	4	13.6%	3	6.5%	4	5.2%	2
Bus, minibus or coach	4.5%	10	21.8%	3	0.0%	0	100.1%	0	0.0%	0	4.5%	3	4.5%	1	1.2%	1	3.4%	2
Motorcycle, scooter or moped	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0
Walk	17.2%	37	0.0%	0	50.0%	1	0.0%	0	0.0%	0	26.2%	18	0.0%	0	27.8%	16	3.4%	2
Taxi	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	7.6%	5	3.4%	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	0.0%	0
Bicycle	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	9.1%	4
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.8%	6	30.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	1
Weighted base:		213		14		1		0		5		69		19		59		46
Sample:		198		11		2		1		8		59		20		64		33
Q41 What time of the day did you last visit Burntwood Town Centre? *Those that visit Burntwood Town Centre at Q38*																		
Morning till 12:00	44.4%	95	74.4%	10	50.0%	1	100.1%	0	50.0%	2	45.5%	31	65.9%	13	41.1%	24	27.8%	13
12:01 to 14:00	24.8%	53	15.9%	2	50.0%	1	0.0%	0	23.5%	1	33.8%	23	26.0%	5	22.7%	13	15.8%	7
14:01 to 18:00	17.3%	37	4.9%	1	0.0%	0	0.0%	0	26.5%	1	17.8%	12	4.5%	1	11.3%	7	32.9%	15
18:01 onwards	4.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	12.5%	7	3.4%	2
(Don't know / can't remember)	9.1%	19	4.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.5%	1	12.4%	7	20.2%	9
Weighted base:		213		14		1		0		5		69		19		59		46
Sample:		198		11		2		1		8		59		20		64		33

Column %ges.

Q42 What is the MAIN reason you visit Burntwood Town Centre? (eg what do you like about it that makes you visit it)
Those that visit Burntwood Town Centre at Q38

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Choice and range of shops	20.8%	44	33.1%	4	50.0%	1	100.1%	0	0.0%	0	22.9%	16	12.6%	2	18.5%	11	21.2%	10
Choice of leisure facilities (restaurants, pubs etc)	4.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	13.9%	6
Choice of services (hairdressers, banks etc)	18.0%	38	4.9%	1	0.0%	0	0.0%	0	26.5%	1	22.6%	16	20.5%	4	9.3%	6	24.9%	11
Close to home	22.5%	48	35.4%	5	0.0%	0	0.0%	0	0.0%	0	21.4%	15	0.0%	0	40.9%	24	9.1%	4
Close to work	3.3%	7	10.7%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.9%	1	0.0%	0
Convenient car parking (i.e. easy to park)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Easily accessible by car	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Easily accessible by foot / 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	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre (i.e. clean / attractive environment)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	10.3%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops are close together	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Good market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / good value	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	3.6%	8	0.0%	0	0.0%	0	0.0%	0	13.2%	1	2.0%	1	0.0%	0	7.0%	4	3.4%	2
Parking is cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is free	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Visit prefered supermarket operator	3.5%	7	6.2%	1	0.0%	0	0.0%	0	10.3%	0	0.9%	1	9.1%	2	3.9%	2	3.3%	2
Other	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4
Close to family / friends	2.7%	6	9.7%	1	0.0%	0	0.0%	0	13.2%	1	0.0%	0	19.5%	4	0.0%	0	0.0%	0
For a change / day out	0.0%	0	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 for food shopping	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.1%	2	0.0%	0
Good pet shop there	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0
(Nothing in particular)	13.5%	29	0.0%	0	50.0%	1	0.0%	0	26.5%	1	19.1%	13	33.8%	7	7.5%	4	6.2%	3
Weighted base:		213		14		1		0		5		69		19		59		46
Sample:		198		11		2		1		8		59		20		64		33

Q43A Are there any improvements that would encourage you to visit Burntwood Town Centre more often? First Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.7%	1	4.5%	6
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4	0.0%	0	1.4%	1	0.0%	0
Improved street cleaning	0.6%	6	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
Increased public transport	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Less traffic congestion	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	2.5%	25	1.0%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	9	0.7%	1	4.3%	4	6.2%	8
More / better restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - free parking	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more parking spaces	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	2.5%	3	0.5%	1
Shops - improved non-food shops within the town centre	1.8%	18	0.3%	1	1.3%	1	0.0%	0	0.0%	0	6.3%	8	0.0%	0	5.8%	6	1.7%	2
Shops - improved quality of shops	2.0%	20	0.7%	2	0.0%	0	0.0%	0	0.6%	0	6.6%	8	0.0%	0	5.8%	6	3.3%	4
Shops - increased choice and range of shops	9.5%	95	3.6%	8	1.3%	1	0.0%	0	4.9%	4	18.9%	23	5.1%	11	31.7%	32	12.4%	16
Shops - more independent shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A children's play area	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
A market	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shopping centre / undercover shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better signposting of where shops / servcies are	0.3%	3	0.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Better street lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer	0.0%	0	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 road surfaces	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Install speed bumps	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
KFC restaurant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More dog bins	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
More pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together	0.0%	0	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)	15.0%	150	10.3%	23	16.3%	15	17.2%	9	21.4%	17	8.7%	11	22.5%	48	6.6%	7	17.7%	23
(Nothing / Nothing else)	63.9%	640	79.4%	176	80.5%	72	81.3%	41	73.1%	57	37.6%	46	70.2%	149	34.0%	34	51.1%	65
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

Column %ges.

Q43B Are there any improvements that would encourage you to visit Burntwood Town Centre more often? Second Mention

Not those who said '(Don't know)' or '(Nothing / Nothing else)' at Q43A

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	8.8%	5	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less empty shops	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	10.6%	4
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	2.1%	4	6.7%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1	3.9%	2
More / better restaurants	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	2.1%	1	0.0%	0
More seating areas	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Parking - cheaper parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Parking - free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more parking spaces	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.2%	2	0.0%	0
Shops - improved non-food shops within the town centre	2.8%	6	0.0%	0	0.0%	0	0.0%	0	67.7%	3	0.9%	1	0.0%	0	4.1%	2	0.0%	0
Shops - improved quality of shops	3.8%	8	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	6.5%	4	3.9%	2
Shops - increased choice and range of shops	10.6%	22	0.0%	0	0.0%	0	0.0%	0	10.8%	0	22.5%	15	0.0%	0	9.9%	6	3.4%	1
Shops - more independent shops	2.0%	4	6.7%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1	1.7%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A children's play area	0.0%	0	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 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
A market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shopping centre / undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting of where shops / servcies are	0.2%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street lighting	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer	2.7%	6	18.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Improved road surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install speed bumps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KFC restaurant	0.0%	0	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 dog bins	0.0%	0	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 pubs	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
More supermarkets	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0
Shops closer together	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
(Don't know)	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	2.1%	1	0.0%	0
(Nothing / Nothing else)	57.8%	122	65.6%	15	100.0%	3	100.0%	1	10.8%	0	44.5%	29	89.9%	14	51.9%	31	72.9%	29
Weighted base:		211		23		3		1		4		65		16		60		40
Sample:		182		14		3		2		4		56		13		64		26

Q43C Are there any improvements that would encourage you to visit Burntwood Town Centre more often? Third Mention
Not those who said '(Don't know)' or '(Nothing / Nothing else)' at Q43A or Q43B

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Better security	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	9.3%	8	0.0%	0	0.0%	0	0.0%	0	75.9%	3	10.2%	3	0.0%	0	0.0%	0	14.4%	2
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	0.0%	0	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 / better restaurants	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
More seating areas	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Parking - cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - free parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more parking spaces	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.0%	1	0.0%	0
Shops - improved non-food shops within the town centre	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	5.0%	1	6.2%	1
Shops - improved quality of shops	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Shops - increased choice and range of shops	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	10.1%	3	0.0%	0
Shops - more independent shops	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	6.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A children's play area	0.0%	0	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 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
A market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shopping centre / undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting of where shops / servcies are	0.0%	0	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 street lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer	0.0%	0	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 road surfaces	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Install speed bumps	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
KFC restaurant	0.0%	0	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 dog bins	0.0%	0	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 pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More supermarkets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops closer together	0.0%	0	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)	4.9%	4	52.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	58.8%	50	47.3%	4	0.0%	0	0.0%	0	24.1%	1	52.0%	17	100.0%	2	67.0%	19	73.2%	8
Weighted base:		84		8		0		0		4		32		2		28		11
Sample:		78		4		0		0		3		29		2		33		7

Q43X Are there any improvements that would encourage you to visit Burntwood Town Centre more often? Any mention [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Better access by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	5.3%	5	4.5%	6
Better security	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.1%	21	0.0%	0	0.0%	0	0.0%	0	3.7%	3	7.8%	9	0.0%	0	6.6%	7	1.2%	2
Improved street cleaning	0.6%	6	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
Increased public transport	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less empty shops	0.9%	9	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.4%	1	0.7%	1	3.3%	4
Less traffic congestion	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modernise / update it	2.9%	29	1.7%	4	0.0%	0	0.0%	0	0.0%	0	8.2%	10	0.7%	1	4.9%	5	7.5%	10
More / better restaurants	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	1.2%	1	1.2%	2
More seating areas	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0
Parking - cheaper parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Parking - free parking	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more parking spaces	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	10	0.0%	0	4.9%	5	0.5%	1
Shops - improved non-food shops within the town centre	2.6%	26	0.3%	1	1.3%	1	0.0%	0	3.7%	3	7.4%	9	0.0%	0	9.6%	10	2.3%	3
Shops - improved quality of shops	3.4%	34	1.0%	2	0.0%	0	0.0%	0	0.6%	0	8.2%	10	0.0%	0	9.7%	10	9.0%	12
Shops - increased choice and range of shops	11.7%	117	3.6%	8	1.3%	1	0.0%	0	5.5%	4	30.0%	36	5.1%	11	38.7%	39	13.5%	17
Shops - more independent shops	0.8%	8	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.5%	4	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A children's play area	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
A market	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A shopping centre / undercover shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better signposting of where shops / servcies are	0.3%	3	0.7%	2	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Better street lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bigger Marks & Spencer	0.6%	6	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improved road surfaces	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.7%	1	0.0%	0
Install speed bumps	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
KFC restaurant	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More dog bins	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
More pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More supermarkets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Shops closer together	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Male	33.7%	338	28.3%	63	33.9%	30	26.3%	13	31.8%	25	37.2%	45	30.7%	65	31.9%	32	50.0%	64
Female	66.3%	664	71.7%	159	66.2%	59	73.7%	37	68.2%	53	62.8%	76	69.3%	147	68.1%	69	50.0%	64
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

AGE Could I ask, how old are you?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
18 – 24 years	2.2%	23	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.0%	4	6.8%	7	6.6%	8
25 – 34 years	15.9%	159	15.0%	33	18.0%	16	4.2%	2	18.7%	15	28.0%	34	10.2%	22	20.3%	21	13.2%	17
35 – 44 years	17.3%	173	17.3%	38	26.5%	24	0.0%	0	20.7%	16	17.2%	21	11.3%	24	12.5%	13	29.2%	37
45 – 54 years	18.3%	184	17.3%	38	21.1%	19	6.7%	3	23.2%	18	18.8%	23	14.9%	32	16.1%	16	26.7%	34
55 – 64 years	18.6%	187	24.4%	54	12.6%	11	23.8%	12	6.6%	5	16.4%	20	26.6%	56	19.0%	19	6.9%	9
65+ years	25.1%	252	22.5%	50	16.8%	15	59.5%	30	25.1%	20	17.1%	21	33.8%	72	25.5%	26	14.8%	19
(Refused)	2.6%	26	3.6%	8	4.9%	4	5.8%	3	2.0%	2	2.5%	3	1.1%	2	0.0%	0	2.7%	3
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

ETH Finally the following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
White	95.9%	960	94.1%	208	90.1%	81	95.4%	48	94.2%	74	96.7%	117	100.0%	212	96.6%	98	96.0%	123
Indian	0.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Pakistani	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Black Caribbean	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	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	0.5%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Mixed Race	0.6%	6	0.0%	0	1.3%	1	0.0%	0	3.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.5%	25	4.5%	10	6.7%	6	4.6%	2	2.0%	2	1.7%	2	0.0%	0	0.0%	0	2.3%	3
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Zone 1	22.1%	221	100.0%	221	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	8.9%	90	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.0%	50	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	7.8%	78	0.0%	0	0.0%	0	0.0%	0	100.0%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.1%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0
Zone 6	21.2%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	212	0.0%	0	0.0%	0
Zone 7	10.1%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0
Zone 8	12.7%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

PC Postcode Sector

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
B74 3	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	16	0.0%	0	0.0%	0
B74 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
B78 3	4.8%	48	0.0%	0	1.9%	2	91.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 0	0.7%	7	0.0%	0	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B79 9	1.5%	15	0.0%	0	17.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DE137	1.9%	19	0.0%	0	19.0%	17	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS119	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	45
WS120	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	19
WS121	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
WS122	4.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.3%	45
WS123	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	10
WS136	6.2%	62	28.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS137	8.4%	85	38.2%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS138	4.1%	41	6.7%	15	26.0%	23	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS140	2.2%	22	2.4%	5	0.0%	0	4.7%	2	0.0%	0	10.7%	13	0.8%	2	0.0%	0	0.0%	0
WS149	8.1%	81	24.6%	54	27.8%	25	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS151	1.2%	13	0.0%	0	0.0%	0	0.0%	0	16.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS153	1.5%	15	0.0%	0	0.0%	0	0.0%	0	18.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS154	4.9%	50	0.0%	0	0.0%	0	0.0%	0	59.3%	46	0.0%	0	0.0%	0	0.0%	0	2.4%	3
WS7 0	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	36	0.0%	0	0.0%	0	0.0%	0
WS7 1	3.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	34	0.0%	0
WS7 2	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	40	0.0%	0
WS7 3	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0
WS7 4	4.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	30	0.0%	0	11.4%	12	0.0%	0
WS7 9	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	42	0.0%	0	7.7%	8	0.0%	0
WS8 6	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	39	0.0%	0	0.0%	0
WS8 7	7.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.4%	73	0.0%	0	0.0%	0
WS9 8	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	18	0.0%	0	0.0%	0
WS9 9	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	62	0.0%	0	0.0%	0
Weighted base:		1002		221		90		50		78		122		212		101		128
Sample:		1002		194		100		101		100		107		187		101		112

WHITE LAND STRATEGIES LTD
Viability Delivery Planning

Appendix 3

Quantitative Capacity Assessment

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 1: POPULATION AND PER CAPITA EXPENDITURE WITHIN EACH ZONE OF STUDY AREA

ZONE	POPULATION PROJECTIONS					PER CAPITA EXPENDITURE CONVENIENCE (£)						
	2016	2021	2026	2029	2031	*2014 with SfT*	2014	2016	2021	2026	2029	2031
1	32,711	33,949	34,707	35,118	35,371	*2,023*	1,972	1,960	1,949	1,943	1,941	1,938
2	13,240	13,789	14,149	14,350	14,452	*2,251*	2,195	2,175	2,165	2,160	2,155	2,152
3	7,452	7,710	7,863	7,964	8,012	*2,214*	2,159	2,134	2,127	2,120	2,117	2,115
4	11,586	12,026	12,297	12,400	12,472	*2,310*	2,252	2,220	2,214	2,209	2,204	2,350
5	17,975	18,594	19,072	19,327	19,483	*2,117*	2,064	2,030	2,027	2,020	2,018	2,153
6	31,342	32,299	32,868	33,201	33,374	*2,108*	2,055	2,013	2,017	2,010	2,140	2,144
7	14,985	15,530	15,899	16,063	16,176	*1,933*	1,885	1,842	1,847	1,839	1,962	1,966
8	18,874	19,323	19,663	19,831	19,911	*2,017*	1,967	1,920	1,923	1,917	2,047	2,052
Lichfield Total	**103,979**	**106,731**	**109,178**	**110,446**	**111,207**							
GRAND TOTAL	**148,165**	**153,220**	**156,518**	**158,254**	**159,251**							

Notes:
A. Zones based on the following wards
Zone 1: Boley Park, Chadsmead, CurDistrict, Leomansley, St John's, Stowe
Zone 2: Alrewas and Fradley
Zone 3: Bourne Vale and Fazeley
Zone 4: Armitage with Handsacre, Colton and the Ridwares, Longdon
Zone 5: Hammerwich with Wall, Highfield, Shenstone, Summerfield & All
Zone 6: Aldridge North and Walsall Wood, Brownhills, Little Aston & Stonnall
Zone 7: Boney Hay & Central, Chase Terrace and Chasetown
Zone 8: Heath Hayes East and Wimblebury, Norton Canes and Rawnsley
b. Per capita expenditure derived from Experian MMG3 data (2014 base date)
c. Population derived from Experian MMG3 data (2014 base date)
d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (October 2015)
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 2A: TOTAL EXPENDITURE CONVENIENCE GOODS EXPENDITURE

ZONE	EXPENDITURE CONVENIENCE (£m)					GROWTH CONVENIENCE (£m)			
	2016	2021	2026	2029	2031	2016-2021	2016-2026	2016-2029	2016-2031
1	64.1	66.2	67.4	68.1	68.6	2.1	3.3	4.0	4.4
2	28.8	29.8	30.6	30.9	31.1	1.1	1.8	2.1	2.3
3	15.9	16.4	16.7	16.9	16.9	0.5	0.8	1.0	1.0
4	25.7	26.6	27.2	27.3	29.3	0.9	1.4	1.6	3.6
5	36.5	37.7	38.5	39.0	42.0	1.2	2.0	2.5	5.5
6	63.1	65.1	66.1	71.0	71.6	2.0	3.0	7.9	8.5
7	27.6	28.7	29.2	31.5	31.8	1.1	1.6	3.9	4.2
8	36.2	37.2	37.7	40.6	40.8	0.9	1.4	4.4	4.6
TOTAL	**298.0**	**307.7**	**313.3**	**325.4**	**332.1**	**9.8**	**15.4**	**27.4**	**34.1**

TABLE 2B: CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPPING AND TOP-UP FOOD SHOPPING SPEND

ZONE	EXPENDITURE 2016 CONVENIENCE (£m)		
	MAIN	TOP-UP	TOTAL
1	53.4	10.7	**64.1**
2	23.1	5.7	**28.8**
3	12.3	3.6	**15.9**
4	19.5	6.2	**25.7**
5	29.3	7.2	**36.5**
6	50.4	12.7	**63.1**
7	22.3	5.3	**27.6**
8	29.8	6.5	**36.2**
TOTAL	**240.0**	**58.0**	**298.0**

Notes:

A. Zones based on the following wards
Zone 1: Boley Park, Chadsmead, CurDistrict, Leomansley, St John's, Stowe
Zone 2: Alrewas and Fradley
Zone 3: Bourne Vale and Fazeley
Zone 4: Armitage with Handsacre, Colton and the Ridwares, Longdon
Zone 5: Hammerwich with Wall, Highfield, Shenstone, Summerfield & All
Zone 6: Aldridge North and Walsall Wood, Brownhills, Little Aston & Stonnall
Zone 7: Boney Hay & Central, Chase Terrace and Chasetown
Zone 8: Heath Hayes East and Wimblebury, Norton Canes and Rawnsley
b. Per capita expenditure derived from Experian MMG3 data (2014 base date)
c. Population derived from Experian MMG3 data (2014 base date)
d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (October 2015)
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS AT 2016

