



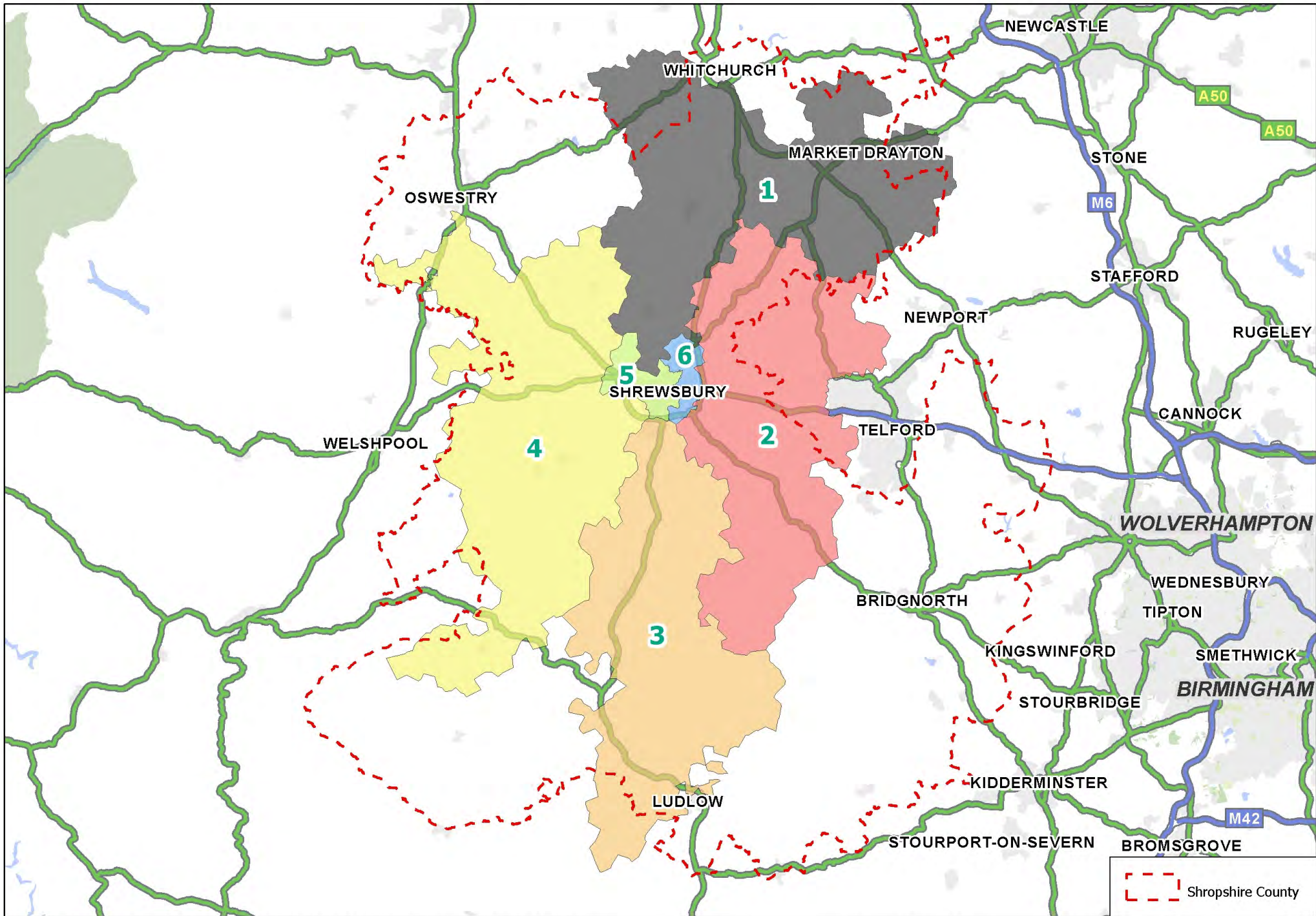
**Appendices**



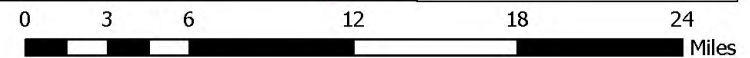


**Appendix 1 – Plan of the Defined Study Area**





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**Appendix 2 – Household Survey**

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q01 Where do you normally go for your main food and grocery shopping?</b>														
<i>Excluding those who said "Don't know / varies" at Q01</i>														
Aldi, Arlington Way, Shrewsbury	1.4%	13	0.9%	2	1.6%	2	2.4%	3	3.0%	4	0.0%	0	1.1%	2
Aldi, Beatrice Street, Oswestry	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Aldi, Grooms Alley, Wellington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Potts Way, Shrewsbury	8.1%	77	0.5%	1	0.8%	1	4.1%	5	10.6%	14	19.1%	35	11.5%	21
Asda, St Georges Road, Telford	0.5%	5	0.9%	2	1.6%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, The Border, Telford	0.5%	5	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Bank Farm Road, Radbrook Green	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2	0.0%	0
Co-op Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Mount Pleasant Road, Heath Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Mytton Oak Road, Copthorne	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	2	0.0%	0
Co-op Food, Roden Close, Dot Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Shrewsbury Road, Bomere Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Farmfoods, Holyhead Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Shrewsbury	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	2
Iceland, New Street, Wellington	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgewater Street, Whitchurch	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Lidl, Towers Lawn, Market Drayton	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Handyman House, Bridgnorth	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, Smithfield Road, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castle Street, Shrewsbury	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.4%	8	0.5%	1
Marks & Spencer, Dean Street, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Abbey Foregate, Shrewsbury	0.5%	5	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.5%	1	1.1%	2
Netto, Stafford Street, Market Drayton	0.6%	6	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitecroft Road, Shrewsbury	1.8%	17	0.0%	0	0.0%	0	0.0%	0	1.5%	2	6.0%	11	2.2%	4
Sainsbury's, Black Gate Street, Oswestry	1.3%	12	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.0%	0
Sainsbury's, Meole Brace Retail Park, Shrewsbury	17.4%	166	1.4%	3	8.0%	10	35.0%	43	21.2%	28	32.2%	59	12.6%	23
Sainsbury's, Telford Forge Retail Park, Telford	1.0%	10	0.5%	1	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
Sainsbury's, Whitburn Street, Bridgnorth	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Riverside Shopping Centre, Shrewsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	2
Spar, Conway Drive Telford Estate, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ditherington Road, Ditherington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harlescott Lane, Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Landsown Road, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Spar, Longden Coleham, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, New Park Street, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cann Hall Bypass, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	2.3%	22	1.9%	4	0.8%	1	0.8%	1	4.5%	6	1.1%	2	4.4%	8
Tesco Express, Haygate Road, Telford	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cattle Market, Shrewsbury	12.8%	122	15.6%	33	20.0%	25	2.4%	3	9.8%	13	6.6%	12	19.8%	36
Tesco Extra, Wrekin Retail Park, Telford	2.4%	23	1.9%	4	14.4%	18	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Temporary Store, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Canal Way, Ellesmere	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, White Lion Meadow, Whitchurch	3.0%	29	13.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.7%	7	1.9%	4	1.6%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0
WM Morrisons, Berriew Street, Welshpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
WM Morrisons, Maer Lane, Market Drayton	7.1%	68	32.2%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Spring Hill, Wellington	3.5%	33	0.5%	1	25.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Station Road, Oswestry	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0
WM Morrisons, Whitchurch Street, Shrewsbury	15.4%	147	5.7%	12	5.6%	7	9.8%	12	11.4%	15	16.9%	31	38.5%	70
Local Shops, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ludlow	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Market Drayton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Oswestry	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Local Shops, Shrewsbury	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local Shops, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Market, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Shrewsbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0
Market, Wem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	3.9%	37	4.3%	9	1.6%	2	3.3%	4	8.3%	11	3.3%	6	2.7%	5
Aldi, Station Drive, Ludlow	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Holt Road, Wrexham	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Bishops Castle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Co-op, High Street, Church Stretton	1.5%	14	0.0%	0	0.0%	0	11.4%	14	0.0%	0	0.0%	0	0.0%	0
Co-op, Morris Central, Shopping Park, Wem	0.8%	8	3.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Tuffins, Craven Arms,	0.9%	9	0.0%	0	0.0%	0	4.1%	5	3.0%	4	0.0%	0	0.0%	0

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
Shropshire														
Iceland, Brownlow Street Parade, Brownlow Street, Whitchurch	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Drayton	0.4%	4	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bishops Castle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Local Shops, Much Wenlock	0.3%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wem	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Craven Arms	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Drive/Corve, Ludlow	2.3%	22	0.0%	0	0.0%	0	17.9%	22	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	6	1.4%	3	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Base:		956		211		125		123		132		183		182

## Q02 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

*Those who do their main food shopping at a store at Q01*

Accessibility by public transport	0.3%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Car parking prices	0.4%	4	0.0%	0	1.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.1%	11	1.4%	3	2.3%	3	1.6%	2	0.8%	1	1.1%	2	0.0%	0
Choice of food goods available	7.6%	73	8.6%	18	8.3%	11	13.0%	16	3.1%	4	7.7%	14	5.4%	10
Choice of shops nearby selling non-food goods	0.3%	3	1.0%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	0.7%	7	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	2
Cleanliness	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment/events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit/always use it / preference for retailer	8.0%	77	8.1%	17	9.0%	12	5.7%	7	7.8%	10	7.1%	13	9.7%	18
Lower prices	12.5%	120	10.0%	21	11.3%	15	12.2%	15	16.3%	21	10.4%	19	15.7%	29
Near to home	47.2%	455	48.6%	102	45.9%	61	44.7%	55	41.9%	54	55.2%	101	44.3%	82
Near to work	2.1%	20	4.8%	10	1.5%	2	3.3%	4	0.8%	1	0.5%	1	1.1%	2
Provision of leisure facilities nearby	0.2%	2	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	4	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.5%	1	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	7.7%	74	5.7%	12	9.8%	13	6.5%	8	13.2%	17	6.6%	12	6.5%	12
Quality of shops selling food goods	0.3%	3	0.5%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Safety (during the day)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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
Shopping environment	0.8%	8	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	2.7%	5
Staff discount / work there	1.0%	10	1.0%	2	0.0%	0	0.8%	1	0.0%	0	0.5%	1	3.2%	6
Value for money	2.9%	28	4.8%	10	3.8%	5	2.4%	3	0.8%	1	3.3%	6	1.6%	3
Delivery service	0.4%	4	0.5%	1	0.0%	0	0.0%	0	1.6%	2	0.5%	1	0.0%	0
Loyalty card provision	1.0%	10	0.0%	0	1.5%	2	0.0%	0	0.8%	1	0.5%	1	3.2%	6
Other	2.6%	25	1.9%	4	1.5%	2	1.6%	2	6.2%	8	3.3%	6	1.6%	3
(Don't know / no reason in particular)	2.1%	20	1.4%	3	0.0%	0	3.3%	4	3.1%	4	1.6%	3	3.2%	6
Base:		963		210		133		123		129		183		185

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q03 What, if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?</b>														
<i>Those who do their main food shopping at a store at Q01</i>														
Too far away	1.0%	10	1.9%	4	0.0%	0	0.8%	1	1.6%	2	1.6%	3	0.0%	0
Difficult to get to	2.0%	19	1.0%	2	3.0%	4	3.3%	4	1.6%	2	2.7%	5	1.1%	2
Difficult / expensive parking	2.1%	20	1.9%	4	3.0%	4	3.3%	4	0.0%	0	3.3%	6	1.1%	2
Lack of parking	1.1%	11	1.0%	2	3.0%	4	1.6%	2	0.8%	1	1.1%	2	0.0%	0
Limited range of goods	5.6%	54	8.6%	18	2.3%	3	7.3%	9	5.4%	7	5.5%	10	3.8%	7
Too small	2.1%	20	2.4%	5	0.8%	1	1.6%	2	1.6%	2	2.2%	4	3.2%	6
Poor internal layout	1.0%	10	1.9%	4	1.5%	2	0.0%	0	1.6%	2	1.1%	2	0.0%	0
Poor quality	1.7%	16	1.0%	2	2.3%	3	1.6%	2	1.6%	2	1.6%	3	2.2%	4
Expensive	2.6%	25	4.3%	9	0.8%	1	0.0%	0	3.9%	5	1.6%	3	3.8%	7
No petrol station	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.4%	4	0.5%	1	0.0%	0	0.8%	1	0.8%	1	0.5%	1	0.0%	0
Lack of public transport	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	0.2%	2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Nothing	70.9%	683	65.2%	137	76.7%	102	70.7%	87	72.9%	94	67.2%	123	75.7%	140
Busy traffic	0.8%	8	0.5%	1	0.8%	1	0.0%	0	0.8%	1	1.1%	2	1.6%	3
Changing the layout of the store too frequently	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	2
Lack of stock on shelves	0.3%	3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0
Long queues at checkout	1.4%	13	1.0%	2	2.3%	3	0.8%	1	0.0%	0	3.3%	6	0.5%	1
Narrow / cluttered aisles	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
No / poor café provision	1.0%	10	1.4%	3	0.8%	1	0.0%	0	0.8%	1	1.1%	2	1.6%	3
No home delivery service	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Pressure from foreigners to allow them to wash my car in the car park	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0
Too big	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
Too busy	0.7%	7	1.9%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.5%	1
Other	3.1%	30	1.9%	4	3.0%	4	3.3%	4	3.9%	5	3.3%	6	3.8%	7
Base:		963		210		133		123		129		183		185

**Q04 Which retailer do you purchase your main food internet/ home delivery shopping from?***Those who do their main food shopping online at Q01*

Asda	27.0%	10	44.4%	4	0.0%	0	50.0%	2	9.1%	1	16.7%	1	40.0%	2
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	13.5%	5	0.0%	0	50.0%	1	0.0%	0	0.0%	0	50.0%	3	20.0%	1
Tesco	54.1%	20	55.6%	5	50.0%	1	50.0%	2	90.9%	10	16.7%	1	20.0%	1
Other	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)	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	20.0%	1
Base:		37		9		2		4		11		6		5

**Q05 How often do you do your main food and grocery shop at (STORE MENTIONED AT Q01)?**

Daily	1.3%	13	1.4%	3	0.7%	1	1.6%	2	0.7%	1	1.6%	3	1.6%	3
At least twice a week	9.0%	90	11.9%	26	8.1%	11	7.1%	9	5.0%	7	11.1%	21	8.4%	16
At least once a week	69.9%	699	71.2%	156	77.0%	104	67.7%	86	59.3%	83	65.1%	123	77.4%	147
At least once a fortnight	12.6%	126	9.6%	21	10.4%	14	13.4%	17	19.3%	27	15.9%	30	8.9%	17
At least once a month	6.2%	62	5.0%	11	3.7%	5	8.7%	11	12.9%	18	5.8%	11	3.2%	6
At least every two months	0.5%	5	0.5%	1	0.0%	0	0.8%	1	1.4%	2	0.5%	1	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.5%	1	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.5%	1
Base:		1000		219		135		127		140		189		190



	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q06 How do you normally travel to (STORE MENTIONED AT Q01)?</b>														
<i>Those who do their main food shopping at a store at Q01</i>														
Car / van (as driver)	76.5%	737	76.2%	160	83.5%	111	78.0%	96	78.3%	101	68.9%	126	77.3%	143
Car / van (as passenger)	13.4%	129	14.8%	31	12.8%	17	12.2%	15	13.2%	17	14.8%	27	11.9%	22
Bus, minibus or coach	2.9%	28	1.9%	4	1.5%	2	5.7%	7	3.9%	5	2.7%	5	2.7%	5
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.6%	54	4.8%	10	2.3%	3	4.1%	5	4.7%	6	10.4%	19	5.9%	11
Taxi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	8	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	1.1%	2
Mobility scooter	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	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
(Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Base:		963		210		133		123		129		183		185

**Meanscore: [minutes]****Q07 How long did your journey to (STORE MENTIONED AT Q01) take?***Those who do their main food shopping at a store at Q01*

0-5 minutes	30.2%	291	26.7%	56	19.5%	26	29.3%	36	5.4%	7	38.3%	70	51.9%	96
6-10 minutes	28.0%	270	23.8%	50	28.6%	38	26.8%	33	17.1%	22	35.5%	65	33.5%	62
11-15 minutes	16.5%	159	19.5%	41	24.8%	33	15.4%	19	19.4%	25	13.1%	24	9.2%	17
16-20 minutes	14.3%	138	18.1%	38	21.1%	28	15.4%	19	30.2%	39	5.5%	10	2.2%	4
21-30 minutes	7.9%	76	10.0%	21	5.3%	7	10.6%	13	19.4%	25	3.3%	6	2.2%	4
31-60 minutes	2.1%	20	1.9%	4	0.8%	1	2.4%	3	7.8%	10	1.1%	2	0.0%	0
Over 60 minutes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.5%	1	0.0%	0
(Don't know / can't remember)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.1%	2
Mean:		11.0		11.8		11.5		11.5		18.6		8.5		6.2
Base:		963		210		133		123		129		183		185

**Q08 When you go main food shopping is your journey part of another journey/ activity?***Those who do their main food shopping at a store at Q01*

Yes – travelling to work	1.6%	15	2.4%	5	0.8%	1	1.6%	2	1.6%	2	1.1%	2	1.6%	3
Yes – travelling from work	10.7%	103	9.5%	20	16.5%	22	8.1%	10	10.1%	13	12.6%	23	8.1%	15
Yes – travelling to school / college	1.0%	10	1.9%	4	2.3%	3	0.0%	0	0.8%	1	0.5%	1	0.5%	1
Yes – travelling from school / college	0.7%	7	0.5%	1	0.0%	0	2.4%	3	0.8%	1	0.0%	0	1.1%	2
No	78.1%	752	74.3%	156	74.4%	99	82.1%	101	70.5%	91	82.5%	151	83.2%	154
Yes - travelling to / from non-food shopping	1.2%	12	1.9%	4	0.0%	0	0.8%	1	3.1%	4	0.5%	1	1.1%	2
Yes - travelling to / from visiting relatives / friends	2.1%	20	3.3%	7	1.5%	2	2.4%	3	3.1%	4	0.5%	1	1.6%	3
Yes - travelling to / from leisure activities	1.1%	11	2.9%	6	1.5%	2	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Yes - travelling to / from the town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Yes - travelling to / from services such as financial and medical	0.9%	9	1.0%	2	0.8%	1	1.6%	2	1.6%	2	0.0%	0	1.1%	2
Yes – Other	0.3%	3	0.5%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	18	1.9%	4	2.3%	3	0.8%	1	2.3%	3	2.2%	4	1.6%	3
Base:		963		210		133		123		129		183		185

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q09 When do you do your main food shopping?</b>														
Weekdays during the day	54.0%	540	60.3%	132	54.8%	74	57.5%	73	58.6%	82	43.4%	82	51.1%	97
Weekdays during the evening	18.0%	180	15.1%	33	17.8%	24	15.0%	19	16.4%	23	22.2%	42	20.5%	39
Saturday	17.6%	176	14.6%	32	19.3%	26	15.0%	19	17.9%	25	23.3%	44	15.8%	30
Sunday	6.1%	61	5.9%	13	3.0%	4	4.7%	6	7.9%	11	9.5%	18	4.7%	9
(Don't know / varies)	13.9%	139	11.4%	25	14.1%	19	15.0%	19	11.4%	16	16.9%	32	14.7%	28
Base:		1000		219		135		127		140		189		190

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

Yes – non-food shopping	12.8%	128	13.7%	30	21.5%	29	15.7%	20	5.7%	8	12.7%	24	8.9%	17
Yes – leisure activity	10.3%	103	13.2%	29	9.6%	13	11.8%	15	17.1%	24	6.3%	12	5.3%	10
Yes – visiting services such as banks and other financial institutions	4.6%	46	7.3%	16	5.2%	7	4.7%	6	6.4%	9	2.1%	4	2.1%	4
No	65.7%	657	59.4%	130	58.5%	79	58.3%	74	62.9%	88	73.0%	138	77.9%	148
Yes - getting petrol	1.0%	10	0.5%	1	0.0%	0	0.8%	1	1.4%	2	2.6%	5	0.5%	1
Yes - other food shopping	1.1%	11	1.8%	4	2.2%	3	0.8%	1	0.7%	1	0.0%	0	1.1%	2
Yes - recycling	0.4%	4	0.0%	0	0.7%	1	1.6%	2	0.7%	1	0.0%	0	0.0%	0
Yes - visiting friends / family	0.9%	9	1.4%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.6%	3
Yes - walking the dog	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.3%	3	0.9%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.9%	29	1.8%	4	2.2%	3	5.5%	7	2.9%	4	3.2%	6	2.6%	5
Base:		1000		219		135		127		140		189		190

**Q11 Where do you do this linked trip?**

*Those who carry out linked trips at Q10 and excluding those who said "Don't know / varies" at Q11*

Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Castle	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Bridgnorth	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stretton	2.6%	8	0.0%	0	0.0%	0	18.2%	8	0.0%	0	0.0%	0	0.0%	0
Creobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.7%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	2.3%	7	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0	0.0%	0
Market Drayton	11.2%	34	41.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	3.6%	11	0.0%	0	0.0%	0	0.0%	0	23.9%	11	0.0%	0	0.0%	0
Shrewsbury	52.5%	159	28.0%	23	33.3%	17	47.7%	21	60.9%	28	83.7%	36	91.9%	34
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	5.9%	18	3.7%	3	25.5%	13	0.0%	0	2.2%	1	0.0%	0	2.7%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	1.7%	5	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	4.6%	14	17.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	5.0%	15	0.0%	0	2.0%	1	9.1%	4	2.2%	1	16.3%	7	5.4%	2
Merry Hill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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
Telford Forge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	1.0%	3	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.9%	21	2.4%	2	31.4%	16	4.5%	2	2.2%	1	0.0%	0	0.0%	0
Base:		303		82		51		44		46		43		37

## Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q12 In addition to your main food and grocery shopping, do you normally do any other "top-up" or basket shopping for food and grocery items ?</b>														
Yes	76.1%	761	76.3%	167	68.9%	93	76.4%	97	79.3%	111	80.4%	152	74.2%	141
No	23.9%	239	23.7%	52	31.1%	42	23.6%	30	20.7%	29	19.6%	37	25.8%	49
Base:		1000		219		135		127		140		189		190

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q13 Where do you normally go for your top up food and grocery shopping?</b>														
<i>Those who do top up food shopping at Q12 excluding those who said "Don't know / varies" at Q13</i>														
Aldi, Arlington Way, Shrewsbury	0.3%	2	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Beatrice Street, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grooms Alley, Wellington	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Potts Way, Shrewsbury	5.9%	41	0.0%	0	1.3%	1	3.4%	3	1.9%	2	11.3%	16	15.7%	19
Asda, St Georges Road, Telford	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	1.0%	7	0.6%	1	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Bank Farm Road, Radbrook Green	2.5%	17	0.0%	0	0.0%	0	0.0%	0	1.9%	2	9.9%	14	0.8%	1
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	2.8%	19	0.0%	0	0.0%	0	0.0%	0	6.7%	7	8.5%	12	0.0%	0
Co-op Food, Market Drayton Road, Shawbury	1.0%	7	0.0%	0	7.5%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op Food, Mount Pleasant Road, Heath Farm	0.6%	4	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Co-op Food, Mytton Oak Road, Copthorne	1.3%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	2	4.3%	6	0.8%	1
Co-op Food, Roden Close, Dot Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Co-op Food, Shrewsbury Road, Bomere Heath	0.9%	6	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	3.3%	23	0.6%	1	0.0%	0	0.0%	0	2.9%	3	9.9%	14	4.1%	5
Farmfoods, Holyhead Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Shrewsbury	0.9%	6	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Iceland, New Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgewater Street, Whitchurch	0.7%	5	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lidl, Towers Lawn, Market Drayton	1.4%	10	6.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Handyman House, Bridgnorth	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, Smithfield Road, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castle Street, Shrewsbury	2.9%	20	0.6%	1	0.0%	0	1.1%	1	0.0%	0	8.5%	12	5.0%	6
Marks & Spencer, Dean Street, Telford	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Netto, Abbey Foregate, Shrewsbury	1.0%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	2	3.3%	4
Netto, Stafford Street, Market Drayton	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitecroft Road, Shrewsbury	1.7%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.1%	10	0.8%	1
Sainsbury's, Black Gate Street, Oswestry	0.9%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
Sainsbury's, Meole Brace Retail Park, Shrewsbury	6.9%	48	0.6%	1	6.3%	5	15.7%	14	9.6%	10	8.5%	12	5.0%	6
Sainsbury's, Telford Forge Retail Park, Telford	0.4%	3	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Riverside Shopping Centre, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Spar, Conway Drive Telford Estate, Shrewsbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Spar, Ditherington Road, Ditherington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harlescott Lane, Harlescott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Landsown Road, Shrewsbury	0.6%	4	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.8%	1
Spar, Longden Coleham, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Monkmoor Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, New Park Street, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Express, Cann Hall Bypass, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ditherington Road, Shrewsbury	1.4%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.5%	5	3.3%	4
Tesco Express, Haygate Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cattle Market, Shrewsbury	4.3%	30	1.3%	2	6.3%	5	0.0%	0	2.9%	3	2.8%	4	13.2%	16
Tesco Extra, Wrekin Retail Park, Telford	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Temporary Store, Park Avenue, Madeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Canal Way, Ellesmere	0.4%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, White Lion Meadow, Whitchurch	2.0%	14	9.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Audley Road, Newport	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Berriew Street, Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Maer Lane, Market Drayton	3.3%	23	14.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Spring Hill, Wellington	1.3%	9	0.0%	0	11.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Station Road, Oswestry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
WM Morrisons, Whitchurch Street, Shrewsbury	4.2%	29	0.0%	0	1.3%	1	0.0%	0	2.9%	3	2.1%	3	18.2%	22
Local Shops, Bridgnorth	0.4%	3	0.0%	0	2.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ludlow	0.9%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0
Local Shops, Market Drayton	2.6%	18	10.9%	17	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local Shops, Oswestry	0.9%	6	0.0%	0	1.3%	1	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Local Shops, Shrewsbury	8.1%	56	1.3%	2	1.3%	1	4.5%	4	9.6%	10	12.1%	17	18.2%	22
Local Shops, Whitchurch	0.9%	6	3.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Market, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ludlow	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Market, Market Drayton	0.6%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Oswestry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Market, Shrewsbury	1.3%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	7	0.8%	1
Market, Wem	0.4%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Aldi, Station Drive, Ludlow	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op (Somerfield), Upper Galdeford, Ludlow	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Bishops Castle	1.2%	8	0.0%	0	0.0%	0	0.0%	0	7.7%	8	0.0%	0	0.0%	0
Co-op, High Street, Church Stretton	2.5%	17	0.0%	0	0.0%	0	18.0%	16	1.0%	1	0.0%	0	0.0%	0
Co-op, High Street, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
Co-op, Morris Central, Shopping Park, Wem	3.0%	21	13.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harry Tuffins, Craven Arms, Shropshire	1.3%	9	0.0%	0	0.0%	0	4.5%	4	4.8%	5	0.0%	0	0.0%	0
Iceland, Brownlow Street Parade, Brownlow Street, Whitchurch	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Cheshire Street, Market Drayton	1.6%	11	7.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ashchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Aston Munslow	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Baschurch	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Local Shops, Bayston Hill	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bishops Castle	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Local Shops, Bomere Heath	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Church Stretton	2.0%	14	0.0%	0	0.0%	0	14.6%	13	1.0%	1	0.0%	0	0.0%	0
Local Shops, Clive	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Craven Arms	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops, Donnington	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ellesmere	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hanwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, High Ercall	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Hindstock	0.6%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kinnerley	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0
Local Shops, Knockin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Ministerley	1.0%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0
Local Shops, Montford Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Much Wenlock	2.9%	20	0.0%	0	25.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Pontesbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Local Shops, Prees	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shawbury	1.0%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Telford	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wellington	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Wem	0.9%	6	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Westbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local Shops, Wrexham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Market, Church Stretton	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Drive/Corve Street, Ludlow	0.6%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	3	0.6%	1	1.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		691		156		80		89		104		141		121

#### Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

*Those who do top up food shopping at a specified store at Q13*

Daily	5.5%	42	5.4%	9	8.6%	8	6.2%	6	5.5%	6	4.6%	7	4.3%	6
At least twice a week	42.4%	322	40.7%	68	41.9%	39	43.3%	42	44.0%	48	41.4%	63	44.0%	62
At least once a week	39.0%	296	35.3%	59	39.8%	37	39.2%	38	40.4%	44	39.5%	60	41.1%	58
At least once a fortnight	6.9%	52	9.0%	15	6.5%	6	3.1%	3	6.4%	7	7.9%	12	6.4%	9
At least once a month	2.0%	15	3.0%	5	2.2%	2	3.1%	3	0.9%	1	2.6%	4	0.0%	0
At least every two months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.0%	30	6.6%	11	1.1%	1	5.2%	5	0.9%	1	3.9%	6	4.3%	6
Base:		759		167		93		97		109		152		141

#### Q15 Which retailer do you purchase your top-up food internet/ home delivery shopping from?

*Those who do top up food shopping online at Q13*

Asda	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
Sainsbury's	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
Other	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)	100.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Base:		2		0		0		0		2		0		0

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Meanscore: [%]</b>														
<b>Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?</b>														
<i>Those who do top up food shopping at Q12</i>														
Over ¾	64.8%	493	65.3%	109	77.4%	72	58.8%	57	63.1%	70	56.6%	86	70.2%	99
½ to ¾	22.1%	168	19.2%	32	20.4%	19	21.6%	21	29.7%	33	23.7%	36	19.1%	27
¼ to ½	6.0%	46	7.2%	12	1.1%	1	6.2%	6	4.5%	5	11.2%	17	3.5%	5
Less than ¼	1.1%	8	2.4%	4	1.1%	1	0.0%	0	0.9%	1	0.7%	1	0.7%	1
None	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
(Don't know / varies)	5.8%	44	5.4%	9	0.0%	0	13.4%	13	1.8%	2	7.2%	11	6.4%	9
Mean:		0.79		0.78		0.82		0.79		0.78		0.75		0.81
Base:		761		167		93		97		111		152		141

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

*Excluding those who said "Don't know / varies" or "Don't do" at Q17*

Birmingham City Centre	0.6%	6	0.0%	0	0.8%	1	1.7%	2	0.0%	0	1.6%	3	0.0%	0
Bishops Castle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Bridgnorth	0.3%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	1.8%	17	1.9%	4	3.1%	4	1.7%	2	0.7%	1	3.2%	6	0.0%	0
Church Stretton	0.7%	7	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.9%	9	0.0%	0	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.7%	7	0.0%	0	0.0%	0	5.0%	6	0.7%	1	0.0%	0	0.0%	0
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Market Drayton	1.3%	12	5.3%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Oswestry	1.3%	12	0.0%	0	0.0%	0	0.8%	1	5.8%	8	1.1%	2	0.5%	1
Shrewsbury	62.5%	600	47.6%	99	40.6%	52	55.5%	66	65.0%	89	79.5%	147	80.3%	147
Stafford	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stoke on Trent (Hanley)	0.7%	7	3.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	10.1%	97	12.0%	25	34.4%	44	3.4%	4	3.7%	5	3.2%	6	7.1%	13
Walsall	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.5%	5	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	1.0%	10	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.9%	9	3.8%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	1
Lancaster Retail Park, Shrewsbury	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.5%	1
Meole Brace Retail Park, Shrewsbury	4.6%	44	2.9%	6	0.0%	0	5.0%	6	9.5%	13	5.4%	10	4.9%	9
Merry Hill Shopping Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sundorne Retail Park, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.6%	6	0.5%	1	3.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Telford Forge Retail Park, Telford	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.6%	6	0.5%	1	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	4.3%	41	8.2%	17	2.3%	3	3.4%	4	5.8%	8	2.7%	5	2.2%	4
Harlescott	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kidderminster	0.4%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0
Much Wenlock	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	29	3.8%	8	3.9%	5	5.0%	6	2.2%	3	1.1%	2	2.7%	5
Base:		960		208		128		119		137		185		183

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>														
<i>Those who shop for clothing or footwear at Q17</i>														
Yes – non-food shopping	12.3%	120	11.8%	25	16.8%	22	14.8%	18	7.3%	10	11.2%	21	13.0%	24
Yes – leisure activity	15.1%	147	13.2%	28	14.5%	19	13.1%	16	17.5%	24	14.4%	27	17.8%	33
Yes – visiting services such as banks and other financial institutions	3.3%	32	1.9%	4	1.5%	2	4.1%	5	3.7%	5	5.3%	10	3.2%	6
No	61.1%	595	64.2%	136	56.5%	74	59.8%	73	56.9%	78	64.2%	120	61.6%	114
Yes - food shopping	2.5%	24	3.8%	8	0.0%	0	0.8%	1	7.3%	10	1.6%	3	1.1%	2
Yes - visiting friends / family	1.5%	15	2.4%	5	0.0%	0	4.9%	6	0.7%	1	0.0%	0	1.6%	3
Yes - visiting doctor / hospital / other medical appointment	0.6%	6	0.5%	1	0.0%	0	1.6%	2	1.5%	2	0.0%	0	0.5%	1
Yes - travelling to / from work	1.0%	10	1.4%	3	0.0%	0	0.0%	0	2.9%	4	1.1%	2	0.5%	1
Yes – other activity	0.3%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know / varies)	2.3%	22	0.0%	0	10.7%	14	0.8%	1	2.2%	3	2.1%	4	0.0%	0
Base:		974		212		131		122		137		187		185



# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q19 Where did you last go to buy Books, CDs, DVDS?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q19</i>														
Birmingham City Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bridgnorth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stretton	0.6%	5	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow	1.1%	9	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.6%	1	0.0%	0
Manchester	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	3.0%	24	14.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	0.9%	7	0.6%	1	0.0%	0	1.1%	1	4.3%	5	0.0%	0	0.0%	0
Shrewsbury	51.7%	416	31.7%	52	33.0%	37	50.0%	47	53.8%	63	67.5%	112	69.5%	105
Stafford	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	6.2%	50	9.8%	16	22.3%	25	2.1%	2	0.9%	1	0.6%	1	3.3%	5
Walsall	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.5%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wem	0.4%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	1.6%	13	7.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.7%	6	2.4%	4	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lancaster Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	2.1%	17	0.6%	1	0.0%	0	4.3%	4	1.7%	2	4.2%	7	2.0%	3
Merry Hill Shopping Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	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
Telford Forge Retail Park, Telford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	26.5%	213	22.0%	36	34.8%	39	21.3%	20	35.0%	41	25.9%	43	22.5%	34
Harlescott	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Much Wenlock	0.4%	3	0.6%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other	1.5%	12	2.4%	4	0.9%	1	2.1%	2	0.9%	1	1.2%	2	1.3%	2
Base:		804		164		112		94		117		166		151

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q20</i>														
Birmingham City Centre	1.0%	7	0.0%	0	1.1%	1	0.0%	0	1.9%	2	2.2%	3	0.8%	1
Bishops Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chester	0.7%	5	0.6%	1	0.0%	0	1.3%	1	0.9%	1	1.5%	2	0.0%	0
Church Stretton	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.4%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.9%	6	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	4.1%	29	18.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Oswestry	1.4%	10	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.7%	1	0.0%	0
Shrewsbury	60.4%	423	43.8%	70	39.6%	36	59.7%	46	63.0%	68	75.9%	104	78.0%	99
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Telford	5.4%	38	6.3%	10	18.7%	17	2.6%	2	1.9%	2	2.9%	4	2.4%	3
Walsall	0.6%	4	1.3%	2	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Wellington	1.6%	11	0.0%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.9%	1	0.0%	0	0.0%	0
Wem	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Whitchurch	1.4%	10	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.7%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.9%	6	0.6%	1	1.1%	1	1.3%	1	0.0%	0	1.5%	2	0.8%	1
Meole Brace Retail Park, Shrewsbury	4.7%	33	2.5%	4	5.5%	5	5.2%	4	5.6%	6	6.6%	9	3.9%	5
Merry Hill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	2.9%	20	4.4%	7	2.2%	2	2.6%	2	2.8%	3	1.5%	2	3.2%	4
Telford Bridge Retail Park, Telford	0.6%	4	1.9%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Telford Forge Retail Park, Telford	0.6%	4	0.0%	0	2.2%	2	1.3%	1	0.9%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.7%	5	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	4.7%	33	3.8%	6	4.4%	4	6.5%	5	5.6%	6	3.7%	5	5.5%	7
Bayston Hill	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Harlescott	0.7%	5	1.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.6%	2
Wednesbury	1.0%	7	0.6%	1	0.0%	0	0.0%	0	1.9%	2	1.5%	2	1.6%	2
Wellington	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	13	3.1%	5	3.3%	3	0.0%	0	0.9%	1	1.5%	2	1.6%	2
Base:		700		160		91		77		108		137		127

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q21</i>														
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.5%	3	0.8%	1	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Church Stretton	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.9%	5	0.0%	0	1.3%	1	4.4%	3	1.1%	1	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	2.9%	17	14.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.3%	2	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Oswestry	1.2%	7	0.0%	0	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0
Shrewsbury	51.6%	301	32.5%	39	41.6%	32	44.1%	30	57.1%	52	62.7%	74	67.9%	74
Stafford	0.3%	2	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	5.3%	31	10.8%	13	16.9%	13	1.5%	1	1.1%	1	1.7%	2	0.9%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.9%	5	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	0.7%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	1.5%	9	7.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	17.5%	102	6.7%	8	9.1%	7	29.4%	20	16.5%	15	24.6%	29	21.1%	23
Merry Hill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	0.5%	3	0.0%	0	1.3%	1	1.5%	1	1.1%	1	0.0%	0	0.0%	0
Telford Bridge Retail Park, Telford	0.3%	2	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Retail Park, Telford	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	12.0%	70	15.0%	18	13.0%	10	11.8%	8	13.2%	12	10.2%	12	9.2%	10
Kidderminster	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Much Wenlock	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	7	3.3%	4	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.9%	1
Base:		583		120		77		68		91		118		109

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q22 Where did you last go to buy chemist goods (including health and beauty products)?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q22</i>														
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Castle	1.4%	13	0.0%	0	0.0%	0	0.0%	0	9.6%	13	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Church Stretton	2.8%	27	0.0%	0	0.0%	0	22.0%	27	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.4%	4	0.0%	0	0.0%	0	2.4%	3	0.7%	1	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow	2.7%	26	0.0%	0	0.0%	0	21.1%	26	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	7.3%	70	33.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	2.4%	23	0.0%	0	0.0%	0	0.0%	0	15.6%	21	1.1%	2	0.0%	0
Shrewsbury	52.7%	505	21.0%	44	36.6%	48	25.2%	31	52.6%	71	82.7%	153	90.3%	158
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.2%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	4.9%	47	5.7%	12	22.1%	29	0.8%	1	1.5%	2	0.0%	0	1.7%	3
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	1.9%	18	0.0%	0	13.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Wem	2.1%	20	9.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	3.9%	37	17.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	9.1%	87	4.3%	9	3.8%	5	23.6%	29	11.9%	16	9.7%	18	5.7%	10
Merry Hill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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
Telford Forge Retail Park, Telford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	1.0%	10	1.0%	2	5.3%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	1.9%	18	1.9%	4	3.1%	4	2.4%	3	0.7%	1	1.6%	3	1.7%	3
Bayston Hill	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Bicton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Harlescott	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Much Wenlock	1.4%	13	0.0%	0	9.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.4%	4	1.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Radbrook Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Shawbirch	0.3%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.2%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	8	0.5%	1	0.0%	0	0.0%	0	3.0%	4	1.6%	3	0.0%	0
Base:		959		210		131		123		135		185		175

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q23</i>														
Birmingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bishops Castle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.5%	4	0.5%	1	0.0%	0	0.9%	1	0.0%	0	1.2%	2	0.0%	0
Church Stretton	2.3%	20	0.0%	0	0.0%	0	17.7%	20	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.5%	4	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Market Drayton	4.0%	35	18.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Oswestry	1.4%	12	0.5%	1	0.0%	0	0.0%	0	8.5%	11	0.0%	0	0.0%	0
Shrewsbury	29.0%	255	16.1%	31	17.8%	21	23.9%	27	39.2%	51	31.6%	54	46.4%	71
Stafford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	4.6%	40	4.7%	9	20.3%	24	1.8%	2	0.8%	1	1.8%	3	0.7%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.5%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wem	3.1%	27	13.0%	25	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Whitchurch	1.7%	15	7.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.6%	5	2.1%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Wolverhampton	0.3%	3	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.7%	6	0.5%	1	1.7%	2	0.0%	0	0.0%	0	1.2%	2	0.7%	1
Meole Brace Retail Park, Shrewsbury	29.5%	259	13.5%	26	17.8%	21	28.3%	32	30.8%	40	45.6%	78	40.5%	62
Merry Hill Shopping Centre, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	0.6%	5	1.6%	3	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0
Telford Bridge Retail Park, Telford	1.5%	13	1.0%	2	9.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Forge Retail Park, Telford	0.5%	4	0.5%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wrekin Retail Park, Telford	0.8%	7	1.0%	2	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham Central Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Delivered	14.6%	128	13.5%	26	22.0%	26	14.2%	16	13.1%	17	15.8%	27	10.5%	16
Harlescott	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	14	3.6%	7	0.8%	1	1.8%	2	1.5%	2	1.2%	2	0.0%	0
Base:		878		193		118		113		130		171		153

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q24 Where did you last go to buy DIY goods?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q24</i>														
B&Q Supercentre, Telford Bridge Retail Park, Telford	2.9%	23	0.0%	0	18.2%	20	2.1%	2	0.0%	0	0.7%	1	0.0%	0
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	23.6%	186	17.2%	32	20.9%	23	16.5%	16	11.7%	13	26.4%	37	45.1%	65
B&Q Mini Warehouse, Berse Road, Wrexham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Mini Warehouse, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Meole Brace Retail Park, Shrewsbury	7.5%	59	1.6%	3	2.7%	3	15.5%	15	7.2%	8	16.4%	23	4.9%	7
Focus, Audley Avenue, Newport	0.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sundorne Retail Park, Shrewsbury	5.2%	41	3.8%	7	7.3%	8	1.0%	1	2.7%	3	3.6%	5	11.8%	17
Homebase, Wrekin Retail Park, Telford	2.3%	18	0.5%	1	15.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Penda Retail Park, Oswestry	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Homebase, N4 Axis Centre, Market Drayton	4.7%	37	19.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waymills Road, Whitchurch	1.7%	13	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Greyfriars Business Park, Stafford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Wickes, Kendal Road, Shrewsbury	3.4%	27	1.1%	2	4.5%	5	1.0%	1	3.6%	4	4.3%	6	6.3%	9
Wickes, Holt Road, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Madford Retail Park, Stafford	0.1%	1	0.0%	0	0.9%	1	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
Bishops Castle	0.8%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stretton	0.8%	6	0.0%	0	0.0%	0	6.2%	6	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.8%	6	0.5%	1	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.7%	1
Ludlow	1.1%	9	0.0%	0	0.0%	0	9.3%	9	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	2.7%	21	11.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Oswestry	1.0%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	8	0.0%	0	0.0%	0
Shrewsbury	20.1%	158	11.3%	21	8.2%	9	14.4%	14	31.5%	35	30.0%	42	25.7%	37
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.1%	9	1.1%	2	5.5%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.9%	7	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.6%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.7%	1	0.0%	0
Wem	1.4%	11	5.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	2.2%	17	9.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	0.5%	4	1.1%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0

## Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East
Meole Brace Retail Park, Shrewsbury	8.6% 68	2.2% 4	0.9% 1	17.5% 17	16.2% 18	15.7% 22	4.2% 6
Merry Hill Shopping Centre, Dudley	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Sundorne Retail Park, Shrewsbury	0.8% 6	0.5% 1	0.9% 1	2.1% 2	0.0% 0	1.4% 2	0.0% 0
Telford Bridge Retail Park, Telford	0.1% 1	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Telford Forge Retail Park, Telford	0.1% 1	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wrekin Retail Park, Telford	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wrexham Central Retail Park, Wrexham	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Internet / Delivered	0.8% 6	1.1% 2	0.9% 1	1.0% 1	0.9% 1	0.7% 1	0.0% 0
Broseley	0.1% 1	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Harlescott	0.5% 4	0.5% 1	0.0% 0	1.0% 1	0.9% 1	0.0% 0	0.7% 1
Kidderminster	0.3% 2	0.0% 0	0.0% 0	2.1% 2	0.0% 0	0.0% 0	0.0% 0
Much Wenlock	0.5% 4	0.0% 0	3.6% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Newport	0.3% 2	1.1% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wednesbury	0.1% 1	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Other	0.3% 2	0.5% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Base:	788	186	110	97	111	140	144

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q25 Where did you last go to buy furniture, carpets and floor coverings?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q25</i>														
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	1.3%	9	1.3%	2	1.1%	1	0.0%	0	0.0%	0	1.6%	2	3.3%	4
B&Q Mini Warehouse, Berse Road, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Mini Warehouse, Lichfield Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Meole Brace Retail Park, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Focus, Audley Avenue, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sundorne Retail Park, Shrewsbury	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Penda Retail Park, Oswestry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homebase, N4 Axis Centre, Market Drayton	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waymills Road, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Greyfriars Business Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.9%	6	1.3%	2	1.1%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0
Wickes, Kendal Road, Shrewsbury	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Wickes, Holt Road, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, 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
Birmingham City Centre	0.4%	3	0.0%	0	0.0%	0	2.6%	2	1.0%	1	0.0%	0	0.0%	0
Bishops Castle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.9%	6	0.6%	1	1.1%	1	1.3%	1	0.0%	0	2.4%	3	0.0%	0
Church Stretton	0.7%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.6%	4	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.7%	5	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	5.1%	35	22.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Oswestry	1.9%	13	0.0%	0	0.0%	0	0.0%	0	9.6%	10	1.6%	2	0.8%	1
Shrewsbury	54.6%	371	37.1%	59	35.2%	32	48.7%	38	57.7%	60	72.2%	91	74.6%	91
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.7%	5	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Telford	4.6%	31	3.1%	5	19.8%	18	3.8%	3	1.9%	2	1.6%	2	0.8%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	2.5%	17	0.0%	0	18.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.7%	5	0.0%	0	0.0%	0	1.3%	1	2.9%	3	0.8%	1	0.0%	0
Wem	2.1%	14	7.5%	12	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0
Whitchurch	2.2%	15	9.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Border Retail Park, Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancaster Retail Park, Shrewsbury	1.3%	9	0.6%	1	2.2%	2	1.3%	1	1.0%	1	1.6%	2	1.6%	2



## Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East
Meole Brace Retail Park, Shrewsbury	5.3% 36	1.9% 3	3.3% 3	6.4% 5	8.7% 9	2.4% 3	10.7% 13
Merry Hill Shopping Centre, Dudley	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Sundorne Retail Park, Shrewsbury	3.2% 22	1.9% 3	2.2% 2	2.6% 2	2.9% 3	7.9% 10	1.6% 2
Telford Bridge Retail Park, Telford	0.7% 5	0.0% 0	3.3% 3	0.0% 0	0.0% 0	0.0% 0	1.6% 2
Telford Forge Retail Park, Telford	0.7% 5	0.6% 1	2.2% 2	0.0% 0	0.0% 0	0.0% 0	1.6% 2
Wrekin Retail Park, Telford	0.1% 1	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Wrexham Central Retail Park, Wrexham	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Internet / Delivered	3.5% 24	2.5% 4	2.2% 2	7.7% 6	6.7% 7	3.2% 4	0.8% 1
Harlescott	0.9% 6	1.9% 3	0.0% 0	2.6% 2	0.0% 0	0.0% 0	0.8% 1
Kidderminster	0.7% 5	0.6% 1	0.0% 0	3.8% 3	0.0% 0	0.0% 0	0.8% 1
Newport	0.3% 2	1.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.9% 6	1.3% 2	1.1% 1	0.0% 0	1.9% 2	0.8% 1	0.0% 0
Base:	680	159	91	78	104	126	122

### Q26 Do you use garden centres to buy plants, shrubs, garden furniture, etc?

Yes	60.3% 603	54.8% 120	58.5% 79	66.9% 85	65.7% 92	60.8% 115	58.9% 112
No	39.7% 397	45.2% 99	41.5% 56	33.1% 42	34.3% 48	39.2% 74	41.1% 78
Base:	1000	219	135	127	140	189	190

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East
<b>Q27 Which garden centre do you normally go to?</b>							
<i>Those who use garden centres at Q26 excluding those who said "Don't know / varies" at Q27</i>							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%
Claire Austin Plant Centre & Garden Shop, Edgebolton, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%
Country Garden Plant Centre, Black Birches, Shrewsbury	0.6%	3	0.0%	0	1.6%	1	1.4%
Dobbies Garden World, Hereford Road, Bayston Hill	34.8%	171	17.2%	15	15.9%	10	51.4%
Garden Factory Shop, Holloway Garage, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Harley Nursery & Plant Centre, Harley, Shrewsbury	0.2%	1	0.0%	0	1.6%	1	0.0%
Heathwood Nurseries, Higher Heath, Whitchurch	0.6%	3	2.3%	2	1.6%	1	0.0%
Holly Farm Nurseries, Whitchurch Road, Whitchurch	3.0%	15	16.1%	14	0.0%	0	0.0%
Long Gardens, Dorrington, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Ludlow Home Care, Ludford Bridge, Ludlow	1.4%	7	0.0%	0	0.0%	0	9.5%
Moo Poo, Oaks Hall Farm, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Moreton Park Garden Centre, Gledrid, Wrexham	2.2%	11	2.3%	2	1.6%	1	1.4%
Oakgate Plant Centre, Ellerdine Heath, Telford	3.7%	18	5.7%	5	19.0%	12	0.0%
Percy Thrower's Gardening & Leisure, Oteley Road, Shrewsbury	33.5%	165	12.6%	11	28.6%	18	31.1%
Tafs Garden Company, Centurion Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Featherbed Lane, Shrewsbury	0.4%	2	0.0%	0	0.0%	0	1.4%
Bridgemere Garden Centre, Bridgemere, Nr. Nantwich, Cheshire	5.9%	29	32.2%	28	0.0%	0	0.0%
Charlie's, Brixton Way, Shrewsbury	1.6%	8	1.1%	1	0.0%	0	0.0%
Derwen Garden Centre & Farm Shop, Guilsfield, Welshpool	3.3%	16	0.0%	0	0.0%	0	2.7%
Focus, Hereford Road, Meole Brace Retail Park, Shrewsbury	0.2%	1	0.0%	0	0.0%	0	1.4%
Mere Park Garden Centre, Stafford Road, Newport	0.8%	4	4.6%	4	0.0%	0	0.0%
Percy Throwers, Oteley Road, Shrewsbury	0.6%	3	1.1%	1	0.0%	0	0.0%
Roden Nurseries, Roden Lane, Roden, Telford	3.7%	18	0.0%	0	15.9%	10	0.0%
Whitchurch	0.2%	1	1.1%	1	0.0%	0	0.0%
Wyevale Garden Centres, Station Road, Donnington, Telford	2.2%	11	3.4%	3	12.7%	8	0.0%
Other	0.6%	3	0.0%	0	1.6%	1	2.7%
Base:		492		87		63	
						74	
							74
							98
							96
<b>Q28 Do you ever use facilities in Shrewsbury?</b>							
Yes	83.0%	830	63.5%	139	80.7%	109	81.1%
No	17.0%	170	36.5%	80	19.3%	26	18.9%
Base:		1000		219		135	
						127	
							140
							189
							190

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q29 What are your main reasons for using Shrewsbury?</b>														
<i>Those who use facilities in Shrewsbury at Q28</i>														
Café / restaurants / pubs	24.1%	200	20.9%	29	29.4%	32	16.5%	17	23.1%	28	33.7%	59	19.1%	35
Doctor / Dentist / opticians	16.7%	139	8.6%	12	9.2%	10	5.8%	6	6.6%	8	32.6%	57	25.1%	46
Food and grocery shopping	36.1%	300	23.0%	32	16.5%	18	37.9%	39	45.5%	55	42.3%	74	44.8%	82
Hairdressers / barbers	9.2%	76	2.2%	3	7.3%	8	4.9%	5	11.6%	14	17.1%	30	8.7%	16
Market	5.4%	45	3.6%	5	2.8%	3	1.9%	2	3.3%	4	12.0%	21	5.5%	10
Non-food shopping	72.8%	604	69.8%	97	89.9%	98	79.6%	82	66.9%	81	58.9%	103	78.1%	143
Services such as banks, estate agents, Post Office	31.7%	263	7.9%	11	25.7%	28	14.6%	15	23.1%	28	44.6%	78	56.3%	103
Social / leisure activities	36.1%	300	24.5%	34	39.5%	43	30.1%	31	46.3%	56	37.1%	65	38.8%	71
Work / school / college	3.4%	28	2.9%	4	2.8%	3	3.9%	4	2.5%	3	4.6%	8	3.3%	6
Close to home	1.3%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	10	0.0%	0
Other	1.0%	8	2.2%	3	0.9%	1	1.0%	1	0.8%	1	0.0%	0	1.1%	2
(Don't know / no reason in particular)	1.2%	10	1.4%	2	0.0%	0	0.0%	0	0.8%	1	3.4%	6	0.5%	1
Base:		830		139		109		103		121		175		183
<b>Q30 How do you usually travel to Shrewsbury?</b>														
<i>Those who use facilities in Shrewsbury at Q28</i>														
Car / van (as driver)	55.7%	462	69.1%	96	85.3%	93	57.3%	59	71.1%	86	29.1%	51	42.1%	77
Car / van (as passenger)	7.6%	63	8.6%	12	8.3%	9	11.7%	12	10.7%	13	4.6%	8	4.9%	9
Bus, minibus or coach	16.6%	138	15.8%	22	3.7%	4	17.5%	18	16.5%	20	13.7%	24	27.3%	50
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Walk	13.3%	110	0.0%	0	0.0%	0	1.0%	1	0.8%	1	42.3%	74	18.6%	34
Taxi	0.6%	5	1.4%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.5%	1
Train	0.8%	7	1.4%	2	1.8%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.5%	1
Mobility scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	4.3%	36	3.6%	5	0.9%	1	8.7%	9	0.8%	1	6.3%	11	4.9%	9
Other	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 / varies)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	2
Base:		830		139		109		103		121		175		183
<b>Q31 How frequently do you visit Shrewsbury?</b>														
<i>Those who use facilities in Shrewsbury at Q28</i>														
Daily	6.9%	57	3.6%	5	6.4%	7	1.9%	2	6.6%	8	13.1%	23	6.6%	12
Once a week or more	36.4%	302	19.4%	27	21.1%	23	24.3%	25	28.1%	34	55.4%	97	52.5%	96
Less than once a week	8.2%	68	6.5%	9	8.3%	9	11.7%	12	12.4%	15	8.6%	15	4.4%	8
Less than once a fortnight	20.1%	167	23.7%	33	31.2%	34	27.2%	28	19.0%	23	11.4%	20	15.8%	29
Less than once a month	27.2%	226	46.8%	65	31.2%	34	33.0%	34	33.1%	40	10.9%	19	18.6%	34
(Don't know / varies)	1.2%	10	0.0%	0	1.8%	2	1.9%	2	0.8%	1	0.6%	1	2.2%	4
Base:		830		139		109		103		121		175		183
<b>Q32 Why do you not use facilities in Shrewsbury?</b>														
<i>Those who don't use facilities in Shrewsbury at Q28</i>														
Facilities closer to home	44.7%	76	55.0%	44	38.5%	10	58.3%	14	36.8%	7	0.0%	0	14.3%	1
Poor accessibility	8.2%	14	6.3%	5	7.7%	2	8.3%	2	10.5%	2	14.3%	2	14.3%	1
Lack of choice	2.4%	4	0.0%	0	3.8%	1	0.0%	0	15.8%	3	0.0%	0	0.0%	0
Quality of shops	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Shopping environment	2.9%	5	0.0%	0	3.8%	1	0.0%	0	10.5%	2	14.3%	2	0.0%	0
Provision of services, such as banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	10.0%	17	7.5%	6	26.9%	7	4.2%	1	10.5%	2	7.1%	1	0.0%	0
Accessibility by public transport	2.4%	4	1.3%	1	0.0%	0	4.2%	1	5.3%	1	7.1%	1	0.0%	0
Safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I just don't like the area	4.7%	8	5.0%	4	7.7%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0
No need to go there	1.8%	3	1.3%	1	3.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Poor health / disability	2.4%	4	1.3%	1	3.8%	1	0.0%	0	0.0%	0	14.3%	2	0.0%	0
Other	4.1%	7	2.5%	2	11.5%	3	4.2%	1	0.0%	0	7.1%	1	0.0%	0
(No reason in particular)	28.8%	49	28.8%	23	11.5%	3	25.0%	6	26.3%	5	50.0%	7	71.4%	5
Base:		170		80		26		24		19		14		7

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q33 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?</b>														
Yes, Internet	49.5%	495	43.8%	96	58.5%	79	40.2%	51	51.4%	72	55.0%	104	48.9%	93
Yes, TV Shopping	1.3%	13	2.7%	6	1.5%	2	0.8%	1	1.4%	2	0.0%	0	1.1%	2
Yes, both	5.4%	54	6.4%	14	5.2%	7	3.2%	4	5.0%	7	4.2%	8	7.4%	14
No	43.8%	438	47.0%	103	34.8%	47	55.9%	71	42.1%	59	40.7%	77	42.6%	81
Base:		1000		219		135		127		140		189		190

**Q34 Which goods or services does your household currently purchase via electronic home shopping?**

*Those who do make use of electronic home shopping at Q33*

Food	13.9%	78	13.8%	16	8.0%	7	12.5%	7	18.5%	15	15.2%	17	14.7%	16
Clothes	30.4%	171	28.4%	33	30.7%	27	30.4%	17	35.8%	29	33.0%	37	25.7%	28
Furniture / carpets	4.8%	27	2.6%	3	5.7%	5	5.4%	3	3.7%	3	6.3%	7	5.5%	6
Major electrical items	20.8%	117	21.6%	25	27.3%	24	23.2%	13	16.0%	13	24.1%	27	13.8%	15
Small household goods	9.6%	54	7.8%	9	14.8%	13	1.8%	1	13.6%	11	8.9%	10	9.2%	10
DIY goods	3.6%	20	6.9%	8	6.8%	6	1.8%	1	1.2%	1	1.8%	2	1.8%	2
Garden items	4.6%	26	6.0%	7	3.4%	3	7.1%	4	3.7%	3	5.4%	6	2.8%	3
Books	42.7%	240	32.8%	38	51.1%	45	41.1%	23	42.0%	34	50.0%	56	40.4%	44
CD's, music, videos	46.3%	260	40.5%	47	51.1%	45	35.7%	20	46.9%	38	51.8%	58	47.7%	52
Toys	9.6%	54	8.6%	10	13.6%	12	14.3%	8	9.9%	8	8.0%	9	6.4%	7
Sports goods	3.9%	22	4.3%	5	1.1%	1	1.8%	1	7.4%	6	4.5%	5	3.7%	4
Banking	5.0%	28	3.4%	4	9.1%	8	1.8%	1	3.7%	3	6.3%	7	4.6%	5
Holiday and / or travel tickets	12.6%	71	11.2%	13	19.3%	17	7.1%	4	9.9%	8	14.3%	16	11.9%	13
Jewellery	3.4%	19	1.7%	2	5.7%	5	1.8%	1	2.5%	2	3.6%	4	4.6%	5
Small electrical items	23.8%	134	19.8%	23	35.2%	31	26.8%	15	16.0%	13	28.6%	32	18.3%	20
Arts / crafts / hobby goods	2.0%	11	1.7%	2	1.1%	1	0.0%	0	2.5%	2	0.9%	1	4.6%	5
Car parts / accessories	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Cosmetic / chemist items	1.4%	8	2.6%	3	0.0%	0	0.0%	0	2.5%	2	0.9%	1	1.8%	2
Flowers	0.5%	3	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.9%	1	0.0%	0
Gifts	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.9%	1
Other	2.0%	11	0.9%	1	0.0%	0	5.4%	3	3.7%	3	2.7%	3	0.9%	1
(Don't know / can't remember)	2.0%	11	0.0%	0	0.0%	0	3.6%	2	2.5%	2	1.8%	2	4.6%	5
Base:		562		116		88		56		81		112		109

**Q35 Which goods or services might your household purchase in the future via electronic home shopping?**

Food	5.2%	52	3.7%	8	3.7%	5	3.2%	4	7.9%	11	7.9%	15	4.7%	9
Clothes	9.8%	98	9.1%	20	10.4%	14	9.4%	12	11.4%	16	11.1%	21	7.9%	15
Furniture / carpets	2.2%	22	1.4%	3	2.2%	3	2.4%	3	2.9%	4	2.1%	4	2.6%	5
Major electrical items	6.0%	60	4.1%	9	8.9%	12	6.3%	8	3.6%	5	8.5%	16	5.3%	10
Small household goods	2.5%	25	0.9%	2	4.4%	6	0.8%	1	5.0%	7	2.1%	4	2.6%	5
DIY goods	1.0%	10	1.8%	4	0.7%	1	0.8%	1	0.0%	0	1.6%	3	0.5%	1
Garden items	0.9%	9	0.5%	1	0.0%	0	1.6%	2	0.7%	1	1.6%	3	1.1%	2
Books	14.6%	146	12.8%	28	17.0%	23	9.4%	12	16.4%	23	15.3%	29	16.3%	31
CD's, music, videos	15.5%	155	14.2%	31	20.0%	27	8.7%	11	16.4%	23	15.9%	30	17.4%	33
Toys	2.6%	26	1.8%	4	5.9%	8	3.2%	4	2.1%	3	2.6%	5	1.1%	2
Sports goods	1.4%	14	2.7%	6	0.7%	1	0.0%	0	2.1%	3	0.5%	1	1.6%	3
Banking	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0
Holiday and / or travel tickets	3.7%	37	3.7%	8	3.0%	4	1.6%	2	3.6%	5	5.3%	10	4.2%	8
Jewellery	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Small electrical items	7.2%	72	6.4%	14	8.1%	11	7.9%	10	5.7%	8	9.5%	18	5.8%	11
Cosmetic / chemist items	0.4%	4	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.5%	1
Everything	0.3%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Recreational goods	0.4%	4	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.5%	1
Other	1.1%	11	0.0%	0	0.7%	1	2.4%	3	0.0%	0	1.6%	3	2.1%	4
(Don't know / can't remember)	13.2%	132	15.1%	33	9.6%	13	10.2%	13	12.9%	18	16.4%	31	12.6%	24
(Nothing / will not use)	50.3%	503	47.9%	105	51.9%	70	60.6%	77	51.4%	72	47.6%	90	46.8%	89
Base:		1000		219		135		127		140		189		190

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
<b>Q36 Which facility/centre do you normally visit for indoor sports or health and fitness activity?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q36</i>														
Bannatynes Health Club, Oteley Road, Shrewsbury	8.6%	29	1.7%	1	4.1%	2	11.6%	5	5.7%	3	13.3%	11	13.7%	7
Bodytech Health Club, Mardol, Shrewsbury	2.1%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.8%	4	3.9%	2
David Lloyd, Shady Lane, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Birmingham Road, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Sports Centre, Mount Pleasant Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymphobics, Whitchurch Road, Shrewsbury	1.2%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Lifestyle Fitness, Bank Farm Road, Shrewsbury	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.0%	1
London Road, Sports Centre, London Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Monkmoor Recreation Centre, Racecourse Crescent, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powerleague Fives, Oteley Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roman Road Sports Centre, Longden Road, Shrewsbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shape Up & Go, Frankwell, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury Sports Village, Sundorne Road, Shrewsbury	8.9%	30	8.3%	5	8.2%	4	2.3%	1	5.7%	3	9.6%	8	17.6%	9
Studio One, Whitchurch Road, Shrewsbury	0.9%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	1	2.0%	1
The Castle Country Club, Rowton Castle, Shrewsbury	3.2%	11	0.0%	0	0.0%	0	2.3%	1	9.4%	5	6.0%	5	0.0%	0
Virgin Active, Broadway Plaza, Edgbaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Watson Road, Aston	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
Bishops Castle	3.0%	10	0.0%	0	0.0%	0	0.0%	0	18.9%	10	0.0%	0	0.0%	0
Bridgnorth	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Stretton	1.2%	4	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.9%	3	0.0%	0	0.0%	0	4.7%	2	1.9%	1	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	4.4%	15	0.0%	0	0.0%	0	34.9%	15	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	6.8%	23	36.7%	22	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Oswestry	1.5%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0
Shrewsbury	31.9%	108	13.3%	8	16.3%	8	25.6%	11	20.8%	11	57.8%	48	43.1%	22
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	5.0%	17	5.0%	3	22.4%	11	0.0%	0	1.9%	1	1.2%	1	2.0%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	3.8%	13	0.0%	0	26.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	1.8%	6	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Wem	1.5%	5	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	3.5%	12	20.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bayston Hill	0.6%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Beaconsfield Farm Caravan Park, Upper Battlefield, Shrewsbury	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinnerley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Much Wenlock	1.2%	4	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
Pontesbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Rowton	1.2%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	2.0%	1
The Quarry Swimming & Fitness Centre, Priory Road, Shrewsbury	1.8%	6	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	7.8%	4
Wolti Health & Leisure, Longden, Shrewsbury	1.2%	4	3.3%	2	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other	1.2%	4	1.7%	1	2.0%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Base:		339		60		49		43		53		83		51

