



East Staffordshire Retail and Leisure Study

Volume 2 – Appendices to Main Report

On behalf of **East Staffordshire Borough Council**



Project Ref: 28227/002 | Date: October 2013



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Appendices

Appendix 1 Health Check Data

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Appendix 1 Health Check Data

Table A.1 - Retail Rankings

Centre	Javelin Venuescore Ranking 2006			Javelin Venuescore Ranking 2011/2012			Javelin Venuescore Ranking 2013/2014			Change (2006-2013)
	Javelin Location Grade	Market Position Classifn.	Javelin Centre Ranking 2006	Javelin Location Grade	Market Position Classifn.	Javelin Centre Ranking 2011	Javelin Location Grade	Market Position Classifn.	Javelin Centre Ranking 2013	
Burton	Regional	Lower Middle	65	Regional	Lower Middle	75	Regional	Lower Middle	116	-51
Coalville	Major District	Down	352	Major District	Down	456	Major District	Lower	495	-143
Derby	Regional	Middle	43	Major Regional	Middle	21	Major Regional	Middle	27	16
Droitwich	Minor District	-	764	Minor District	Lower Middle	760	District	Lower Middle	697	67
Lichfield	Major District	Middle	237	Major District	Middle	282	Sub-Regional	Middle	309	-72
Solihull	Regional	Upper Middle	54	Regional	Upper Middle	58	Major Regional	Upper Middle	43	11
Stafford	Sub-regional	Middle	176	Sub-regional	Middle	161	Sub-regional	Middle	172	4
Stoke (Hanley)	Regional	Middle	53	Regional	Lower Middle	60	Regional	Middle	70	-17
Swadlincote	Minor District	-	667	Minor District	Down	760	District	-	557	110
Tamworth	Major District	Lower Middle	224	Major District	Down	268	Sub-Regional	Lower Middle	271	-47
Uttoxeter	Minor District	-	791	Minor District	Down	944	Minor District	-	901	-110
Wolverhampton	Regional	Middle	70	Regional	Lower Middle	69	Regional	Middle	75	-5

Table A1.2 Diversity of Uses - Burton

BURTON UPON TRENT					
Survey Date - April 2013					
Goad Code	Operator Type	UK Average	No. (Centre)	% (Centre)	Index (UK 100)
<i>Number (and %) of Convenience Goods Outlets</i>					
G1A	Bakers	2.09%	6	1.94%	93
G1B	Butchers	0.78%	0	0.00%	0
G1C	Greengrocers & fishmongers	0.60%	1	0.32%	54
G1D	Grocery and frozen foods	2.91%	7	2.26%	78
G1E	Off-licences and home brew	0.50%	0	0.00%	0
G1F	Confectioners, tobacconists, newsagents	1.68%	1	0.32%	19
	TOTAL	8.56%	15	4.84%	57
<i>Number (and %) of Comparison Goods Outlets</i>					
G2A	Footwear & repair	1.82%	7	2.26%	124
G2B	Men's & boys' wear	0.98%	4	1.29%	132
G2C	Women's, girls, children's clothing	3.70%	16	5.16%	139
G2D	Mixed and general clothing	4.00%	15	4.84%	121
G2E	Furniture, carpets & textiles	3.40%	8	2.58%	76
G2F	Booksellers, arts/crafts, stationers/copy bureaux	4.47%	13	4.19%	94
G2G	Electrical, home entertainment, telephones and video	3.87%	17	5.48%	142
G2H	DIY, hardware & household goods	2.52%	6	1.94%	77
G2I	Gifts, china, glass and leather goods	1.60%	2	0.65%	40
G2J	Cars, motorcycles & motor accessories	1.19%	7	2.26%	190
G2K	Chemists, toiletries & opticians	3.84%	11	3.55%	92
G2L	Variety, department & catalogue showrooms	0.59%	4	1.29%	219
G2M	Florists and gardens	0.90%	0	0.00%	0
G2N	Sports, toys, cycles and hobbies	2.10%	6	1.94%	92
G2O	Jewellers, clocks & repair	1.99%	12	3.87%	195
G2P	Charity shops, pets and other comparison	3.92%	13	4.19%	107
	TOTAL	40.89%	141	45.48%	111
<i>Number (and %) of Service Uses</i>					
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	16.04%	33	10.65%	66
G3B	Hairdressers, beauty parlours & health centres	8.95%	18	5.81%	65
G3C	Laundries & drycleaners	0.94%	3	0.97%	103
G3D	Travel agents	1.19%	6	1.94%	163
G3E	Banks & financial services (incl. accountants)	4.20%	16	5.16%	123
G3F	Building societies	0.57%	3	0.97%	170
G3G	Estate agents & auctioneers	3.80%	15	4.84%	127
	TOTAL	35.69%	94	30.32%	85
<i>Number (and %) of Miscellaneous Uses</i>					
G4A	Employment, careers, Post Offices and information	1.13%	3	0.97%	86
G4B	Vacant units (all categories)	13.73%	57	18.39%	134
	TOTAL	14.86%	60	19.35%	130
	GRAND TOTAL	100.00%	310	100.00%	