	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
DESTINATION	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
STUDY AREA																		
Zone 1																		
Lichfield																		
In Centre																		
B&M, Market Street, Lichfield	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield City Centre	0.5%	1.0%	2.2%	2.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	1.0%
Iceland, Market Street, Lichfield	0.7%	0.7%	2.1%	1.9%	0.3%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.4%	0.0%	0.0%
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	0.2%	1.0%	0.7%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.2%	1.6%	0.0%	0.0%	0.0%	0.0%
Edge of Centre																		
Aldi, Church Street, Lichfield	4.9%	1.7%	12.3%	6.5%	18.0%	0.4%	0.8%	0.0%	0.6%	0.0%	1.1%	2.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	10.4%	5.1%	26.9%	13.6%	17.6%	10.4%	3.1%	0.0%	5.4%	5.0%	8.3%	1.9%	1.0%	0.0%	10.8%	3.3%	0.9%	0.6%
Other																		
Co-op, CurDistrict Road, Lichfield	0.1%	0.9%	0.5%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Marks Walk, Lichfield	0.1%	1.0%	0.2%	4.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Ryknild Street, Lichfield	1.4%	2.7%	5.5%	10.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Costcutter, Dimbles Lane, Lichfield	0.0%	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Eastern Avenue, Lichfield	1.5%	1.1%	3.3%	2.5%	6.4%	4.9%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	7.7%	3.5%	26.3%	10.9%	6.8%	0.0%	1.3%	1.8%	11.2%	11.1%	1.2%	0.0%	1.1%	0.0%	0.0%	1.8%	0.0%	0.6%
Tesco Express, Netherstowe Lane, Lichfield	0.1%	2.6%	0.5%	10.8%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive, Lichfield	4.9%	7.5%	9.2%	22.5%	5.0%	0.0%	3.2%	0.0%	2.3%	2.1%	7.1%	10.0%	4.5%	1.7%	2.7%	0.9%	0.0%	5.7%
Boley Park Neighbourhood Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**32.5%**	**29.5%**	**89.6%**	**95.9%**	**57.6%**	**17.3%**	**8.3%**	**3.4%**	**23.3%**	**21.1%**	**17.8%**	**14.5%**	**8.8%**	**4.1%**	**15.5%**	**8.5%**	**0.9%**	**10.0%**
Zone 2																		
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.0%	0.6%	0.0%	0.0%	0.3%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Main Street, Alrewas	0.3%	2.6%	0.0%	0.0%	3.1%	25.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Main Street, Whittington	0.1%	2.6%	0.0%	0.0%	1.2%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.4%**	**5.9%**	**0.0%**	**0.0%**	**4.6%**	**56.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3																		
Packington Moor Farm Shop, Lichfield	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Coleshill Street, Fazeley	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	1.6%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fazeley Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.1%**	**1.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.6%**	**28.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4																		
Armitage with Handsacre Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longdon Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**3.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5																		
Co-op, Cannock Road, Burntwood	0.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	19.9%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%
Co-op, Highfields Road, Burntwood	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.4%	3.6%	0.0%	0.0%
Tesco Express, Birmingham Road Shenstone, Lichfield	0.2%	1.3%	0.7%	0.6%	0.0%	0.0%	0.8%	6.1%	0.0%	0.0%	0.0%	6.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.3%**	**4.7%**	**0.7%**	**0.6%**	**0.0%**	**0.0%**	**0.8%**	**6.1%**	**0.0%**	**0.0%**	**0.6%**	**26.9%**	**0.0%**	**1.6%**	**0.4%**	**7.1%**	**0.0%**	**0.0%**
Zone 6																		
Aldi, High Street, Brownhills	2.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	5.5%	0.0%	0.0%	0.8%	0.9%
B&M, Ferrie Grove, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Clayhanger Lane, Clayhanger	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%
Co-op, Lichfield Road, Walsall Wood	0.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	4.9%	0.0%	0.0%	0.0%	0.0%
Costcutter, Ogley Road, Brownhills	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Family Shopper, Walsall Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, High Street, Brownhills	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	4.1%	0.0%	0.0%	0.3%	0.0%
Mccolls, Brownhills	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Silver Street, Brownhills	7.3%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	1.1%	31.2%	28.0%	0.7%	0.5%	0.6%	0.0%
Brownhills Town Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%
Walsall Wood Local Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 6	**10.3%**	**11.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.5%**	**1.1%**	**44.4%**	**56.2%**	**0.7%**	**0.5%**	**1.7%**	**0.9%**
Zone 7																		
Burntwood Town Centre																		
In Centre																		
Burntwood Town Centre	0.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	0.0%	0.0%	0.0%	0.8%	18.8%	0.0%	5.1%
Aldi, Bridge Cross Road, Burntwood	6.6%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.7%	11.6%	0.8%	0.0%	19.8%	7.3%	11.2%	2.1%
Morrisons, High Street, Burntwood	14.3%	6.1%	2.0%	0.0%	0.4%	2.3%	0.0%	0.0%	1.5%	0.0%	43.0%	14.4%	3.3%	0.4%	51.0%	30.0%	21.4%	4.9%
Heron Frozen Foods, Cannock Road, Burntwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Other																		
Co-op, Morley Road Shopping Centre, Burntwood	0.3%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	9.3%	0.0%	0.0%	0.8%	12.6%	0.0%	0.9%
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	18.4%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Sub-Total Zone 7	**21.4%**	**16.7%**	**2.0%**	**0.0%**	**0.4%**	**2.3%**	**0.0%**	**0.0%**	**1.5%**	**1.4%**	**70.1%**	**54.1%**	**4.1%**	**0.4%**	**72.3%**	**72.1%**	**32.6%**	**13.0%**
Zone 8																		
Co-op, Brownhills Road, Norton Canes	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	7.8%
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.6%	0.5%
Sainsbury's Superstore, Voyager Drive, Cannock	3.8%	2.7%	0.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.8%	0.0%	7.3%	2.2%	3.5%	0.0%	12.4%	15.1%
Heath Hayes Local Centre	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%
Norton Canes Local Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Orbital Retail Park, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sub-Total Zone 8	**4.1%**	**5.5%**	**0.3%**	**1.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**	**0.0%**	**2.2%**	**0.0%**	**7.3%**	**3.4%**	**3.5%**	**1.0%**	**14.2%**	**34.3%**
Sub-Total in Lichfield	**54.7%**	**58.0%**	**92.3%**	**96.5%**	**62.6%**	**76.5%**	**10.7%**	**38.2%**	**24.8%**	**22.6%**	**88.5%**	**95.5%**	**12.9%**	**6.0%**	**88.2%**	**87.6%**	**33.5%**	**23.0%**
Sub-Total Inside Study Area	**69.1%**	**75.4%**	**92.6%**	**98.0%**	**62.6%**	**76.5%**	**10.7%**	**38.2%**	**25.5%**	**25.8%**	**93.3%**	**96.6%**	**64.5%**	**65.6%**	**92.4%**	**89.2%**	**49.4%**	**58.2%**
Outside Study Area																		
Aldi, Horninglow Street, Burton-On-Trent	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Chase Gateway, Victoria Street, Hednesford	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%
Aldi, Market Street, Rugeley	1.3%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	25.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Saxon Drive, Tamworth	1.1%	0.2%	0.0%	0.0%	6.2%	0.0%	10.9%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Walsall Road, Cannock	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.6%	0.6%
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	1.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.9%	0.0%	1.0%	1.0%	3.9%	0.0%
Asda, Lichfield Road, Cannock (opposite Mill Farm Pub)	0.3%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.6%	2.1%
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Queslet Road, Great Barr	0.4%	0.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Ventura Retail Park, Tamworth	2.7%	0.8%	1.8%	0.9%	6.7%	0.9%	17.0%	8.9%	1.1%	0.0%	1.6%	1.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Woodhall Street, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Walsall Wood Road, Aldridge	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%
Co-op, Crowberry Lane, Barton-Under-Needwood	0.0%	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Burton Road, Overseal	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Redbrook Lane, Brereton, Rugeley	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Llo	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Co-op, Church Street, Tamworth	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Coton Green Precinct, Tamworth	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Tamworth Road, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Spring Cottage, Lichfield Road, Walsall	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%
Iceland, The Square, Aldridge	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%
Iceland, Market Place, Cannock	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%	0.9%
Iceland, Market Square, Rugeley	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Bolebridge Street, Tamworth	0.1%	0.3%	0.0%	0.0%	0.7%	1.4%	1.4%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	0.5%	0.7%	0.0%	0.0%	1.7%	2.5%	2.7%	6.7%	0.6%	0.0%	0.6%	0.0%	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Wellington Road, Burton-On-Trent	0.6%	0.1%	0.2%	0.3%	6.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Mill Street, Cannock	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.0%	0.5%
Morrisons, Market Street, Rugeley	1.1%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Hilmore Way, Tamworth	1.1%	0.1%	0.0%	0.0%	1.9%	0.0%	17.9%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Upper Gungate, Tamworth	0.2%	0.2%	0.0%	0.0%	1.2%	1.4%	2.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Anchor Road Aldridge, Walsall	3.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.1%	6.9%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.0%	0.1%	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.6%	0.0%	2.6%	0.6%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	2.8%	1.3%	2.4%	0.0%	5.7%	5.5%	28.2%	18.6%	0.0%	0.0%	0.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Reedswood Way, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	3.5%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.4%	0.7%	3.0%	0.0%	22.7%	18.3%
Tesco Superstore, Victoria Street, Hednesford	1.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	9.5%	1.8%
Tesco Superstore, Power Station Road, Rugeley	3.1%	1.4%	0.7%	0.0%	0.0%	0.8%	0.0%	0.0%	37.4%	19.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Stafford Road, Cannock	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.8%	0.0%
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Tamworth Road, Tamworth	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton Upon Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock Town Centre	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	6.3%
Hednesford Town Centre	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%
Rugeley Town Centre	0.0%	0.6%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.4%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Sutton Coldfield Town Centre	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.1%	0.0%	0.0%	0.0%	0.0%
Swadlincote Town Centre	0.3%	0.0%	0.2%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Town Centre	0.0%	0.3%	0.0%	0.0%	0.4%	0.8%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Town Centre	0.3%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
The Precinct, Tamworth	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	0.8%	1.7%	0.0%	0.0%	0.4%	2.3%	2.2%	8.3%	0.7%	4.3%	0.0%	0.4%	2.6%	2.8%	0.0%	0.4%	0.0%	0.9%
Other, Outside Region	0.2%	0.1%	0.0%	0.0%	1.5%	0.5%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**30.9%**	**24.3%**	**7.4%**	**2.0%**	**37.4%**	**23.5%**	**89.3%**	**59.4%**	**74.5%**	**74.2%**	**6.7%**	**3.4%**	**35.5%**	**34.4%**	**7.6%**	**9.0%**	**50.6%**	**41.8%**
TOTAL	**100.0%**	**99.7%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**97.6%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**98.2%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS AT 2016

	TOTAL			Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
DESTINATION	MAIN FOOD £m	TOP UP £m	TOTAL £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m	MAIN FOOD £m	TOP UP £m
STUDY AREA																			
Zone 1																			
Lichfield																			
In Centre																			
B&M, Market Street, Lichfield	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield City Centre	1.4	0.5	1.9	1.2	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1
Iceland, Market Street, Lichfield	1.8	0.3	2.1	1.1	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	0.5	0.6	1.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Edge of Centre																			
Aldi, Church Street, Lichfield	12.3	0.9	13.1	6.6	0.7	4.1	0.0	0.1	0.0	0.1	0.0	0.3	0.1	1.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	25.5	2.7	28.2	14.3	1.5	4.1	0.6	0.4	0.0	1.1	0.3	2.4	0.1	0.5	0.0	2.4	0.2	0.3	0.0
Other																			
Co-op, CurDistrict Road, Lichfield	0.3	0.4	0.7	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Marks Walk, Lichfield	0.2	0.5	0.7	0.1	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Ryknild Street, Lichfield	3.4	1.3	4.7	2.9	1.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Costcutter, Dimbles Lane, Lichfield	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Eastern Avenue, Lichfield	3.8	0.5	4.4	1.8	0.3	1.5	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	18.9	2.0	20.9	14.0	1.2	1.6	0.0	0.2	0.1	2.2	0.7	0.4	0.0	0.6	0.0	0.0	0.1	0.0	0.0
Tesco Express, Netherstowe Lane, Lichfield	0.3	1.3	1.6	0.3	1.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive, Lichfield	11.9	3.9	15.8	4.9	2.4	1.2	0.0	0.4	0.0	0.5	0.1	2.1	0.7	2.3	0.2	0.6	0.0	0.0	0.4
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**80.1**	**15.4**	**95.4**	**47.9**	**10.3**	**13.3**	**1.0**	**1.0**	**0.1**	**4.6**	**1.3**	**5.2**	**1.1**	**4.4**	**0.5**	**3.5**	**0.4**	**0.3**	**0.6**
Zone 2																			
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	0.1	0.4	0.4	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Alrewas	0.7	1.4	2.2	0.0	0.0	0.7	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Whittington	0.3	1.4	1.7	0.0	0.0	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**1.1**	**3.3**	**4.3**	**0.0**	**0.0**	**1.1**	**3.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3																			
Packington Moor Farm Shop, Lichfield	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Coleshill Street, Fazeley	0.2	0.8	1.0	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fazeley Village Centre	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.2**	**1.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																			
Armitage with Handsacre Village Centre	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longdon Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.2**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5																			
Co-op, Cannock Road, Burntwood	0.2	1.6	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.0	0.0	0.0	0.2	0.0	0.0
Co-op, Highfields Road, Burntwood	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0
Tesco Express, Birmingham Road Shenstone, Lichfield	0.5	0.9	1.3	0.4	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.7**	**2.8**	**3.5**	**0.4**	**0.1**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**	**0.0**	**0.2**	**1.9**	**0.0**	**0.2**	**0.1**	**0.4**	**0.0**	**0.0**
Zone 6																			
Aldi, High Street, Brownhills	6.1	0.8	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.7	0.0	0.0	0.2	0.1
B&M, Ferrie Grove, Brownhills	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Co-op, Clayhanger Lane, Clayhanger	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Co-op, Lichfield Road, Walsall Wood	0.2	0.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0
Costcutter, Ogley Road, Brownhills	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Family Shopper, Walsall Wood	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Farmfoods, High Street, Brownhills	0.5	0.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.1	0.0
Mccolls, Brownhills	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Tesco Superstore, Silver Street, Brownhills	16.8	3.7	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	15.7	3.6	0.2	0.0	0.2	0.0
Brownhills Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Walsall Wood Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 6	**23.7**	**7.3**	**31.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.1**	**22.3**	**7.2**	**0.2**	**0.0**	**0.5**	**0.1**
Zone 7																			
Burntwood Town Centre																			
In Centre																			
Burntwood Town Centre	0.3	1.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.2	1.0	0.0	0.3
Aldi, Bridge Cross Road, Burntwood	15.4	1.4	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.8	0.4	0.0	4.4	0.4	3.3	0.1
Morrisons, High Street, Burntwood	33.4	3.1	36.6	1.1	0.0	0.1	0.1	0.0	0.0	0.3	0.0	12.6	1.0	1.6	0.0	11.4	1.6	6.4	0.3
Heron Frozen Foods, Cannock Road, Burntwood	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other																			
Co-op, Morley Road Shopping Centre, Burntwood	0.6	1.4	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.2	0.7	0.0	0.1
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	0.1	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Zone 7	**49.9**	**8.8**	**58.7**	**1.1**	**0.0**	**0.1**	**0.1**	**0.0**	**0.0**	**0.3**	**0.1**	**20.5**	**3.9**	**2.1**	**0.0**	**16.1**	**3.8**	**9.7**	**0.8**
Zone 8																			
Co-op, Brownhills Road, Norton Canes	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Marks & Spencer Simply Food, Orbital Retail Park, Cannock	0.5	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0
Sainsbury's Superstore, Voyager Drive, Cannock	8.9	1.4	10.4	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.0	3.7	0.3	0.8	0.0	3.7	1.0
Heath Hayes Local Centre	0.0	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Norton Canes Local Centre	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orbital Retail Park, Cannock	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub-Total Zone 8	**9.6**	**2.9**	**12.5**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.7**	**0.0**	**3.7**	**0.4**	**0.8**	**0.1**	**4.2**	**2.2**
Sub-Total in Lichfield	**131.9**	**31.3**	**163.2**	**49.3**	**10.3**	**14.4**	**4.4**	**1.3**	**1.4**	**4.9**	**1.4**	**25.9**	**6.9**	**6.5**	**0.8**	**19.7**	**4.6**	**10.0**	**1.5**
Sub-Total Inside Study Area	**165.3**	**41.7**	**207.0**	**49.5**	**10.5**	**14.4**	**4.4**	**1.3**	**1.4**	**5.0**	**1.6**	**27.3**	**7.0**	**32.5**	**8.4**	**20.6**	**4.7**	**14.7**	**3.8**
Outside Study Area																			
Aldi, Horninglow Street, Burton-On-Trent	0.2	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Aldi, Chase Gateway, Victoria Street, Hednesford	2.3	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Aldi, Market Street, Rugeley	3.4	1.6	5.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Saxon Drive, Tamworth	2.8	0.1	2.9	0.0	0.0	1.4	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Walsall Road, Cannock	1.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.1	0.0
Asda, Avon Road, Cannock (open 24 Hrs - near St Mary's School)	2.4	0.1	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.2	0.1	1.1	0.0
Asda, Lichfield Road, Cannock (opposite Mill Farm Pub)	0.7	0.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.1
Asda, Octagon Shopping Centre, Burton-On-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Queslet Road, Great Barr	0.9	0.1	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0
Asda, Ventura Retail Park, Tamworth	6.7	0.5	7.3	1.0	0.1	1.5	0.1	2.1	0.3	0.2	0.0	0.5	0.1	1.4	0.0	0.0	0.0	0.0	0.0
Asda, Woodhall Street, Walsall	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Co-op, Walsall Wood Road, Aldridge	0.0	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Co-op, Crowberry Lane, Barton-Under-Needwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Burton Road, Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Redbrook Lane, Brereton, Rugeley	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Manor Court (off Chester Road), Streetly (on parade of shops with flats above, next to Lloy	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Co-op, Church Street, Tamworth	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Coton Green Precinct, Tamworth	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Tamworth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Tamworth Road, Tamworth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Spring Cottage, Lichfield Road, Walsall	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Iceland, The Square, Aldridge	0.2	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Iceland, Market Place, Cannock	0.2	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
Iceland, Market Square, Rugeley	0.4	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bolebridge Street, Tamworth	0.3	0.2	0.5	0.0	0.0	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Foodhall, Ventura Retail Park, Tamworth	1.2	0.5	1.8	0.0	0.0	0.4	0.1	0.3	0.2	0.1	0.0	0.2	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Morrisons, Wellington Road, Burton-On-Trent	1.7	0.1	1.7	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Mill Street, Cannock	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0
Morrisons, Market Street, Rugeley	2.8	0.8	3.6	0.2	0.0	0.0	0.0	0.0	0.0	2.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Hilmore Way, Tamworth	2.6	0.1	2.8	0.0	0.0	0.4	0.0	2.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Upper Gungate, Tamworth	0.6	0.1	0.7	0.0	0.0	0.3	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Anchor Road Aldridge, Walsall	7.6	0.9	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.9	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Union Street, Burton-On-Trent	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mere Green Road, Sutton Coldfield	1.6	0.1	1.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	1.3	0.1	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Ventura Road Retail Park, Tamworth	6.9	1.0	7.9	1.3	0.0	1.3	0.3	3.5	0.7	0.0	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Reedswood Way, Walsall	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Walsall Road, Sutton Coldfield	0.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Bridge, Burton-On-Trent	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green District Centre, Hayes Way, Heath Hayes, Cannock	8.1	1.3	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	0.1	0.7	0.0	6.8	1.2
Tesco Superstore, Victoria Street, Hednesford	3.2	0.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	2.8	0.1
Tesco Superstore, Power Station Road, Rugeley	7.9	1.2	9.1	0.4	0.0	0.0	0.0	0.0	0.0	7.3	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Tesco Express, Paddock Lane, Pool Green, Aldridge	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Tesco Express, Stafford Road, Cannock	0.2	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0
Tesco Express, Walsall Road, Four Oaks, Sutton Coldfield	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Express, Tamworth Road, Tamworth	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Town Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton Upon Trent Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Cannock Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4
Hednesford Town Centre	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Rugeley Town Centre	0.1	0.5	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sutton Coldfield Town Centre	1.1	0.4	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.4	0.0	0.0	0.0	0.0
Swadlincote Town Centre	0.9	0.0	0.9	0.1	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Town Centre	0.1	0.2	0.3	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Town Centre	0.6	0.2	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, West Midlands	1.8	1.2	3.0	0.0	0.0	0.1	0.1	0.3	0.3	0.1	0.3	0.0	0.0	1.3	0.4	0.0	0.0	0.0	0.1
Other, Outside Region	0.5	0.0	0.6	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**74.7**	**16.1**	**90.8**	**3.9**	**0.2**	**8.6**	**1.3**	**11.0**	**2.2**	**14.6**	**4.6**	**2.0**	**0.2**	**17.9**	**4.4**	**1.7**	**0.5**	**15.1**	**2.7**
TOTAL	**240.0**	**57.8**	**297.8**	**53.4**	**10.7**	**23.1**	**5.7**	**12.3**	**3.5**	**19.5**	**6.2**	**29.3**	**7.2**	**50.4**	**12.7**	**22.3**	**5.2**	**29.8**	**6.5**

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

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TABLE 5: SURVEY-DERIVED PERFORMANCE OF STORES COMPARED TO EXPECTED BENCHMARK PERFORMANCE AT 2016