### Q37 Which centre/facility do you normally visit for cinema?

*Excluding those who said "Don't know / varies" or "Don't do" at Q37*

Cineworld, Old Potts Way, Shrewsbury	84.0%	524	69.5%	82	67.1%	51	89.2%	66	90.4%	85	88.0%	117	95.3%	123
Cineworld, Bentley Bridge Leisure Park, Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Forgegate, Telford	5.9%	37	10.2%	12	30.3%	23	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Odeon, Eagles Meadow, Wrexham	0.6%	4	2.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Odeon, Brierley Hill, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Kingsbury Road, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Castle Gate Way, Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
VUE Cinema, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Castle Film Society, The Three Tuns, Salop Street, Bishop's Castle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Festival Drayton Centre, Frogmore Road, Market Drayton	2.6%	16	13.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flicks in the Sticks, Cardington Village Hall, Church Stretton	0.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.8%	5	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Old Market Hall, The Square, Shrewsbury	4.3%	27	0.0%	0	2.6%	2	1.4%	1	4.3%	4	11.3%	15	3.9%	5
VUE Cinema, The Square, High Street, Newcastle	0.5%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	3	1.7%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		624		118		76		74		94		133		129

### Q38 Which centre/facility do you normally visit for ten-pin bowling?

*Excluding those who said "Don't know / varies" or "Don't do" at Q38*

AMF Bowling, Brixton Way, Shrewsbury	89.6%	267	86.7%	52	61.1%	22	86.1%	31	92.3%	48	100.0%	55	100.0%	59
Hollywood Bowl, Birmingham Great Park, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, St Quentins Gate, Telford	7.0%	21	6.7%	4	38.9%	14	5.6%	2	1.9%	1	0.0%	0	0.0%	0
Tenpin, Watson Road, Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Greyfriars Place, Stafford	0.7%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Eagles Meadow, Wrexham	0.7%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Venue, Burma Road, Park Hall, Oswestry	1.0%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Other	1.0%	3	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	0.0%	0
Base:		298		60		36		36		52		55		59

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q39 Which centre/facility do you normally visit for bingo?</b>														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q39</i>														
Gala, Castle Gates, Shrewsbury	62.7%	32	28.6%	2	20.0%	1	69.2%	9	71.4%	5	50.0%	3	92.3%	12
Gala, High Street, Harbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Streeley Road, Stockland Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Kingsbury Road, Erdington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Southwater Square, Telford	17.6%	9	28.6%	2	60.0%	3	0.0%	0	0.0%	0	50.0%	3	7.7%	1
Mecca, Smithfield Road, Wrexham	2.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Kettlehouse Road, Kingstanding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	2.0%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Oswestry	2.0%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	13.7%	7	28.6%	2	20.0%	1	15.4%	2	28.6%	2	0.0%	0	0.0%	0
Base:		51		7		5		13		7		6		13

### Q40 Which centre/facility do you normally visit for art/culture activities (i.e. theatres / galleries / museums)?

*Excluding those who said "Don't know / varies" or "Don't do" at Q40*

Birmingham City Centre	10.9%	55	7.9%	7	15.0%	12	30.2%	16	6.0%	4	8.5%	10	6.1%	6
Bishops Castle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Church Stretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	2.0%	10	5.6%	5	1.3%	1	1.9%	1	1.5%	1	0.9%	1	1.0%	1
Market Drayton	1.4%	7	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	61.5%	310	38.2%	34	43.8%	35	56.6%	30	73.1%	49	72.7%	85	78.6%	77
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	2.6%	13	11.2%	10	1.3%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Telford	2.2%	11	2.2%	2	10.0%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Walsall	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	4.2%	21	0.0%	0	15.0%	12	0.0%	0	3.0%	2	4.3%	5	2.0%	2
London	8.9%	45	13.5%	12	8.8%	7	3.8%	2	10.4%	7	7.7%	9	8.2%	8
Much Wenlock	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	20	10.1%	9	3.8%	3	0.0%	0	1.5%	1	3.4%	4	3.1%	3
Base:		504		89		80		53		67		117		98

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q41 When participating in leisure activities how do you usually travel?</b>														
Car/van (as driver)	58.9%	589	61.6%	135	70.4%	95	57.5%	73	62.9%	88	51.9%	98	52.6%	100
Car/van (as passenger)	12.4%	124	14.2%	31	6.7%	9	16.5%	21	19.3%	27	10.1%	19	8.9%	17
Bus, minibus or coach	5.7%	57	5.5%	12	4.4%	6	6.3%	8	3.6%	5	3.2%	6	10.5%	20
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Walk	5.9%	59	2.3%	5	0.7%	1	3.2%	4	1.4%	2	20.6%	39	4.2%	8
Taxi	1.1%	11	0.0%	0	0.0%	0	0.8%	1	0.7%	1	1.6%	3	3.2%	6
Train	3.9%	39	4.1%	9	4.4%	6	2.4%	3	6.4%	9	1.6%	3	4.7%	9
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	8	0.9%	2	0.0%	0	0.8%	1	0.0%	0	1.1%	2	1.6%	3
Mobility Scooter	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	2
Don't do leisure activities	0.9%	9	1.8%	4	0.0%	0	0.0%	0	0.7%	1	0.5%	1	1.6%	3
Varies	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	1.1%	2
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	9.3%	93	9.1%	20	13.3%	18	11.0%	14	5.0%	7	7.9%	15	10.0%	19
Base:		1000		219		135		127		140		189		190

## Q42 Which centre/facility do you normally visit for nightlife such as bars, pubs and nightclubs?

*Excluding those who said "Don't know / varies" or "Don't do" at Q42*

Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bishops Castle	2.2%	11	0.0%	0	0.0%	0	0.0%	0	13.9%	11	0.0%	0	0.0%	0
Bridgnorth	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Church Stretton	3.6%	18	0.0%	0	0.0%	0	30.5%	18	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.4%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.4%	2	0.0%	0	0.0%	0	1.7%	1	1.3%	1	0.0%	0	0.0%	0
Ludlow	2.4%	12	0.0%	0	0.0%	0	20.3%	12	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	6.7%	34	39.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	1.8%	9	0.0%	0	0.0%	0	0.0%	0	11.4%	9	0.0%	0	0.0%	0
Shrewsbury	61.9%	313	18.4%	16	36.4%	24	33.9%	20	51.9%	41	100.0%	111	97.1%	101
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	3.0%	15	1.1%	1	19.7%	13	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	2.6%	13	0.0%	0	19.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	2.2%	11	12.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	1.4%	7	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Baschurch	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Bayston Hill	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bicton Heath	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cockshutt	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldstone	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harmer Hill	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinstock	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hodnet	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loppington	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marchamley	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melverley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Minsterley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Much Wenlock	1.0%	5	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontesbury	1.0%	5	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Shawbury	1.0%	5	1.1%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.7%	24	10.3%	9	6.1%	4	6.8%	4	7.6%	6	0.0%	0	1.0%	1
Base:		506		87		66		59		79		111		104



# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q43 How do you normally travel to (DESTINATION MENTIONED AT Q42)?</b>														
<i>Those who go out for nightlife at Q42</i>														
Car / van (as driver)	34.8%	194	50.5%	52	44.9%	35	43.9%	29	44.6%	37	16.4%	19	19.8%	22
Car / van (as passenger)	11.3%	63	11.7%	12	16.7%	13	7.6%	5	14.5%	12	7.8%	9	10.8%	12
Bus, minibus or coach	2.5%	14	0.0%	0	1.3%	1	3.0%	2	2.4%	2	1.7%	2	6.3%	7
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	33.2%	185	26.2%	27	21.8%	17	30.3%	20	26.5%	22	51.7%	60	35.1%	39
Taxi	15.3%	85	8.7%	9	11.5%	9	12.1%	8	9.6%	8	20.7%	24	24.3%	27
Train	1.4%	8	1.0%	1	2.6%	2	1.5%	1	2.4%	2	0.0%	0	1.8%	2
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Mobility scooter	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / can't remember / varies)	0.7%	4	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.9%	1	0.9%	1
Base:		557		103		78		66		83		116		111

### Q44 Which centre/facility do you normally visit for restaurants?

*Excluding those who said "Don't know / varies" or "Don't do" at Q44*

Birmingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bishops Castle	2.0%	14	0.0%	0	0.0%	0	1.3%	1	13.0%	13	0.0%	0	0.0%	0
Bridgnorth	0.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Chester	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.7%	1
Church Stretton	2.5%	17	0.0%	0	0.0%	0	22.7%	17	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	2.9%	20	0.0%	0	1.2%	1	25.3%	19	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	6.4%	44	32.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newtown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	2.3%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
Shrewsbury	67.2%	461	30.4%	41	61.6%	53	41.3%	31	55.0%	55	97.4%	148	96.4%	133
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke on Trent (Hanley)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	2.9%	20	1.5%	2	17.4%	15	1.3%	1	0.0%	0	0.7%	1	0.7%	1
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington	0.9%	6	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wem	2.6%	18	12.6%	17	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whitchurch	1.6%	11	8.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrexham	0.4%	3	1.5%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baschurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bicton Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Goldstone	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadnall	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lea Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Loppington	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Melverley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Much Wenlock	0.7%	5	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pontesbury	0.4%	3	0.0%	0	0.0%	0	1.3%	1	2.0%	2	0.0%	0	0.0%	0
Shawbury	0.3%	2	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.2%	22	5.9%	8	2.3%	2	4.0%	3	6.0%	6	0.7%	1	1.4%	2
Base:		686		135		86		75		100		152		138

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>Q45 How do you normally travel to (DESTINATION MENTIONED AT Q44)?</b>														
<i>Those who go to restaurants at Q44</i>														
Car / van (as driver)	55.8%	450	65.9%	110	72.1%	80	65.7%	65	61.1%	69	35.4%	58	44.7%	68
Car / van (as passenger)	14.9%	120	17.4%	29	12.6%	14	13.1%	13	20.4%	23	11.0%	18	15.1%	23
Bus, minibus or coach	2.1%	17	2.4%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	7.2%	11
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	15.9%	128	9.6%	16	5.4%	6	10.1%	10	11.5%	13	36.0%	59	15.8%	24
Taxi	9.3%	75	3.6%	6	5.4%	6	7.1%	7	6.2%	7	14.6%	24	16.4%	25
Train	0.6%	5	0.6%	1	1.8%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
(Don't know / can't remember / varies)	0.9%	7	0.0%	0	2.7%	3	1.0%	1	0.0%	0	1.2%	2	0.7%	1
Base:		806		167		111		99		113		164		152
<b>GEN Sex of respondent:</b>														
Male	25.3%	253	25.1%	55	23.0%	31	16.5%	21	21.4%	30	34.4%	65	26.8%	51
Female	74.7%	747	74.9%	164	77.0%	104	83.5%	106	78.6%	110	65.6%	124	73.2%	139
Base:		1000		219		135		127		140		189		190
<b>AGE Could I just ask, how old are you?</b>														
18-24 years	1.2%	12	1.4%	3	0.0%	0	0.8%	1	1.4%	2	2.1%	4	1.1%	2
25-34 years	3.0%	30	2.3%	5	4.4%	6	1.6%	2	2.9%	4	3.7%	7	3.2%	6
35-44 years	18.9%	189	15.5%	34	16.3%	22	14.2%	18	21.4%	30	21.7%	41	23.2%	44
45-54 years	24.1%	241	18.3%	40	30.4%	41	18.9%	24	28.6%	40	28.0%	53	22.6%	43
55-64 years	21.7%	217	24.2%	53	23.0%	31	16.5%	21	17.9%	25	20.1%	38	25.8%	49
65+ years	30.5%	305	38.4%	84	25.9%	35	47.2%	60	26.4%	37	23.3%	44	23.7%	45
(Refused)	0.6%	6	0.0%	0	0.0%	0	0.8%	1	1.4%	2	1.1%	2	0.5%	1
Base:		1000		219		135		127		140		189		190
<b>ADU Including yourself, how many adults aged 16 years or over are there living in your household ?</b>														
One	19.7%	197	23.7%	52	16.3%	22	19.7%	25	16.4%	23	25.9%	49	13.7%	26
Two	56.5%	565	59.8%	131	59.3%	80	59.8%	76	57.1%	80	48.1%	91	56.3%	107
Three	16.8%	168	12.8%	28	17.0%	23	13.4%	17	19.3%	27	18.0%	34	20.5%	39
Four or more	6.2%	62	2.3%	5	7.4%	10	6.3%	8	6.4%	9	7.4%	14	8.4%	16
(Refused)	0.8%	8	1.4%	3	0.0%	0	0.8%	1	0.7%	1	0.5%	1	1.1%	2
Base:		1000		219		135		127		140		189		190
<b>CHI How many children aged under 16 years old are there living in your household ?</b>														
None	71.5%	715	77.2%	169	74.1%	100	77.2%	98	64.3%	90	66.1%	125	70.0%	133
One	11.3%	113	6.8%	15	8.1%	11	7.9%	10	17.1%	24	14.8%	28	13.2%	25
Two	12.7%	127	10.5%	23	11.9%	16	8.7%	11	15.0%	21	16.9%	32	12.6%	24
Three	2.8%	28	2.7%	6	5.9%	8	3.2%	4	2.1%	3	1.1%	2	2.6%	5
Four or more	1.0%	10	1.8%	4	0.0%	0	2.4%	3	0.7%	1	0.5%	1	0.5%	1
(Refused)	0.7%	7	0.9%	2	0.0%	0	0.8%	1	0.7%	1	0.5%	1	1.1%	2
Base:		1000		219		135		127		140		189		190
<b>CAR How many cars does your household own or have the use of ?</b>														
None	7.2%	72	8.7%	19	3.0%	4	3.9%	5	6.4%	9	10.1%	19	8.4%	16
One	42.7%	427	40.2%	88	40.0%	54	51.2%	65	36.4%	51	42.3%	80	46.8%	89
Two	37.0%	370	42.5%	93	37.0%	50	29.9%	38	39.3%	55	39.2%	74	31.6%	60
Three or more	12.4%	124	7.8%	17	20.0%	27	14.2%	18	17.1%	24	7.9%	15	12.1%	23
(Refused)	0.7%	7	0.9%	2	0.0%	0	0.8%	1	0.7%	1	0.5%	1	1.1%	2
Base:		1000		219		135		127		140		189		190

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>SEG Socioeconomic Grading</b>														
A	4.0%	40	3.2%	7	7.4%	10	6.3%	8	1.4%	2	4.8%	9	2.1%	4
B	12.0%	120	11.9%	26	16.3%	22	7.1%	9	8.6%	12	17.5%	33	9.5%	18
C1	25.8%	258	26.5%	58	26.7%	36	18.1%	23	24.3%	34	29.1%	55	27.4%	52
C2	28.5%	285	23.3%	51	25.9%	35	32.3%	41	34.3%	48	28.6%	54	29.5%	56
D	7.7%	77	10.0%	22	4.4%	6	10.2%	13	7.1%	10	3.2%	6	10.5%	20
E	14.7%	147	16.0%	35	14.8%	20	19.7%	25	17.1%	24	7.9%	15	14.7%	28
(Refused)	7.3%	73	9.1%	20	4.4%	6	6.3%	8	7.1%	10	9.0%	17	6.3%	12
Base:		1000		219		135		127		140		189		190
<b>EMP Is the chief wage earner in full-time or part-time employment?</b>														
Full-time	59.6%	596	53.0%	116	62.2%	84	48.0%	61	65.7%	92	63.5%	120	64.7%	123
Part-time	6.7%	67	5.9%	13	5.2%	7	5.5%	7	9.3%	13	9.0%	17	5.3%	10
Retired	25.2%	252	32.4%	71	28.9%	39	39.4%	50	10.0%	14	20.1%	38	21.1%	40
Unemployed / disabled	1.2%	12	1.4%	3	0.7%	1	1.6%	2	2.1%	3	1.1%	2	0.5%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	7.3%	73	7.3%	16	3.0%	4	5.5%	7	12.9%	18	6.3%	12	8.4%	16
Base:		1000		219		135		127		140		189		190
<b>HOM Do you own your own home?</b>														
Yes	86.7%	867	86.3%	189	85.9%	116	86.6%	110	80.7%	113	90.5%	171	88.4%	168
No	11.3%	113	12.3%	27	12.6%	17	11.8%	15	16.4%	23	7.4%	14	8.9%	17
(Refused)	2.0%	20	1.4%	3	1.5%	2	1.6%	2	2.9%	4	2.1%	4	2.6%	5
Base:		1000		219		135		127		140		189		190
<b>ETH Finally, which if the following best describes your ethnicity ?</b>														
White	97.5%	975	98.2%	215	97.8%	132	99.2%	126	95.0%	133	96.8%	183	97.9%	186
Indian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer not to say	2.4%	24	1.8%	4	2.2%	3	0.8%	1	5.0%	7	2.6%	5	2.1%	4
Base:		1000		219		135		127		140		189		190

# Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
<b>PC Can I record your full post code please?</b>														
SY1 1	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0
SY1 2	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
SY1 3	5.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	50
SY1 4	5.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	53
SY10	1.7%	17	0.0%	0	0.0%	0	0.0%	0	12.1%	17	0.0%	0	0.0%	0
SY13	4.8%	48	21.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY2 5	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	62
SY2 6	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	25
SY3 0	3.0%	30	0.0%	0	0.0%	0	23.6%	30	0.0%	0	0.0%	0	0.0%	0
SY3 5	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	28	0.0%	0
SY3 6	3.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	31	0.0%	0
SY3 7	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	33	0.0%	0
SY3 8	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	39	0.0%	0
SY3 9	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	18	0.0%	0
SY4 1	1.6%	16	0.0%	0	0.0%	0	0.0%	0	11.4%	16	0.0%	0	0.0%	0
SY4 2	1.7%	17	0.0%	0	0.0%	0	0.0%	0	12.1%	17	0.0%	0	0.0%	0
SY4 3	2.3%	23	10.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY4 4	3.8%	38	0.0%	0	28.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY4 5	4.8%	48	21.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY5 0	3.2%	32	0.0%	0	0.0%	0	0.0%	0	22.9%	32	0.0%	0	0.0%	0
SY5 6	1.4%	14	0.0%	0	10.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY5 7	1.5%	15	0.0%	0	0.0%	0	11.8%	15	0.0%	0	0.0%	0	0.0%	0
SY5 8	1.1%	11	0.0%	0	0.0%	0	0.0%	0	7.9%	11	0.0%	0	0.0%	0
SY5 9	2.3%	23	0.0%	0	0.0%	0	0.0%	0	16.4%	23	0.0%	0	0.0%	0
SY6 6	2.0%	20	0.0%	0	0.0%	0	15.7%	20	0.0%	0	0.0%	0	0.0%	0
SY6 7	2.1%	21	0.0%	0	0.0%	0	16.5%	21	0.0%	0	0.0%	0	0.0%	0
SY7 9	2.0%	20	0.0%	0	0.0%	0	15.7%	20	0.0%	0	0.0%	0	0.0%	0
SY8 2	2.1%	21	0.0%	0	0.0%	0	16.5%	21	0.0%	0	0.0%	0	0.0%	0
SY9 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	17.1%	24	0.0%	0	0.0%	0
TF13 6	2.7%	27	0.0%	0	20.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF5 0	3.4%	34	0.0%	0	25.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF6 5	0.3%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF6 6	1.9%	19	0.0%	0	14.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF9 1	4.0%	40	18.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF9 2	2.2%	22	10.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF9 3	3.8%	38	17.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		219		135		127		140		189		190

**ZON Zone**

Shrewsbury North	21.9%	219	100.0%	219	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury East	13.5%	135	0.0%	0	100.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury South	12.7%	127	0.0%	0	0.0%	0	100.0%	127	0.0%	0	0.0%	0	0.0%	0
Shrewsbury West	14.0%	140	0.0%	0	0.0%	0	0.0%	0	100.0%	140	0.0%	0	0.0%	0
Shrewsbury Central West	18.9%	189	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	189	0.0%	0
Shrewsbury Central East	19.0%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	190
Base:		1000		219		135		127		140		189		190



**Appendix 3 – FOCUS Report for Shrewsbury Town  
Centre**

**Introduction**

**Town FOCUS Report on Shrewsbury**

Report Produced 19/04/2010

**District (LA):**

Shrewsbury And Atcham

**County:**

Shropshire

Shrewsbury is the county town of Shropshire located 56 miles to the north west of Birmingham, 40 miles south of Chester and 15 miles west of Telford. The town benefits from good communication links with the M54 motorway linking to junction 10 and 11 of the M6 motorway and the rest of the country's national network motorway network. The M54 connects to the A5 Shrewsbury ringroad and also the A49 eastern ringroad extension to the north of the town. Rail services to London Euston are available in approximately 2 hours 35 minutes. Major facilities include the Pride Hill Centre and the Darwin Centre.