Table A1.3 Diversity of Uses - Uttoxeter

UTTOXETER					
Survey Date - April 2013					
Goad Code	Operator Type	UK Average	No. (Centre)	% (Centre)	Index (UK 100)
<i>Number (and %) of Convenience Goods Outlets</i>					
G1A	Bakers	2.09%	4	2.53%	121
G1B	Butchers	0.78%	2	1.27%	162
G1C	Greengrocers & fishmongers	0.60%	1	0.63%	105
G1D	Grocery and frozen foods	2.91%	3	1.90%	65
G1E	Off-licences and home brew	0.50%	1	0.63%	127
G1F	Confectioners, tobacconists, newsagents	1.68%	1	0.63%	38
	TOTAL	8.56%	12	7.59%	89
<i>Number (and %) of Comparison Goods Outlets</i>					
G2A	Footwear & repair	1.82%	3	1.90%	104
G2B	Men's & boys' wear	0.98%	1	0.63%	65
G2C	Women's, girls, children's clothing	3.70%	2	1.27%	34
G2D	Mixed and general clothing	4.00%	5	3.16%	79
G2E	Furniture, carpets & textiles	3.40%	6	3.80%	112
G2F	Booksellers, arts/crafts, stationers/copy bureaux	4.47%	7	4.43%	99
G2G	Electrical, home entertainment, telephones and video	3.87%	1	0.63%	16
G2H	DIY, hardware & household goods	2.52%	8	5.06%	201
G2I	Gifts, china, glass and leather goods	1.60%	3	1.90%	119
G2J	Cars, motorcycles & motor accessories	1.19%	5	3.16%	266
G2K	Chemists, toiletries & opticians	3.84%	7	4.43%	115
G2L	Variety, department & catalogue showrooms	0.59%	0	0.00%	0
G2M	Florists and gardens	0.90%	1	0.63%	70
G2N	Sports, toys, cycles and hobbies	2.10%	2	1.27%	60
G2O	Jewellers, clocks & repair	1.99%	2	1.27%	64
G2P	Charity shops, pets and other comparison	3.92%	10	6.33%	161
	TOTAL	40.89%	63	39.87%	98
<i>Number (and %) of Service Uses</i>					
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	16.04%	16	10.13%	63
G3B	Hairdressers, beauty parlours & health centres	8.95%	19	12.03%	134
G3C	Laundries & drycleaners	0.94%	1	0.63%	67
G3D	Travel agents	1.19%	2	1.27%	106
G3E	Banks & financial services (incl. accountants)	4.20%	9	5.70%	136
G3F	Building societies	0.57%	2	1.27%	222
G3G	Estate agents & auctioneers	3.80%	5	3.16%	83
	TOTAL	35.69%	54	34.18%	96
<i>Number (and %) of Miscellaneous Uses</i>					
G4A	Employment, careers, Post Offices and information	1.13%	1	0.63%	56
G4B	Vacant units (all categories)	13.73%	30	18.99%	138
	TOTAL	14.86%	31	19.62%	132
	GRAND TOTAL	100.00%	158	100.00%	

A1.4 Retailer requirements for Burton, Uttoxeter and comparator centres, April 2000 to January 2010

	Apr-00	Oct-00	Apr-01	Oct-01	Apr-02	Oct-02	Apr-03	Oct-03	Apr-04	Oct-04	Apr-05	Oct-05	Apr-06	Oct-06	Apr-07	Oct-07	Jan-09	Apr-09	Jan-10
Burton-upon-Trent	36	36	31	35	35	38	32	41	44	46	45	45	33	38	34	29	20	20	18
Coalville	9	6	7	6	6	6	8	8	7	7	7	8	11	11	11	7	14	12	10
Derby	95	80	79	82	92	92	104	135	116	118	119	117	108	107	104	95	60	51	43
Lichfield	7	7	7	6	9	8	8	11	11	12	12	14	18	20	19	17	14	14	17
Droitwich	29	22	25	26	30	34	32	42	42	43	42	45	46	46	46	40	24	25	21
Solihull	81	81	77	78	84	86	90	96	96	106	111	116	104	100	99	93	68	66	54
Stafford	53	47	51	56	56	57	56	57	54	62	65	62	48	46	38	36	35	38	27
Stoke (Hanley)	32	27	36	28	31	29	30	40	32	35	36	35	36	38	37	41	30	27	19
Swadlincote	5	5	4	5	5	6	8	8	8	9	9	9	8	9	7	4	7	8	4
Tamworth	27	31	36	26	32	38	38	42	37	38	36	37	36	37	35	40	23	24	17
Uttoxeter	4	5	9	7	8	12	13	18	18	20	20	19	22	23	22	13	10	10	7
Wolverhampton	63	56	53	62	69	67	70	70	66	73	72	74	74	71	62	61	37	37	29

Notes: Town's highest number of requirements in bold highlighted

Source: FOCUS Town Reports, April 2013

Figure A1.1 Burton Vacancy Plan

BURTON UPON TRENT
SURVEYED: 28 JUNE 2012



QUEST
www.questplanning.co.uk
01223 326000
01223 326001

SCALE 1:500
1cm = 5m

SYMBOLS AND CONVENTIONS
Vacant
Occupied
Other





goad Network
For more information on our products and services:
www.goadplans.co.uk
0845 6016011
goad.sales@uk.experian.com