DESTINATION	GROSS FLOORSPACE (sq.m)	NET SALES (sq.m)	NET CONVENIENCE SALES AREA (sq.m) (A)	SALES DENSITY (£ per sq.m) (B)	BENCHMARK TURNOVER (£m) (AxB)	SURVEY TURNOVER (£m)	OVER/ UNDERTRADING (£m)
Zone 1							
Lichfield							
In Centre							
B&M, Market Street, Lichfield	-	-	-	-	0.1	0.1	0.0
Lichfield City Centre	-	-	-	-	1.9	1.9	0.0
Iceland, Market Street, Lichfield	625	500	464	7,124	3.3	2.1	-1.2
Marks & Spencer Simply Food, Three Spires Bakers Lane, Lichfield	522	368	322	11,239	3.6	1.0	-2.6
Edge of Centre							
Aldi, Church Street, Lichfield	1,296	871	697	11,868	8.3	13.1	4.9
Tesco Extra, Church Street, Lichfield	9,725	6,633	4,338	13,491	58.5	28.2	-30.4
Other							
Co-op,District Road, Lichfield	397	264	232	8,541	2.0	0.7	-1.3
Co-op, Marks Walk, Lichfield	397	264	232	8,541	2.0	0.7	-1.3
Co-op, Ryknild Street, Lichfield	2,300	1,840	1,616	8,541	13.8	4.7	-9.1
Costcutter, Dimbles Lane, Lichfield	-	-	-	-	0.2	0.2	0.0
Lidl, Eastern Avenue, Lichfield	1,144	821	657	3,558	2.3	4.4	2.0
Morrisons, Beacon Street, Lichfield	4,329	3,082	2,299	12,134	27.9	20.9	-7.0
Tesco Express, Netherstowe Lane, Lichfield	282	164	107	13,491	1.4	1.6	0.1
Waitrose, Stonnyland Drive, Lichfield	3,820	2,311	1,897	13,902	26.4	15.8	-10.6
Boley Park Neighbourhood Centre	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 1	**24,837**	**17,118**	**12,861**	**-**	**151.8**	**95.4**	**-56.3**
Zone 2							
Co-op, Fradley Park Local Centre, Common Lane, Hilliard's Cross	548	365	320	8,541	2.7	0.4	-2.3
Co-op, Main Street, Alrewas	167	111	97	8,541	0.8	2.2	1.3
Co-op, Main Street, Whittington	389	331	291	8,541	2.5	1.7	-0.8
Whittington Village Centre	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 2	**1,104**	**807**	**709**	**-**	**6.1**	**4.3**	**-1.8**
Zone 3							
Packington Moor Farm Shop, Lichfield	-	-	-	-	0.1	0.1	0.0
Tesco Express, Coleshill Street, Fazeley	256	149	97	13,491	1.3	1.0	-0.3
Fazeley Village Centre	-	-	-	-	0.1	0.1	0.0
Sub-Total Zone 3	**256**	**149**	**97**	**-**	**1.5**	**1.2**	**-0.3**
Zone 4							
Armitage with Handsacre Village Centre	-	-	-	-	0.2	0.2	0.0
Longdon Centre	-	-	-	-	0.0	0.0	0.0
Sub-Total Zone 4	**-**	**-**	**-**	**-**	**0.2**	**0.2**	**0.0**
Zone 5							
Co-op, Cannock Road, Burntwood	496	330	290	8,541	2.5	1.8	-0.7
Co-op, Highfields Road, Burntwood	467	311	273	8,541	2.3	0.3	-2.0
Tesco Express, Birmingham Road Shenstone, Lichfield	366	213	139	13,491	1.9	1.3	-0.5
Shenstone Village Centre	-	-				0.0	
Sub-Total Zone 5	**1,329**	**854**	**702**	**-**	**6.7**	**3.5**	**-3.2**
Zone 7							
Burntwood Town Centre							
In Centre							
Burntwood Town Centre	-	-	-	-	1.8	1.8	0.0
Aldi, Bridge Cross Road, Burntwood	1,413	950	760	11,868	9.0	16.7	7.7
Morrisons, High Street, Burntwood	5,587	2,706	2,019	12,134	24.5	36.6	12.1
Heron Frozen Foods, Cannock Road, Burntwood	643	418	376		0.0	0.1	0.1
Other							
Co-op, Morley Road Shopping Centre, Burntwood	665	443	389	8,541	3.3	2.0	-1.3
Co-op, Swan Corner Shopping Precinct, Chase Road, Burntwood	496	330	290	8,541	2.5	1.5	-0.9
Sub-Total Zone 7	**8,804**	**4,847**	**3,834**	**-**	**41.1**	**58.7**	**17.6**
LICHFIELD SUB-TOTAL	**36,330**	**23,775**	**18,202**	**-**	**207.3**	**163.4**	**-43.9**

Notes:

a. Gross and net floorspace generally derived from Storepoint database of grocery retailers, unless more specific information available

b. Proportion of net floorspace generally derived from typical company split between convenience and comparison floorspace estimated by Verdict for 2015

c. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict's 2015 estimate or Mintel Retail Rankings 2016

e. It has been assumed that unnamed convenience stores within a centre and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

f. Survey derived performance of stores calculated by addiing together 'main' and 'top up' turnover as set out in Table 4

2014 Prices

TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN LICHFIELD DISTRICT

Table 6i: Estimated 'Capacity' for Convenience Goods Facilities in Lichfield

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	207.3	55%	163.3	8.2	-35.8
2021	206.3	55%	168.7	8.4	-29.2
2026	205.3	55%	171.8	8.6	-24.9
2029	205.3	55%	178.4	8.9	-18.0
2031	205.3	55%	182.0	9.1	-14.1

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Lichfield' market share (derived from Table 4)

Table 6ii: Quantitative Need for Additional Floorspace in Lichfield – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	-35.8	-2,700	-4,200
2021	-29.2	-2,200	-3,400
2026	-24.9	-1,900	-2,900
2029	-18.0	-1,400	-2,100
2031	-14.1	-1,100	-1,700

Notes
1. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
2. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6iii: Net Quantitative Need for Additional Floorspace in Lichfield - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	-35.8	12.9	-48.7	-3,700	-5,700
2021	-29.2	12.9	-42.0	-3,200	-4,900
2026	-24.9	12.8	-37.7	-2,900	-4,400
2029	-18.0	12.8	-30.8	-2,400	-3,600
2031	-14.1	12.8	-27.0	-2,100	-3,200

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
3. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6iv: Convenience Commitments in Lichfield

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Lichfield	Turnover Drawn from Lichfield
			sq.m	sq.m	£ per sq.m	£m		
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	1,000	10,000	10.0	80%	8.0
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.8	100%	0.8
Former Bridge Cross Garages	14/00230/OUTM	Cannock Road, Burntwood	833	666	5,000	3.3	100%	3.3
Small Format Conveniece Store	15/00155/FUL	Kings Bromley	186	149	5,000	0.7	100%	0.7
			16,243	**1,979**		**14.9**		**12.9**

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 6a: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN LICHFIELD CITY CENTRE

Table 6ai: Estimated 'Capacity' for Convenience Goods Facilities in Lichfield City Centre

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	45.0	16%	46.4	2.3	3.7
2021	44.8	16%	47.9	2.4	5.5
2026	44.6	16%	48.8	2.4	6.6
2029	44.6	16%	50.7	2.5	8.6
2031	44.6	16%	51.7	2.6	9.7

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Lichfield' market share (derived from Table 4)

Table 6aii: Quantitative Need for Additional Floorspace in Lichfield City Centre – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	3.7	300	400
2021	5.5	400	600
2026	6.6	500	800
2029	8.6	700	1,000
2031	9.7	700	1,100

Notes
1. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
2. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6aiii: Net Quantitative Need for Additional Floorspace in Lichfield City Centre - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	3.7	9.1	-5.4	-400	-600
2021	5.5	9.1	-3.6	-300	-400
2026	6.6	9.1	-2.4	-200	-300
2029	8.6	9.1	-0.5	0	-100
2031	9.7	9.1	0.6	0	100

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
3. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6aiv: Convenience Commitments in Lichfield City Centre

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Lichfield	Turnover Drawn from Lichfield
			sq.m	sq.m	£ per sq.m	£m		
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	1,000	10,000	10.0	75%	7.5
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.8	100%	0.8
Former Bridge Cross Garages	14/00230/OUTM	Cannock Road, Burntwood	833	666	5,000	3.3	20%	0.7
Co-op Store	15/00155/FUL	Kings Bromley	186	149	5,000	0.7	20%	0.1
			16,243	**1,979**		**14.9**		**9.1**

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 6b: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN BURNTWOOD TOWN CENTRE

Table 6bi: Estimated 'Capacity' for Convenience Goods Facilities in Burntwood town centre

Year	Benchmark Turnover of Existing Stores[1]	Market Share of Study Area Expenditure	Expenditure Available[2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	35.3	19%	55.2	0.0	19.9
2021	35.1	19%	57.0	0.0	21.9
2026	34.9	19%	58.0	0.0	23.1
2029	34.9	19%	60.3	0.0	25.3
2031	34.9	19%	61.5	0.0	26.6

Notes
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Lichfield' market share (derived from Table 4)

Table 6bii: Quantitative Need for Additional Floorspace in Burntwood Town Centre – Convenience Goods

Year	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	19.9	1,500	2,300
2021	21.9	1,700	2,600
2026	23.1	1,800	2,700
2029	25.3	2,000	3,000
2031	26.6	2,000	3,100

Notes
1. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
2. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6biii: Net Quantitative Need for Additional Floorspace in Burntwood Town Centre - Convenience Goods

Year	Surplus Expenditure	Commitments[1]	Convenience Residual Expenditure	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	19.9	5.3	14.6	1,100	1,700
2021	21.9	5.3	16.6	1,300	1,900
2026	23.1	5.3	17.8	1,400	2,100
2029	25.3	5.3	20.0	1,500	2,400
2031	26.6	5.3	21.3	1,600	2,500

Notes
1. Planning commitments taken from Table 6d
2. Average sales density assumed to be £13,059 per sq.m (the average sales density of the leading four supermarkets at 2016 as derived from Verdict 2015 estimates)
3. Average sales density assumed to be £8,561 per sq.m (the average sales density of Aldi and Lidl at 2016 as derived from Verdict 2015 estimates)
* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

Table 6biv: Convenience Commitments in Burntwood

Scheme	Application number	Address	Gross floorspace	Net Convenience	Sales Density	Convenience Turnover	Percentage Drawn from Burntwood	Turnover Drawn from Lichfield
			sq.m	sq.m	£ per sq.m	£m		
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	1,000	10,000	10.0	20%	2.0
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.8	0%	0.0
Former Bridge Cross Garages	14/00230/OUTM	Cannock Road, Burntwood	833	666	5,000	3.3	100%	3.3
Co-op Store	15/00155/FUL	Kings Bromley	186	149	5,000	0.7	0%	0.0
			16,243	**1,979**		**14.9**		**5.3**

Notes
a. Floorspace taken from application documents for each respective application where available
b. Sales density based on occupier where known, otherwise is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

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TABLE 7A: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION				
	2016	2021	2026	2029	2031
1	32,711	33,949	34,707	35,118	35,371
2	13,240	13,789	14,149	14,350	14,452
3	7,452	7,710	7,863	7,964	8,012
4	11,586	12,026	12,297	12,400	12,472
5	17,975	18,594	19,072	19,327	19,483
6	31,342	32,299	32,868	33,201	33,374
7	14,985	15,530	15,899	16,063	16,176
8	18,874	19,323	19,663	19,831	19,911
Lichfield District	**103,979**	**106,731**	**109,178**	**110,446**	**111,207**
TOTAL	**148,165**	**153,220**	**156,518**	**158,254**	**159,251**

TABLE 7B: COMPARISON EXPENDITURE PER CAPITA AT 2014 AND 2016

ZONE	*2014 (with SfT)*								
	Furniture	*DIY and Garden*	*Electrical*	*Clothes*	*CDs etc*	*Household*	*Recreation*	*Chemist*	*TOTAL*
1	*241*	*422*	*433*	*837*	*173*	*342*	*414*	*495*	*3,355*
2	*296*	*540*	*477*	*1,072*	*215*	*474*	*481*	*617*	*4,172*
3	*261*	*465*	*415*	*844*	*189*	*380*	*444*	*527*	*3,526*
4	*290*	*523*	*435*	*993*	*207*	*456*	*479*	*588*	*3,972*
5	*254*	*457*	*423*	*901*	*180*	*370*	*426*	*534*	*3,545*
6	*223*	*401*	*400*	*830*	*170*	*336*	*409*	*500*	*3,269*
7	*199*	*353*	*340*	*715*	*147*	*286*	*367*	*439*	*2,847*
8	*204*	*361*	*359*	*779*	*158*	*314*	*409*	*495*	*3,079*

ZONE	*2014*								
	Furniture	*DIY and Garden*	*Electrical*	*Clothes*	*CDs etc*	*Household*	*Recreation*	*Chemist*	*TOTAL*
1	*214*	*374*	*385*	*743*	*154*	*303*	*367*	*440*	*2,980*
2	*262*	*480*	*424*	*952*	*191*	*421*	*427*	*548*	*3,703*
3	*229*	*413*	*369*	*749*	*168*	*338*	*394*	*468*	*3,128*
4	*252*	*464*	*386*	*882*	*184*	*405*	*425*	*523*	*3,521*
5	*219*	*405*	*376*	*800*	*159*	*329*	*379*	*474*	*3,141*
6	*191*	*356*	*355*	*737*	*151*	*298*	*363*	*444*	*2,896*
7	*169*	*313*	*302*	*635*	*131*	*254*	*326*	*389*	*2,521*
8	*174*	*320*	*318*	*692*	*140*	*279*	*363*	*440*	*2,726*

ZONE	2016								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	229	401	412	796	165	325	394	471	**3,194**
2	282	514	454	1,020	205	451	458	587	**3,972**
3	249	443	395	803	180	362	423	501	**3,356**
4	276	498	414	945	197	434	456	560	**3,781**
5	242	435	403	858	171	352	406	508	**3,374**
6	212	382	381	790	162	320	389	476	**3,112**
7	189	336	324	681	140	273	350	417	**2,710**
8	194	343	341	742	150	299	389	471	**2,931**

TABLE 7C: COMPARISON EXPENDITURE PER CAPITA AT 2018 AND 2023

ZONE	2021									2026								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	260	456	468	905	187	369	448	536	**3,629**	300	525	540	1,042	215	426	515	617	**4,180**
2	320	585	516	1,159	232	512	520	667	**4,513**	369	673	595	1,335	268	590	599	769	**5,198**
3	283	503	449	912	205	411	480	570	**3,814**	325	580	517	1,051	236	474	553	656	**4,393**
4	314	566	471	1,074	224	493	518	637	**4,296**	362	651	542	1,237	258	568	596	733	**4,948**
5	274	494	458	975	194	400	461	578	**3,834**	316	569	528	1,123	224	461	531	665	**4,417**
6	241	434	433	898	184	363	442	541	**3,536**	278	500	498	1,034	212	418	509	623	**4,073**
7	215	382	368	774	159	310	397	474	**3,079**	248	440	424	891	183	357	458	546	**3,547**
8	221	390	388	843	171	340	442	536	**3,330**	254	450	447	971	197	392	509	617	**3,836**

TABLE 7D: COMPARISON EXPENDITURE PER CAPITA AT 2028 AND 2033

ZONE	2029									2031								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	330	579	595	1,149	237	469	568	680	**4,607**	354	620	637	1,230	254	502	608	728	**4,934**
2	407	742	655	1,471	295	650	661	847	**5,728**	436	795	702	1,576	316	696	707	907	**6,135**
3	359	639	570	1,158	260	522	609	723	**4,840**	384	684	610	1,240	278	559	653	775	**5,184**
4	398	718	597	1,363	285	626	657	808	**5,453**	427	769	640	1,460	305	671	704	865	**5,840**
5	348	627	581	1,237	247	508	585	733	**4,867**	373	671	623	1,325	264	544	627	785	**5,213**
6	306	551	549	1,140	234	461	561	687	**4,488**	328	590	588	1,221	250	494	601	735	**4,807**
7	273	485	467	982	202	393	504	602	**3,908**	293	519	500	1,052	217	421	540	645	**4,186**
8	280	495	492	1,070	217	432	561	680	**4,227**	300	531	527	1,146	232	462	601	728	**4,527**

Notes:
A. Zones based on the following wards
Zone 1: Boley Park, Chadsmead, CurDistrict, Leomansley, St John's, Stowe
Zone 2: Alrewas and Fradley
Zone 3: Bourne Vale and Fazeley
Zone 4: Armitage with Handsacre, Colton and the Ridwares, Longdon
Zone 5: Hammerwich with Wall, Highfield, Shenstone, Summerfield & All
Zone 6: Aldridge North and Walsall Wood, Brownhills, Little Aston & Stonnall
Zone 7: Boney Hay & Central, Chase Terrace and Chasetown
Zone 8: Heath Hayes East and Wimblebury, Norton Canes and Rawnsley
b. Per Capita expenditure derived from Experian MMG3 data (2014 base date)
c. Population derived from Experian MMG3 data (2014 base date)
d. Projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (Oct 2015)
e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

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TABLE 8A: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m) COMPARISON 2016									2021								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total
1	7.5	13.1	13.5	26.1	5.4	10.6	12.9	15.4	**104.5**	8.8	15.5	15.9	30.7	6.4	12.5	15.2	18.2	**123.2**
2	3.7	6.8	6.0	13.5	2.7	6.0	6.1	7.8	**52.6**	4.4	8.1	7.1	16.0	3.2	7.1	7.2	9.2	**62.2**
3	1.9	3.3	2.9	6.0	1.3	2.7	3.1	3.7	**25.0**	2.2	3.9	3.5	7.0	1.6	3.2	3.7	4.4	**29.4**
4	3.2	5.8	4.8	11.0	2.3	5.0	5.3	6.5	**43.8**	3.8	6.8	5.7	12.9	2.7	5.9	6.2	7.7	**51.7**
5	4.3	7.8	7.2	15.4	3.1	6.3	7.3	9.1	**60.7**	5.1	9.2	8.5	18.1	3.6	7.4	8.6	10.7	**71.3**
6	6.7	12.0	11.9	24.8	5.1	10.0	12.2	14.9	**97.5**	7.8	14.0	14.0	29.0	5.9	11.7	14.3	17.5	**114.2**
7	2.8	5.0	4.8	10.2	2.1	4.1	5.2	6.3	**40.6**	3.3	5.9	5.7	12.0	2.5	4.8	6.2	7.4	**47.8**
8	3.7	6.5	6.4	14.0	2.8	5.6	7.3	8.9	**55.3**	4.3	7.5	7.5	16.3	3.3	6.6	8.5	10.4	**64.4**
TOTAL	**33.8**	**60.3**	**57.7**	**120.9**	**24.8**	**50.4**	**59.4**	**72.6**	**480.0**	**39.7**	**70.9**	**67.8**	**142.1**	**29.2**	**59.3**	**69.9**	**85.4**	**564.2**

TABLE 8B: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2023 AND 2028

ZONE	EXPENDITURE £(m) COMPARISON 2026									2029								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total
1	10.4	18.2	18.7	36.2	7.5	14.8	17.9	21.4	**145.1**	11.6	20.3	20.9	40.3	8.3	16.5	19.9	23.9	**161.8**
2	5.2	9.5	8.4	18.9	3.8	8.3	8.5	10.9	**73.5**	5.8	10.6	9.4	21.1	4.2	9.3	9.5	12.2	**82.2**
3	2.6	4.6	4.1	8.3	1.9	3.7	4.3	5.2	**34.5**	2.9	5.1	4.5	9.2	2.1	4.2	4.9	5.8	**38.5**
4	4.4	8.0	6.7	15.2	3.2	7.0	7.3	9.0	**60.8**	4.9	8.9	7.4	16.9	3.5	7.8	8.1	10.0	**67.6**
5	6.0	10.8	10.1	21.4	4.3	8.8	10.1	12.7	**84.2**	6.7	12.1	11.2	23.9	4.8	9.8	11.3	14.2	**94.1**
6	9.1	16.4	16.4	34.0	7.0	13.7	16.7	20.5	**133.9**	10.2	18.3	18.2	37.8	7.8	15.3	18.6	22.8	**149.0**
7	3.9	7.0	6.7	14.2	2.9	5.7	7.3	8.7	**56.4**	4.4	7.8	7.5	15.8	3.2	6.3	8.1	9.7	**62.8**
8	5.0	8.8	8.8	19.1	3.9	7.7	10.0	12.1	**75.4**	5.6	9.8	9.8	21.2	4.3	8.6	11.1	13.5	**83.8**
TOTAL	**46.7**	**83.4**	**79.8**	**167.2**	**34.3**	**69.8**	**82.2**	**100.5**	**663.9**	**52.1**	**93.0**	**89.0**	**186.3**	**38.2**	**77.7**	**91.6**	**111.9**	**739.8**

TABLE 8C: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2033

ZONE	EXPENDITURE £(m) COMPARISON 2031									GROWTH ALL COMPARISON			
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	2016-2021	2016-2026	2016-2029	2016-2031
1	12.5	21.9	22.5	43.5	9.0	17.8	21.5	25.8	**174.5**	18.7	40.6	57.3	70.0
2	6.3	11.5	10.1	22.8	4.6	10.1	10.2	13.1	**88.7**	9.6	21.0	29.6	36.1
3	3.1	5.5	4.9	9.9	2.2	4.5	5.2	6.2	**41.5**	4.4	9.5	13.5	16.5
4	5.3	9.6	8.0	18.2	3.8	8.4	8.8	10.8	**72.8**	7.9	17.0	23.8	29.0
5	7.3	13.1	12.1	25.8	5.1	10.6	12.2	15.3	**101.6**	10.6	23.6	33.4	40.9
6	10.9	19.7	19.6	40.7	8.4	16.5	20.1	24.5	**160.4**	16.7	36.3	51.5	62.9
7	4.7	8.4	8.1	17.0	3.5	6.8	8.7	10.4	**67.7**	7.2	15.8	22.2	27.1
8	6.0	10.6	10.5	22.8	4.6	9.2	12.0	14.5	**90.1**	9.0	20.1	28.5	34.8
TOTAL	**56.1**	**100.2**	**95.9**	**200.8**	**41.2**	**83.8**	**98.7**	**120.6**	**797.4**	**68.0**	**148.1**	**209.1**	**255.5**

Notes:
A. Zones based on the following wards
Zone 1: Boley Park, Chadsmead, CurDistrict, Leomansley, St John's, Stowe
Zone 2: Alrewas and Fradley
Zone 3: Bourne Vale and Fazeley
Zone 4: Armitage with Handsacre, Colton and the Ridwares, Longdon
Zone 5: Hammerwich with Wall, Highfield, Shenstone, Summerfield & All
Zone 6: Aldridge North and Walsall Wood, Brownhills, Little Aston & Stonnall
Zone 7: Boney Hay & Central, Chase Terrace and Chasetown
Zone 8: Heath Hayes East and Wimblebury, Norton Canes and Rawnsley
b. Per Capita expenditure derived from Experian MMG3 data (2014 base date)
c. Population derived from Experian MMG3 data (2014 base date)
d. Projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13 (Oct 2015)
e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