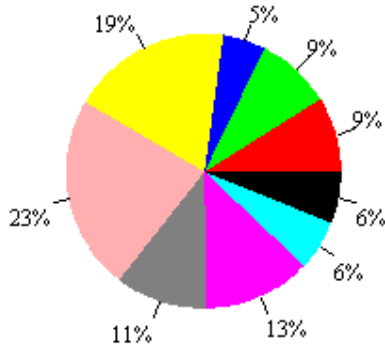
**Demographic**

	Urban Area	District	GB
<b>Population</b>			
Resident 2001	67,126.0	95,850	57,103,927
Resident 1991	63,030	91,749	54,888,844
<b>Households</b>			
2001 Total	28,728.0	40,267	23,852,721
1991 Total	25,509	36,410	21,897,322
Population within 10km of Centre		85,304	(1994 estimate)
Population within 20km of Centre		173,321	(1994 estimate)

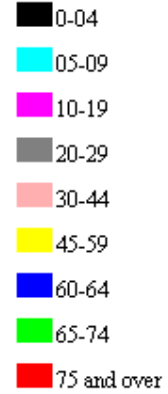
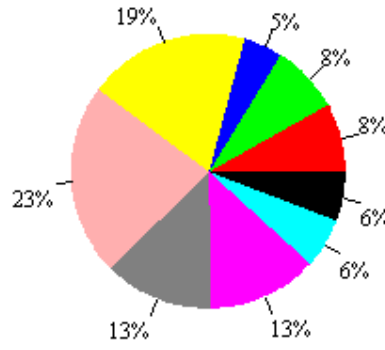
	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
% Total Population Male	48.8	47.82	49.1	48.38	48.6	48.42
% Total Population Female	51.2	52.18	50.9	51.62	51.4	51.58

**Note:** Care must be taken when interpreting intercensal population change, as there have been changes in definition between 1991 and 2001, and the 2001 counts have been adjusted to account for under-enumeration.

**UA 2001 Age Structure**



**GB 2001 Age Structure**

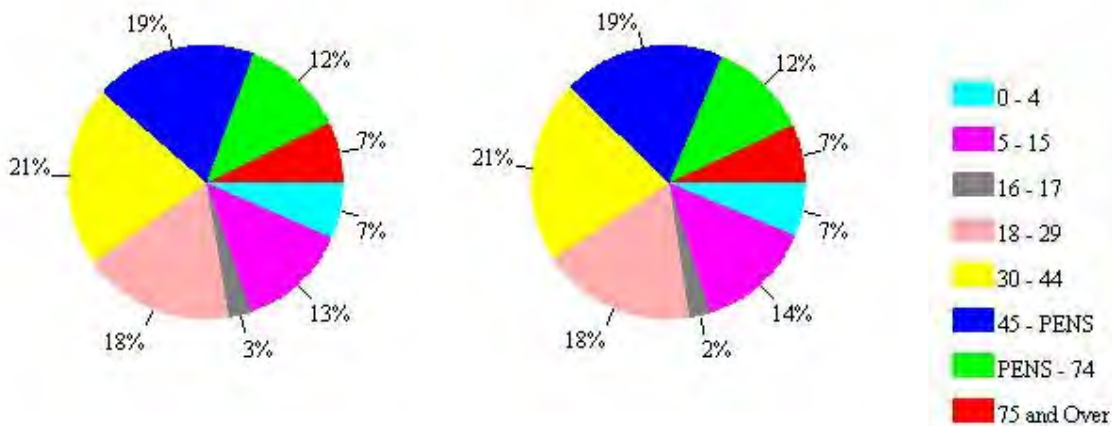


**2001 Census Data - Population by Age**

Age (%)	Urban Area	District	GB
0-04	5.8	5.5	5.9
05-09	6.1	6.1	6.3
10-19	13.2	13.2	12.8
20-29	11.4	10.4	12.6
30-44	22.5	22.0	22.6
45-59	19.0	20.2	19.0
60-64	5.0	5.4	4.9
65-74	8.5	8.8	8.4
75 and over	8.5	8.3	7.5
All Ages	67,126.0	95,850	57,103,927

**UA 1991 Age Structure**

**GB 1991 Age Structure**



### Age Structure 1991 (%)

	Urban Area	District	GB
0 - 4	6.8	6.4	6.6
5 - 15	13.1	13.2	13.5
16 - 17	2.5	2.6	2.5
18 - 29	17.9	16.9	18.2
30 - 44	21.3	21.2	21.2
45 - Pensionable age	19.1	20.3	19.3
Pension - 74	12.1	12.3	11.7
75 and Over	7.2	7.3	7.0

### Socio-Economic

#### Mosaic Consumer Classifications

	Urban Area	GB
Symbols of Success	7.29	9.70
Happy Families	11.70	11.64
Suburban Comfort	19.16	14.69
Ties of Community	21.50	16.36
Urban Intelligence	5.10	7.35
Welfare Borderline	1.37	6.16
Municipal Dependency	6.31	6.73
Blue Collar Enterprise	13.01	11.08
Twilight Subsistence	3.71	3.26
Grey Perspectives	9.60	7.36
Rural Isolation	0.00	5.32
Unclassified	1.24	0.33

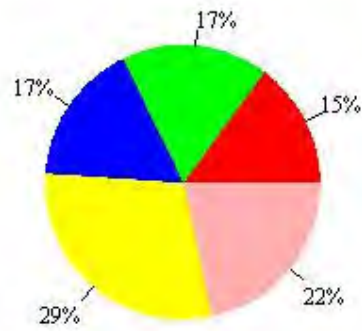
**Note:** A brief definition of each consumer group can be found in the Notes section.

**Source:** Mosaic UK, Experian Ltd, Embankment House, Electric Avenue, Nottingham, NG80 1EH (Tel. 0115 968 5151)

Urban Area Class Groupings 2001

GB Area Class Groupings 2001





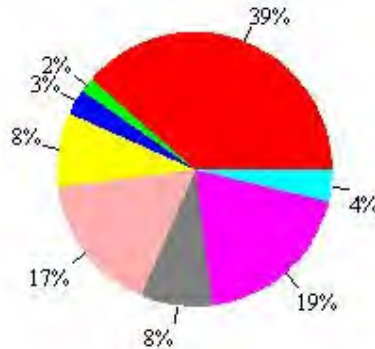
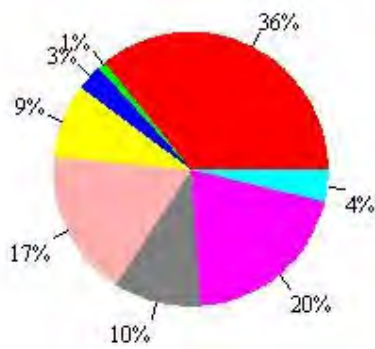
- AB. Higher and intermediate managerial/administrative/professional
- C1. Supervisory clerical junior managerial/administrative/professional
- E. On state benefit unemployed lowest grade workers
- D. Semi-skilled and unskilled manual workers
- C2. Skilled manual workers

**Class Groupings 2001 (%)**

	Urban Area	District	GB
AB. Higher and intermediate managerial/administrative/professional	22.3	23.30	21.70
C1. Supervisory clerical junior managerial/administrative/professional	29.6	30.10	29.40
E. On state benefit unemployed lowest grade workers	14.3	14.10	16.60
D. Semi-skilled and unskilled manual workers	17.6	16.10	17.20
C2. Skilled manual workers	16.1	16.40	15.10

**Urban Area Class Groupings 1991**

**GB Area Class Groupings 1991**



- I
- II
- III Non-manual
- Manual
- IV
- V
- Other
- Econom. Inactive

**Class Groupings 1991 (%)**

	Urban Area	District	GB
I	3.8	3.9	4.1

II	20.0	21.2	18.9
III Non-manual	10.3	8.9	8.3
Manual	17.2	16.5	16.4
IV	8.9	8.9	8.4
V	3.1	2.8	2.9
Other	0.8	1.3	1.6
Econom. Inactive	35.7	36.1	38.3
Unclassified	0.2	0.4	1.1

Car Ownership (%)	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Households with no car (%)	23.7	29.5	20.0	25.2	27.5	33.4
1 Car	48.9	49.6	46.4	48.5	43.8	43.5
2 Cars +	23.0	20.9	27.0	26.3	23.1	23.1
3 Cars	3.6	N/a	5.1	N/a	4.4	N/a
4 Cars +	0.8	N/a	1.5	N/a	1.3	N/a
Cars per Household (no. of cars)	1.1	1.0	1.2	1.1	1.1	0.9

Household Tenure (%)	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Owner Occupier	72.9	71.2	74.1	71.8	68.3	66.4
Rented	16.0	18.8	14.2	16.9	19.9	21.4
Private Rented	8.1	7.1	9.4	7.7	9.6	7.1
Other Housing	3.0	3.0	2.3	3.6	2.2	5.1

## Economy

Employment Profile(%)	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
<b>Note:</b> 16-74 for 2001, but 16-64 for 1991*						
Male 16 - 74 Full Time * (active)	55.7	64.2	53.1	61.1	49.6	60.3
Male 16 - 74 Part Time * (active)	4.0	3.1	3.8	2.3	4.7	2.1
Male 16 - 74 Self Employed * (active)	10.9	13.0	14.1	16.2	11.3	13.1
Male 16 - 74 Unemployed (active)	3.5	N/a	3.1	N/a	4.2	N/a
Male 16 - 74 Full-time student(active)	2.0	N/a	1.9	N/a	2.5	N/a
Male 16 - 74 Retired (inactive)	11.6	N/a	12.1	N/a	12.1	N/a
Male 16 - 74 Student (inactive)	3.6	N/a	3.8	N/a	4.7	N/a
Male 16 - 74 Looking after home (inactive)	0.8	N/a	0.7	N/a	1.7	N/a
Male 16 - 74 Permanently disabled (inactive)	5.5	N/a	5.1	N/a	6.3	N/a
Male 16 - 74 Other (inactive)	2.6	N/a	2.3	N/a	2.9	N/a
<b>Note:</b> 16-74 for 2001, but 16-64 for 1991*						
Female 16 - 74 Full Time * (active)	30.4	35.6	29.1	33.4	19.8	36.2
Female 16 - 74 Part Time * (active)	24.8	29.4	24.6	26.9	30.0	21.9
Female 16 - 74 Self Employed * (active)	4.1	4.1	5.3	4.6	4.3	4.0
Female 16 - 74 Unemployed (active)	1.8	N/a	1.7	N/a	2.5	N/a
Female 16 - 74 Full-time student(active)	2.6	N/a	2.5	N/a	2.8	N/a
Female 16 - 74 Retired (inactive)	16.3	N/a	16.8	N/a	15.5	N/a
Female 16 - 74 Student (inactive)	2.5	N/a	2.9	N/a	4.6	N/a
Female 16 - 74 Looking after home (inactive)	10.4	N/a	10.5	N/a	11.7	N/a
Female 16 - 74 Permanently disabled (inactive)	4.4	N/a	4.1	N/a	5.1	N/a
Female 16 - 74 Other (inactive)	2.7	N/a	2.5	N/a	3.6	N/a

**Note:** Data marked N/a = Not Available

## Claimant Count Unemployment Rate (%)

	TTWA	GB
Jan-10	3.1	4.5
Oct-09	2.9	4.3
Jul-09	3.0	4.3
Apr-09	3.1	4.3

Jan-09	2.4	3.5
Oct-08	1.7	2.7
Jul-08	1.6	2.4
Apr-08	1.5	2.3
Jan-08	1.4	2.3
Oct-07	1.4	2.2
Apr-07	1.6	2.6
Jan-07	1.5	2.5
Oct-06	1.6	2.6
Jul-06	1.6	2.7
Apr-06	1.7	2.7
Jan-06	1.5	2.6
Oct-05	1.3	2.4
Jul-05	1.2	2.4
Apr-05	1.2	2.4
Jan-05	1.3	2.4
Oct-04	1.2	2.2
Jul-04	1.2	2.3
Apr-04	1.3	2.5
Jan-04	1.4	2.6
Oct-03	1.3	2.4
Jul-03	1.4	2.6
Apr-03	1.5	2.6
Jan-03	1.5	2.7
Oct-02	1.2	2.5
Jul-02	1.3	2.6
Apr-02	1.4	2.7
Jan-02	1.7	2.8
Oct-01	1.6	2.5
Jul-01	1.6	2.6
Apr-01	1.7	2.7
Jan-01	1.9	2.9

Claimant count data are © Crown Copyright and are reproduced with the permission of the Controller of HMSO and the Queen's Printer for Scotland. Claimant Count Unemployment Rates for UK towns and GB figures, excluding London Boroughs are supplied by ONS.

Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64).

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Employment by Sector	TTWA		District		GB	
	2001	1991	2001	1991	2001	1991
<b>Main Sectors</b>						
Manufacturing Industries	12.6	13.8	12.3	27.8	14.8	21.2
Primary Industries	1.3	6.5	3.5	5.9	1.9	3.3
Construction	7.2	5.8	7.3	4.4	6.8	4.5
Hotels & Catering (*)	5.2	*22.1	5.2	*21.9	4.8	*21.5
Transport & Communication	6.7	5.8	6.1	4.3	7.0	6.1
Banking, Finance & Business Services	12.4	7.3	12.3	6.6	17.5	12.1
Other Services	27.8	38.7	27.5	29.2	23.9	31.2

Utilities	0.7	N/a	0.7	N/a	0.8	N/a
Public Admin & Defence	7.2	N/a	6.9	N/a	5.8	N/a
Retail (*)	18.9	*12.0	18.1	*10.9	16.6	*10.7

**Note I:** Data marked N/a = Not Available

(\*) **Note II:** % for 1991 not directly comparable

(\*) **Note III:** for further explanation of non-comparable sectors, see Notes at end of Report

## Main Employers

Company Name	Size/Staff Number	Activity
The Shrewsbury & Telford Hospital Nhs Trust	2500	Hospitals
Unique Prepared Foods	600	Dairies
Shropshire Fire & Rescue Service	570	
Shrewsbury College Of Arts & Technology	500	Schools & Colleges
Hawk Plant Hire Ltd	400	Plant & Machinery Dealers
Morris Properties	400	Property Development
Sainsbury'S Supermarkets Ltd	360	Supermarkets
Doncasters	350	Precision Engineers
Stadco Cooling	350	Water Coolers
Premier Creche Services Ltd	300	Childminders & Creches
W M Morrison Supermarkets Plc	300	Supermarkets
Shrewsbury School Cadets	300	Schools & Colleges-Independent
Walford & North Shropshire College	254	Schools & Colleges
Caterpillar Remanufacturing Services	250	Engine Reconditioning
Asda Superstores	250	Supermarkets
Shrewsbury Hospitals League Of Friends	230	Charitable & Voluntary Organisations
E Light Infantry Co West Midlands	200	Armed Services & Reserve Forces
Cruckton Hall School	200	Schools & Colleges

Source: Experian (July 2006)

Note: This is a guide to the main employers, from information available - in some cases, no staff numbers are given. Where possible, a maximum of 20 employers are shown

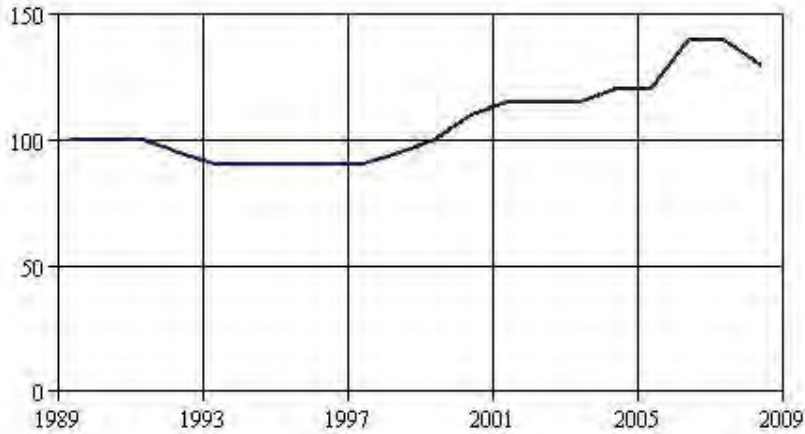
## Commercial Property

### Guide to Prime Rents

Retail ZA	-Jun 08	£ 130.00 psf
	-Jun 07	£ 140.00 psf
	-Jun 06	£ 140.00 psf
	-Jun 05	£ 120.00 psf
	-Jun 04	£ 120.00 psf
	-Jun 03	£ 115.00 psf
	-Jun 02	£ 115.00 psf
	-Jun 01	£ 115.00 psf
	-Jun 00	£ 110.00 psf
	-Jun 99	£ 100.00 psf
	-Jun 98	£ 95.00 psf
	-Jun 97	£ 90.00 psf
	-Jun 96	£ 90.00 psf

-Jun 95	£ 90.00 psf
-Jun 94	£ 90.00 psf
-Jun 93	£ 90.00 psf
-Jun 92	£ 95.00 psf
-Jun 91	£ 100.00 psf
-Jun 90	£ 100.00 psf
-Jun 89	£ 100.00 psf
-Jun 88	£ 85.00 psf
-Jun 87	£ 65.00 psf

Retail ZA Chart:



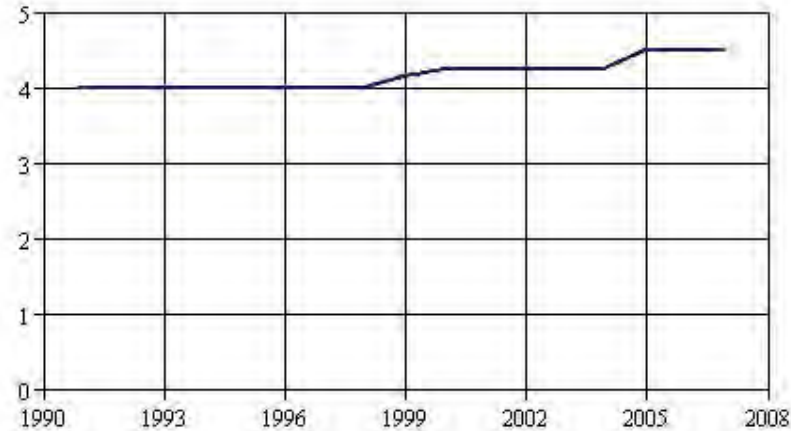
Source Retail Zone A Rental data is supplied by Colliers CRE, 9 Marylebone Lane, London W1U 1HL (Tel 020 7935 4499; Fax 020 7409 3124) [www.collierscre.com](http://www.collierscre.com)

Note: These retail rents are based upon Colliers CRE's opinion of open market Zone A rents. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch and have been arrived at by adopting zone sizes standard for the location. Also refer to Notes at the end of this report.