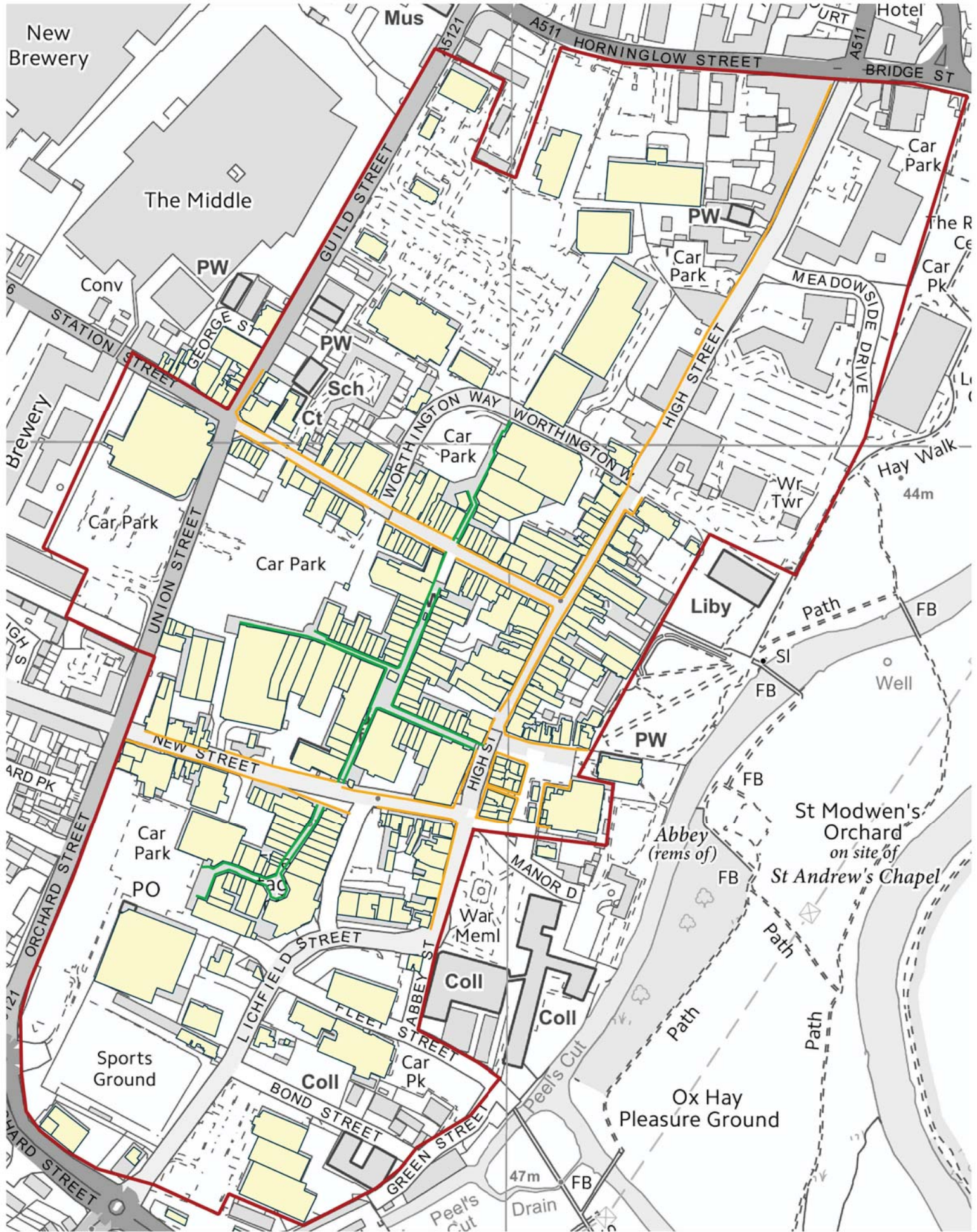
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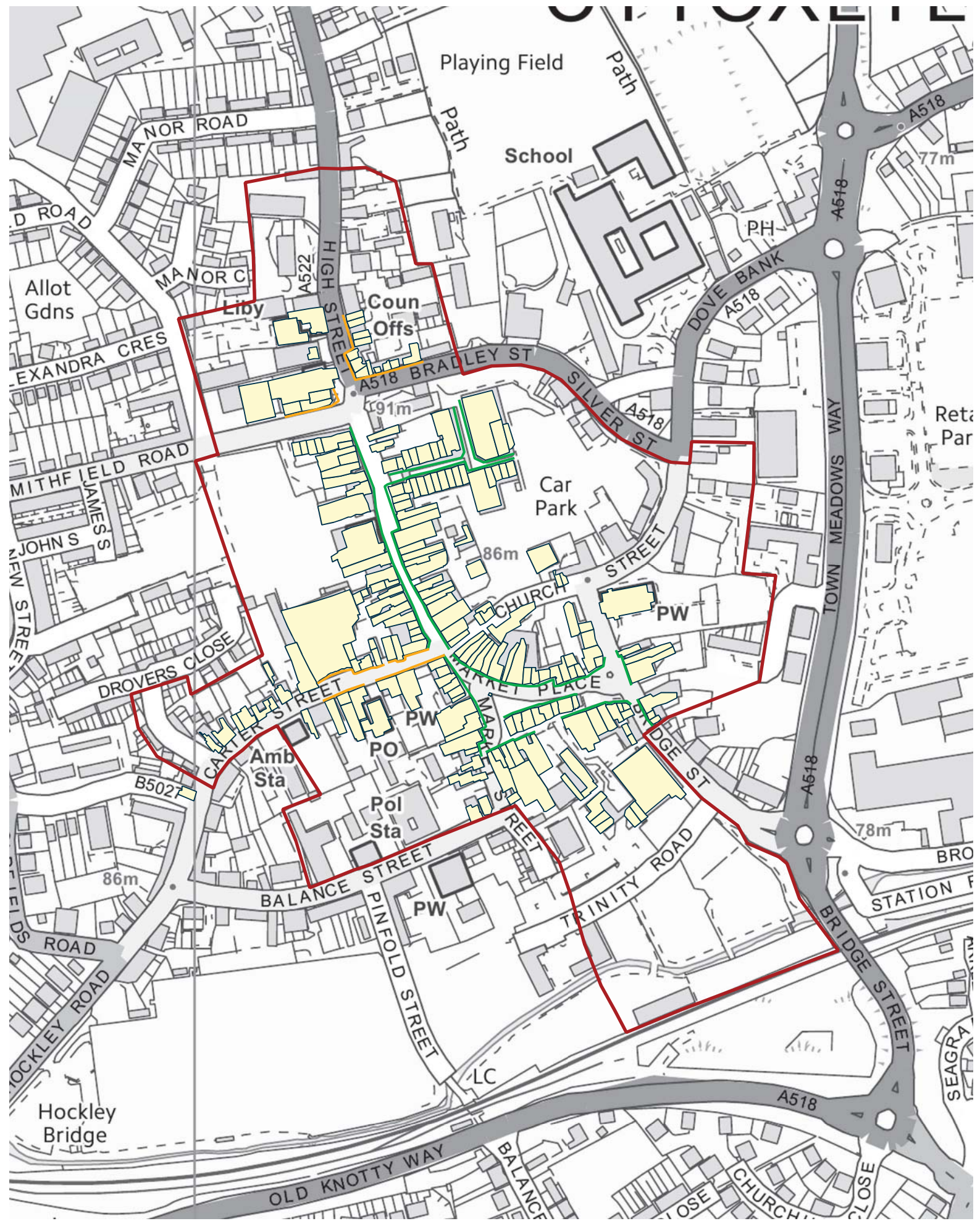