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TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION STUDY AREA	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)
Zone 1									
In Centre									
Lichfield City Centre	20.3%	28.0%	22.3%	3.6%	19.1%	28.2%	15.5%	26.6%	7.8%
Three Spires Shopping Centre, Lichfield	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	0.2%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	0.4%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**21.1%**	**28.9%**	**23.0%**	**3.6%**	**24.6%**	**28.2%**	**15.5%**	**26.6%**	**8.7%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.3%**	**0.5%**	**0.0%**	**1.0%**	**0.0%**	**0.0%**	**0.5%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brownhills Town Centre	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.6%	0.0%
Walsall Wood Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Sub-Total Zone 6	**1.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.0%**	**0.6%**	**0.0%**
Zone 7									
In Centre									
Burntwood Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other									
Morrisons, High Street, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chasetown Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**0.2%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.1%**	**0.0%**
Zone 8									
Heath Hayes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton Canes Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Orbital Retail Park, Cannock	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.8%	3.5%
Sub-Total Zone 8	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.8%**	**0.8%**	**5.0%**
Sub-Total Lichfield District	**21.6%**	**29.3%**	**23.0%**	**4.6%**	**24.6%**	**28.2%**	**16.0%**	**28.8%**	**8.7%**
Sub-Total Inside Study Area	**24.2%**	**29.3%**	**23.0%**	**4.6%**	**24.6%**	**28.2%**	**24.8%**	**30.1%**	**13.8%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	6.5%	0.0%	0.0%	0.0%	0.0%	2.9%	23.1%	1.2%	9.0%
Asda, Woodhall Street, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.7%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%
Bescot Retail Park, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Boundary Mills, Walsall	1.6%	0.9%	0.0%	0.0%	0.0%	0.8%	4.7%	2.1%	0.0%
Junction 10 Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Saddlers, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	6.9%	11.7%	1.5%	1.0%	7.2%	10.1%	5.2%	3.3%	8.1%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.2%	0.0%	0.7%	1.7%	0.0%	0.0%	0.0%	0.6%	0.0%
Grand Central Shopping Centre, Birmingham	0.1%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.8%	0.0%	0.0%	0.0%	2.9%	6.9%	2.3%	10.1%	17.8%
Cannock Shopping Centre, Cannock	0.3%	0.0%	0.0%	0.0%	0.8%	1.4%	0.5%	0.0%	0.0%
The Chase Centre, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	2.4%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longford Island, Watling Street, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Voyager Drive, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%
Tesco Superstore, Hawks Green, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Tesco Superstore, Power Station Road, Rugeley	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Phoenix Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth									
Tamworth Town Centre	3.6%	3.8%	3.6%	21.6%	6.2%	4.4%	1.3%	0.0%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	29.1%	43.1%	50.9%	66.4%	16.0%	32.6%	11.9%	25.7%	9.6%
Cardinal Point Retail Park, Tamworth	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.8%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	1.4%	3.0%
Queens Retail Park, Stafford	1.3%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	1.4%	6.8%
Riverside Shopping Centre, Stafford	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	3.7%	4.5%	9.7%	0.0%	10.9%	2.0%	0.0%	7.1%	0.0%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.7%	0.6%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hednesford Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Kidderminster	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Leicester City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
London	0.8%	0.6%	0.0%	0.0%	0.8%	1.3%	0.0%	3.8%	0.0%
Manchester City Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	0.9%	0.5%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.2%	0.0%	0.9%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Sutton Coldfield Town Centre	2.8%	1.4%	1.7%	2.9%	1.7%	3.0%	7.5%	0.0%	0.9%
Swadlincote Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.8%	0.4%	0.7%	0.0%	1.3%	0.0%	2.5%	0.0%	0.0%
Telford Town Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	5.7%
Uttoxeter Town Centre	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bromwich Town Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	0.0%
Wolverhampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.1%	0.4%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
The Fort Shopping Park, Castle Bromwich	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	1.1%	0.5%	0.0%	0.0%	0.0%	0.6%	0.9%	5.9%	0.7%
Other, Outside Region	1.7%	1.3%	0.0%	1.7%	1.0%	0.6%	2.2%	3.8%	2.5%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.5%	0.0%	0.7%	0.0%	0.0%	1.4%	1.0%	0.0%	0.0%
Sub-Total Outside Study Area	**75.8%**	**70.7%**	**77.0%**	**95.4%**	**75.4%**	**71.8%**	**75.2%**	**69.9%**	**86.2%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 10: EXPENDITURE (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES £m	ZONE 1 CLOTHES/SHOES £m	ZONE 2 CLOTHES/SHOES £m	ZONE 3 CLOTHES/SHOES £m	ZONE 4 CLOTHES/SHOES £m	ZONE 5 CLOTHES/SHOES £m	ZONE 6 CLOTHES/SHOES £m	ZONE 7 CLOTHES/SHOES £m	ZONE 8 CLOTHES/SHOES £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	24.6	7.3	3.0	0.2	2.1	4.3	3.8	2.7	1.1
Three Spires Shopping Centre, Lichfield	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**25.7**	**7.5**	**3.1**	**0.2**	**2.7**	**4.3**	**3.8**	**2.7**	**1.2**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.3**	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownhills Town Centre	1.5	0.0	0.0	0.0	0.0	0.0	1.5	0.1	0.0
Walsall Wood Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Sub-Total Zone 6	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.1**	**0.0**
Zone 7									
In Centre									
Burntwood Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Other									
Morrisons, High Street, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chasetown Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 8									
Heath Hayes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Canes Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Orbital Retail Park, Cannock	1.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.5
Sub-Total Zone 8	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.1**	**0.7**
Sub-Total Lichfield District	**26.2**	**7.6**	**3.1**	**0.3**	**2.7**	**4.3**	**4.0**	**2.9**	**1.2**
Sub-Total Inside Study Area	**29.2**	**7.6**	**3.1**	**0.3**	**2.7**	**4.3**	**6.1**	**3.1**	**1.9**
Outside Study Area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall									
Walsall Town Centre	7.5	0.0	0.0	0.0	0.0	0.4	5.7	0.1	1.3
Asda, Woodhall Street, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
B&M, Coppice Lane, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Bescot Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Boundary Mills, Walsall	1.8	0.2	0.0	0.0	0.0	0.1	1.2	0.2	0.0
Junction 10 Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Saddlers, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	8.4	3.1	0.2	0.1	0.8	1.6	1.3	0.3	1.1
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0
Grand Central Shopping Centre, Birmingham	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	5.5	0.0	0.0	0.0	0.3	1.1	0.6	1.0	2.5
Cannock Shopping Centre, Cannock	0.4	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0
The Chase Centre, Cannock	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
A5 Trade Centre, Cannock	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Island, Watling Street, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Voyager Drive, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Tesco Superstore, Hawks Green, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Power Station Road, Rugeley	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Phoenix Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	4.5	1.0	0.5	1.3	0.7	0.7	0.3	0.0	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	35.8	11.2	6.9	4.0	1.8	5.0	3.0	2.6	1.3
Cardinal Point Retail Park, Tamworth	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	1.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.4
Queens Retail Park, Stafford	1.6	0.0	0.0	0.0	0.6	0.0	0.0	0.1	0.9
Riverside Shopping Centre, Stafford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	4.7	1.2	1.3	0.0	1.2	0.3	0.0	0.7	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	1.0	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Kidderminster	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Leicester City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
London	0.8	0.2	0.0	0.0	0.1	0.2	0.0	0.4	0.0
Manchester City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	1.3	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Solihull Town Centre	0.3	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sutton Coldfield Town Centre	3.4	0.4	0.2	0.2	0.2	0.5	1.9	0.0	0.1
Swadlincote Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	1.0	0.1	0.1	0.0	0.1	0.0	0.6	0.0	0.0
Telford Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.8
Uttoxeter Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wednesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bromwich Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
The Fort Shopping Park, Castle Bromwich	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other, West Midlands	1.1	0.1	0.0	0.0	0.0	0.1	0.2	0.6	0.1
Other, Outside Region	1.9	0.3	0.0	0.1	0.1	0.1	0.5	0.4	0.3
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.6	0.0	0.1	0.0	0.0	0.2	0.3	0.0	0.0
Sub-Total Outside Study Area	**91.7**	**18.4**	**10.4**	**5.7**	**8.3**	**11.1**	**18.6**	**7.1**	**12.1**
TOTAL	**120.9**	**26.1**	**13.5**	**6.0**	**11.0**	**15.4**	**24.8**	**10.2**	**14.0**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 11: SHOPPING PATTERNS (CDs, DVDs and BOOKS)

DESTINATION STUDY AREA	TOTAL CDs and DVDs (%)	ZONE 1 CDs and DVDs (%)	ZONE 2 CDs and DVDs (%)	ZONE 3 CDs and DVDs (%)	ZONE 4 CDs and DVDs (%)	ZONE 5 CDs and DVDs (%)	ZONE 6 CDs and DVDs (%)	ZONE 7 CDs and DVDs (%)	ZONE 8 CDs and DVDs (%)
Zone 1									
In Centre									
Lichfield City Centre	34.4%	68.5%	17.6%	0.0%	34.2%	46.7%	17.4%	35.3%	17.3%
Three Spires Shopping Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	1.5%	2.4%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**36.1%**	**72.1%**	**32.0%**	**0.0%**	**34.2%**	**46.7%**	**17.4%**	**35.3%**	**17.3%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%
Brownhills Town Centre	2.5%	0.0%	0.0%	0.0%	0.0%	4.5%	8.1%	0.0%	0.0%
Walsall Wood Local Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Sub-Total Zone 6	**4.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.5%**	**16.5%**	**0.0%**	**0.0%**
Zone 7									
In Centre									
Burntwood Town Centre	5.4%	0.0%	3.1%	0.0%	4.7%	8.8%	0.0%	30.4%	3.2%
Other									
Morrisons, High Street, Burntwood	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	5.9%
Chasetown Neighbourhood Centre	0.9%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**7.5%**	**0.0%**	**3.1%**	**0.0%**	**4.7%**	**15.7%**	**2.6%**	**30.4%**	**9.1%**
Zone 8									
Heath Hayes Local Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Norton Canes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orbital Retail Park, Cannock	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%
Sub-Total Zone 8	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**9.7%**
Sub-Total Lichfield District	**43.7%**	**72.1%**	**35.1%**	**0.0%**	**38.9%**	**62.4%**	**20.1%**	**65.7%**	**26.4%**
Sub-Total Inside Study Area	**49.2%**	**72.1%**	**35.1%**	**0.0%**	**38.9%**	**66.9%**	**36.6%**	**65.7%**	**36.1%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	2.5%	0.0%
Asda, Woodhall Street, Walsall	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boundary Mills, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Saddlers, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	9.3%	9.4%	0.0%	7.2%	0.0%	15.9%	10.4%	15.0%	5.1%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.5%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.3%	1.2%	0.0%	0.0%	0.0%	0.0%	1.5%	7.6%	26.3%
Cannock Shopping Centre, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longford Island, Watling Street, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Voyager Drive, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hawks Green, Cannock	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%
Tesco Superstore, Power Station Road, Rugeley	0.5%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth									
Tamworth Town Centre	2.4%	0.0%	0.0%	34.9%	0.0%	0.0%	0.0%	0.0%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	9.1%	4.4%	34.1%	47.8%	0.0%	6.2%	2.8%	4.6%	5.9%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.6%	0.0%	0.0%	2.7%	8.4%	0.0%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	2.1%	4.3%	13.4%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.5%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.5%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hednesford Town Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	5.6%
Kidderminster	0.3%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Leicester City Centre	0.5%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.2%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	1.7%	0.0%	0.0%	0.0%	26.1%	0.0%	0.0%	2.5%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Sutton Coldfield Town Centre	5.1%	2.8%	0.0%	7.4%	8.4%	2.5%	13.5%	0.0%	0.0%
Swadlincote Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bromwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	1.2%	0.0%	3.1%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%
Other, Outside Region	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	1.0%	2.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Sub-Total Outside Study Area	**50.8%**	**27.9%**	**64.9%**	**100.0%**	**61.1%**	**33.1%**	**63.4%**	**34.3%**	**63.9%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 12: EXPENDITURE (CDs, DVDs AND BOOKS)

DESTINATION	TOTAL CDs and DVDs £m	ZONE 1 CDs and DVDs £m	ZONE 2 CDs and DVDs £m	ZONE 3 CDs and DVDs £m	ZONE 4 CDs and DVDs £m	ZONE 5 CDs and DVDs £m	ZONE 6 CDs and DVDs £m	ZONE 7 CDs and DVDs £m	ZONE 8 CDs and DVDs £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	8.5	3.7	0.5	0.0	0.8	1.4	0.9	0.7	0.5
Three Spires Shopping Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.5	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**9.1**	**3.9**	**0.9**	**0.0**	**0.8**	**1.4**	**0.9**	**0.7**	**0.5**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Brownhills Town Centre	0.5	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0
Walsall Wood Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Zone 6	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.8**	**0.0**	**0.0**
Zone 7									
In Centre									
Burntwood Town Centre	1.2	0.0	0.1	0.0	0.1	0.3	0.0	0.6	0.1
Other									
Morrisons, High Street, Burntwood	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Chasetown Neighbourhood Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**1.7**	**0.0**	**0.1**	**0.0**	**0.1**	**0.5**	**0.1**	**0.6**	**0.3**
Zone 8									
Heath Hayes Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Norton Canes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-Total Zone 8	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**
Sub-Total Lichfield District	**10.8**	**3.9**	**1.0**	**0.0**	**0.9**	**1.9**	**1.0**	**1.4**	**0.7**
Sub-Total Inside Study Area	**12.0**	**3.9**	**1.0**	**0.0**	**0.9**	**2.1**	**1.9**	**1.4**	**1.0**
Outside Study Area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall									
Walsall Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0
Asda, Woodhall Street, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
B&M, Coppice Lane, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mills, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Saddlers, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	2.1	0.5	0.0	0.1	0.0	0.5	0.5	0.3	0.1
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cannock									
Cannock Town Centre	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.7
Cannock Shopping Centre, Cannock	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Island, Watling Street, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Voyager Drive, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, Power Station Road, Rugeley	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	2.4	0.2	0.9	0.6	0.0	0.2	0.1	0.1	0.2
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	0.7	0.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Kidderminster	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Leicester City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.1	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sutton Coldfield Town Centre	1.2	0.1	0.0	0.1	0.2	0.1	0.7	0.0	0.0
Swadlincote Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bromwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Other, Outside Region	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Outside Study Area	**12.8**	**1.5**	**1.8**	**1.3**	**1.4**	**1.0**	**3.2**	**0.7**	**1.8**
TOTAL	**24.8**	**5.4**	**2.7**	**1.3**	**2.3**	**3.1**	**5.1**	**2.1**	**2.8**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 13: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION STUDY AREA	TOTAL Small Household (%)	ZONE 1 Small Household (%)	ZONE 2 Small Household (%)	ZONE 3 Small Household (%)	ZONE 4 Small Household (%)	ZONE 5 Small Household (%)	ZONE 6 Small Household (%)	ZONE 7 Small Household (%)	ZONE 8 Small Household (%)
Zone 1									
In Centre									
Lichfield City Centre	12.0%	28.6%	17.9%	2.3%	9.8%	10.6%	2.4%	4.5%	0.0%
Three Spires Shopping Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	1.4%	2.8%	3.3%	0.0%	0.0%	2.0%	0.0%	1.3%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**13.5%**	**32.0%**	**21.2%**	**2.3%**	**9.8%**	**12.6%**	**2.4%**	**5.8%**	**0.0%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Brownhills Town Centre	3.2%	0.0%	0.0%	0.0%	0.0%	6.9%	8.5%	4.3%	2.6%
Walsall Wood Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Sub-Total Zone 6	**3.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**6.9%**	**10.9%**	**4.3%**	**2.6%**
Zone 7									
In Centre									
Burntwood Town Centre	2.6%	0.0%	2.2%	0.0%	1.1%	11.7%	0.7%	3.5%	2.6%
Other									
Morrisons, High Street, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chasetown Neighbourhood Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**2.7%**	**0.0%**	**2.2%**	**0.0%**	**1.1%**	**11.7%**	**0.7%**	**4.8%**	**2.6%**
Zone 8									
Heath Hayes Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Norton Canes Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Orbital Retail Park, Cannock	5.8%	0.7%	0.0%	0.0%	4.1%	3.2%	6.6%	11.0%	21.4%
Sub-Total Zone 8	**6.1%**	**0.7%**	**0.0%**	**0.0%**	**4.1%**	**3.2%**	**6.6%**	**11.0%**	**23.9%**
Sub-Total Lichfield District	**16.3%**	**32.0%**	**23.4%**	**2.3%**	**10.9%**	**24.3%**	**3.1%**	**10.6%**	**2.6%**
Sub-Total Inside Study Area	**26.1%**	**32.7%**	**23.4%**	**2.3%**	**15.0%**	**34.4%**	**20.7%**	**25.9%**	**29.0%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	3.6%	0.5%	0.0%	0.0%	0.0%	0.9%	13.8%	7.2%	0.0%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boundary Mills, Walsall	0.9%	0.0%	0.0%	0.0%	0.0%	1.8%	2.2%	2.2%	0.0%
Junction 10 Retail Park, Walsall	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.4%
The Saddlers, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	4.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	4.7%	4.3%	6.2%	4.0%	1.5%	4.0%	10.9%	1.3%	0.0%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	4.3%	4.5%	3.3%	15.4%	3.8%	7.2%	0.9%	2.0%	6.2%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.7%	0.7%	0.0%	0.0%	2.9%	2.1%	5.4%	5.7%	20.8%
Cannock Shopping Centre, Cannock	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	3.3%	1.3%	0.0%
The Chase Centre, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
A5 Trade Centre, Cannock	3.3%	1.1%	0.0%	0.0%	2.5%	2.0%	2.2%	11.2%	8.5%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	2.8%	0.5%	0.0%	0.0%	7.2%	3.2%	4.0%	7.5%	1.4%
Longford Island, Watling Street, Cannock	2.6%	0.0%	0.0%	0.0%	0.0%	3.8%	3.9%	7.0%	5.5%
Sainsbury's, Voyager Drive, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Tesco Superstore, Hawks Green, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Power Station Road, Rugeley	0.4%	1.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%	0.0%
Tamworth									
Tamworth Town Centre	4.3%	4.2%	2.3%	19.7%	7.9%	4.1%	1.5%	8.4%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	20.8%	35.4%	32.8%	45.0%	9.3%	26.9%	7.0%	11.2%	4.7%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	1.2%	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	1.1%
Queens Retail Park, Stafford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	2.4%	3.1%	15.7%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.8%	2.2%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hednesford Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.3%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.1%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	1.3%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	1.1%	0.7%	0.0%	0.0%	1.1%	3.6%	1.5%	0.0%	1.1%
Swadlincote Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.1%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	3.4%	3.7%	0.0%	0.0%	3.7%	0.0%	5.1%	1.3%	9.5%
West Bromwich Town Centre	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.6%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Gallagher Retail Park, Axletree Way, Wednesbury	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	1.7%	1.1%	0.0%	6.5%	8.3%	0.0%	1.6%	2.2%	0.0%
Other, Outside Region	1.2%	1.6%	2.3%	3.1%	0.0%	0.0%	1.5%	0.0%	1.4%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**73.9%**	**67.3%**	**76.6%**	**97.7%**	**85.0%**	**65.6%**	**79.3%**	**74.1%**	**71.0%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 14: EXPENDITURE (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL Small Household £m	ZONE 1 Small Household £m	ZONE 2 Small Household £m	ZONE 3 Small Household £m	ZONE 4 Small Household £m	ZONE 5 Small Household £m	ZONE 6 Small Household £m	ZONE 7 Small Household £m	ZONE 8 Small Household £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	5.8	3.0	1.1	0.1	0.5	0.7	0.2	0.2	0.0
Three Spires Shopping Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.7	0.3	0.2	0.0	0.0	0.1	0.0	0.1	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**6.5**	**3.4**	**1.3**	**0.1**	**0.5**	**0.8**	**0.2**	**0.2**	**0.0**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Brownhills Town Centre	1.6	0.0	0.0	0.0	0.0	0.4	0.8	0.2	0.1
Walsall Wood Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Zone 6	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**1.1**	**0.2**	**0.1**
Zone 7									
In Centre									
Burntwood Town Centre	1.3	0.0	0.1	0.0	0.1	0.7	0.1	0.1	0.1
Other									
Morrisons, High Street, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chasetown Neighbourhood Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**1.3**	**0.0**	**0.1**	**0.0**	**0.1**	**0.7**	**0.1**	**0.2**	**0.1**
Zone 8									
Heath Hayes Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Norton Canes Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orbital Retail Park, Cannock	2.8	0.1	0.0	0.0	0.2	0.2	0.7	0.5	1.2
Sub-Total Zone 8	**2.9**	**0.1**	**0.0**	**0.0**	**0.2**	**0.2**	**0.7**	**0.5**	**1.4**
Sub-Total Lichfield District	**7.8**	**3.4**	**1.4**	**0.1**	**0.5**	**1.5**	**0.3**	**0.4**	**0.1**
Sub-Total Inside Study Area	**12.6**	**3.5**	**1.4**	**0.1**	**0.8**	**2.2**	**2.1**	**1.1**	**1.6**
Outside Study Area									
Walsall									
Walsall Town Centre	1.8	0.1	0.0	0.0	0.0	0.1	1.4	0.3	0.0
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mills, Walsall	0.4	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0
Junction 10 Retail Park, Walsall	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.1
The Saddlers, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Reedswood Retail Park, Walsall	0.5	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	2.4	0.5	0.4	0.1	0.1	0.3	1.1	0.1	0.0
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	2.3	0.5	0.2	0.4	0.2	0.5	0.1	0.1	0.4
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	2.3	0.1	0.0	0.0	0.1	0.1	0.5	0.2	1.2
Cannock Shopping Centre, Cannock	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0
The Chase Centre, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
A5 Trade Centre, Cannock	1.5	0.1	0.0	0.0	0.1	0.1	0.2	0.5	0.5
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	1.4	0.1	0.0	0.0	0.4	0.2	0.4	0.3	0.1
Longford Island, Watling Street, Cannock	1.2	0.0	0.0	0.0	0.0	0.2	0.4	0.3	0.3
Sainsbury's, Voyager Drive, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Power Station Road, Rugeley	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Tamworth									
Tamworth Town Centre	2.3	0.5	0.1	0.5	0.4	0.3	0.2	0.3	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	10.5	3.8	2.0	1.2	0.5	1.7	0.7	0.5	0.3
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.8	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.1
Queens Retail Park, Stafford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	1.3	0.3	0.9	0.0	0.1	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	0.6	0.1	0.0	0.0	0.1	0.2	0.2	0.0	0.1
Swadlincote Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	1.7	0.4	0.0	0.0	0.2	0.0	0.5	0.1	0.5
West Bromwich Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Gallagher Retail Park, Axletree Way, Wednesbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	1.0	0.1	0.0	0.2	0.4	0.0	0.2	0.1	0.0
Other, Outside Region	0.6	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.1
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**37.8**	**7.2**	**4.6**	**2.6**	**4.3**	**4.2**	**7.9**	**3.0**	**4.0**
TOTAL	**50.4**	**10.6**	**6.0**	**2.7**	**5.0**	**6.3**	**10.0**	**4.1**	**5.6**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 15: SHOPPING PATTERNS (RECREATION GOODS)