Industrial	-Dec 06	£ 4.50 psf
	-Dec 05	£ 4.50 psf
	-Dec 04	£ 4.50 psf
	-Dec 03	£ 4.25 psf
	-Dec 02	£ 4.25 psf
	-Dec 01	£ 4.25 psf
	-Dec 00	£ 4.25 psf
	-Dec 99	£ 4.25 psf
	-Dec 98	£ 4.15 psf
	-Dec 97	£ 4.00 psf
	-Dec 96	£ 4.00 psf
	-Dec 95	£ 4.00 psf
	-Dec 94	£ 4.00 psf
	-Dec 93	£ 4.00 psf
	-Dec 92	£ 4.00 psf
	-Dec 91	£ 4.00 psf
	-Dec 90	£ 4.00 psf

Industrial Chart:



Source: Industrial Rental data is supplied by GVA Grimley, 10 Stratton Street, London W1J 8JR (Tel 0870 900 8990) www.gvagrimley.co.uk

## Residential Property

Date	New dwellings			Secondhand dwellings		
	2 Bed Flat	2 Bed Terrace	3 Bed Semi-Det	Inter War Semi-Det	Post 60s Detached	Post 60s Flat
Jan 08	n/a	n/a	n/a	210,000	300,000	115,000
Jul 07	n/a	n/a	n/a	210,000	290,000	115,000
Jan 07	n/a	n/a	n/a	185,000	270,000	115,000
Jul 06	n/a	n/a	n/a	185,000	270,000	110,000
Jan 06	n/a	n/a	n/a	200,000	280,000	90,000
Jul 05	n/a	n/a	n/a	200,000	275,000	80,000
Jan 05	n/a	n/a	n/a	190,000	275,000	80,000
Jul 04	n/a	n/a	n/a	180,000	275,000	75,000
Jan 04	n/a	n/a	n/a	170,000	250,000	65,000
Oct 03	n/a	n/a	n/a	150,000	200,000	55,000
Apr 03	n/a	n/a	n/a	140,000	190,000	55,000
Oct 02	n/a	n/a	n/a	125,000	180,000	50,000
Apr 02	n/a	n/a	n/a	115,000	166,000	47,000
Oct 01	n/a	n/a	n/a	110,000	160,000	45,000
Apr 01	55,000	60,000	80,000	72,500	110,000	36,000
Oct 00	55,000	60,000	80,000	70,000	105,000	36,000
Apr 00	52,000	55,000	72,000	67,500	105,000	35,000
Oct 99	50,000	50,000	69,000	67,500	105,000	40,000
Apr 99	45,000	47,000	60,000	67,500	105,000	40,000
Oct 98	40,000	40,000	55,000	55,000	90,000	35,000
Apr 98	40,000	40,000	55,000	55,000	90,000	35,000

Source: Valuation Office Agency from their Property Market Reports (PMRs)

Note: Minimum prices are quoted above from the range given in the PMRs up to Apr 2001.  
 From Oct 2001 onwards, only 'average' prices will be available, so not directly comparable and explains why graphs can show sharp change between Apr and Oct 2001.  
 For New Dwellings from Oct 2001 onwards, PMRs no longer provide prices

Residential Property Chart:

## Retailing

Chart of Number of Requirements by Date

Retail Demand ( extracted from Retail FOCUS)		
No. of Requirements	Ranking (1st highest)	Date
36	75	Jan 10
38	66	Apr 09
40	83	Jan 09
58	119	Oct 07
60	109	Apr 07
69	89	Oct 06
81	69	Apr 06
76	83	Oct 05
81	68	Apr 05
78	67	Oct 04
73	74	Apr 04
69	92	Oct 03
61	96	Apr 03
62	97	Oct 02
53	118	Apr 02
46	131	Oct 01
51	109	Apr 01
54	102	Oct 00
59	85	Apr 00
58	82	Oct 99
56	101	Apr 99
47	123	Oct 98
50	108	Apr 98
43	126	Oct 97
38	128	Apr 97
45	95	Nov 96
44	98	Apr 96
39	109	Jul 95
36	104	Feb 95
39	92	Jun 94
39	83	Jan 94
41	68	Jun 93
41	71	Aug 92
44	93	Oct 91
54	105	Feb 91

### Retail Developments Name

Type

Size

### Darwin Centre

Shopping Centre

200,748 square feet

18,657.0 square metres

Opened	1989
Anchor Tenant	Marks & Spencer
Anchor Tenant	Mothercare
Anchor Tenant	TK Maxx
Anchor Tenant	W H Smith
Anchor Tenant	Woolworths
Developer	John Laing Pension Trust
Letting Agent	Dagleish
Letting Agent	Tushingam Moore
Managing Agent	EFM Facilities Ltd
Owner	Dunedin Shresbury UK Ltd
Updated	03-Jul-07
Notes	Protego Real Estate Investors and Boulton Land purchased Pride Hill, Darwin and Riverside Shopping Centres for £115m from Dunedin. (EG 11/11/06) Modus is bidding for the Pride Hill, Darwin and Riverside shopping centres. Dunedin has appointed Lunson Mitchenall and Jones Lang LaSalle to sell the schemes. (PW 10/03/2006) Dunedin Property has planning consent to merge the centre with the Pride Hill Shopping Centre. A link building is to be constructed between the two centres providing an extra 100,000 sq ft of space. (RW 11/02/05) Dunedin Property is hoping to link the Darwin Centre with Pride Hill, which it also owns. (EG 31/07/04) Long Life Chinese Herbal Medicine, trading as Herbal King, has taken space at the centre. (PW 03/10/03) Delancey has sold the Centre to Dunedin Property Retail. (PW 05/01/01)

<b>Name</b>	<b>Harlescott Retail Park</b>
Type	Retail Park
Size	52,375 square feet 4,868.0 square metres
Anchor Tenant	Brantano
Anchor Tenant	Matalan
Owner	Akzo Nobel Pension Fund
Owner	CB Hillier Parker Investors
Updated	12-Mar-07
Notes	Clearance Factors occupies space at the park. (Focus research 26/06/06) Akzo Nobel has purchased a 4,923 sq m (53,000 sq ft) retail warehouse from Deutsche Property Asset Management for £6.7m, representing an initial yield of 7.4%. CB Hillier Parker acted for the purchaser. (Estates Gazette 30/06/01 p40)

<b>Name</b>	<b>Meole Brace Retail Park</b>
Type	Retail Park
Size	150,435 square feet 13,981.0 square metres
Anchor Tenant	Blockbuster
Anchor Tenant	Boots
Anchor Tenant	Carpentright
Anchor Tenant	Comet
Anchor Tenant	Currys
Anchor Tenant	Focus
Anchor Tenant	Halfords
Anchor Tenant	McDonalds
Anchor Tenant	Pets at Home
Anchor Tenant	Pizza Hut
Anchor Tenant	Rosebys
Anchor Tenant	Sainsburys
Anchor Tenant	Sports Soccer
Anchor Tenant	The Carphone Warehouse



Anchor Tenant	Toys R Us
Developer	Chartwell Land
Letting Agent	Cushman & Wakefield Healey & Baker
Owner	Coal Pension Properties
Updated	04-Jul-07
Notes	Sainsburys occupy space at the centre. (Shrewsbury-guide website 06/02/06)Argos has taken space at the scheme. (RW 06/08/04)

**Name** **Pride Hill Centre (& Riverside Mall)**

Type	Shopping Centre
Size	180,000 square feet 16,722.0 square metres
Opened	1988
Anchor Tenant	Next
Anchor Tenant	TJ Hughes
Anchor Tenant	Wilkinson
Developer	Hardanger Properties plc
Developer/Owner	Dunedin Properties
Joint Owners	Boulton Land
Joint Owners	protego Real Estate Investors
Letting Agent	Dalglish
Letting Agent	Tushingam Moore
Managing Agent	Jones Lang LaSalle
Updated	03-Jul-07
Notes	Protego Real Estate Investors and Boulton Land purchased Pride Hill, Darwin and Riverside Shopping Centres for £115m from Dunedin. (EG 11/11/06)Firmlegal has taken 2,260 sq ft (210 sq m) of retail space from Coral Estates Ltd on a five-year lease at £24,001 pa with an undisclosed Zone A rent. Towler Shaw Roberts acted on behalf of Coral Estates Ltd. (Company Website 23/06/06 Property Week)Dunedin Property has planning consent to merge the centre with the Darwin Shopping Centre. A link building is to be constructed between the two centres providing an extra 100,000 sq ft of space. (RW 11/02/05)Dunedin Property is hoping to link Pride Hill with the Darwin Centre, which it also owns. (EG 31/07/04)Peacocks has taken space at the centre totalling 6,200 sq ft. (Shopping Centre Oct 03)Bank Fashion has taken space at the centre. (Shopping Centre Aug 03)Dunedin Property has acquired the centre for £25m, reflecting an initial yield of 6.8%. Tenants include HMV, New Look, Barratts, Vision Express, F Hinds, Clarks, Clinton Cards and Adams.(RW 08/08/03)Tenants include Somerfield. (PW 03/05/02)Tenants include Ann Harvey. (RW 29/03/02)Includes the 1960's Riverside Scheme.

**Name** **Sundorne Retail Park**

Type	Retail Park
Size	168,215 square feet 15,633.0 square metres
Opened	1988
Anchor Tenant	Allied Carpets
Anchor Tenant	Homebase
Anchor Tenant	MFI
Anchor Tenant	Staples
Anchor Tenant	Topps Tiles
Letting Agent	Green & Partners
Owner	Prudential Property Investment Managers Ltd
Updated	14-Jan-08
Notes	Carpentright plc has taken 6,590 sq ft (612 sq m) of retail space from Prudential plc on a 15-year lease at £148,275 pa, equating to £22.50 psf (£242.28 psm). Savills Commercial and Green & Partners acted on behalf of Prudential plc. Harvey Spack Field & Co acted on behalf of Carpentright plc. (Press Release 14/12/05 Savills Commercial) Used to be known as Shrewsbury Retail Park.

## Planning

### District related Development Plans

Plan Name: Shrewsbury and Atcham Borough Council - Acton Burnell Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Housing Land Availability  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: This document is not going to be produced as a Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Alberbury Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Belle Vue Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Ford Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Land between The Grange and Pelham Road Upton Magna  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 2001.

Plan Name: Shrewsbury and Atcham Borough Council - Meole Brace Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - The Mount Shrewsbury Conservation Area Statement  
Current Status: Adopted  
Action Date:

Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Cardington Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document provisional adoption date November 2009.

Plan Name: Shrewsbury and Atcham Borough Council - Development Control Policies  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Furrows Coton Hill Shrewsbury  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 2001 now obsolete.

Plan Name: Shrewsbury and Atcham Borough Council - Guidelines for Farm Buildings Conversions in Shropshire  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: To be replaced by Planning Contributions Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Habberley Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document provisional adoption date November 2009.

Plan Name: Shrewsbury and Atcham Borough Council - Land Adjoining Flax Mill Ditherington Shrewsbury  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 1997 now obsolete.

Plan Name: Shrewsbury and Atcham Borough Council - Plealey Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Underdale Road Depot Shrewsbury  
Current Status: Adopted  
Action Date:

Last Updated: 15/03/10  
 Notes: Site Development Brief adopted 2002.

Plan Name: Shrewsbury and Atcham Borough Council - Upton Magna Conservation Area Statement  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Westbury Conservation Area Statement  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Condover Conservation Area Statement  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Harlescott (Chatwood Village) Conservation Area Statement  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Harley Conservation Area Statement  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - Section 106 Agreements in Relation to Education Provision arising from New Housing Development  
 Current Status: Adopted  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: Adopted 2003. To be replaced by Planning Contributions Supplementary Planning Document provisional.

Plan Name: Shrewsbury and Atcham Borough Council - Site Allocations  
 Current Status: Abandoned  
 Action Date:  
 Last Updated: 15/03/10  
 Notes: This document will now be produced by the new single Unitary Council under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shropshire Unitary Council - Strategic Housing Land Availability Assessment  
 Current Status: Under Preparation  
 Action Date: 20/02/09  
 Last Updated: 15/03/10

Notes: With the creation of the new Shropshire Unitary Authority a joint Strategic Housing Land Availability Assessment is being produced. Draft Methodology consultation held January - 16 May 2008. Call for Sites consultation 6 May - 3 June 2008. Final Draft was under consultation until 3 April 2009. Final Report published 17 August 2009. This document will be left open for comments. No plans to review as yet.

Plan Name: Shrewsbury and Atcham Borough Council - Design

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Farm Buildings

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Local Plan

Current Status: Adopted

Action Date:

Last Updated: 15/03/10

Notes: Local Plan adopted June 2001.

Plan Name: Shrewsbury and Atcham Borough Council - Railtrack Land off Ellesmere Road Shrewsbury

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: Site Development Brief adopted 1998 now out-of-date.

Plan Name: Shrewsbury and Atcham Borough Council - Planning Contributions

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Shop Fronts and Advertisements

Current Status: Adopted

Action Date:

Last Updated: 15/03/10

Notes: Adopted 2004.

Plan Name: Shrewsbury and Atcham Borough Council - Core Strategy

Current Status: Abandoned

Action Date: 26/01/09

Last Updated: 15/03/10

Notes: Issues and Option held in June 2005. Preferred Options consultation held 20 February - 3 April 2006. Submission to Secretary of State 27 October - 8 December 2006. This document is now being produced by the new single Unitary Authority under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury &

Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Rail Property Ltd Land between Castle Foregate and Ellesmere Road Shrewsbury  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 1998 now out-of-date.

Plan Name: Shrewsbury and Atcham Borough Council - The Shrewsbury Urban Archaeological Strategy  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: Adopted 2000.

Plan Name: Shrewsbury and Atcham Borough Council - Astley Conservation Area Statement  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: New version 2006. To be combined with all the other Conservation Area Statements and replaced by a single Supplementary Planning Document.

Plan Name: Shrewsbury and Atcham Borough Council - British Gas Site Shrewsbury  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 1997 now obsolete.

Plan Name: Shrewsbury and Atcham Borough Council - Hot Food Take Aways  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: Adopted 2002.

Plan Name: Shrewsbury and Atcham Borough Council - Mill Road Abbey Foregate Shrewsbury  
Current Status: Adopted  
Action Date:  
Last Updated: 15/03/10  
Notes: Site Development Brief adopted 1998.

Plan Name: Shrewsbury and Atcham Borough Council - Site Development Briefs and Masterplans  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Conservation Area Statements  
Current Status: Abandoned  
Action Date:  
Last Updated: 15/03/10  
Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South

Shropshire and Shropshire.

Plan Name: Shrewsbury and Atcham Borough Council - Ditherington Flax Mill Masterplan

Current Status: Adopted

Action Date:

Last Updated: 15/03/10

Notes: Site Development Brief adopted 2004.

Plan Name: Shrewsbury and Atcham Borough Council - Local Development Scheme

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: Local Development Scheme approved March 2005. Review approved 31 March 2006. Revised Local Development Scheme came into effect on 30 April 2007. A further revision of the Local Development Scheme came into effect on 1 August 2007. This council has merged into a Single Unitary Authority under the title of Shropshire Council - this will include the following councils:- Bridgnorth Oswestry North Shropshire Shrewsbury and Atcham South Shropshire and Shropshire County Council.

Plan Name: Shrewsbury and Atcham Borough Council Frankwell Quay Shrewsbury

Current Status: Adopted

Action Date:

Last Updated: 15/03/10

Notes: Site Development Brief adopted 1998. No SPD planned but Key Guidelines to be included in Site Allocations DPD.

Plan Name: Shrewsbury and Atcham Borough Council - Affordable Housing

Current Status: Abandoned

Action Date:

Last Updated: 15/03/10

Notes: This document has not been included in the new Unitary Development Scheme for the single Unitary Council which will come under the name of Shropshire Council and will include the following councils - Bridgnorth Oswestry North Shropshire Shrewsbury & Atcham South Shropshire and Shropshire.

## Communications

Road: Located on A5(T)/A49(T). London - 160 miles.

Rail: Shrewsbury to London Euston (2hrs 55 mins).

Air: Birmingham International Airport.

Nearby Centres	Road Distance (miles)	Travel Time (mins)	Population (Urban Area 1991)
Telford	14	20	58,356
Wolverhampton	32	39	257,813
Stourbridge	35	51	55,598
Wrexham	36	49	41,190
Birmingham	46	52	965,542

## Reports

29/09/06 PW	22/07/05 RW	31/07/04 EG	04/06/04 PW	31/10/03 PW
17/04/03 PW	17/04/03 PW	27/07/02 EG	03/05/02 PW	25/01/02 PW
10/11/00 PW	17/07/99 EG	18/07/98 EG	29/05/98 PW	19/07/97 EG
21/03/96 PW	10/11/95 ET	21/09/95 PW	22/07/95 EG	11/11/94 ET
14/05/94 EG	10/12/93 ET	11/12/92 ET	26/11/92 CSW	19/04/91 ET

07/12/89 CSW	08/12/88 CSW	09/09/88 CSW	10/12/87 CSW	11/09/87 ET
12/09/86 ET	31/10/85 CSW	25/10/85 ET		

Legend

CSW - Chartered Surveyor Weekly  
 EG - Estates Gazette  
 ET - Estates Times  
 PW - Property Week  
 RW - Retail Week

**Notes**

**Mosaic Consumer Classifications**

Mosaic Consumer Classifications are provided by Experian, the leading supplier of consumer segmentation. This dataset provides a picture of UK consumers in terms of their socio-demographics, lifestyles, culture and behaviour and is updated annually.

The definitions of the Mosaic Consumer Classifications are as follows:

Symbols of Success	People with rewarding careers who live in sought after locations, affording luxuries and premium quality products.
Happy Families	Families with focus on careers and home, mostly younger age groups now raising children.
Suburban Comfort	Families who are successfully established in comfortable, mature homes. Children are growing up and finances are easier.
Ties of Community	People living in close-knit inner city and manufacturing town communities, responsible workers with unsophisticated tastes.
Urban Intelligence	Young, single and mostly well-educated, these people are cosmopolitan in tastes and liberal in attitudes.
Welfare Borderline	People who are struggling to achieve rewards and are mostly reliant on the council for accommodation and benefits.
Municipal Dependency	Families on lower incomes who often live in large council estates where there is little owner-occupation.
Blue Collar Enterprise	People who, though not well-educated, are practical and enterprising and may well have exercised their right to buy.
Twilight Subsistence	Elderly people subsisting on meagre incomes in council accommodation.
Grey Perspectives	Independent pensioners living in their own homes who are relatively active in their lifestyle.
Rural Isolation	People living in rural areas where country life has not been influenced by urban consumption patterns.

**Claimant Count Unemployment Rate**

Travel To Work Area (TTWA) figures based on Manchester TTWA

The claimant count measures the number of people claiming Jobseeker's allowance (JSA) including those who sign on for National Insurance credits but receive no benefit but those unemployed people who fall outside the eligibility criteria for JSA are likely to be missed including women, young people and those living in higher income households.

Claimant Count Unemployment Rates for UK towns, excluding London Boroughs are expressed as a proportion of the resident working age population (females 16-59, males 16-64). The working age population figures are derived from the mid-year population estimates which are compatible with the 2001 Census. Before February 2003, Unemployment Rates were expressed as a proportion of the corresponding mid-year estimate of the workforce jobs in the area plus the number of claimants. Differences are mainly explained by the fact that the number of jobs in an area may be different from the resident population of working age as a result of:

- commuting patterns (which can work either way, the new proportions being higher than the old rates for some city areas, for example).
- different proportions of the resident population who are working or seeking work (i.e. differences in economic activity rates).

Claimant Count Unemployment Rates for London Boroughs are expressed as a proportion of the resident labour force. The resident labour force is based on 2001 census data on economic activity (economically active residents in that area at the 2001 census, excluding economically active full-time students) adjusted for changes in national economic activity rates between 2001 and the current year, and applied to the current years GLA ward population projections. Discontinuities are likely to occur when the January data is released each year because it is the first to incorporate the new labour force data for that year. In addition, data from February 2004 is not comparable with earlier data because it was the first to be released on the basis of 2002 ward geography rather than the old model which related to the size of the labour force as at 1991 and the older ward boundaries.

**Office Rental Data**



All data contained in the office rental report has been compiled by King Sturge LLP and is published for general information purposes only. Whilst every effort has been made to ensure the accuracy of the data and other material contained in this report, King Sturge LLP does not accept any liability (whether in contract, tort or otherwise) to any person for any loss or damage suffered as a result of any errors or omissions. The information, opinions and forecasts set out in the Report should not be relied upon to replace professional advice on specific matters and no responsibility for loss occasioned to any person acting, or refraining from acting, as a result of any material in this publication can be accepted by King Sturge LLP.

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### **Retail Rental Data**

The Colliers CRE Retail Rents Map and Database is based upon the company's opinion of the open market Zone A rent in 609 shopping locations in the UK. The rental values relate to a hypothetical shop unit of optimum size and configuration in the prime pitch. The figures have been arrived at by adopting zone sizes standard for the location and are expressed as £ per square foot per annum. In the case of shopping centre locations where the rent payable is the greater of a base Rent (a percentage of Full Rental Value (typically 80%) or a percentage of turnover, the rental contained in the Rents Map and Database is Full Rental Value (ie. the grossed up Base Rent). In assessing it's opinion of the open market Zone A rent Colliers CRE only acknowledge the presence of shopping centres once completed and open to the public.

Neither the whole or any part of the Colliers CRE Rents Map and Database, or any reference thereto, may be included in any published document, circular or statement or disclosed in any way without the company's written consent to the form and context in which it may appear. The Rents Map and Database gives information which may be helpful in identifying trends in the retail property market. However, no warranty is given as to the accuracy of, and no liability is accepted in relation to, the figures contained in it and they must not be relied upon for investment or any other purposes. The Rents Map and Database does not constitute and must not be treated as investment, rent review, lease renewal or valuation advice.

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### **Employment sectors**

Employment Sector variations between 2001 & 1991.

Hotels & Catering refers to 2001 but in 1991 it was Distribution, Hotels & Catering.

Transport Storage & Communications refers to 2001, but in 1991 it was just Transport & Communication.

Retail in 2001 includes Wholesale & Retail Trade and Repair of Motor Vehicles, whereas in 1991 it was Retail Distribution.

### **Planning Data**

All Local & Structure Plan data is provided by Fusion Online Ltd which has been collected through regular contact with UK planning authorities.

The various stages of the planning process are assigned a status, these are;

**Adopted:** The document has been adopted by the council and is the referable document for planning purposes.

**Approved:** This is basically the same as the ADOPTED status, however we allocate an 'approved' status to documents that are reviewed each year. For example Local Development Schemes.