- Legend**
- Town Centre Boundary
 - Primary Shopping Frontage
 - Secondary Shopping Frontage

Burton upon Trent Town Centre



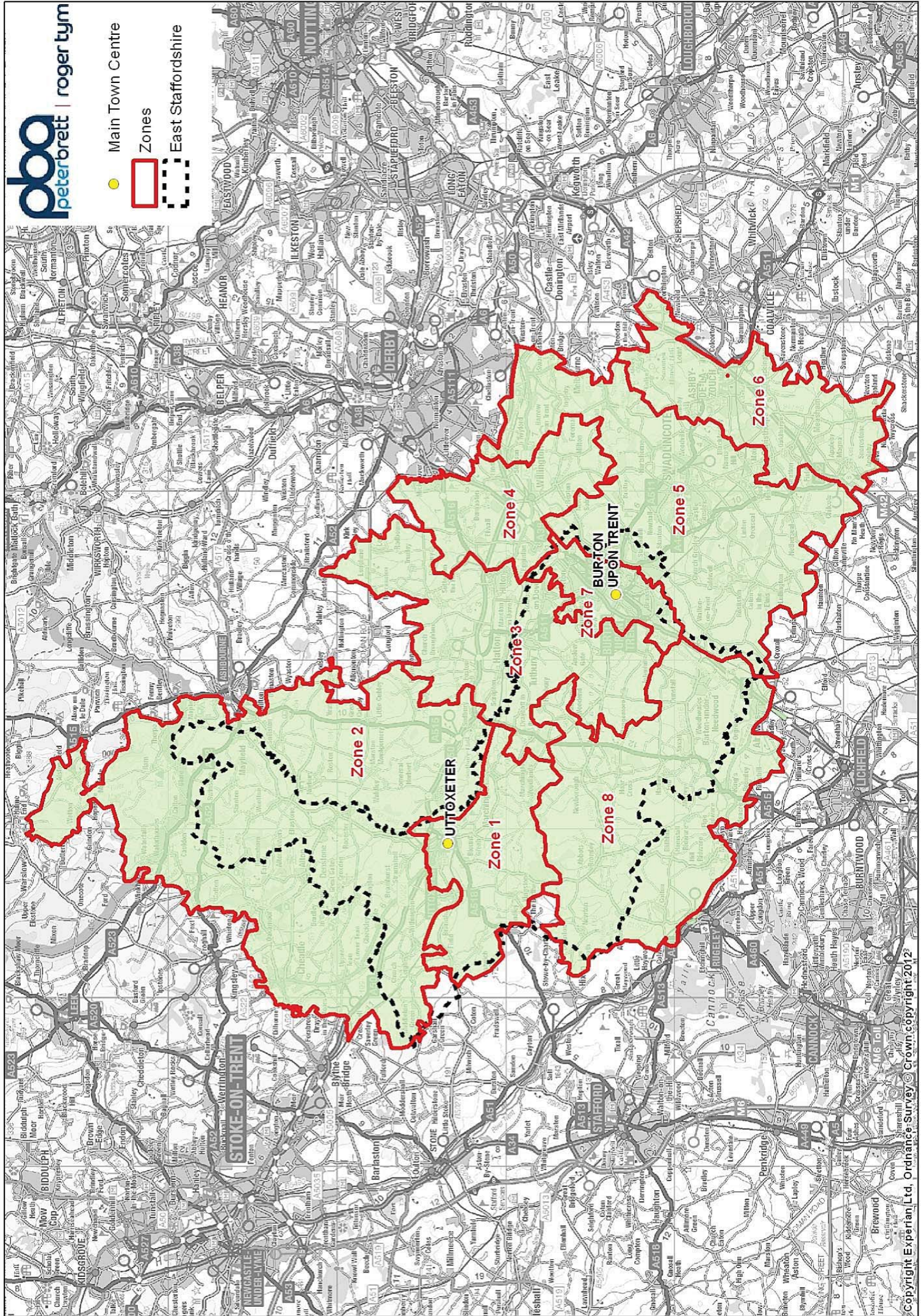


Uttoxeter Town Centre

- Legend
- Town Centre Boundary
 - Primary Shopping Frontage
 - Secondary Shopping Frontage

Appendix 2 Study Area Plan

- Main Town Centre
- ▭ Zones
- ⋯ East Staffordshire



Appendix 3 Household Survey Questionnaire

East Staffordshire Retail & Leisure Study

Good afternoon/evening, I am from NEMS market research, and we are conducting a short survey in your area about shopping on behalf of East Staffordshire Borough Council. Do you have time to answer some questions ? It will take about five minutes.

QA Are you the main shopper in your household?

- 1 Yes
- 2 No

GO TO Q01
CLOSE

FIRST WE HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE FOOD AND GROCERIES SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE OR INDEPENDENT RETAILER, OR A TOWN CENTRE, OR COULD BE THE USE OF FACILITIES SUCH AS THE INTERNET.

Q01 Where did your household last undertake a main food and grocery shop?

DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION

Specified Stores & Centres: Choose from Lists A and B

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)
- (Don't do a main food shop)

GO TO Q05

Q02 And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores & Centres: Choose from Lists A and B

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)
- (Don't do a main food shop)

GO TO Q05

Q03 Approximately how much money does your household normally spend on a main food and grocery shop?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

Q04 How often does your household do a main food and grocery shop?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 (Don't know / varies / no particular pattern)

Q05 Where did your household last undertake a 'top-up' food and grocery shop?

DO NOT READ OUT. ONE ANSWER ONLY

Specified Stores & Centres: Choose from Lists A and B

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)
- (Don't do top-up food shopping)

GO TO Q13

Those who do top-up shopping at Q05:

Q06 And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores & Centres: Choose from Lists A and B

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)
- (Don't do top-up food shopping)

Those who do top-up shopping at Q05/Q06:

Q07 Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

Q08 How often does your household normally do its top-up food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily
- 2 More than 3 times a week
- 3 Two or three times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Less often
- 7 (Don't know / varies / no particular pattern)

[IF RESPONDENT GIVES SUPERMARKET LOCATIONS IN EACH OF Q01, Q02, Q05 AND Q06 THEN ASK Q09, IF NOT GO TO Q13]

Q09 Does your household also spend money on food and groceries in small shops?
DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q10
GO TO Q13

Those who also buy food and groceries in small shops at Q09
Q10 Where are these small shops located?