DESTINATION STUDY AREA	TOTAL Recreational Goods (%)	ZONE 1 Recreational Goods (%)	ZONE 2 Recreational Goods (%)	ZONE 3 Recreational Goods (%)	ZONE 4 Recreational Goods (%)	ZONE 5 Recreational Goods (%)	ZONE 6 Recreational Goods (%)	ZONE 7 Recreational Goods (%)	ZONE 8 Recreational Goods (%)
Zone 1									
In Centre									
Lichfield City Centre	27.3%	44.0%	52.3%	0.0%	24.0%	33.8%	10.7%	25.9%	14.7%
Three Spires Shopping Centre, Lichfield	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	2.7%	7.9%	0.0%	0.0%	4.6%	4.3%	0.0%	1.1%	0.0%
Sub-Total Zone 1	**30.2%**	**51.9%**	**52.3%**	**0.0%**	**28.6%**	**38.1%**	**10.7%**	**28.2%**	**14.7%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.2%**	**0.0%**	**2.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brownhills Town Centre	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%	2.1%	2.6%	1.4%
Walsall Wood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 6	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.3%**	**2.1%**	**2.6%**	**1.4%**
Zone 7									
In Centre									
Burntwood Town Centre	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.7%	3.2%
Other									
Morrisons, High Street, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chasetown Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**2.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**13.7%**	**3.2%**
Zone 8									
Heath Hayes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton Canes Local Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
Orbital Retail Park, Cannock	3.4%	0.0%	0.0%	0.0%	0.0%	4.5%	6.7%	5.9%	6.0%
Sub-Total Zone 8	**3.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.5%**	**6.7%**	**5.9%**	**9.1%**
Sub-Total Lichfield District	**32.5%**	**51.9%**	**54.3%**	**0.0%**	**28.6%**	**38.1%**	**10.7%**	**41.8%**	**18.0%**
Sub-Total Inside Study Area	**37.4%**	**51.9%**	**54.3%**	**0.0%**	**28.6%**	**43.8%**	**19.5%**	**50.4%**	**28.4%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	7.7%	0.0%	0.0%	0.0%	0.0%	11.1%	25.8%	5.1%	4.6%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	7.1%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Boundary Mills, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
The Saddlers, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Birmingham									
Birmingham City Centre	4.8%	1.6%	2.0%	4.8%	1.4%	5.9%	4.1%	0.0%	18.9%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.9%	0.0%	0.0%	0.0%	1.4%	1.3%	3.0%	12.3%	19.6%
Cannock Shopping Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	0.6%	0.0%	0.0%	0.0%	3.2%	3.0%	0.0%	0.0%	0.0%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longford Island, Watling Street, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Voyager Drive, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hawks Green, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Power Station Road, Rugeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth									
Tamworth Town Centre	3.1%	6.2%	5.1%	23.5%	4.8%	0.0%	0.0%	0.0%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	21.3%	35.7%	25.6%	60.6%	22.8%	24.6%	7.3%	15.6%	5.0%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.8%	0.0%	0.0%	0.0%	4.8%	2.8%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	1.5%	0.0%	9.5%	0.0%	3.2%	0.0%	0.0%	0.0%	3.2%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	1.4%	0.0%	0.0%	0.0%	1.4%	0.0%	6.5%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.5%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Hednesford Town Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.6%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	2.1%	0.0%	0.0%	0.0%	24.1%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	2.0%	0.8%	0.0%	2.8%	0.0%	0.0%	6.1%	4.4%	0.0%
Swadlincote Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.3%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.8%
Uttoxeter Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
West Bromwich Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Wolverhampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.4%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.3%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.1%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Other, Outside Region	0.9%	0.8%	0.0%	2.8%	0.0%	0.0%	2.0%	0.0%	1.4%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.4%	0.0%	0.0%	0.0%	1.4%	0.0%	1.2%	0.0%	0.0%
Sub-Total Outside Study Area	**62.6%**	**48.1%**	**45.7%**	**100.0%**	**71.4%**	**56.2%**	**80.5%**	**49.6%**	**71.6%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 16: EXPENDITURE (RECREATION GOODS)

DESTINATION	TOTAL Recreational Goods £m	ZONE 1 Recreational Goods £m	ZONE 2 Recreational Goods £m	ZONE 3 Recreational Goods £m	ZONE 4 Recreational Goods £m	ZONE 5 Recreational Goods £m	ZONE 6 Recreational Goods £m	ZONE 7 Recreational Goods £m	ZONE 8 Recreational Goods £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	16.3	5.7	3.2	0.0	1.3	2.5	1.3	1.4	1.1
Three Spires Shopping Centre, Lichfield	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	1.6	1.0	0.0	0.0	0.2	0.3	0.0	0.1	0.0
Sub-Total Zone 1	**18.0**	**6.7**	**3.2**	**0.0**	**1.5**	**2.8**	**1.3**	**1.5**	**1.1**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownhills Town Centre	0.6	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.1
Walsall Wood Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 6	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.3**	**0.1**	**0.1**
Zone 7									
In Centre									
Burntwood Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2
Other									
Morrisons, High Street, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chasetown Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.2**
Zone 8									
Heath Hayes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Canes Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Orbital Retail Park, Cannock	1.9	0.0	0.0	0.0	0.0	0.3	0.8	0.3	0.4
Sub-Total Zone 8	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.8**	**0.3**	**0.7**
Sub-Total Lichfield District	**19.1**	**6.7**	**3.3**	**0.0**	**1.5**	**2.8**	**1.3**	**2.2**	**1.3**
Sub-Total Inside Study Area	**21.8**	**6.7**	**3.3**	**0.0**	**1.5**	**3.2**	**2.4**	**2.6**	**2.1**
Outside Study Area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall									
Walsall Town Centre	4.6	0.0	0.0	0.0	0.0	0.8	3.1	0.3	0.3
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Crown Wharf Shopping Park, Walsall	1.4	0.0	0.0	0.0	0.0	0.0	1.0	0.4	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Boundary Mills, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
The Saddlers, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Birmingham									
Birmingham City Centre	2.9	0.2	0.1	0.2	0.1	0.4	0.5	0.0	1.4
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	2.6	0.0	0.0	0.0	0.1	0.1	0.4	0.6	1.4
Cannock Shopping Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	0.4	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Island, Watling Street, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Voyager Drive, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Power Station Road, Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	2.1	0.8	0.3	0.7	0.3	0.0	0.0	0.0	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	13.1	4.6	1.6	1.9	1.2	1.8	0.9	0.8	0.4
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.5	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	1.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.2
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	0.9	0.0	0.0	0.0	0.1	0.0	0.8	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hednesford Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	1.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	1.2	0.1	0.0	0.1	0.0	0.0	0.7	0.2	0.0
Swadlincote Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
West Bromwich Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Intu Derby Shopping Centre, Derby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Other, Outside Region	0.5	0.1	0.0	0.1	0.0	0.0	0.2	0.0	0.1
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Sub-Total Outside Study Area	**37.7**	**6.2**	**2.8**	**3.1**	**3.8**	**4.1**	**9.8**	**2.6**	**5.3**
TOTAL	**59.4**	**12.9**	**6.1**	**3.1**	**5.3**	**7.3**	**12.2**	**5.2**	**7.3**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION STUDY AREA	TOTAL Chemist Goods (%)	ZONE 1 Chemist Goods (%)	ZONE 2 Chemist Goods (%)	ZONE 3 Chemist Goods (%)	ZONE 4 Chemist Goods (%)	ZONE 5 Chemist Goods (%)	ZONE 6 Chemist Goods (%)	ZONE 7 Chemist Goods (%)	ZONE 8 Chemist Goods (%)
Zone 1									
In Centre									
Lichfield City Centre	30.0%	82.6%	36.0%	4.2%	23.5%	27.9%	3.9%	19.3%	0.8%
Three Spires Shopping Centre, Lichfield	0.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.2%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	0.7%	1.5%	3.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.3%	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.6%	2.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**32.1%**	**88.4%**	**43.3%**	**5.4%**	**23.5%**	**27.9%**	**3.9%**	**20.0%**	**0.8%**
Zone 2									
Alrewas Village Centre	0.7%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.6%	0.4%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**1.4%**	**0.4%**	**15.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.9%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Sub-Total Zone 3	**0.9%**	**0.0%**	**0.0%**	**17.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.6%**
Zone 4									
Armitage with Handsacre Village Centre	1.4%	0.0%	0.0%	0.0%	17.5%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**1.4%**	**0.0%**	**0.0%**	**0.0%**	**17.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.5%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.7%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.7%	0.0%
Sub-Total Zone 5	**1.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**9.2%**	**0.0%**	**0.7%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%
Brownhills Town Centre	6.1%	0.4%	0.0%	0.0%	0.0%	0.0%	26.7%	0.7%	0.6%
Walsall Wood Local Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%
Sub-Total Zone 6	**8.7%**	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**38.6%**	**0.7%**	**0.6%**
Zone 7									
In Centre									
Burntwood Town Centre	10.2%	0.0%	1.6%	0.0%	1.6%	40.2%	1.2%	42.6%	7.3%
Other									
Morrisons, High Street, Burntwood	1.2%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	1.6%	5.3%
Chasetown Neighbourhood Centre	0.9%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	6.3%	0.0%
Morley Road Neighbourhood Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**12.4%**	**0.0%**	**1.6%**	**0.0%**	**1.6%**	**45.4%**	**1.2%**	**52.0%**	**12.6%**
Zone 8									
Heath Hayes Local Centre	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	17.3%
Norton Canes Local Centre	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%
Orbital Retail Park, Cannock	3.8%	0.0%	0.0%	0.0%	0.0%	2.8%	5.4%	3.8%	14.9%
Sub-Total Zone 8	**7.5%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.8%**	**6.3%**	**3.8%**	**41.6%**
Sub-Total Lichfield District	**49.3%**	**88.8%**	**60.8%**	**23.0%**	**42.6%**	**82.5%**	**5.1%**	**72.7%**	**13.9%**
Sub-Total Inside Study Area	**65.5%**	**89.3%**	**60.8%**	**23.0%**	**42.6%**	**85.2%**	**50.0%**	**77.2%**	**56.2%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	0.6%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boundary Mills, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Saddlers, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	1.3%	0.7%	0.7%	0.0%	0.9%	0.6%	2.0%	4.3%	0.6%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.1%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.4%	0.0%	0.0%	0.0%	1.4%	1.4%	3.5%	8.2%	19.9%
Cannock Shopping Centre, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longford Island, Watling Street, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%
Sainsbury's, Voyager Drive, Cannock	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Tesco Superstore, Hawks Green, Cannock	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.6%
Tesco Superstore, Power Station Road, Rugeley	0.1%	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth									
Tamworth Town Centre	3.2%	3.0%	8.3%	23.4%	1.6%	0.0%	0.8%	4.3%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	7.1%	3.9%	23.5%	48.5%	6.4%	4.4%	2.5%	2.9%	1.4%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	0.3%	0.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%
Amington Road, Bolehall	0.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Brereton Local Centre	0.4%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Hednesford Town Centre	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.4%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	3.0%	0.0%	0.0%	0.0%	37.3%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	1.9%	0.4%	0.0%	0.0%	1.5%	2.2%	6.5%	0.0%	0.0%
Swadlincote Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Tamworth Road, Amington	0.1%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Wednesbury Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
West Bromwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	1.3%	0.8%	1.0%	0.0%	1.6%	0.6%	3.0%	0.0%	1.2%
Other, Outside Region	0.2%	0.0%	0.0%	0.0%	0.7%	0.6%	0.4%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**34.5%**	**10.7%**	**39.2%**	**77.0%**	**57.4%**	**14.8%**	**50.0%**	**22.9%**	**43.8%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 18: EXPENDITURE (CHEMIST GOODS)

DESTINATION	TOTAL Chemist Goods £m	ZONE 1 Chemist Goods £m	ZONE 2 Chemist Goods £m	ZONE 3 Chemist Goods £m	ZONE 4 Chemist Goods £m	ZONE 5 Chemist Goods £m	ZONE 6 Chemist Goods £m	ZONE 7 Chemist Goods £m	ZONE 8 Chemist Goods £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	21.6	12.7	2.8	0.2	1.5	2.6	0.6	1.2	0.1
Three Spires Shopping Centre, Lichfield	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.5	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**23.2**	**13.6**	**3.4**	**0.2**	**1.5**	**2.6**	**0.6**	**1.3**	**0.1**
Zone 2									
Alrewas Village Centre	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.6	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**1.3**	**0.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.1
Sub-Total Zone 3	**0.7**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Zone 4									
Armitage with Handsacre Village Centre	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**1.1**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Sub-Total Zone 5	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Brownhills Town Centre	4.1	0.1	0.0	0.0	0.0	0.0	4.0	0.0	0.1
Walsall Wood Local Centre	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Sub-Total Zone 6	**5.9**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**5.8**	**0.0**	**0.1**
Zone 7									
In Centre									
Burntwood Town Centre	7.4	0.0	0.1	0.0	0.1	3.7	0.2	2.7	0.6
Other									
Morrisons, High Street, Burntwood	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.1	0.5
Chasetown Neighbourhood Centre	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0
Morley Road Neighbourhood Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**8.9**	**0.0**	**0.1**	**0.0**	**0.1**	**4.1**	**0.2**	**3.2**	**1.1**
Zone 8									
Heath Hayes Local Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.5
Norton Canes Local Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Orbital Retail Park, Cannock	2.6	0.0	0.0	0.0	0.0	0.3	0.8	0.2	1.3
Sub-Total Zone 8	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.9**	**0.2**	**3.7**
Sub-Total Lichfield District	**36.1**	**13.7**	**4.7**	**0.9**	**2.8**	**7.5**	**0.8**	**4.5**	**1.2**
Sub-Total Inside Study Area	**47.2**	**13.8**	**4.7**	**0.9**	**2.8**	**7.8**	**7.5**	**4.8**	**5.0**
Outside Study Area									
Walsall									
Walsall Town Centre	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.1
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mills, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Saddlers, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	0.9	0.1	0.1	0.0	0.1	0.1	0.3	0.3	0.1
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Cannock									
Cannock Town Centre	3.0	0.0	0.0	0.0	0.1	0.1	0.5	0.5	1.8
Cannock Shopping Centre, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longford Island, Watling Street, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sainsbury's, Voyager Drive, Cannock	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Hawks Green, Cannock	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Tesco Superstore, Power Station Road, Rugeley	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	2.5	0.5	0.6	0.9	0.1	0.0	0.1	0.3	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	5.8	0.6	1.8	1.8	0.4	0.4	0.4	0.2	0.1
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	2.4	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Amington Road, Bolehall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Brereton Local Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Hednesford Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	2.4	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	1.3	0.1	0.0	0.0	0.1	0.2	1.0	0.0	0.0
Swadlincote Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tamworth Road, Amington	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Wednesbury Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
West Bromwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.9	0.1	0.1	0.0	0.1	0.1	0.4	0.0	0.1
Other, Outside Region	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**25.5**	**1.7**	**3.0**	**2.9**	**3.7**	**1.3**	**7.5**	**1.4**	**3.9**
TOTAL	**72.6**	**15.4**	**7.8**	**3.7**	**6.5**	**9.1**	**14.9**	**6.3**	**8.9**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 19: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	TOTAL Electrical (%)	ZONE 1 Electrical (%)	ZONE 2 Electrical (%)	ZONE 3 Electrical (%)	ZONE 4 Electrical (%)	ZONE 5 Electrical (%)	ZONE 6 Electrical (%)	ZONE 7 Electrical (%)	ZONE 8 Electrical (%)
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	16.3%	29.2%	32.4%	2.8%	23.2%	10.2%	4.9%	16.6%	7.7%
Three Spires Shopping Centre, Lichfield	0.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	2.1%	0.5%	4.2%	0.0%	1.7%	9.6%	1.3%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 1	**18.9%**	**31.3%**	**36.5%**	**2.8%**	**24.9%**	**19.8%**	**6.3%**	**16.6%**	**7.7%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brownhills Town Centre	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	1.2%	0.0%
Walsall Wood Local Centre	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%
Sub-Total Zone 6	**1.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**7.8%**	**1.2%**	**0.0%**
Zone 7									
In Centre									
Burntwood Town Centre	1.9%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	8.7%	0.0%
Other									
Morrisons, High Street, Burntwood	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%
Chasetown Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**2.6%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**8.8%**	**0.0%**	**16.5%**	**0.0%**
Zone 8									
Heath Hayes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton Canes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orbital Retail Park, Cannock	8.3%	1.2%	0.0%	0.0%	11.3%	15.4%	7.0%	8.0%	26.1%
Sub-Total Zone 8	**8.3%**	**1.2%**	**0.0%**	**0.0%**	**11.3%**	**15.4%**	**7.0%**	**8.0%**	**26.1%**
Sub-Total Lichfield District	**21.4%**	**31.3%**	**36.5%**	**2.8%**	**24.9%**	**28.6%**	**6.3%**	**33.1%**	**7.7%**
Sub-Total Inside Study Area	**31.5%**	**32.4%**	**36.5%**	**2.8%**	**36.2%**	**44.0%**	**21.1%**	**42.3%**	**33.9%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	2.6%	0.5%	0.0%	0.0%	1.7%	0.0%	9.7%	2.5%	0.0%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Boundary Mills, Walsall	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	1.6%	0.0%	0.0%	0.0%	0.0%	3.1%	5.3%	0.0%	0.0%
The Saddlers, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	2.4%	3.2%	0.0%	2.8%	3.2%	3.9%	3.4%	0.0%	0.0%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	4.4%	0.5%	0.0%	1.6%	0.0%	1.1%	5.7%	10.2%	16.2%
Cannock Shopping Centre, Cannock	1.4%	0.0%	0.0%	0.0%	0.0%	4.0%	4.3%	0.0%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	2.5%	1.1%	0.0%	0.0%	1.4%	3.2%	2.7%	3.1%	6.9%
Lichfield Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	3.0%	0.9%	0.0%	0.0%	2.3%	4.6%	2.8%	13.4%	2.2%
Longford Island, Watling Street, Cannock	2.1%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	8.8%	3.3%
Sainsbury's, Voyager Drive, Cannock	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%
Tesco Superstore, Hawks Green, Cannock	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Tesco Superstore, Power Station Road, Rugeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%
Tamworth									
Tamworth Town Centre	2.1%	1.3%	3.2%	6.1%	6.3%	0.9%	3.2%	0.0%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	27.6%	54.4%	41.0%	85.1%	9.0%	24.9%	6.4%	7.2%	2.6%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.3%	0.0%	0.0%	1.6%	1.4%	0.0%	0.0%	1.6%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	1.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	7.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	1.8%	1.8%	9.6%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	1.0%	0.0%	8.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.1%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Chadsmoor Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Hednesford Town Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	2.5%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.3%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	1.3%	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	0.0%	1.1%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	1.6%	0.9%	0.0%	0.0%	3.0%	1.1%	4.3%	1.2%	0.0%
Swadlincote Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	9.9%
West Bromwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	4.5%	0.6%	0.0%	0.0%	0.0%	0.0%	15.2%	2.7%	7.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Outside Region	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**68.5%**	**67.6%**	**63.5%**	**97.2%**	**63.8%**	**56.0%**	**78.9%**	**57.7%**	**66.1%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 20: EXPENDITURE (ELECTRICAL)