**Under Preparation:** The document is being worked on and is somewhere within the formal development plan process.

**Preparation Planned:** Work on the document has not yet began but is planned for the future.

**Pre-Preparation:** The council are carrying out informal evidence based work on the document.

**On Hold:** The document has been placed on hold.

**Abandoned:** The document has abandoned by the council.

**Archive:** This is normally used to house documents in excess of 10 years old on the system. However this status is currently not use

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








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## **Shrewsbury Retailer Requirements (19/04/10)**

<input checked="" type="checkbox"/> PDF	Location	From sq ft	To sq ft	Class	Retailer	Agent (s)	Notes	Last updated
<input type="checkbox"/>	Shrewsbury	15,000	40,000	All	T K Maxx		Locations sought in shopping centres, high streets, retail parks and solus sites.	22 Apr 2009
<input type="checkbox"/>	Shrewsbury	300	500	All	Millies Cookies	Harper Dennis Hobbs		17 Feb 2009
<input type="checkbox"/> 	Shrewsbury	500	1,500	A1	Eat4less	Jones Retail	Prime or Good Secondary trading locations, with strong pedestrian footfall. Other locations considered.	19 Jun 2009
<input type="checkbox"/> 	Shrewsbury	2,000	3,000	All	This Is It	Adam Perrey & Co		19 Jan 2010
<input type="checkbox"/> 	Shrewsbury	900	4,000	A1	Steamer Trading Ltd	Reid Rose Gregory		22 Jun 2009
<input type="checkbox"/>	Shrewsbury	1,000	6,000	A1	Profile Clothing Ltd	Ej Hales		13 Jul 2009
<input type="checkbox"/> 	Shrewsbury	3,000	6,000	All	British Heart Foundation Furniture & Electrical			22 Apr 2009
<input type="checkbox"/> 	Shrewsbury	3,500	5,000	A3	Frankie & Benny's	Wareing & Partners, Reis Short & Co Ltd		24 Feb 2010
<input type="checkbox"/> 	Shrewsbury	3,500	5,000	A3	Chiquito	Wareing & Partners, Reis Short & Co Ltd		24 Feb 2010
<input type="checkbox"/>	Shrewsbury	1,000	1,500	All	Rohan Designs Ltd	Douglas Duff		22 Jul 2009
<input type="checkbox"/> 	Shrewsbury	1,000	1,500	All	Costa	Legat Owen, Briant Champion Long LLP		05 Aug 2009
<input type="checkbox"/> 	Shrewsbury	800	3,000	A1	YMCA Shops	Williams Gunter Hardwick	Excellent covenant, trading from a mixed portfolio of permanent and temporary shops, totalling approximately 105 outlets nationwide	08 Mar 2010
<input type="checkbox"/> 	Shrewsbury	290	1,000	A1	Hatton Goldsmiths		Having successfully opened in 25 locations throughout England in 2009 Hatton Goldsmiths and The Gold Buying Shop	16 Mar 2010

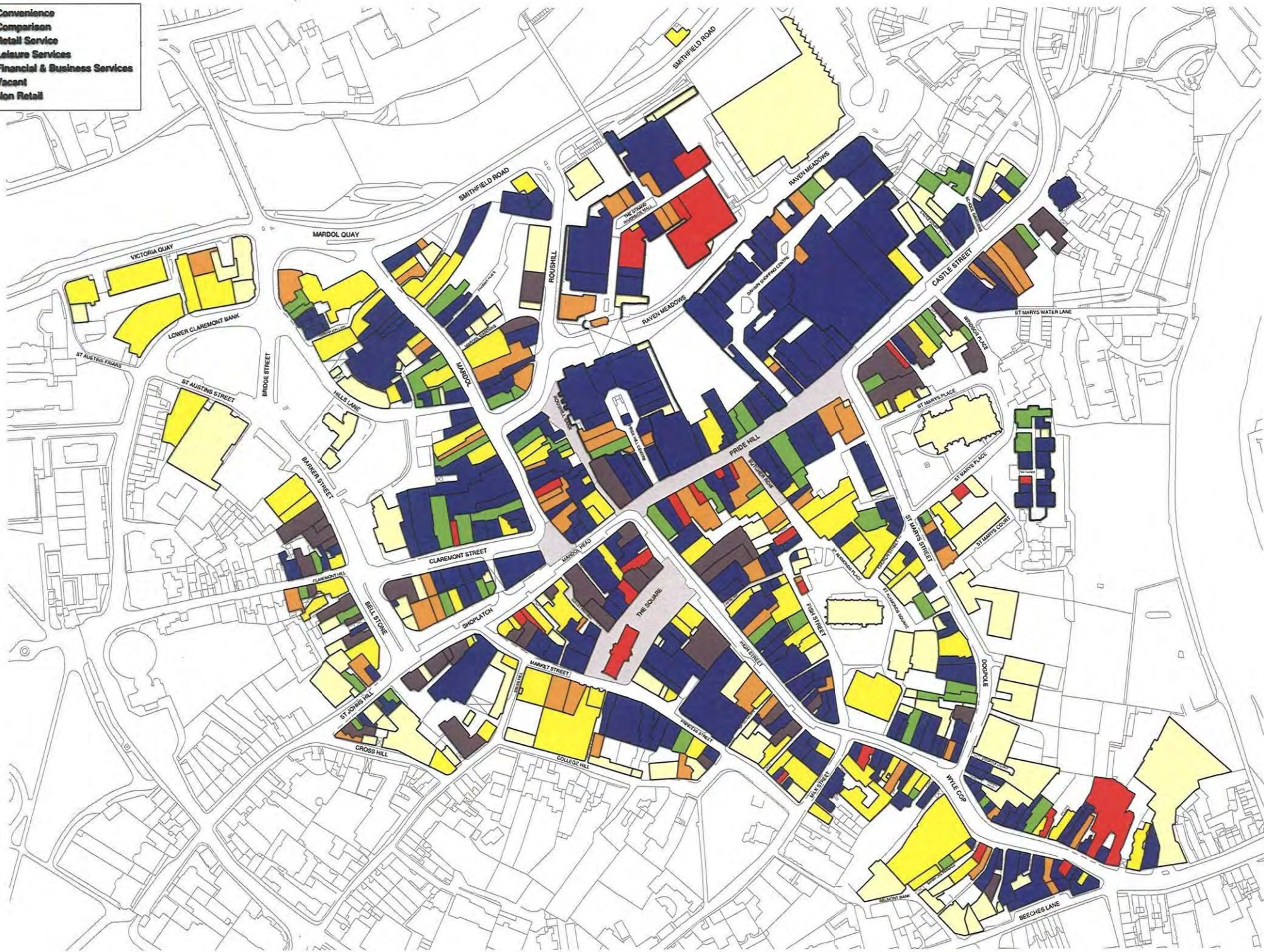
									are looking for a further 40+ stores in 2010. Ideal unit size is below 300 sq ft. All sizes will be considered within budget. Ideal location prime high street or shopping centre or district centre in larger towns and cities. Flexible lease terms and immediate decisions. CALL US FIRST.	
<input type="checkbox"/>		Shrewsbury	2,000	3,000	All	The White Company	Twentyretail			10 Mar 2009
<input type="checkbox"/>		Shrewsbury	2,500	3,500	A1	Landmark	Downing Bentley	Upmarket locations required in good secondary, or prime trading locations.		23 Mar 2009
<input type="checkbox"/>		Shrewsbury	700	1,800	All	Starbucks Coffee Company (UK) Ltd	Montagu Evans			30 Mar 2010
<input type="checkbox"/>		Shrewsbury	700	1,800	All	Starbucks Coffee Company (UK) Ltd	Montagu Evans			30 Mar 2010
<input type="checkbox"/>		Shrewsbury	500	1,500	All	Greggs plc				23 Mar 2010
<input type="checkbox"/>		Shrewsbury	21,780	23,500	All	Marstons Plc				09 Jul 2009
<input type="checkbox"/>		Shrewsbury	1,500	2,500	A1	Savers	Rowley Hughes Thompson Ltd			13 Apr 2010
<input type="checkbox"/>		Shrewsbury	240	600	All	The Fragrance Shop	Cushman & Wakefield			01 Oct 2009
<input type="checkbox"/>		Shrewsbury	1,000	6,000	A1	Textiles Direct	Brady Chartered Surveyors			06 Apr 2009
<input type="checkbox"/>		Shrewsbury	1,200	2,500	All	Joules Clothing Ltd	Twentyretail			10 Nov 2009
<input type="checkbox"/>		Shrewsbury	1,000	1,750	A1	Hawkin's Bazaar	Williams Gunter Hardwick, Charles Palmer Property	Covenant: Excellent with turnover year ending 30 June 2008 in excess of £24.7m from 45 permanent stores (with 50 additional Christmas shops) Location: High Street or shopping centre		03 Sep 2009
<input type="checkbox"/>		Shrewsbury	800	1,200	All	Barnardos		Mixture of requirements - Bookshop and Standard plus one Vintage. Max rental £35,000pa		11 May 2009

<input type="checkbox"/>		Shrewsbury	30,000	90,000	A1	Hooty's Supplies (Wholesale) Limited	Jones Retail	Out of Town Requirement, Stand Alone, Cluster or Value Retail Parks. Ancillary required 15000 sq ft plus.	18 May 2009
<input type="checkbox"/>		Shrewsbury	2,500	3,500	A3	Ego Restaurants,	Kenney Moore		14 May 2009
<input type="checkbox"/>		Shrewsbury	2,000	15,000	A1	Machine Mart Limited		Locations also required in towns where popluation exceeds 60,000	27 May 2009
<input type="checkbox"/>		Shrewsbury	1,000	2,000	A1	Buy The Book	Burns Property Consultants	Temporary Book Retaier requires quality units within Prime Covered Shopping Centres with minimum term until January 2010.	04 Mar 2009
<input type="checkbox"/>		Shrewsbury	11,000	15,000	A1	B & M Retail Ltd	Burns Property Consultants	You will need the latest version of Adobe Acrobat to view the PDF properly.	09 Mar 2009
<input type="checkbox"/>		Shrewsbury	20,000	25,000	A1	Desire by Debenhams	Lunson Mitchenall	A minimum of 8,000 sq ft is required at ground floor level	28 May 2009
<input type="checkbox"/>		Shrewsbury	1,300	2,500	All	Pilot Clothing Ltd	Mark Fitzsimmons Associates Ltd		08 Jun 2009
<input type="checkbox"/>		Shrewsbury	2,500	5,000	Not specified	Pizza Express/ASK/Zizzi	King Sturge	Attractive Buildings Preferred	27 May 2009
<input type="checkbox"/>		Shrewsbury	3,300	6,000	A1	Tile Giant			07 Dec 2009
<input type="checkbox"/>		Shrewsbury	4,000	25,000	Not specified	Cruise Nightclub	Mason Owen & Partners	Town or city centre, freehold or leasehold.	15 Jun 2009
<input type="checkbox"/>		Shrewsbury	1,000	1,500	All	Johnsons Cleaners UK Ltd	Edwards & Co		22 Jun 2009



**Appendix 4 – Experian Goad Plan of Shrewsbury  
Town Centre as Updated by WYG Site  
Visit of April 2010**









**Appendix 5 – On-Street Survey**

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q01 Do you normally have regular access to a car for personal use during the day?</b>																
Yes	63.7%	93	64.3%	45	63.2%	48	44.7%	17	70.5%	31	71.4%	45	73.0%	46	56.6%	47
No	36.3%	53	35.7%	25	36.8%	28	55.3%	21	29.5%	13	28.6%	18	27.0%	17	43.4%	36
Base:		146		70		76		38		44		63		63		83
<b>Q02 Do you normally have regular access to a car for personal use during the evening / night?</b>																
Yes	64.4%	94	64.3%	45	64.5%	49	42.1%	16	72.7%	32	73.0%	46	73.0%	46	57.8%	48
No	35.6%	52	35.7%	25	35.5%	27	57.9%	22	27.3%	12	27.0%	17	27.0%	17	42.2%	35
Base:		146		70		76		38		44		63		63		83
<b>Q03 How did you travel to Shrewsbury today (main part of journey)?</b>																
Car / van (as driver)	32.9%	48	35.7%	25	30.3%	23	23.7%	9	43.2%	19	31.7%	20	39.7%	25	27.7%	23
Car / van (as passenger)	15.1%	22	8.6%	6	21.1%	16	26.3%	10	6.8%	3	14.3%	9	17.5%	11	13.3%	11
Bus, minibus or coach	24.7%	36	25.7%	18	23.7%	18	26.3%	10	18.2%	8	28.6%	18	14.3%	9	32.5%	27
Motorcycle, scooter or moped	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Walk	17.1%	25	20.0%	14	14.5%	11	21.1%	8	20.5%	9	11.1%	7	14.3%	9	19.3%	16
Taxi / minicab	1.4%	2	0.0%	0	2.6%	2	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
Train	2.1%	3	2.9%	2	1.3%	1	0.0%	0	4.5%	2	1.6%	1	1.6%	1	2.4%	2
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.4%	2	2.9%	2	0.0%	0	0.0%	0	2.3%	1	1.6%	1	1.6%	1	1.2%	1
Park and Ride	4.1%	6	2.9%	2	5.3%	4	0.0%	0	0.0%	0	9.5%	6	6.3%	4	2.4%	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
Mobility scooter	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Base:		146		70		76		38		44		63		63		83
<b>Q04 Where did you park today?</b>																
<i>Those who arrived by car, van or moped at Q03</i>																
Abbey Foregate	5.6%	4	3.1%	1	7.7%	3	0.0%	0	4.3%	1	10.3%	3	2.7%	1	8.8%	3
Bridge Street	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	2.7%	1	0.0%	0
Frankwell Main	15.5%	11	12.5%	4	17.9%	7	21.1%	4	21.7%	5	6.9%	2	21.6%	8	8.8%	3
Frankwell Quay	5.6%	4	6.3%	2	5.1%	2	10.5%	2	4.3%	1	3.4%	1	8.1%	3	2.9%	1
Frankwell Riverside	18.3%	13	12.5%	4	23.1%	9	21.1%	4	26.1%	6	10.3%	3	10.8%	4	26.5%	9
St Austins	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 Julians Friars	4.2%	3	3.1%	1	5.1%	2	5.3%	1	8.7%	2	0.0%	0	8.1%	3	0.0%	0
The Strand	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 Tannery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-Street	12.7%	9	21.9%	7	5.1%	2	15.8%	3	4.3%	1	17.2%	5	5.4%	2	20.6%	7
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
New Park Close	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.9%	1
Raven Meadow Multi-storey	4.2%	3	6.3%	2	2.6%	1	0.0%	0	0.0%	0	10.3%	3	5.4%	2	2.9%	1
The Parade	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.9%	1
Wyle Cop	2.8%	2	3.1%	1	2.6%	1	0.0%	0	8.7%	2	0.0%	0	5.4%	2	0.0%	0
(Don't know / can't remember)	22.5%	16	21.9%	7	23.1%	9	15.8%	3	21.7%	5	27.6%	8	21.6%	8	23.5%	8
(Dropped off – didn't park)	4.2%	3	3.1%	1	5.1%	2	10.5%	2	0.0%	0	3.4%	1	8.1%	3	0.0%	0
Base:		71		32		39		19		23		29		37		34
<b>Q05 Did you have any difficulties obtaining a car parking space today?</b>																
<i>Those who arrived by car, van or moped at Q03 and who parked at Q04</i>																
Yes	7.4%	5	9.7%	3	5.4%	2	0.0%	0	8.7%	2	10.7%	3	5.9%	2	8.8%	3
No	92.6%	63	90.3%	28	94.6%	35	100.0%	17	91.3%	21	89.3%	25	94.1%	32	91.2%	31
Base:		68		31		37		17		23		28		34		34



# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Meanscore [minutes]</b>																
<b>Q06 How long did your journey to Shrewsbury take?</b>																
0-5 minutes	7.5%	11	10.0%	7	5.3%	4	15.8%	6	2.3%	1	6.3%	4	11.1%	7	4.8%	4
6-10 minutes	18.5%	27	22.9%	16	14.5%	11	26.3%	10	15.9%	7	14.3%	9	19.0%	12	18.1%	15
11-15 minutes	15.1%	22	15.7%	11	14.5%	11	18.4%	7	13.6%	6	14.3%	9	20.6%	13	10.8%	9
16-20 minutes	17.1%	25	14.3%	10	19.7%	15	7.9%	3	25.0%	11	17.5%	11	15.9%	10	18.1%	15
21-30 minutes	17.1%	25	15.7%	11	18.4%	14	18.4%	7	11.4%	5	20.6%	13	11.1%	7	21.7%	18
31-60 minutes	18.5%	27	15.7%	11	21.1%	16	7.9%	3	22.7%	10	22.2%	14	14.3%	9	21.7%	18
Over 60 minutes	5.5%	8	4.3%	3	6.6%	5	5.3%	2	6.8%	3	4.8%	3	6.3%	4	4.8%	4
(Don't know / can't remember)	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Mean:	24.2	21.6	26.5	18.9	27.3	25.4	22.5	25.4								
Base:	146	70	76	38	44	63	63	83								
<b>Q07 Did you travel to Shrewsbury directly from home, work or elsewhere?</b>																
Home	92.5%	135	94.3%	66	90.8%	69	94.7%	36	95.5%	42	88.9%	56	92.1%	58	92.8%	77
Work	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
On holiday	4.1%	6	1.4%	1	6.6%	5	5.3%	2	0.0%	0	6.3%	4	4.8%	3	3.6%	3
Elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friend / relatives home	2.7%	4	2.9%	2	2.6%	2	0.0%	0	4.5%	2	3.2%	2	1.6%	1	3.6%	3
Base:	146	70	76	38	44	63	63	83								
<b>Q08 In terms of your visit to Shrewsbury do you live in Shrewsbury, work in Shrewsbury or are you a visitor to the area?</b>																
<i>Those who didn't say on holiday at Q07</i>																
Live in the centre	47.1%	64	52.2%	35	42.0%	29	50.0%	18	33.3%	14	54.4%	31	40.7%	24	51.9%	40
Work in the centre	4.4%	6	6.0%	4	2.9%	2	5.6%	2	9.5%	4	0.0%	0	6.8%	4	2.6%	2
Visiting the centre	46.3%	63	38.8%	26	53.6%	37	36.1%	13	59.5%	25	43.9%	25	47.5%	28	45.5%	35
Live and work in the centre	2.9%	4	4.5%	3	1.4%	1	8.3%	3	0.0%	0	1.8%	1	5.1%	3	1.3%	1
Base:	136	67	69	36	42	57	59	77								