DO NOT READ OUT. ONE ANSWER ONLY.
QUOTE STORES ONLY IF RESPONDENT IS UNSURE OF DESTINATION.

Specified centre: Choose from List B
Specific stores (write in name and location)
Other (write in name and location)
(Don't know / varies)

Q11 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

Q12 How often do you normally visit these other small shops for food and groceries shopping?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily
- 2 More than 3 times a week
- 3 Two or three times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Less often
- 7 (Don't know / varies / no particular pattern)

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU GO FOR NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREE STANDING STORE, OR COULD BE FACILITIES SUCH AS THE INTERNET, TV/INTERACTIVE SHOPPING OR USE OF A HOME CATALOGUE . IN THE FOLLOWING QUESTIONS, PLEASE DON'T INCLUDE TRIPS MADE FOR THE PURPOSES OF CHRISTMAS SHOPPING.

Q13 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

- 1 Internet / delivered
- 2 Home Catalogue
- 3 TV/Interactive Shopping
- 4 Market Stalls (PLEASE PROBE FOR LOCATION)
- 5 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 6 (Don't know / varies)

GO TO Q15

Q14 And the time before that, where did you go to make a purchase of clothes or shoes?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

- 1 Internet / delivered
- 2 Home Catalogue
- 3 TV/Interactive Shopping
- 4 Market Stalls (PLEASE PROBE FOR LOCATION)
- 5 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 6 (Don't know / varies)
- 7 (Nowhere else / Same as before)

Q15 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)

GO TO Q17

Q16 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)
- (Nowhere else / Same as before)

Q17 Now can you tell me where your household last made a purchase of DIY and decorating goods?
DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

- Internet / delivered
- Home Catalogue
- TV/Interactive Shopping
- Market Stalls (PLEASE PROBE FOR LOCATION)
- Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- (Don't know / varies)

GO TO Q19

Q18 **And the time before that, where did your household go to make a purchase of DIY and decorating goods?**

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

(Nowhere else / Same as before)

Q19 **Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

GO TO Q21

Q20 **And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

(Nowhere else / Same as before)

Q21 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

GO TO Q23

Q22 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

(Nowhere else / Same as before)

Q23 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

GO TO Q25

Q24 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

(Nowhere else / Same as before)

Q25 Can you tell me where you or your household last made a purchase of other non-food items such as books, CDs, jewellery or china and glass items?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

GO TO Q27

Q26 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?