DESTINATION	TOTAL Electrical £m	ZONE 1 Electrical £m	ZONE 2 Electrical £m	ZONE 3 Electrical £m	ZONE 4 Electrical £m	ZONE 5 Electrical £m	ZONE 6 Electrical £m	ZONE 7 Electrical £m	ZONE 8 Electrical £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	9.7	3.9	1.9	0.1	1.1	0.7	0.6	0.8	0.5
Three Spires Shopping Centre, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	1.3	0.1	0.3	0.0	0.1	0.7	0.2	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 1	**11.2**	**4.2**	**2.2**	**0.1**	**1.2**	**1.4**	**0.7**	**0.8**	**0.5**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownhills Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0
Walsall Wood Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Sub-Total Zone 6	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.1**	**0.0**
Zone 7									
In Centre									
Burntwood Town Centre	1.1	0.0	0.0	0.0	0.0	0.6	0.0	0.4	0.0
Other									
Morrisons, High Street, Burntwood	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Chasetown Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.8**	**0.0**
Zone 8									
Heath Hayes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Canes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	4.7	0.2	0.0	0.0	0.5	1.1	0.8	0.4	1.7
Sub-Total Zone 8	**4.7**	**0.2**	**0.0**	**0.0**	**0.5**	**1.1**	**0.8**	**0.4**	**1.7**
Sub-Total Lichfield District	**12.6**	**4.2**	**2.2**	**0.1**	**1.2**	**2.1**	**0.7**	**1.6**	**0.5**
Sub-Total Inside Study Area	**18.3**	**4.4**	**2.2**	**0.1**	**1.7**	**3.2**	**2.5**	**2.0**	**2.2**
Outside Study Area									
Walsall									
Walsall Town Centre	1.4	0.1	0.0	0.0	0.1	0.0	1.2	0.1	0.0
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Boundary Mills, Walsall	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.9	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0
The Saddlers, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	1.3	0.4	0.0	0.1	0.2	0.3	0.4	0.0	0.0
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	2.4	0.1	0.0	0.0	0.0	0.1	0.7	0.5	1.0
Cannock Shopping Centre, Cannock	0.8	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	1.4	0.1	0.0	0.0	0.1	0.2	0.3	0.2	0.4
Lichfield Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linkway Retail Park, Cannock	1.7	0.1	0.0	0.0	0.1	0.3	0.3	0.6	0.1
Longford Island, Watling Street, Cannock	1.2	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.2
Sainsbury's, Voyager Drive, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Tesco Superstore, Hawks Green, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Power Station Road, Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Tamworth									
Tamworth Town Centre	1.3	0.2	0.2	0.2	0.3	0.1	0.4	0.0	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	15.8	7.3	2.5	2.5	0.4	1.8	0.8	0.4	0.2
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	1.2	0.2	0.6	0.0	0.4	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.7	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Chadsmoor Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hednesford Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Rugeley Town Centre	0.9	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	0.9	0.1	0.0	0.0	0.1	0.1	0.5	0.1	0.0
Swadlincote Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6
West Bromwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	2.5	0.1	0.0	0.0	0.0	0.0	1.8	0.1	0.4
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.6	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other, Outside Region	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**39.4**	**9.1**	**3.8**	**2.9**	**3.1**	**4.1**	**9.4**	**2.8**	**4.3**
TOTAL	**57.7**	**13.5**	**6.0**	**2.9**	**4.8**	**7.2**	**11.9**	**4.8**	**6.4**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 21: SHOPPING PATTERNS (diy)

DESTINATION STUDY AREA	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)	ZONE 7 DIY (%)	ZONE 8 DIY (%)
Zone 1									
In Centre									
Lichfield City Centre	13.4%	30.2%	18.0%	3.5%	25.7%	14.3%	1.1%	5.9%	1.5%
Three Spires Shopping Centre, Lichfield	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.6%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	0.9%	1.0%	2.8%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%
Lichfield Retail Park, Lichfield	8.8%	23.8%	14.5%	0.0%	11.8%	3.2%	1.3%	1.0%	4.0%
Sub-Total Zone 1	**24.6%**	**59.3%**	**37.1%**	**3.5%**	**37.5%**	**20.8%**	**4.1%**	**6.9%**	**5.5%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.1%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.1%**	**0.0%**	**0.0%**	**1.3%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.8%	2.4%	0.8%	2.6%	0.0%	0.6%	0.0%	0.0%	0.0%
Shenstone Village Centre	1.2%	1.5%	3.5%	0.0%	0.0%	2.5%	1.1%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**2.0%**	**3.9%**	**4.3%**	**2.6%**	**0.0%**	**3.1%**	**1.1%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brownhills Town Centre	4.0%	0.0%	0.0%	0.0%	0.0%	4.9%	12.0%	8.5%	1.5%
Walsall Wood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 6	**4.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.9%**	**12.0%**	**8.5%**	**1.5%**
Zone 7									
In Centre									
Burntwood Town Centre	1.6%	0.0%	0.0%	0.0%	0.0%	3.7%	0.7%	8.7%	0.8%
Other									
Morrisons, High Street, Burntwood	0.1%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Chasetown Neighbourhood Centre	1.3%	0.0%	0.0%	0.0%	0.0%	3.3%	2.2%	4.7%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**3.2%**	**0.0%**	**0.0%**	**1.3%**	**0.0%**	**8.2%**	**2.9%**	**13.4%**	**0.8%**
Zone 8									
Heath Hayes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton Canes Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orbital Retail Park, Cannock	7.4%	1.0%	0.0%	0.0%	7.2%	7.9%	9.7%	9.8%	19.2%
Sub-Total Zone 8	**7.4%**	**1.0%**	**0.0%**	**0.0%**	**7.2%**	**7.9%**	**9.7%**	**9.8%**	**19.2%**
Sub-Total Lichfield District	**29.8%**	**63.1%**	**41.4%**	**8.7%**	**37.5%**	**32.1%**	**8.1%**	**20.3%**	**6.4%**
Sub-Total Inside Study Area	**41.2%**	**64.1%**	**41.4%**	**8.7%**	**44.7%**	**44.9%**	**29.8%**	**38.5%**	**27.0%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	1.3%	0.0%	0.0%	0.0%	0.0%	1.3%	4.8%	0.8%	0.8%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Bescot Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boundary Mills, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	1.4%
The Saddlers, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	0.2%	0.0%	0.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	6.3%	0.5%	0.0%	0.0%	1.1%	0.6%	4.9%	18.0%	23.7%
Cannock Shopping Centre, Cannock	1.7%	0.0%	0.0%	0.0%	1.7%	1.3%	6.3%	1.9%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	9.8%	0.0%	0.0%	0.0%	8.0%	17.6%	10.3%	14.7%	23.0%
Lichfield Road, Cannock	0.5%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	2.1%
Linkway Retail Park, Cannock	0.8%	0.0%	0.0%	0.0%	1.9%	0.6%	0.0%	4.4%	1.1%
Longford Island, Watling Street, Cannock	0.9%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	1.0%	0.6%
Sainsbury's, Voyager Drive, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hawks Green, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Power Station Road, Rugeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Wickes, Hollies Park Road, Cannock	1.6%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	7.7%	1.3%
Roman Way Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyrley Brook Retail Park, Cannock	4.8%	0.0%	0.0%	0.0%	0.0%	2.9%	9.4%	10.5%	11.5%
Phoenix Retail Park, Cannock	0.5%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%
Tamworth									
Tamworth Town Centre	1.6%	2.6%	0.8%	16.3%	2.0%	0.0%	0.0%	0.0%	0.0%
The Precinct, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	13.2%	23.4%	25.1%	62.7%	8.1%	11.4%	2.1%	2.6%	0.0%
Cardinal Point Retail Park, Tamworth	1.4%	3.9%	3.8%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.2%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	2.3%	2.4%	16.1%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	1.4%	1.9%	10.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hawks Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hednesford Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.3%	0.8%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	0.7%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stoke-On-Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	0.6%	0.0%	0.0%	0.0%	0.0%	2.5%	1.0%	0.0%	0.0%
Swadlincote Town Centre	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.1%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%
West Bromwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Aldridge Shopping Centre, Aldridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	2.8%	0.4%	0.0%	6.2%	7.2%	1.3%	4.9%	0.0%	5.3%
Other, Outside Region	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**58.8%**	**35.9%**	**58.6%**	**90.3%**	**55.3%**	**55.1%**	**70.2%**	**61.5%**	**73.0%**
TOTAL	**100.0%**	**100.0%**	**100.0%**	**99.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 22: EXPENDITURE (DIY)

DESTINATION	TOTAL DIY £m	ZONE 1 DIY £m	ZONE 2 DIY £m	ZONE 3 DIY £m	ZONE 4 DIY £m	ZONE 5 DIY £m	ZONE 6 DIY £m	ZONE 7 DIY £m	ZONE 8 DIY £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	8.4	4.0	1.2	0.1	1.5	1.1	0.1	0.3	0.1
Three Spires Shopping Centre, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.6	0.1	0.2	0.0	0.0	0.3	0.0	0.0	0.0
Eastern Park, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Lichfield Retail Park, Lichfield	5.5	3.1	1.0	0.0	0.7	0.2	0.2	0.1	0.3
Sub-Total Zone 1	**15.4**	**7.8**	**2.5**	**0.1**	**2.2**	**1.6**	**0.5**	**0.3**	**0.4**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.5	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.8	0.2	0.2	0.0	0.0	0.2	0.1	0.0	0.0
Swan Island Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 5	**1.3**	**0.5**	**0.3**	**0.1**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownhills Town Centre	2.3	0.0	0.0	0.0	0.0	0.4	1.4	0.4	0.1
Walsall Wood Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 6	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**1.4**	**0.4**	**0.1**
Zone 7									
In Centre									
Burntwood Town Centre	0.9	0.0	0.0	0.0	0.0	0.3	0.1	0.4	0.1
Other									
Morrisons, High Street, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chasetown Neighbourhood Centre	0.8	0.0	0.0	0.0	0.0	0.3	0.3	0.2	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub-Total Zone 7	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.3**	**0.7**	**0.1**
Zone 8									
Heath Hayes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Canes Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orbital Retail Park, Cannock	4.1	0.1	0.0	0.0	0.4	0.6	1.2	0.5	1.2
Sub-Total Zone 8	**4.1**	**0.1**	**0.0**	**0.0**	**0.4**	**0.6**	**1.2**	**0.5**	**1.2**
Sub-Total Lichfield District	**18.5**	**8.3**	**2.8**	**0.3**	**2.2**	**2.5**	**1.0**	**1.0**	**0.4**
Sub-Total Inside Study Area	**24.9**	**8.4**	**2.8**	**0.3**	**2.6**	**3.5**	**3.6**	**1.9**	**1.8**
Outside Study Area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall									
Walsall Town Centre	0.8	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.1
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bescot Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mills, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1
The Saddlers, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	3.2	0.1	0.0	0.0	0.1	0.0	0.6	0.9	1.5
Cannock Shopping Centre, Cannock	1.0	0.0	0.0	0.0	0.1	0.1	0.8	0.1	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	5.3	0.0	0.0	0.0	0.5	1.4	1.2	0.7	1.5
Lichfield Road, Cannock	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Linkway Retail Park, Cannock	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.1
Longford Island, Watling Street, Cannock	0.5	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.0
Sainsbury's, Voyager Drive, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Power Station Road, Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Hollies Park Road, Cannock	0.8	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.1
Roman Way Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyrley Brook Retail Park, Cannock	2.6	0.0	0.0	0.0	0.0	0.2	1.1	0.5	0.7
Phoenix Retail Park, Cannock	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	1.0	0.3	0.1	0.5	0.1	0.0	0.0	0.0	0.0
The Precinct, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	8.6	3.1	1.7	2.1	0.5	0.9	0.3	0.1	0.0
Cardinal Point Retail Park, Tamworth	0.9	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	1.7	0.3	1.1	0.0	0.3	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	1.0	0.2	0.7	0.0	0.1	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-On-Trent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Swadlincote Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
West Bromwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tameside Business Park, Perry Barr	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	1.7	0.1	0.0	0.2	0.4	0.1	0.6	0.0	0.3
Other, Outside Region	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**35.4**	**4.7**	**4.0**	**3.0**	**3.2**	**4.3**	**8.4**	**3.1**	**4.7**
TOTAL	**60.3**	**13.1**	**6.8**	**3.3**	**5.8**	**7.8**	**12.0**	**5.0**	**6.5**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 23: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL Furniture (%)	ZONE 1 Furniture (%)	ZONE 2 Furniture (%)	ZONE 3 Furniture (%)	ZONE 4 Furniture (%)	ZONE 5 Furniture (%)	ZONE 6 Furniture (%)	ZONE 7 Furniture (%)	ZONE 8 Furniture (%)
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	12.7%	35.0%	16.6%	0.0%	16.3%	3.0%	2.2%	11.6%	2.8%
Three Spires Shopping Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldi, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Beacon Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plant Pot Garden Centre, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Church Street, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stonnyland Drive Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Britannia Enterprise Park, Lichfield	2.5%	3.8%	10.9%	0.0%	2.6%	3.3%	0.0%	0.0%	0.0%
Eastern Park, Lichfield	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Boley Park Neighbourhood Centre	0.5%	0.7%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Netherstowe Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lichfield Retail Park, Lichfield	3.5%	5.6%	14.4%	0.0%	0.0%	1.4%	0.0%	0.0%	7.5%
Sub-Total Zone 1	**19.3%**	**45.2%**	**47.0%**	**0.0%**	**18.9%**	**7.8%**	**2.2%**	**11.6%**	**10.2%**
Zone 2									
Alrewas Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fradley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whittington Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 2	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 3									
Fazeley Village Centre	0.4%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 3	**0.4%**	**0.0%**	**0.0%**	**8.8%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 4									
Armitage with Handsacre Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 4	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenstone Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Island Neighbourhood Centre	0.4%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Sub-Total Zone 5	**0.4%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**2.5%**	**0.0%**	**0.0%**	**0.0%**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brownhills Town Centre	2.8%	0.0%	0.0%	0.0%	0.0%	4.5%	8.5%	0.0%	2.8%
Walsall Wood Local Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%
Sub-Total Zone 6	**3.1%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**4.5%**	**10.1%**	**0.0%**	**2.8%**
Zone 7									
In Centre									
Burntwood Town Centre	1.8%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	13.3%	0.0%
Other									
Morrisons, High Street, Burntwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chasetown Neighbourhood Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.5%	0.0%
Morley Road Neighbourhood Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Queen Street Industrial Estate, Burntwood	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Zone 7	**2.3%**	**0.6%**	**0.0%**	**0.0%**	**0.0%**	**4.2%**	**0.0%**	**15.7%**	**0.0%**
Zone 8									
Heath Hayes Local Centre	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	2.5%	2.7%
Norton Canes Local Centre	0.4%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.4%
Orbital Retail Park, Cannock	9.3%	5.7%	0.0%	3.4%	6.6%	11.1%	7.6%	17.2%	21.4%
Sub-Total Zone 8	**10.4%**	**5.7%**	**0.0%**	**3.4%**	**8.0%**	**12.8%**	**7.6%**	**19.7%**	**26.5%**
Sub-Total Lichfield District	**22.4%**	**45.8%**	**47.0%**	**8.8%**	**18.9%**	**14.5%**	**2.2%**	**27.4%**	**10.2%**
Sub-Total Inside Study Area	**36.0%**	**51.5%**	**47.0%**	**12.2%**	**26.9%**	**31.8%**	**19.9%**	**47.1%**	**39.5%**
Outside Study Area	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall									
Walsall Town Centre	4.6%	2.6%	0.0%	0.0%	1.4%	1.4%	15.6%	2.4%	1.2%
Asda, Woodhall Street, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M, Coppice Lane, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crown Wharf Shopping Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jerome Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkways, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walsall Enterprise Park, Walsall	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Bescot Retail Park, Walsall	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Boundary Mills, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Junction 10 Retail Park, Walsall	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%
The Saddlers, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reedswood Retail Park, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Arcade, Walsall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham									
Birmingham City Centre	2.2%	2.2%	0.0%	3.4%	1.4%	2.5%	4.4%	1.4%	0.0%
Arena Central, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadway Plaza, Middleway, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bullring, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grand Central Shopping Centre, Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, Birmingham	3.2%	1.2%	0.0%	9.6%	1.1%	4.7%	1.4%	3.6%	9.9%
Sainsbury's, Mere Green Road, Sutton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cannock									
Cannock Town Centre	8.5%	4.1%	1.1%	0.0%	3.7%	8.0%	9.5%	12.3%	25.6%
Cannock Shopping Centre, Cannock	1.2%	0.7%	0.0%	0.0%	1.1%	3.3%	2.2%	0.0%	0.0%
The Chase Centre, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
A5 Trade Centre, Cannock	4.9%	0.6%	0.0%	1.5%	1.1%	20.2%	5.8%	2.5%	0.0%
Lichfield Road, Cannock	0.5%	1.3%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Linkway Retail Park, Cannock	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.4%	9.2%	0.0%
Longford Island, Watling Street, Cannock	0.9%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	2.8%	3.6%
Sainsbury's, Voyager Drive, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Hawks Green, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Power Station Road, Rugeley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Victoria Street, Hednesford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Hollies Park Road, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Roman Way Retail Park, Cannock	2.3%	1.3%	0.0%	0.0%	2.6%	1.6%	3.9%	7.8%	0.0%
Wyrley Brook Retail Park, Cannock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phoenix Retail Park, Cannock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Tamworth									
Tamworth Town Centre	2.0%	0.0%	4.1%	18.0%	2.5%	0.7%	0.8%	3.8%	0.0%
The Precinct, Tamworth	0.2%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
Ventura Retail Park, Tamworth	10.6%	21.4%	18.8%	36.8%	3.7%	5.3%	4.3%	3.5%	3.2%
Cardinal Point Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jolly Sailor Retail Park, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ankerside Shopping Centre, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford									
Greyfriars Place Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildhall Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stafford Town Centre	0.3%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%
Queens Retail Park, Stafford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Riverside Shopping Centre, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingsmead Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Hough Retail Park, Stafford	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton									
Burton Upon Trent Town Centre	0.5%	0.0%	4.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Centrum East Retail Park, Burton	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coopers Square Shopping Centre, Burton Upon Trent	0.2%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
Shobnall Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Peters Retail Park, Burton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other									
Aldridge Town Centre	4.1%	0.0%	0.0%	0.0%	0.0%	3.4%	17.0%	0.0%	0.0%
Amington Road, Bolehall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashby-De-La-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bloxwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brereton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgtown Local Centre	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	2.7%
Chadsmoor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Darlaston Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derby City Centre	0.2%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dudley Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%
Ellerbeck, Stoneydelph	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erdington, Birmingham	0.4%	0.6%	0.0%	2.0%	0.0%	0.0%	0.6%	1.1%	0.0%
Hawks Green District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hednesford Town Centre	0.7%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%
Kidderminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester City Centre	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Masefield Drive, Leyfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Measham	0.6%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Keynes Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nottingham City Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre	3.1%	1.3%	0.0%	0.0%	35.7%	0.0%	0.0%	0.0%	0.0%
Solihull Town Centre	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Stoke-On-Trent Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stratford-Upon-Avon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton Coldfield Town Centre	1.0%	0.0%	2.3%	3.4%	0.0%	2.3%	1.4%	0.0%	0.0%
Swadlincote Town Centre	0.6%	1.5%	0.0%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%
Tamworth Road, Amington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Uttoxeter Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wednesbury Town Centre	2.0%	0.0%	0.0%	1.5%	1.1%	4.5%	1.5%	0.0%	7.9%
West Bromwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wolverhampton City Centre	0.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Aldridge Shopping Centre, Aldridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Vale/Ravenside Retail Park, Erdington	0.3%	0.7%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
East Midlands Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Freeport Shopping Outlet, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Friary Retail Park, Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gallagher Retail Park, Axletree Way, Wednesbury	0.5%	0.0%	3.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Intu Derby Shopping Centre, Derby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Keyway Retail Park, Willenhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop Retail Park	0.9%	3.6%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Princess Alice Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tameside Business Park, Perry Barr	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Telford Bridge Retail Park, Telford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Fort Shopping Park, Castle Bromwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, West Midlands	1.6%	0.6%	5.2%	5.9%	2.6%	0.0%	1.5%	0.0%	2.7%
Other, Outside Region	0.5%	1.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-Total Outside Study Area	**63.8%**	**48.5%**	**53.0%**	**85.9%**	**71.7%**	**68.2%**	**80.1%**	**52.9%**	**60.5%**
TOTAL	**99.8%**	**100.0%**	**100.0%**	**98.1%**	**98.6%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 24: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL Furniture £m	ZONE 1 Furniture £m	ZONE 2 Furniture £m	ZONE 3 Furniture £m	ZONE 4 Furniture £m	ZONE 5 Furniture £m	ZONE 6 Furniture £m	ZONE 7 Furniture £m	ZONE 8 Furniture £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	4.5	2.6	0.6	0.0	0.5	0.1	0.1	0.3	0.1
Three Spires Shopping Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldi, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Stonnyland Drive Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	0.9	0.3	0.4	0.0	0.1	0.1	0.0	0.0	0.0
Eastern Park, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield Retail Park, Lichfield	1.3	0.4	0.5	0.0	0.0	0.1	0.0	0.0	0.3
Sub-Total Zone 1	**6.9**	**3.4**	**1.8**	**0.0**	**0.6**	**0.3**	**0.1**	**0.3**	**0.4**
Zone 2									
Alrewas Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 3	**0.2**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4									
Armitage with Handsacre Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swan Island Neighbourhood Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub-Total Zone 5	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownhills Town Centre	0.9	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.1
Walsall Wood Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-Total Zone 6	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.7**	**0.0**	**0.1**
Zone 7									
In Centre									
Burntwood Town Centre	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0
Other									
Morrisons, High Street, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chasetown Neighbourhood Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Morley Road Neighbourhood Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queen Street Industrial Estate, Burntwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 7	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.4**	**0.0**
Zone 8									
Heath Hayes Local Centre	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
Norton Canes Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orbital Retail Park, Cannock	3.0	0.4	0.0	0.1	0.2	0.5	0.5	0.5	0.8
Sub-Total Zone 8	**3.3**	**0.4**	**0.0**	**0.1**	**0.3**	**0.6**	**0.5**	**0.6**	**1.0**
Sub-Total Lichfield District	**7.9**	**3.4**	**1.8**	**0.2**	**0.6**	**0.6**	**0.1**	**0.8**	**0.4**
Sub-Total Inside Study Area	**12.2**	**3.9**	**1.8**	**0.2**	**0.9**	**1.4**	**1.3**	**1.3**	**1.4**
Outside Study Area									
Walsall									
Walsall Town Centre	1.5	0.2	0.0	0.0	0.0	0.1	1.0	0.1	0.0
Asda, Woodhall Street, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Coppice Lane, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crown Wharf Shopping Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jerome Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkways, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Bescot Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Boundary Mills, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Junction 10 Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
The Saddlers, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Reedswood Retail Park, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Arcade, Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham									
Birmingham City Centre	0.7	0.2	0.0	0.1	0.0	0.1	0.3	0.0	0.0
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Central Shopping Centre, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Birmingham	1.1	0.1	0.0	0.2	0.0	0.2	0.1	0.1	0.4
Sainsbury's, Mere Green Road, Sutton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cannock									
Cannock Town Centre	2.7	0.3	0.0	0.0	0.1	0.3	0.6	0.3	0.9
Cannock Shopping Centre, Cannock	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0
The Chase Centre, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
A5 Trade Centre, Cannock	1.4	0.0	0.0	0.0	0.0	0.9	0.4	0.1	0.0
Lichfield Road, Cannock	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Linkway Retail Park, Cannock	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0
Longford Island, Watling Street, Cannock	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
Sainsbury's, Voyager Drive, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Hawks Green, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Power Station Road, Rugeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Hollies Park Road, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roman Way Retail Park, Cannock	0.7	0.1	0.0	0.0	0.1	0.1	0.3	0.2	0.0
Wyrley Brook Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Cannock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth									
Tamworth Town Centre	0.8	0.0	0.2	0.3	0.1	0.0	0.1	0.1	0.0
The Precinct, Tamworth	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	3.8	1.6	0.7	0.7	0.1	0.2	0.3	0.1	0.1
Cardinal Point Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Centrum East Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	1.3	0.0	0.0	0.0	0.0	0.1	1.1	0.0	0.0
Amington Road, Bolehall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brereton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Chadsmoor Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hednesford Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Kidderminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugeley Town Centre	1.2	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Solihull Town Centre	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Stoke-On-Trent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-Upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sutton Coldfield Town Centre	0.3	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.0
Swadlincote Town Centre	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tamworth Road, Amington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wednesbury Town Centre	0.6	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.3
West Bromwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
East Midlands Designer Outlet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Retail Park, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Shopping Outlet, Stoke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Axletree Way, Wednesbury	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Intu Derby Shopping Centre, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tameside Business Park, Perry Barr	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Castle Bromwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.6	0.0	0.2	0.1	0.1	0.0	0.1	0.0	0.1
Other, Outside Region	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Outside Study Area	**21.5**	**3.6**	**2.0**	**1.6**	**2.3**	**3.0**	**5.3**	**1.5**	**2.2**
TOTAL	**33.7**	**7.5**	**3.7**	**1.8**	**3.2**	**4.3**	**6.7**	**2.8**	**3.7**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