DO NOT PROMPT. ONE ANSWER ONLY.

Specified Stores and Centres: Choose from Lists A to D

Other:

Internet / delivered

Home Catalogue

TV/Interactive Shopping

Market Stalls (PLEASE PROBE FOR LOCATION)

Other (PLEASE WRITE IN STORE NAME AND LOCATION)

(Don't know / varies)

(Nowhere else / Same as before)

Q27 Do you use the Internet, a home catalogue, or TV/Interactive shopping to undertake any of the following food or non-food shopping?

READ OUT. CAN BE MULTICODED

- | | | |
|----|--|------------|
| 1 | Food and Groceries | GO TO Q28A |
| 2 | Clothes and Shoes | GO TO Q28B |
| 3 | Furniture, Carpets, Soft Household Furnishings | GO TO Q28C |
| 4 | DIY and Decorating Goods | GO TO Q28D |
| 5 | Domestic Appliances and Electrical Items | GO TO Q28E |
| 6 | Health, Beauty and Chemist Items | GO TO Q28F |
| 7 | Recreational Goods, such as sports equipment, bicycles, musical instruments and toys | GO TO Q28G |
| 9 | | GO TO Q28H |
| 10 | Other Non-Food Items such as books, CDs, jewellery or china and glass items (PLEASE WRITE IN)
(Don't use the internet for shopping) | GO TO Q29 |

Q28A What proportion of your overall food and grocery spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28B What proportion of your overall clothing and shoes spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28C What proportion of your overall furniture, carpets, soft household furnishing spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28D What proportion of your overall DIY and decorating goods spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28E What proportion of your overall domestic appliances and electrical items spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28F What proportion of your overall health, beauty and chemist items spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28G What proportion of your overall recreational goods spend is via the internet?

WRITE IN THE PERCENTAGE

1

Q28H What proportion of your overall other non-food items spend is via the internet?

WRITE IN THE PERCENTAGE

1

NEXT, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES

Q29 In which town, village or out-of-town location do you or your household spend most money on the following leisure and cultural activities

- a) Restaurants/ Cafés
- b) Pubs / Bars / Nightclubs
- c) Cinema
- d) Family Entertainment Centre (e.g. Ten-Pin bowling / Skating Rink)
- e) Theatre / Concerts
- f) Museum / Art Gallery
- g) Bingo / Casino / Bookmaker
- h) Health & Fitness

Villages, Towns and Cities: Choose from List B

Retail and Leisure Parks and Individual Facilities: Choose from List D

Other (Please specify name / location)

(Don't do this activity / don't know / varies)

GEN **Gender of respondent.**
CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE **Could I ask, how old are you?**
ONE ANSWER ONLY. DO NOT READ OUT

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

CAR **How many cars does your household own or have the use of?**
ONE ANSWER ONLY. DO NOT READ OUT

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

WOR **Which of the following best describes the chief wage earner of your household's current employment situation?**
READ OUT. ONE ANSWER ONLY

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife
- 6 A student
- 7 Other (PLEASE WRITE IN)
- 8 (Refused)

OCC **What is the occupation of the chief income earner in your household?**
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - Basic State Pension
- 3 (Refused)

Appendix 4 Foodstore Map with IMD

Existing Foodstore Provision & IMD Rank

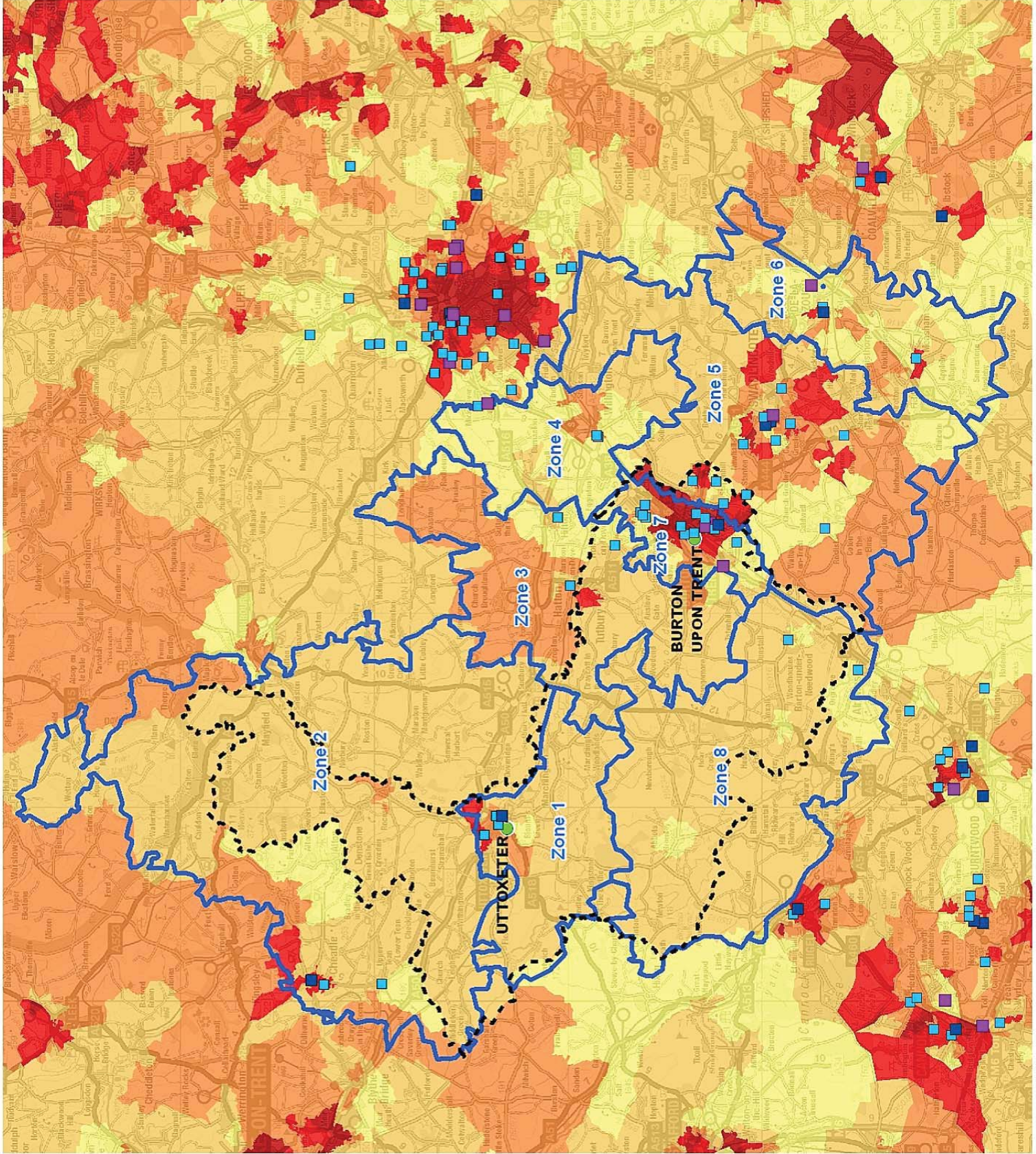
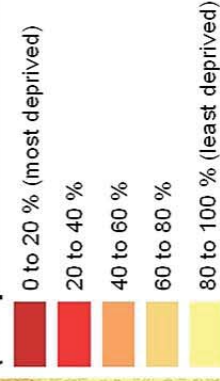


Foodstores:

- Food Superstore (>2,500 sq. m net)
- Food Supermarket (1,000- 2,500 sq. m net)
- Small Food Supermarket (<1,000 sq. m net)

2010 Rank of IMD

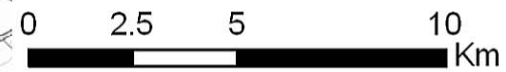
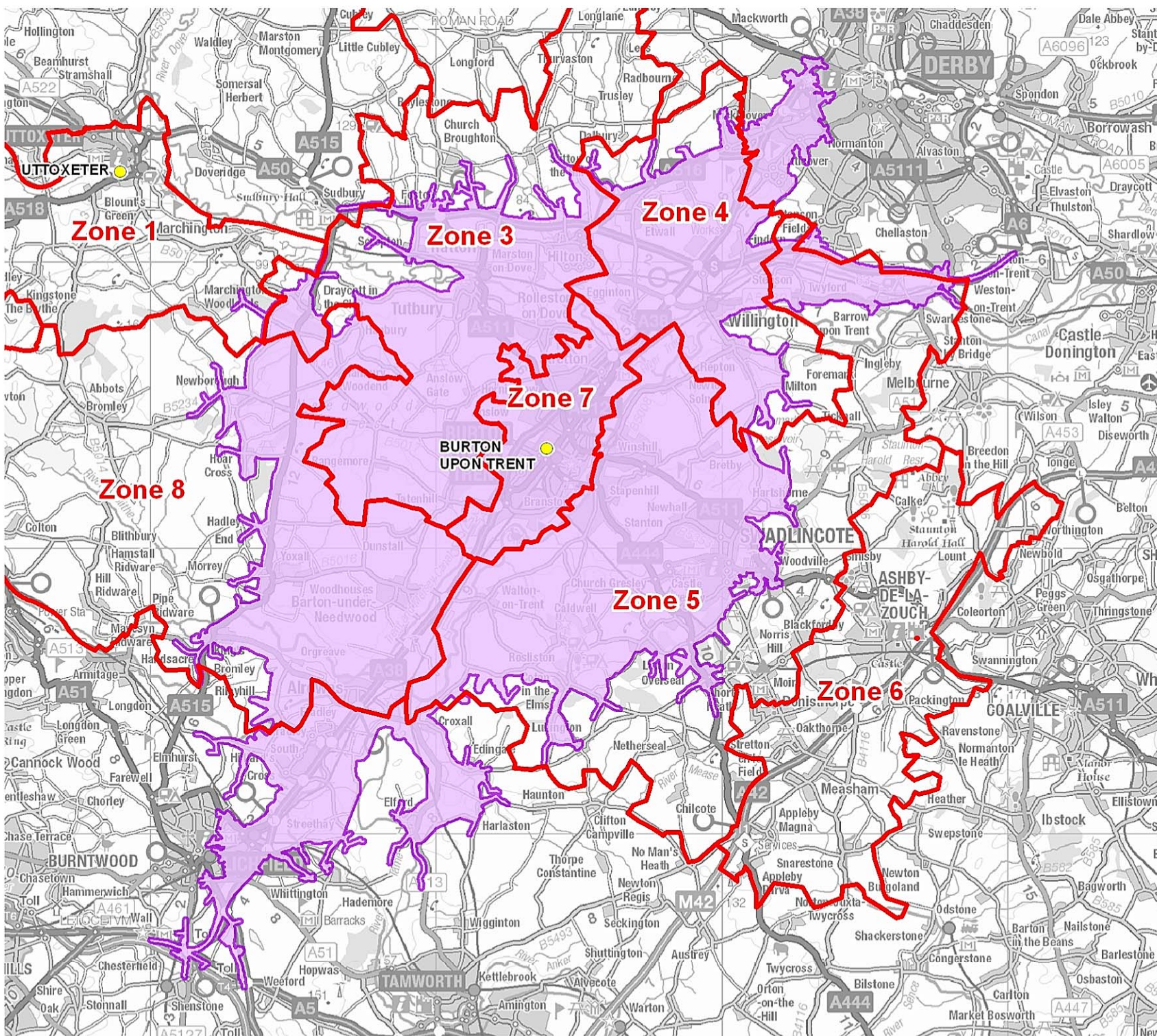
(compared to all LSOA's in England)