WYG PLANNING
LICHFIELD DISTRICT COUNCIL RETAIL STUDY

TABLE 25: EXPENDITURE (COMPARISON)

DESTINATION	TOTAL Comparison £m	ZONE 1 Comparison £m	ZONE 2 Comparison £m	ZONE 3 Comparison £m	ZONE 4 Comparison £m	ZONE 5 Comparison £m	ZONE 6 Comparison £m	ZONE 7 Comparison £m	ZONE 8 Comparison £m
STUDY AREA									
Zone 1									
In Centre									
Lichfield City Centre	99.4	43.0	14.3	0.6	9.3	13.5	7.7	7.6	3.4
##### Three Spires Shopping Centre, Lichfield	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Other									
Aldi, Church Street, Lichfield	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Beacon Street, Lichfield	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Plant Pot Garden Centre, Lichfield	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Church Street, Lichfield	3.2	0.7	1.2	0.0	0.1	0.8	0.2	0.1	0.1
Waitrose, Stonnyland Drive Lichfield	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Britannia Enterprise Park, Lichfield	1.6	0.5	0.6	0.0	0.2	0.4	0.0	0.0	0.0
Eastern Park, Lichfield	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Boley Park Neighbourhood Centre	0.8	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Netherstowe Neighbourhood Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Lichfield Retail Park, Lichfield	9.0	4.6	1.5	0.0	1.4	0.6	0.2	0.1	0.5
Sub-Total Zone 1	**115.9**	**50.5**	**18.3**	**0.7**	**11.0**	**15.3**	**8.2**	**7.9**	**4.1**
Zone 2									
Alrewas Village Centre	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Fradley Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Whittington Village Centre	0.7	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Zone 2	**1.4**	**0.1**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3									
Fazeley Village Centre	0.9	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.1
Sub-Total Zone 3	**0.9**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**
Zone 4									
Armitage with Handsacre Village Centre	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total Zone 4	**1.1**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 5									
Wyevale Garden Centre, Shenstone, Lichfield	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Shenstone Village Centre	1.4	0.3	0.2	0.0	0.0	0.6	0.3	0.0	0.0
Swan Island Neighbourhood Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub-Total Zone 5	**2.6**	**0.6**	**0.3**	**0.1**	**0.0**	**1.2**	**0.3**	**0.0**	**0.0**
Zone 6									
Tesco Superstore, Silver Street, Brownhills	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Brownhills Town Centre	12.3	0.1	0.0	0.0	0.0	1.2	9.6	0.9	0.5
Walsall Wood Local Centre	1.9	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Sub-Total Zone 6	**15.4**	**0.1**	**0.0**	**0.0**	**0.0**	**1.2**	**12.7**	**0.9**	**0.5**
Zone 7									
In Centre									
3.13% Burntwood Town Centre	13.5	0.0	0.3	0.0	0.3	5.7	0.3	5.6	1.2
Other									
Morrisons, High Street, Burntwood	1.5	0.0	0.0	0.0	0.0	0.3	0.1	0.5	0.6
Chasetown Neighbourhood Centre	1.7	0.0	0.0	0.0	0.0	0.7	0.3	0.8	0.0
Morley Road Neighbourhood Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Queen Street Industrial Estate, Burntwood	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub-Total Zone 7	**17.0**	**0.0**	**0.3**	**0.0**	**0.3**	**6.8**	**0.7**	**6.9**	**1.8**
Zone 8									
Heath Hayes Local Centre	2.1	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.8
Norton Canes Local Centre	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Orbital Retail Park, Cannock	20.3	0.8	0.0	0.1	1.4	3.0	5.2	2.4	7.4
Sub-Total Zone 8	**23.8**	**0.8**	**0.0**	**0.1**	**1.4**	**3.1**	**5.4**	**2.5**	**10.6**
Sub-Total Lichfield District	**139.0**	**51.3**	**20.2**	**1.7**	**12.4**	**23.3**	**9.2**	**14.9**	**6.0**
Sub-Total Inside Study Area	**178.2**	**52.1**	**20.2**	**1.8**	**13.8**	**27.6**	**27.3**	**18.3**	**17.1**
Outside Study Area									
Walsall									
Walsall Town Centre	20.2	0.3	0.0	0.0	0.1	1.5	15.5	1.0	1.8
Asda, Woodhall Street, Walsall	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
B&M, Coppice Lane, Walsall	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Crown Wharf Shopping Park, Walsall	2.1	0.0	0.0	0.0	0.0	0.0	1.6	0.4	0.1
Jerome Retail Park, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Walkways, Walsall	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Walsall Enterprise Park, Walsall	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6
Bescot Retail Park, Walsall	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Boundary Mills, Walsall	2.3	0.3	0.0	0.0	0.0	0.2	1.4	0.3	0.0
Junction 10 Retail Park, Walsall	2.2	0.0	0.0	0.0	0.0	0.2	1.5	0.0	0.5
The Saddlers, Walsall	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Reedswood Retail Park, Walsall	0.5	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0
The Arcade, Walsall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Birmingham									
Birmingham City Centre	18.8	4.9	0.7	0.6	1.2	3.2	4.5	1.0	2.7
Arena Central, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadway Plaza, Middleway, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bullring, Birmingham	0.7	0.0	0.1	0.2	0.0	0.1	0.3	0.1	0.0
Grand Central Shopping Centre, Birmingham	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
IKEA, Birmingham	3.7	0.6	0.3	0.6	0.2	0.7	0.4	0.2	0.7
Sainsbury's, Mere Green Road, Sutton	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Cannock									
Cannock Town Centre	22.8	0.6	0.0	0.0	0.8	1.9	4.0	4.3	11.1
Cannock Shopping Centre, Cannock	3.2	0.1	0.0	0.0	0.2	0.9	1.9	0.1	0.0
The Chase Centre, Cannock	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1
A5 Trade Centre, Cannock	10.6	0.3	0.0	0.0	0.9	3.0	2.3	1.4	2.8
Lichfield Road, Cannock	0.4	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.1
Linkway Retail Park, Cannock	4.0	0.2	0.0	0.0	0.6	0.6	0.8	1.4	0.3
Longford Island, Watling Street, Cannock	3.3	0.0	0.0	0.0	0.0	1.2	0.5	0.9	0.7
Sainsbury's, Voyager Drive, Cannock	0.6	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.2
Tesco Superstore, Hawks Green, Cannock	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.5
Tesco Superstore, Power Station Road, Rugeley	0.6	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.0
Tesco Superstore, Victoria Street, Hednesford	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7
Wickes, Hollies Park Road, Cannock	0.8	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.1
Roman Way Retail Park, Cannock	0.7	0.1	0.0	0.0	0.1	0.1	0.3	0.2	0.0
Wyrley Brook Retail Park, Cannock	2.8	0.0	0.0	0.0	0.0	0.2	1.1	0.5	1.0
Phoenix Retail Park, Cannock	0.7	0.0	0.0	0.0	0.0	0.3	0.2	0.2	0.0
Tamworth									
Tamworth Town Centre	14.9	3.2	2.0	5.0	1.9	1.0	1.0	0.7	0.0
The Precinct, Tamworth	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	95.8	32.4	18.0	14.8	4.8	12.0	6.4	4.8	2.6
Cardinal Point Retail Park, Tamworth	1.0	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Jolly Sailor Retail Park, Tamworth	0.3	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.5	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.0
Stafford									
Greyfriars Place Retail Park, Stafford	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Guildhall Shopping Centre, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford Town Centre	3.4	0.0	0.0	0.0	2.1	0.2	0.0	0.1	0.9
Queens Retail Park, Stafford	1.8	0.0	0.0	0.0	0.6	0.0	0.0	0.1	1.1
Riverside Shopping Centre, Stafford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Kingsmead Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Stafford	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Burton									
Burton Upon Trent Town Centre	11.2	2.3	5.2	0.0	2.3	0.3	0.0	0.7	0.2
Centrum East Retail Park, Burton	0.8	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.0
Coopers Square Shopping Centre, Burton Upon Trent	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Shobnall Retail Park, Burton	1.0	0.2	0.7	0.0	0.1	0.0	0.0	0.0	0.0
St Peters Retail Park, Burton	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other									
Aldridge Town Centre	6.8	0.0	0.0	0.0	0.1	0.1	6.6	0.0	0.0
Amington Road, Bolehall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Ashby-De-La-Zouch Town Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Bloxwich Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Brereton Local Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Bridgtown Local Centre	0.4	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1
Chadsmoor Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Darlaston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	1.5	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Dudley Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Ellerbeck, Stoneydelph	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Erdington, Birmingham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawks Green District Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Hednesford Town Centre	2.6	0.0	0.0	0.0	0.0	0.2	0.0	0.2	2.2
Kidderminster	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Leicester City Centre	1.3	0.9	0.0	0.0	0.1	0.3	0.0	0.1	0.0
London	0.9	0.2	0.0	0.0	0.2	0.2	0.0	0.4	0.0
Manchester City Centre	0.3	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1
Masefield Drive, Leyfields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Measham	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Nottingham City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Rugeley Town Centre	9.1	0.2	0.0	0.0	8.8	0.0	0.0	0.1	0.1
Solihull Town Centre	0.5	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.1
Stoke-On-Trent Town Centre	0.4	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.1
Stratford-Upon-Avon Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Sutton Coldfield Town Centre	9.3	0.9	0.3	0.4	0.7	1.3	5.1	0.3	0.2
Swadlincote Town Centre	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0
Tamworth Road, Amington	1.3	0.1	0.1	0.1	0.1	0.1	0.6	0.0	0.1
Telford Town Centre	1.2	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.9
Uttoxeter Town Centre	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0
Wednesbury Town Centre	4.1	0.4	0.0	0.0	0.2	0.2	1.7	0.1	1.5
West Bromwich Town Centre	0.7	0.0	0.0	0.0	0.1	0.0	0.6	0.1	0.0
Wolverhampton City Centre	0.6	0.1	0.4	0.0	0.0	0.0	0.1	0.0	0.0
Aldridge Shopping Centre, Aldridge	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Castle Vale/Ravenside Retail Park, Erdington	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.2
East Midlands Designer Outlet	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Festival Retail Park, Stoke	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Freeport Shopping Outlet, Stoke	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Gallagher Retail Park, Axletree Way, Wednesbury	3.5	0.1	0.4	0.0	0.0	0.0	2.4	0.1	0.4
Intu Derby Shopping Centre, Derby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Keyway Retail Park, Willenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop Retail Park	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Princess Alice Retail Park	1.4	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Tameside Business Park, Perry Barr	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Telford Bridge Retail Park, Telford	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
The Fort Shopping Park, Castle Bromwich	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Other, West Midlands	6.2	0.5	0.5	0.5	1.0	0.3	2.1	0.7	0.7
Other, Outside Region	3.8	0.8	0.2	0.3	0.2	0.2	1.2	0.4	0.7
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	1.2	0.3	0.1	0.0	0.2	0.2	0.5	0.0	0.0
Sub-Total Outside Study Area	**301.6**	**52.4**	**32.3**	**23.1**	**30.0**	**33.0**	**70.2**	**22.3**	**38.3**
TOTAL	**479.9**	**104.5**	**52.6**	**24.9**	**43.8**	**60.7**	**97.5**	**40.6**	**55.3**

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LICHFIELD DISTRICT

Table 26i: Estimated 'Capacity' for Comparison Goods Facilities in Lichfield District

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	159.8	29.0%	139.0	20.9	0.0
2021	176.1	29.0%	163.4	24.5	11.8
2026	194.1	29.0%	192.3	28.8	27.1
2029	206.0	29.0%	214.3	32.1	40.4
2031	218.6	29.0%	230.9	34.6	47.0

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Lichfield' market share (derived from Table 25)

Table 26ii: Quantitative Need for Additional Floorspace in Lichfield – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	0.0	0	0
2021	11.8	2,400	3,900
2026	27.1	4,700	7,800
2029	40.4	6,300	10,500
2031	47.0	6,700	11,100

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26iii: Net Quantitative Need for Additional Floorspace in Lichfield - Comparison Goods

Year	Comparison				
	Surplus	Commitments[1]	Residual	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	0.0	44.8	-44.8	-9,000	-14,900
2021	11.8	47.2	-35.4	-6,700	-11,200
2026	27.1	51.9	-24.9	-4,300	-7,200
2029	40.4	57.3	-16.9	-2,600	-4,400
2031	47.0	63.3	-16.3	-2,300	-3,800

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26iv: Comparison Commitments in Lichfield

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Lichfield District	Turnover Drawn from Lichfield District
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	9,850	5,000	49.25	80%	39.40
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.82	100%	0.82
Former Bridge Cross Garages	14/00230/OUTM	Cannock Road, Burntwood	833	666	3,000	2.00	100%	2.00
Outlet retail destination, Mill Green, Cannock	CH/15/0048	Mill Green, Cannock	33,009	24,753	3,000	74.26	4%	2.60
			49,066	**35,433**		**126.33**		**44.82**

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 26a: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LICHFIELD DISTRICT WITH INCREASED MARKET SHARE

Table 26ai: Estimated 'Capacity' for Comparison Goods Facilities in Lichfield

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	159.8	29.0%	139.0	20.9	0.0
2021	176.1	33.5%	189.0	28.4	41.2
2026	194.1	33.5%	222.4	33.4	61.7
2029	206.0	33.5%	247.8	37.2	79.0
2031	218.6	33.5%	267.1	40.1	88.6

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Lichfield' market share (derived from Table 25)

Table 26aii: Quantitative Need for Additional Floorspace in Lichfield – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	0.0	0	0
2021	41.2	8,200	13,700
2026	61.7	10,600	17,700
2029	79.0	12,400	20,600
2031	88.6	12,500	20,900

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26aiii: Net Quantitative Need for Additional Floorspace in Lichfield - Comparison Goods

Year	Surplus	Commitments[1]	Comparison Residual	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	0.0	44.8	-44.8	-9,000	-14,900
2021	41.2	47.2	-6.0	-1,100	-1,900
2026	61.7	51.9	9.8	1,700	2,800
2029	79.0	57.3	21.7	3,400	5,700
2031	88.6	63.3	25.3	3,600	6,000

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26aiv: Comparison Commitments in Lichfield

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Lichfield	Turnover Drawn from Lichfield
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	9,850	5,000	49.25	80%	39.40
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.82	100%	0.82
Former Bridge Cross Garages	14/00260/OUTM	Cannock Road, Burntwood	833	666	3,000	2.00	100%	2.00
Outlet retail destination, Mill Green, Cannock	CH/15/0048	Mill Green, Cannock	33,009	24753	3,000	74.26	4%	2.60
			16,057	10,680		126.33		44.82

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 26b: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LICHFIELD CITY CENTRE

Table 26bi: Estimated 'Capacity' for Comparison Goods Facilities in Lichfield City Centre

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	115.1	20.9%	100.1	15.0	0.0
2021	126.9	20.9%	117.7	17.7	8.5
2026	139.8	20.9%	138.5	20.8	19.5
2029	148.3	20.9%	154.3	23.1	29.1
2031	157.4	20.9%	166.3	24.9	33.9

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Lichfield' market share (derived from Table 25)

Table 26bii: Quantitative Need for Additional Floorspace in Lichfield City Centre – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	0.0	0	0
2021	8.5	1,700	2,800
2026	19.5	3,400	5,600
2029	29.1	4,600	7,600
2031	33.9	4,800	8,000

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26biii: Net Quantitative Need for Additional Floorspace in Lichfield City Centre - Comparison Goods

Year	Comparison				
	Surplus	Commitments[1]	Residual	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	0.0	28.3	-28.3	-5,700	-9,400
2021	8.5	29.8	-21.3	-4,000	-6,700
2026	19.5	32.8	-13.3	-2,300	-3,800
2029	29.1	36.2	-7.1	-1,100	-1,800
2031	33.9	39.9	-6.1	-900	-1,400

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26biv: Comparison Commitments in Lichfield City Centre

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Lichfield City Centre	Turnover Drawn from Lichfield City Centre
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	9,850	5,000	49.25	50%	24.63
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.82	80%	0.66
Former Bridge Cross Garages	14/00260/OUTM	Cannock Road, Burntwood	833	666	3,000	2.00	20%	0.40
Outlet retail destination, Mill Green, Cannock	CH/15/0048	Mill Green, Cannock	33,009	24753	3,000	74.26	4%	2.60
			16,057	**10,680**		**126.33**		**28.28**

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 26c: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LICHFIELD CITY CENTRE (INCREASED MARKET SHARE SCENARIO)

Table 26ci: Estimated 'Capacity' for Comparison Goods Facilities in Lichfield City Centre

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	115.1	20.9%	100.1	15.0	0.0
2021	126.9	24.0%	135.4	20.3	28.9
2026	139.8	24.0%	159.3	23.9	43.5
2029	148.3	24.0%	177.5	26.6	55.8
2031	157.4	24.0%	191.4	28.7	62.7

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Lichfield' market share (derived from Table 25)

Table 26cii: Quantitative Need for Additional Floorspace in Lichfield City Centre – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	0.0	0	0
2021	28.9	5,800	9,600
2026	43.5	7,500	12,500
2029	55.8	8,700	14,500
2031	62.7	8,900	14,800

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26ciii: Net Quantitative Need for Additional Floorspace in Lichfield City Centre - Comparison Goods

Year	Surplus	Commitments[1]	Comparison Residual	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	0.0	28.3	-28.3	-5,700	-9,400
2021	28.9	29.8	-0.9	-200	-300
2026	43.5	32.8	10.7	1,800	3,100
2029	55.8	36.2	19.7	3,100	5,100
2031	62.7	39.9	22.7	3,200	5,400

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26civ: Comparison Commitments in Lichfield City Centre

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Lichfield City Centre	Turnover Drawn from Lichfield City Centre
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	9,850	5,000	49.25	50%	24.63
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	164	5,000	0.82	80%	0.66
Former Bridge Cross Garages	14/00260/OUTM	Cannock Road, Burntwood	833	666	3,000	2.00	20%	0.40
Outlet retail destination, Mill Green, Cannock	CH/15/0048	Mill Green, Cannock	33,009	24753	3,000	74.26	4%	2.60
			16,057	35,433		126.33		28.28

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

TABLE 26d: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN BURNTWOOD TOWN CENTRE

Table 26di: Estimated 'Capacity' for Comparison Goods Facilities in Burntwood Town Centre

Year	Turnover of Existing Stores [1]	Market Share of Study Area Expenditure	Expenditure Available [2]	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2016	15.0	3.1%	15.0	0.0	0.0
2021	16.5	3.1%	17.7	0.0	1.1
2026	18.2	3.1%	20.8	0.0	2.5
2029	19.4	3.1%	23.2	0.0	3.8
2031	20.5	3.1%	25.0	0.0	4.4

Notes
1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Lichfield' market share (derived from Table 25)

Table 26dii: Quantitative Need for Additional Floorspace in Burntwood Town Centre – Comparison Goods

Year	Comparison Goods		
	Surplus Expenditure	Floorspace Requirement	
		Min[1*]	Max[2*]
	£m	sq.m	sq.m
2016	0.0	0	0
2021	1.1	200	400
2026	2.5	400	700
2029	3.8	600	1,000
2031	4.4	600	1,000

Notes
1. Average sales density assumed to be £5,000 per sq.m
2. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26diii: Net Quantitative Need for Additional Floorspace in Burntwood Town Centre - Comparison Goods

Year	Comparison				
	Surplus	Commitments[1]	Residual	Floorspace Requirement	
				Min[2*]	Max[3*]
	£m	£m	£m	sq.m	sq.m
2016	0.0	4.5	-4.5	-900	-1,500
2021	1.1	4.7	-3.6	-700	-1,100
2026	2.5	5.2	-2.6	-500	-800
2029	3.8	5.7	-1.9	-300	-500
2031	4.4	6.3	-1.9	-300	-400