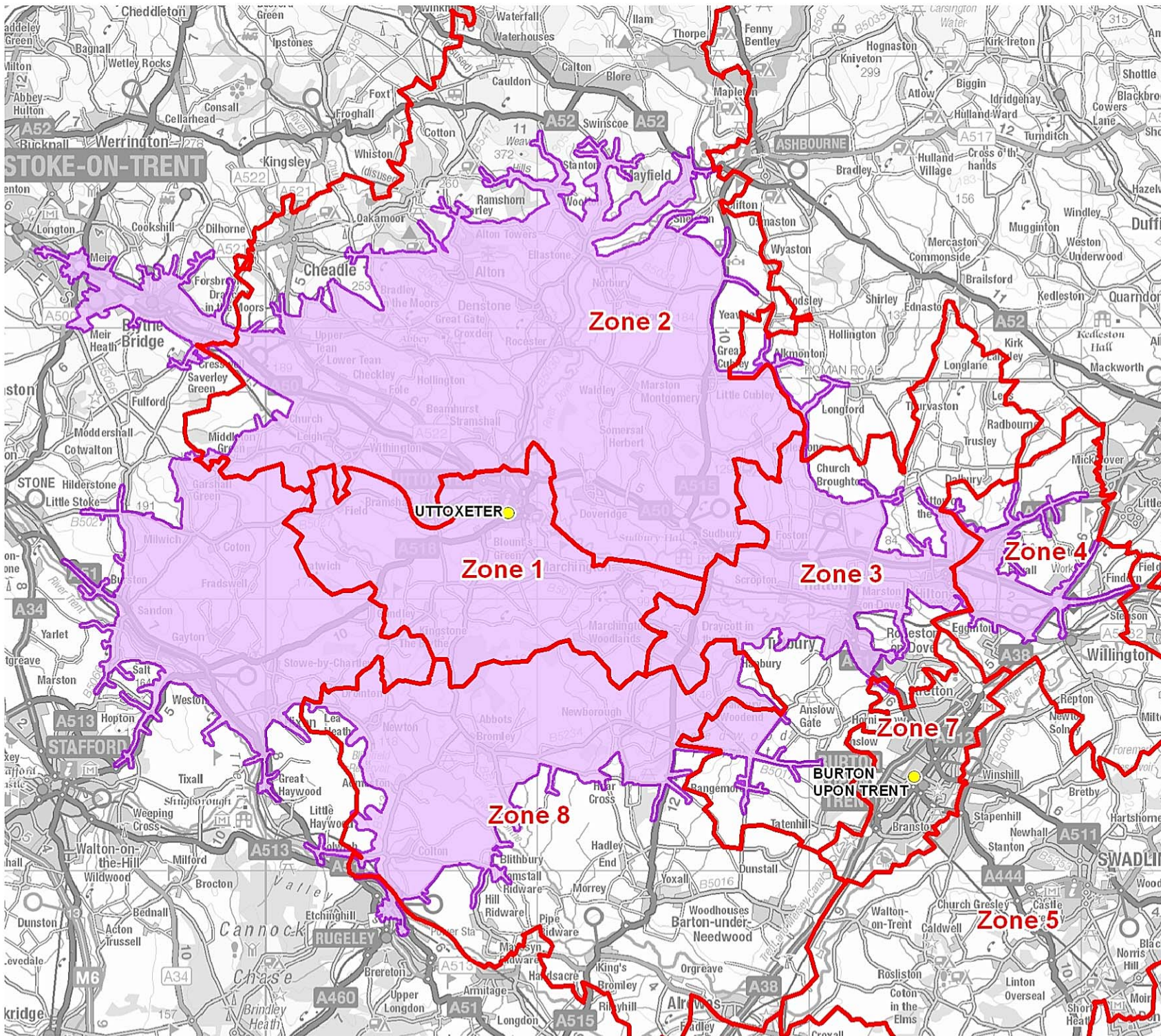


Appendix 5 18-minute Drive Time Plans

**18 minute drive from
Burton upon Trent**

- Main Town Centre
- ▭ Zones
- ▭ 18 mins drive time





18 minute drive from Uttoxeter

- Main Town Centre
- ▭ Zones
- ▭ 18 mins drive time