Notes
1. Planning commitments taken from Table 32
2. Average sales density assumed to be £5,000 per sq.m
3. Average sales density assumed to be £3,000 per sq.m
* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

Table 26div: Comparison Commitments in Burntwood Town Centre

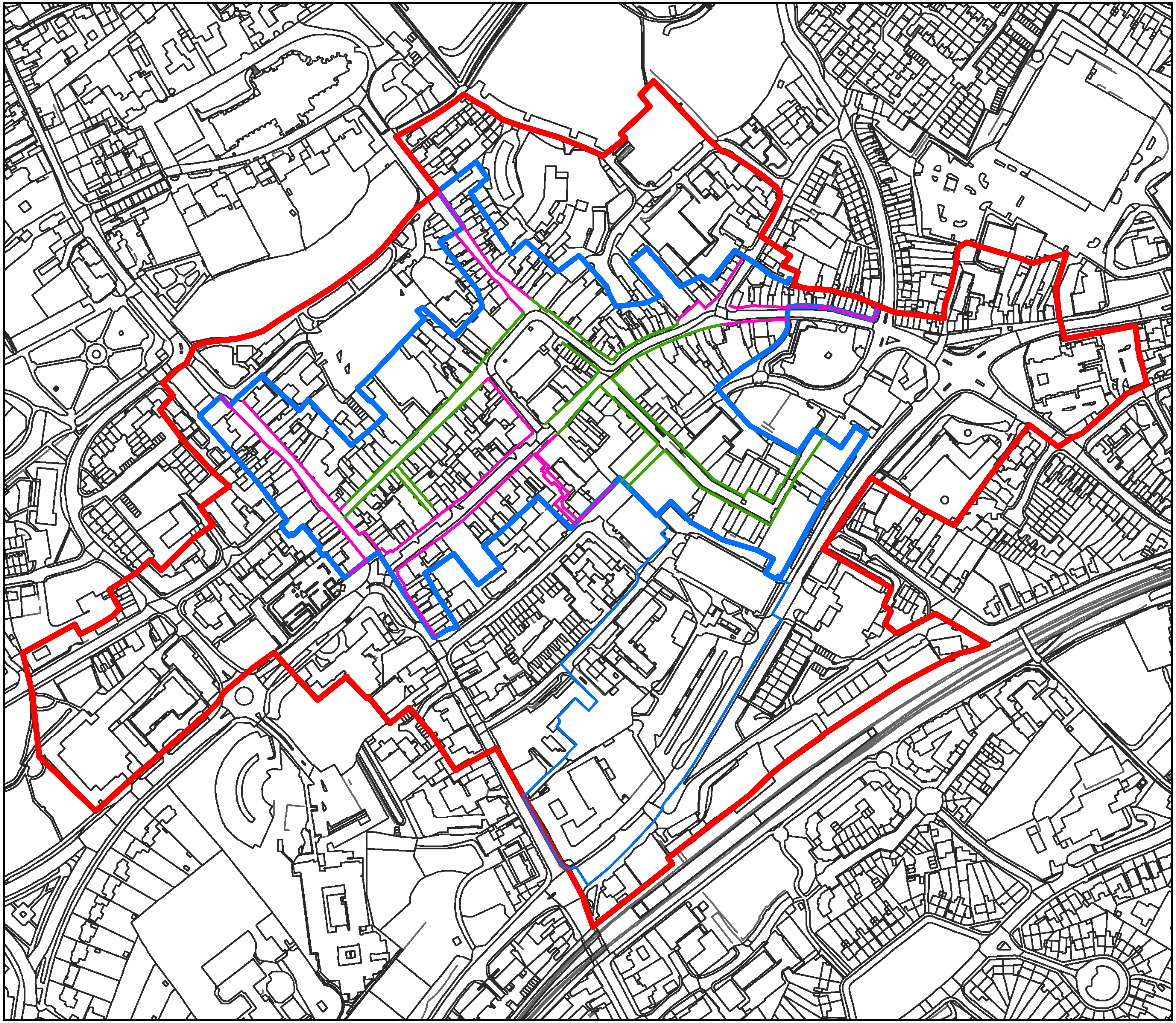
Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Burntwood	Turnover Drawn from Burntwood
Friarsgate, Lichfield	15/01365/FULM	Land at Birmingham Road, Lichfield	15,031	9,850	5,000	49.25	5%	2.46
City Arcade, Lichfield City Centre	16/00428/FUL	Bore Street and Market Street	193	174	5,000	0.87	0%	0.00
Former Bridge Cross Garages	14/00260/OUTM	Cannock Road, Burntwood	833	666	3,000	2.00	100%	2.00
			16,057	**10,690**		**52.12**		**4.46**

Notes
a. Floorspace taken from application documents for each respective application
b. Sales density is WYG professional judgement
c. Percentage drawn from Lichfield District is WYG professional judgement based on existing shopping patterns

2014 Prices

Appendix 4

Lichfield City Centre Boundary Plans



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Lichfield district council

Ref: A099266

Lichfield City Centre

Key

- Lichfield: City Centre Boundary
- Recommended PSA
- Proposed Extension to PSA
- Recommended Primary Frontages
- Recommended Secondary Frontages

Scale: 1:4,000 **November 2016**

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
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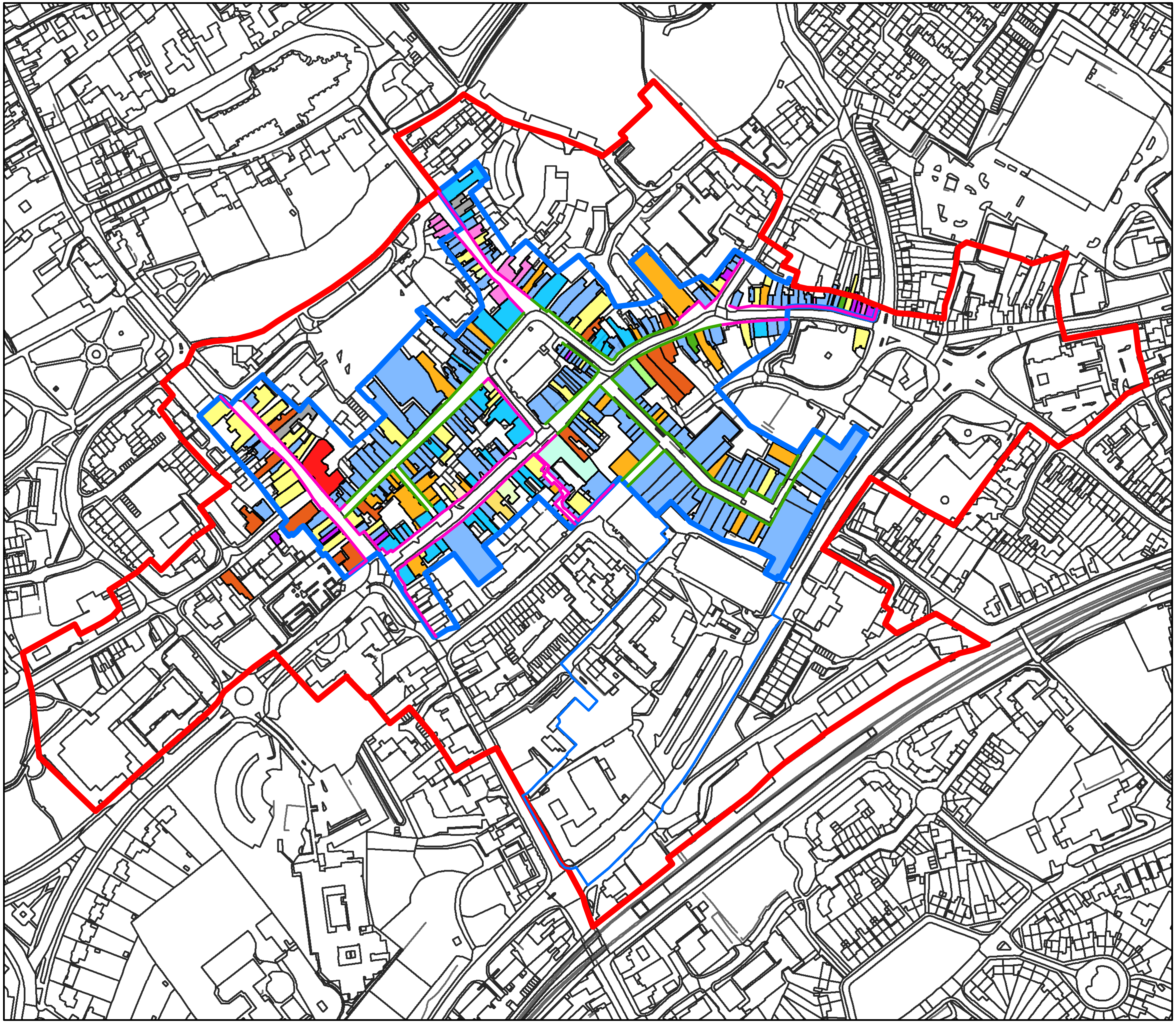

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Ref: A099266

Lichfield City Centre

Key

- Lichfield: City Centre Boundary
- Recommended PSA
- Proposed Extension to PSA
- Recommended Primary Frontages
- Recommended Secondary Frontages

Diversity of Use

- A1
- A1/B1
- A2
- A2/B1
- A3
- A3/A5
- A4
- A5
- B1
- B1/D2
- C1
- C3
- D1
- Sui Generis
- Vacant

Scale: 1:4,000 **November 2016**

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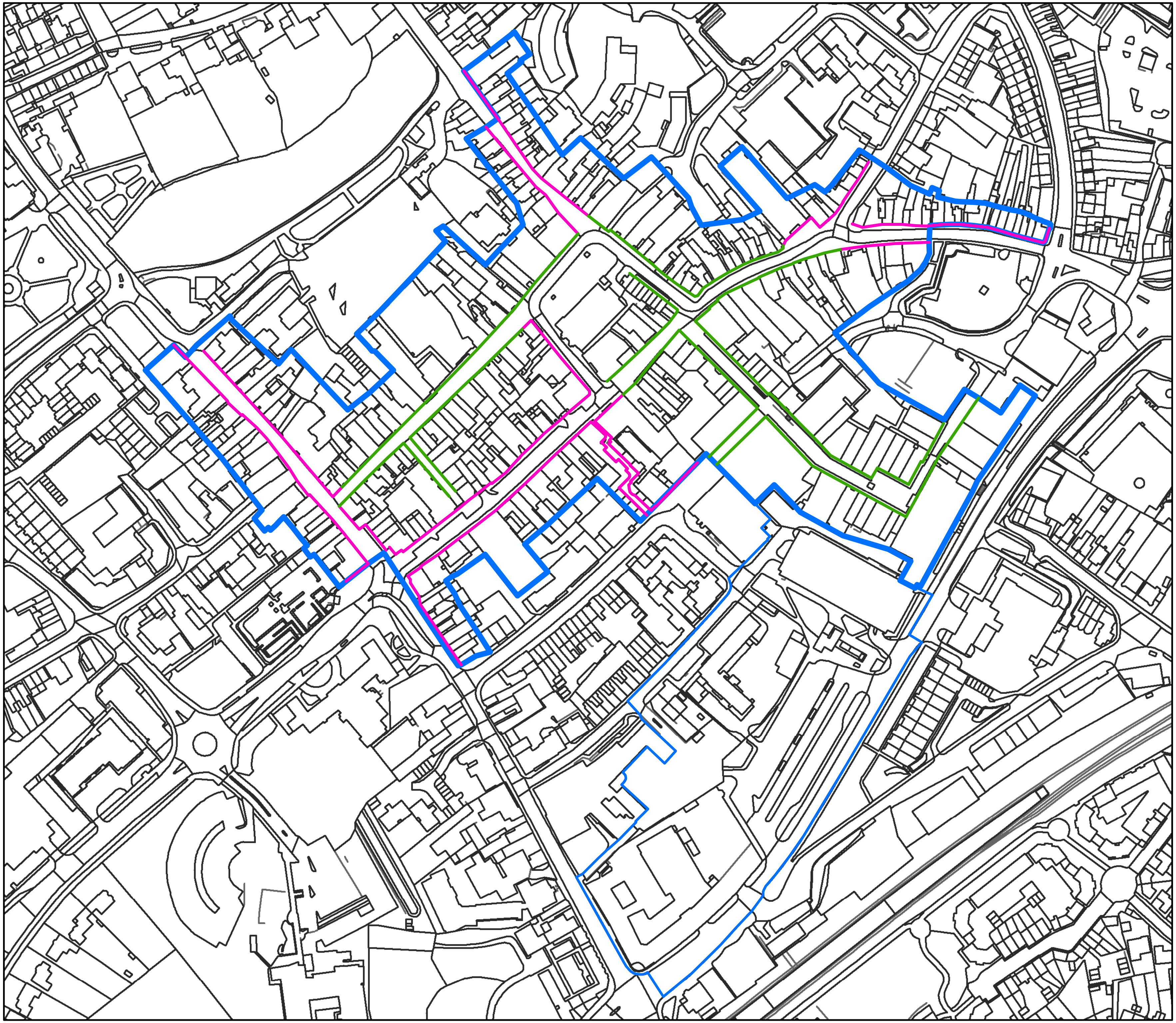
Email: info@wyg.com Web: www.wyg.com



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Lichfield district council

Ref: A099266

Lichfield City Centre

Recommended PSA and Primary & Secondary Retail Frontages

Key

- Recommended PSA
- Proposed Extension to PSA
- Recommended Primary Frontages
- Recommended Secondary Frontages

Scale: 1:3,000 **November 2016**

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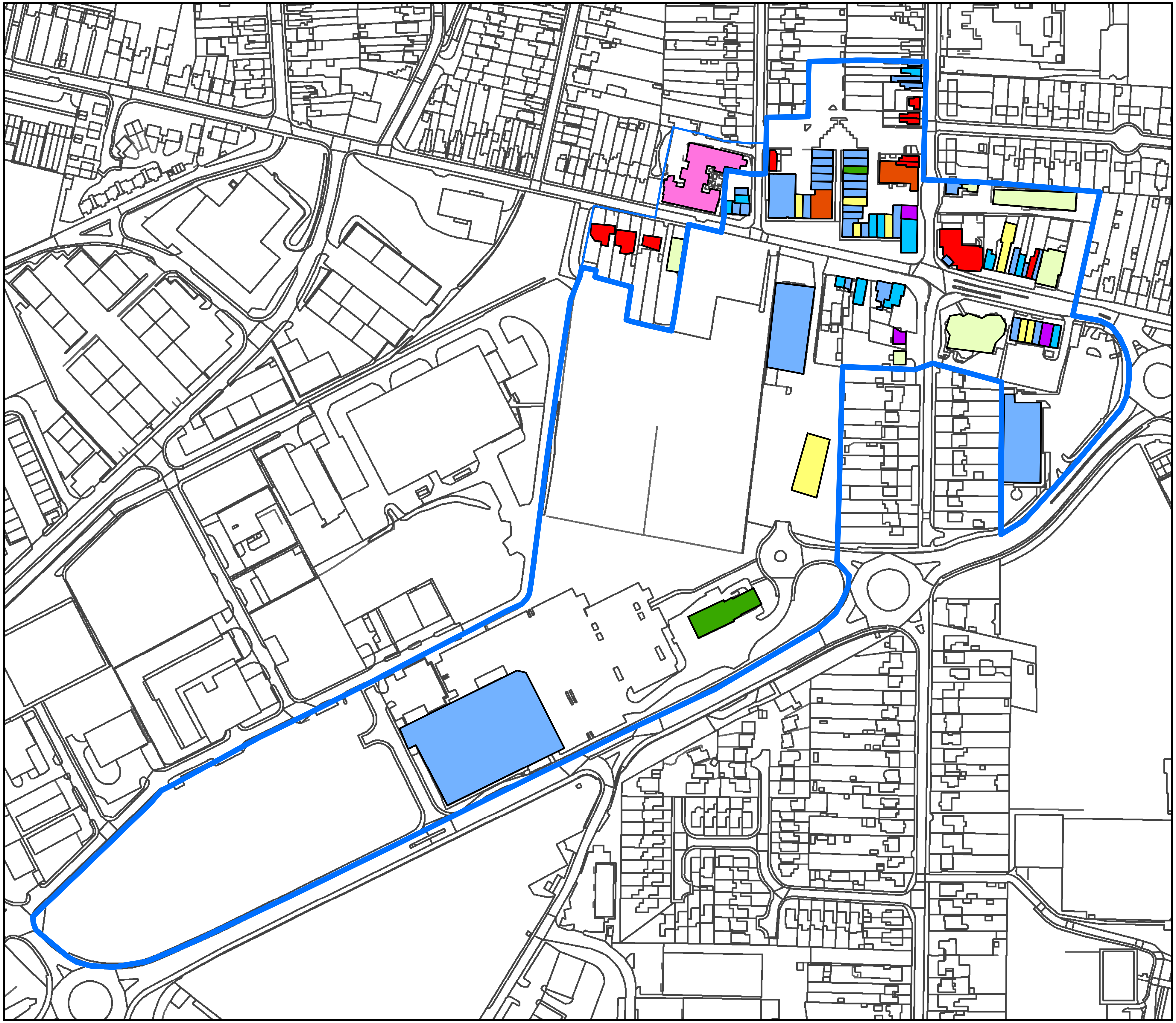
Appendix 5

Burntwood Town Centre Boundary Plans



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Lichfield district council

Ref: A099266

Burntwood Town Centre

Existing & Recommended Town Centre Boundary

Key

Recommended Town Centre Boundary

Existing Town Centre Boundary

Diversity of Use

A1

A2

A3

A4

A5

C1

C2

D1

Sui Generis

Scale: 1:3,500

November 2016

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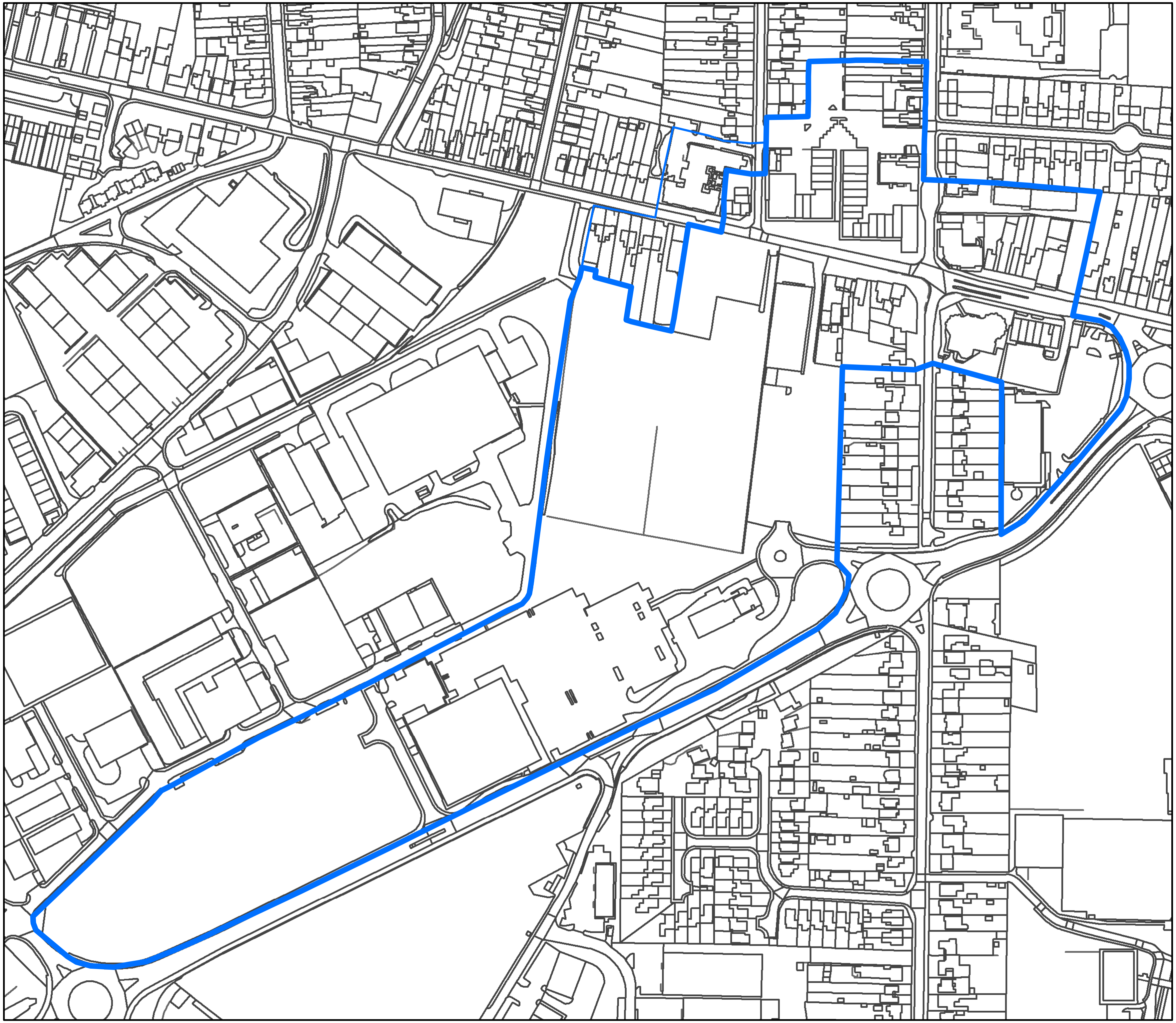

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Lichfield district council

Ref: A099266

Burntwood Town Centre

Existing & Recommended Town Centre Boundary

Key

Recommended Town Centre Boundary

Existing Town Centre Boundary

Scale: 1:3,500 **November 2016**

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