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q09 Why do you choose to shop/visit Shrewsbury?</b>																
Proximity to home	50.7%	74	54.3%	38	47.4%	36	47.4%	18	45.5%	20	55.6%	35	52.4%	33	49.4%	41
Proximity to work	6.2%	9	8.6%	6	3.9%	3	10.5%	4	9.1%	4	1.6%	1	9.5%	6	3.6%	3
Accessibility to Shrewsbury	10.3%	15	11.4%	8	9.2%	7	13.2%	5	9.1%	4	9.5%	6	4.8%	3	14.5%	12
Range of independent/specialist shops	7.5%	11	11.4%	8	3.9%	3	5.3%	2	9.1%	4	7.9%	5	6.3%	4	8.4%	7
Department store	1.4%	2	0.0%	0	2.6%	2	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
Choice of High Street retailers	11.6%	17	7.1%	5	15.8%	12	5.3%	2	18.2%	8	11.1%	7	9.5%	6	13.3%	11
Quality of shops selling food goods	2.1%	3	2.9%	2	1.3%	1	2.6%	1	0.0%	0	3.2%	2	1.6%	1	2.4%	2
Choice of shops selling non-food goods	11.6%	17	5.7%	4	17.1%	13	5.3%	2	11.4%	5	15.9%	10	6.3%	4	15.7%	13
Provision of services, such as banks / financial services	4.8%	7	7.1%	5	2.6%	2	2.6%	1	6.8%	3	4.8%	3	4.8%	3	4.8%	4
Provision of leisure services	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Shopping environment	14.4%	21	10.0%	7	18.4%	14	15.8%	6	18.2%	8	11.1%	7	15.9%	10	13.3%	11
Cleanliness	6.8%	10	5.7%	4	7.9%	6	2.6%	1	11.4%	5	6.3%	4	6.3%	4	7.2%	6
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	1.4%	2	2.9%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	2.4%	2
Public information, signposts, public facilities	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Entertainment / events	2.7%	4	2.9%	2	2.6%	2	2.6%	1	6.8%	3	0.0%	0	4.8%	3	1.2%	1
Safety (during the day)	1.4%	2	0.0%	0	2.6%	2	2.6%	1	0.0%	0	1.6%	1	3.2%	2	0.0%	0
Safety (during the night)	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
Access to specific other services	2.7%	4	4.3%	3	1.3%	1	2.6%	1	2.3%	1	3.2%	2	4.8%	3	1.2%	1
In the area on holiday	2.7%	4	2.9%	2	2.6%	2	0.0%	0	0.0%	0	6.3%	4	3.2%	2	2.4%	2
Just to have a bit of a change	2.1%	3	1.4%	1	2.6%	2	5.3%	2	0.0%	0	1.6%	1	0.0%	0	3.6%	3
Just wanted a day out	5.5%	8	2.9%	2	7.9%	6	5.3%	2	4.5%	2	6.3%	4	9.5%	6	2.4%	2
Meeting friends	1.4%	2	1.4%	1	1.3%	1	2.6%	1	2.3%	1	0.0%	0	0.0%	0	2.4%	2
(Don't know / no reason)	1.4%	2	1.4%	1	1.3%	1	0.0%	0	4.5%	2	0.0%	0	3.2%	2	0.0%	0
Base:		146		70		76		38		44		63		63		83
<b>Q10 What is the main reason why you are in Shrewsbury today?</b>																
Food and grocery shopping	15.8%	23	17.1%	12	14.5%	11	15.8%	6	15.9%	7	15.9%	10	15.9%	10	15.7%	13
Clothes / shoes shopping	23.3%	34	18.6%	13	27.6%	21	18.4%	7	31.8%	14	20.6%	13	19.0%	12	26.5%	22
Electrical goods shopping	1.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2	1.6%	1	1.2%	1
Stationers / newsagents	2.1%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	3.6%	3
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	2.1%	3	1.4%	1	2.6%	2	5.3%	2	2.3%	1	0.0%	0	4.8%	3	0.0%	0
Chemist	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
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
Library	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank / Building Society / Post Office	6.2%	9	7.1%	5	5.3%	4	5.3%	2	4.5%	2	6.3%	4	4.8%	3	7.2%	6
Doctor / dentist	1.4%	2	0.0%	0	2.6%	2	2.6%	1	2.3%	1	0.0%	0	0.0%	0	2.4%	2
Café / restaurant / pub	3.4%	5	2.9%	2	3.9%	3	2.6%	1	4.5%	2	3.2%	2	3.2%	2	3.6%	3
Work / School / College	8.9%	13	10.0%	7	7.9%	6	13.2%	5	11.4%	5	4.8%	3	12.7%	8	6.0%	5
Social / leisure activities	20.5%	30	22.9%	16	18.4%	14	23.7%	9	9.1%	4	27.0%	17	20.6%	13	20.5%	17
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
Day out	6.8%	10	2.9%	2	10.5%	8	10.5%	4	6.8%	3	4.8%	3	9.5%	6	4.8%	4
DIY shopping	1.4%	2	2.9%	2	0.0%	0	2.6%	1	0.0%	0	1.6%	1	1.6%	1	1.2%	1
Meeting friends / family	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	1.6%	1	1.2%	1
Optician	3.4%	5	4.3%	3	2.6%	2	0.0%	0	6.8%	3	3.2%	2	4.8%	3	2.4%	2
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Q11 What else do you intend to do whilst in Shrewsbury today?</b>									
Food and grocery shopping	4.1%	6 4.3%	3 3.9%	3 0.0%	0 6.8%	3 4.8%	3 1.6%	1 6.0%	5
Clothes / shoes shopping	11.0%	16 7.1%	5 14.5%	11 13.2%	5 9.1%	4 11.1%	7 6.3%	4 14.5%	12
Electrical goods shopping	2.7%	4 2.9%	2 2.6%	2 2.6%	1 2.3%	1 3.2%	2 4.8%	3 1.2%	1
Stationers / newsagents	0.7%	1 1.4%	1 0.0%	0 0.0%	0 2.3%	1 0.0%	0 0.0%	0 1.2%	1
Furniture / carpet	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Jewellery / gift shops	1.4%	2 0.0%	0 2.6%	2 2.6%	1 2.3%	1 0.0%	0 1.6%	1 1.2%	1
Chemist	3.4%	5 2.9%	2 3.9%	3 2.6%	1 0.0%	0 6.3%	4 1.6%	1 4.8%	4
Market	0.7%	1 0.0%	0 1.3%	1 0.0%	0 0.0%	0 1.6%	1 1.6%	1 0.0%	0
Library	0.7%	1 0.0%	0 1.3%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0 1.2%	1
Public offices	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bank / Building Society / Post Office	4.8%	7 7.1%	5 2.6%	2 7.9%	3 0.0%	0 6.3%	4 4.8%	3 4.8%	4
Doctor / dentist	0.7%	1 1.4%	1 0.0%	0 0.0%	0 0.0%	0 1.6%	1 0.0%	0 1.2%	1
Café / restaurant / pub	4.8%	7 1.4%	1 7.9%	6 0.0%	0 6.8%	3 6.3%	4 4.8%	3 4.8%	4
Work / School / College	1.4%	2 1.4%	1 1.3%	1 0.0%	0 4.5%	2 0.0%	0 0.0%	0 2.4%	2
Social / leisure activities	5.5%	8 2.9%	2 7.9%	6 0.0%	0 6.8%	3 7.9%	5 7.9%	5 3.6%	3
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
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
DIY 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
Meeting friends / family	1.4%	2 2.9%	2 0.0%	0 2.6%	1 0.0%	0 1.6%	1 1.6%	1 1.2%	1
Optician	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(No other activities / reason)	62.3%	91 68.6%	48 56.6%	43 73.7%	28 61.4%	27 55.6%	35 68.3%	43 57.8%	48
Base:		146	70	76	38	44	63	63	83
<b>Q10X What do you intend to do whilst in Shrewsbury today?</b>									
Food and grocery shopping	19.9%	29 21.4%	15 18.4%	14 15.8%	6 22.7%	10 20.6%	13 17.5%	11 21.7%	18
Clothes / shoes shopping	34.2%	50 25.7%	18 42.1%	32 31.6%	12 40.9%	18 31.7%	20 25.4%	16 41.0%	34
Electrical goods shopping	4.1%	6 4.3%	3 3.9%	3 2.6%	1 2.3%	1 6.3%	4 6.3%	4 2.4%	2
Stationers / newsagents	2.7%	4 5.7%	4 0.0%	0 0.0%	0 2.3%	1 4.8%	3 0.0%	0 4.8%	4
Furniture / carpet	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Jewellery / gift shops	3.4%	5 1.4%	1 5.3%	4 7.9%	3 4.5%	2 0.0%	0 6.3%	4 1.2%	1
Chemist	4.8%	7 4.3%	3 5.3%	4 2.6%	1 2.3%	1 7.9%	5 1.6%	1 7.2%	6
Market	0.7%	1 0.0%	0 1.3%	1 0.0%	0 0.0%	0 1.6%	1 1.6%	1 0.0%	0
Library	1.4%	2 1.4%	1 1.3%	1 0.0%	0 0.0%	0 3.2%	2 0.0%	0 2.4%	2
Public offices	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bank / Building Society / Post Office	11.0%	16 14.3%	10 7.9%	6 13.2%	5 4.5%	2 12.7%	8 9.5%	6 12.0%	10
Doctor / dentist	2.1%	3 1.4%	1 2.6%	2 2.6%	1 2.3%	1 1.6%	1 0.0%	0 3.6%	3
Café / restaurant / pub	8.2%	12 4.3%	3 11.8%	9 2.6%	1 11.4%	5 9.5%	6 7.9%	5 8.4%	7
Work / School / College	10.3%	15 11.4%	8 9.2%	7 13.2%	5 15.9%	7 4.8%	3 12.7%	8 8.4%	7
Social / leisure activities	26.0%	38 25.7%	18 26.3%	20 23.7%	9 15.9%	7 34.9%	22 28.6%	18 24.1%	20
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
Day out	6.8%	10 2.9%	2 10.5%	8 10.5%	4 6.8%	3 4.8%	3 9.5%	6 4.8%	4
DIY shopping	1.4%	2 2.9%	2 0.0%	0 2.6%	1 0.0%	0 1.6%	1 1.6%	1 1.2%	1
Meeting friends / family	2.7%	4 4.3%	3 1.3%	1 2.6%	1 2.3%	1 3.2%	2 3.2%	2 2.4%	2
Optician	3.4%	5 4.3%	3 2.6%	2 0.0%	0 6.8%	3 3.2%	2 4.8%	3 2.4%	2
Base:		146	70	76	38	44	63	63	83
<b>Q12 How long do you think you will stay in Shrewsbury today?</b>									
Up to half an hour	7.5%	11 12.9%	9 2.6%	2 7.9%	3 6.8%	3 7.9%	5 9.5%	6 6.0%	5
Up to two hours	37.7%	55 38.6%	27 36.8%	28 28.9%	11 38.6%	17 41.3%	26 34.9%	22 39.8%	33
Half the day	38.4%	56 31.4%	22 44.7%	34 36.8%	14 38.6%	17 39.7%	25 38.1%	24 38.6%	32
All day	11.6%	17 14.3%	10 9.2%	7 15.8%	6 9.1%	4 11.1%	7 12.7%	8 10.8%	9
(Don't know)	4.8%	7 2.9%	2 6.6%	5 10.5%	4 6.8%	3 0.0%	0 4.8%	3 4.8%	4
Base:		146	70	76	38	44	63	63	83
<b>Q13 Will you buy your food and grocery goods, that is undertake your main food shop, whilst in Shrewsbury today?</b>									
Yes	24.0%	35 25.7%	18 22.4%	17 21.1%	8 27.3%	12 23.8%	15 20.6%	13 26.5%	22
No	74.0%	108 74.3%	52 73.7%	56 76.3%	29 70.5%	31 74.6%	47 77.8%	49 71.1%	59
(Don't know)	2.1%	3 0.0%	0 3.9%	3 2.6%	1 2.3%	1 1.6%	1 1.6%	1 2.4%	2
Base:		146	70	76	38	44	63	63	83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Q14 How frequently do you visit Shrewsbury for your main food and grocery shopping?</b>									
<i>Those who said yes at Q13</i>									
Daily	17.1%	6 16.7%	3 17.6%	3 12.5%	1 33.3%	4 6.7%	1 23.1%	3 13.6%	3
At least twice a week	40.0%	14 44.4%	8 35.3%	6 37.5%	3 33.3%	4 46.7%	7 38.5%	5 40.9%	9
At least once a week	28.6%	10 27.8%	5 29.4%	5 37.5%	3 16.7%	2 33.3%	5 23.1%	3 31.8%	7
At least once a fortnight	2.9%	1 5.6%	1 0.0%	0 12.5%	1 0.0%	0 0.0%	0 7.7%	1 0.0%	0
At least once a month	2.9%	1 0.0%	0 5.9%	1 0.0%	0 0.0%	0 6.7%	1 0.0%	0 4.5%	1
Less often	8.6%	3 5.6%	1 11.8%	2 0.0%	0 16.7%	2 6.7%	1 7.7%	1 9.1%	2
Base:		35	18	17	8	12	15	13	22

### Meanscore [£]

### Q15 Approximately how much have you spent or will you spend today on food goods?

*Those who said yes at Q13*

Nothing	2.9%	1 0.0%	0 5.9%	1 12.5%	1 0.0%	0 0.0%	0 7.7%	1 0.0%	0
Up to £5	17.1%	6 27.8%	5 5.9%	1 0.0%	0 25.0%	3 20.0%	3 15.4%	2 18.2%	4
£6 - £10	14.3%	5 11.1%	2 17.6%	3 12.5%	1 16.7%	2 13.3%	2 23.1%	3 9.1%	2
£11 - £15	14.3%	5 0.0%	0 29.4%	5 25.0%	2 0.0%	0 20.0%	3 15.4%	2 13.6%	3
£16 - £20	2.9%	1 5.6%	1 0.0%	0 0.0%	0 0.0%	0 6.7%	1 0.0%	0 4.5%	1
£21 - £25	5.7%	2 11.1%	2 0.0%	0 12.5%	1 0.0%	0 6.7%	1 7.7%	1 4.5%	1
£26 - £50	17.1%	6 22.2%	4 11.8%	2 12.5%	1 25.0%	3 13.3%	2 7.7%	1 22.7%	5
£51 - £75	14.3%	5 11.1%	2 17.6%	3 25.0%	2 25.0%	3 0.0%	0 15.4%	2 13.6%	3
£76 - £100	2.9%	1 5.6%	1 0.0%	0 0.0%	0 0.0%	0 6.7%	1 0.0%	0 4.5%	1
More than £100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know)	8.6%	3 5.6%	1 11.8%	2 0.0%	0 8.3%	1 13.3%	2 7.7%	1 9.1%	2
Mean:		25.5	27.0	23.8	27.6	29.7	20.6	20.2	28.7
Base:		35	18	17	8	12	15	13	22

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q16 Which centre / retail park did you last visit for your main food and grocery shopping?</b>								
<i>Those who said no or don't know at Q13</i>								
Bishops Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	1.8%	2	0.0%	0	3.4%	2	0.0%	0
Chester	1.8%	2	1.9%	1	1.7%	1	3.3%	1
Church Stretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	23.4%	26	28.8%	15	18.6%	11	26.7%	8
Telford	10.8%	12	9.6%	5	11.9%	7	23.3%	7
Wem	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	0.9%	1	0.0%	0	1.7%	1	3.3%	1
Wolverhampton	0.9%	1	0.0%	0	1.7%	1	0.0%	0
Wrexham	0.9%	1	1.9%	1	0.0%	0	0.0%	0
Aldi, Arlington Way, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Beatrice Street, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Grooms Alley, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wellington Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Potts Way, Shrewsbury	7.2%	8	5.8%	3	8.5%	5	10.0%	3
Asda, St Georges Road, Telford	0.9%	1	0.0%	0	1.7%	1	0.0%	0
Asda, The Border, Telford	1.8%	2	1.9%	1	1.7%	1	3.3%	1
Co-op Food, Bagley Drive, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Bank Farm Road, Radbrook Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Market Drayton Road, Shawbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Mount Pleasant Road, Heath Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Mytton Oak Road, Copthorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Roden Close, Dot Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Shrewsbury Road, Bomere Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Holyhead Road, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brodie House, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lancaster Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, New Street, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Bridgewater Street, Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Castle Street, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Harlescott Lane, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Towers Lawn, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Handyman House, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Smithfield Road, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Marks & Spencer, Castle Street, Shrewsbury	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Marks & Spencer, Dean Street, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Abbey Foregate, Shrewsbury	0.9%	1	1.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Netto, Stafford Street, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Whitecroft Road, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Black Gate Street, Oswestry	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Sainsbury's, Meole Brace Retail Park, Shrewsbury	3.6%	4	0.0%	0	6.8%	4	0.0%	0	3.1%	1	6.3%	3	6.0%	3	1.6%	1
Sainsbury's, Telford Forge Retail Park, Telford	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0
Sainsbury's, Whitburn Street, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Riverside Shopping Centre, Shrewsbury	0.9%	1	1.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Cattle Market, Shrewsbury	3.6%	4	5.8%	3	1.7%	1	0.0%	0	6.3%	2	4.2%	2	2.0%	1	4.9%	3
Tesco Extra, Wrekin Retail Park, Telford	0.9%	1	0.0%	0	1.7%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.6%	1
Tesco Temporary Store, Park Avenue, Madeley	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, Canal Way, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, White Lion Meadow, Whitchurch	0.9%	1	0.0%	0	1.7%	1	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Waitrose, Audley Road, Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Berriew Street, Welshpool	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0
WM Morrisons, Maer Lane, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Spring Hill, Wellington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Station Road, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Whitchurch Street, Shrewsbury	9.0%	10	11.5%	6	6.8%	4	3.3%	1	0.0%	0	18.8%	9	4.0%	2	13.1%	8
Local Shops, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Whitchurch Market, Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Wem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market, Whitchurch	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
Internet	0.9%	1	0.0%	0	1.7%	1	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0
Andover	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Bicton Heath	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0
Birmingham	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.6%	1
Evesham	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0
Falkirk	0.9%	1	0.0%	0	1.7%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hanloy	0.9%	1	1.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Lancashire	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
London	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Minsterley	0.9%	1	1.9%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Newtown	2.7%	3	1.9%	1	3.4%	2	0.0%	0	3.1%	1	4.2%	2	6.0%	3	0.0%	0
Prudoe	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0
South Shields	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Stafford	1.8%	2	1.9%	1	1.7%	1	0.0%	0	6.3%	2	0.0%	0	0.0%	0	3.3%	2

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Stoke-on-Trent	3.6%	4	1.9%	1	5.1%	3	0.0%	0	6.3%	2	4.2%	2	2.0%	1	4.9%	3
Winchester	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0
Wolverhampton	0.9%	1	0.0%	0	1.7%	1	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0
Worcester	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	1.6%	1
(Don't know / varies)	2.7%	3	1.9%	1	3.4%	2	3.3%	1	3.1%	1	2.1%	1	4.0%	2	1.6%	1
(Don't do main food shopping)	1.8%	2	3.8%	2	0.0%	0	3.3%	1	3.1%	1	0.0%	0	2.0%	1	1.6%	1
Base:		111		52		59		30		32		48		50		61

### Q17 Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than Shrewsbury?

*Those who said somewhere other than Shrewsbury at Q16*

Nearer to home	89.3%	50	90.9%	20	88.2%	30	75.0%	12	89.5%	17	100.0%	21	81.5%	22	96.6%	28
Nearer to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	5.4%	3	0.0%	0	8.8%	3	6.3%	1	10.5%	2	0.0%	0	7.4%	2	3.4%	1
Choice of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services, such as banks / financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility 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
Public information, signposts, 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
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Safety (during the night)	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
(Don't know / no reason)	7.1%	4	9.1%	2	5.9%	2	18.8%	3	5.3%	1	0.0%	0	11.1%	3	3.4%	1
Base:		56		22		34		16		19		21		27		29

### Q18 How do you usually travel to (LOCATION AT Q.16) (main part of journey)?

*Those who said no or don't know at Q13*

Car / van (as driver)	56.8%	63	51.9%	27	61.0%	36	53.3%	16	62.5%	20	56.3%	27	66.0%	33	49.2%	30
Car / van (as passenger)	6.3%	7	3.8%	2	8.5%	5	10.0%	3	3.1%	1	6.3%	3	4.0%	2	8.2%	5
Bus, minibus or coach	19.8%	22	17.3%	9	22.0%	13	30.0%	9	12.5%	4	18.8%	9	16.0%	8	23.0%	14
Motorcycle, scooter or moped	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.0%	1	0.0%	0
Walk	9.9%	11	17.3%	9	3.4%	2	6.7%	2	9.4%	3	10.4%	5	8.0%	4	11.5%	7
Taxi	3.6%	4	5.8%	3	1.7%	1	0.0%	0	6.3%	2	4.2%	2	0.0%	0	6.6%	4
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
Bicycle	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	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
(Do not travel, goods delivered)	1.8%	2	0.0%	0	3.4%	2	0.0%	0	3.1%	1	2.1%	1	4.0%	2	0.0%	0
Base:		111		52		59		30		32		48		50		61

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q19 Will you buy anything other than food goods today, whilst in Shrewsbury?</b>																
Yes, clothing, footwear or household goods	33.6%	49	30.0%	21	36.8%	28	34.2%	13	34.1%	15	33.3%	21	28.6%	18	37.3%	31
Yes, bulky items such as furniture, carpets, electrical items or DIY goods	5.5%	8	5.7%	4	5.3%	4	2.6%	1	6.8%	3	6.3%	4	6.3%	4	4.8%	4
Yes, all of the above	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
No	52.7%	77	62.9%	44	43.4%	33	55.3%	21	52.3%	23	50.8%	32	60.3%	38	47.0%	39
(Don't know)	7.5%	11	1.4%	1	13.2%	10	7.9%	3	4.5%	2	9.5%	6	4.8%	3	9.6%	8
Base:		146		70		76		38		44		63		63		83

**Q20 Which centre / facility did you last shop for non food goods?***Those who said no or don't know at Q19*

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
Bishops Castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	1.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.1%	1
Chester	2.3%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	4.3%	2
Church Stretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clebury Mortimer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Craven Arms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ellesmere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	61.4%	54	60.0%	27	62.8%	27	70.8%	17	48.0%	12	63.2%	24	61.0%	25	61.7%	29
Telford	11.4%	10	11.1%	5	11.6%	5	20.8%	5	12.0%	3	5.3%	2	9.8%	4	12.8%	6
Wem	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitchurch	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	2.3%	2	0.0%	0	4.7%	2	0.0%	0	8.0%	2	0.0%	0	4.9%	2	0.0%	0
Lancaster Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meole Brace Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundorne Retail Park, Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Telford Forge 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
Wrekin 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
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
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	1	0.0%	0	2.3%	1	4.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Newtown	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Prudhoe	1.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
South Shields	1.1%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.1%	1
Stoke-on-Trent	4.5%	4	2.2%	1	7.0%	3	0.0%	0	8.0%	2	5.3%	2	2.4%	1	6.4%	3
Winchester	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Worcester	1.1%	1	2.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.1%	1
(Don't know / varies)	9.1%	8	13.3%	6	4.7%	2	4.2%	1	16.0%	4	7.9%	3	12.2%	5	6.4%	3
(Don't do non food shopping)	1.1%	1	2.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	2.1%	1
Base:		88		45		43		24		25		38		41		47

**Q21 How frequently do you visit (ANSWER TO Q.20) for clothing and footwear or other non food goods?***Those who mentioned a location at Q20*

Daily	5.1%	4	5.3%	2	4.9%	2	4.3%	1	5.0%	1	5.7%	2	8.3%	3	2.3%	1
Once a week or more	26.6%	21	21.1%	8	31.7%	13	26.1%	6	35.0%	7	22.9%	8	22.2%	8	30.2%	13
Less than once a week	5.1%	4	5.3%	2	4.9%	2	4.3%	1	10.0%	2	2.9%	1	5.6%	2	4.7%	2
Less than once a fortnight	12.7%	10	10.5%	4	14.6%	6	30.4%	7	0.0%	0	8.6%	3	19.4%	7	7.0%	3
Less than once a month	35.4%	28	44.7%	17	26.8%	11	26.1%	6	40.0%	8	40.0%	14	33.3%	12	37.2%	16
(Don't know / varies)	15.2%	12	13.2%	5	17.1%	7	8.7%	2	10.0%	2	20.0%	7	11.1%	4	18.6%	8
Base:		79		38		41		23		20		35		36		43



# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
<b>Meanscore [£]</b>								
<b>Q22 Approximately how much did you spend on your last visit to (ANSWER TO Q.20) on clothing or non food goods?</b>								
<i>Those who mentioned a location at Q20</i>								
Nothing	7.6%	6 5.3%	2 9.8%	4 4.3%	1 10.0%	2 8.6%	3 8.3%	3 7.0%
Up to £5	3.8%	3 5.3%	2 2.4%	1 4.3%	1 0.0%	0 5.7%	2 5.6%	2 2.3%
£6 - £10	8.9%	7 10.5%	4 7.3%	3 4.3%	1 15.0%	3 8.6%	3 8.3%	3 9.3%
£11 - £15	8.9%	7 2.6%	1 14.6%	6 13.0%	3 5.0%	1 8.6%	3 8.3%	3 9.3%
£16 - £20	8.9%	7 7.9%	3 9.8%	4 13.0%	3 5.0%	1 8.6%	3 5.6%	2 11.6%
£21 - £25	7.6%	6 5.3%	2 9.8%	4 8.7%	2 10.0%	2 5.7%	2 8.3%	3 7.0%
£26 - £50	16.5%	13 15.8%	6 17.1%	7 30.4%	7 20.0%	4 5.7%	2 25.0%	9 9.3%
£51 - £75	1.3%	1 2.6%	1 0.0%	0 0.0%	0 0.0%	0 2.9%	1 0.0%	0 2.3%
£76 - £100	5.1%	4 7.9%	3 2.4%	1 4.3%	1 10.0%	2 2.9%	1 8.3%	3 2.3%
More than £100	1.3%	1 2.6%	1 0.0%	0 4.3%	1 0.0%	0 0.0%	0 2.8%	1 0.0%
(Don't know)	30.4%	24 34.2%	13 26.8%	11 13.0%	3 25.0%	5 42.9%	15 19.4%	7 39.5%
Mean:	26.9	34.2	20.8	32.7	28.6	19.8	32.0	21.1
Base:	79	38	41	23	20	35	36	43
<b>Q23 Why did you choose to shop at (LOCATION AT Q.20) for non food shopping instead of Shrewsbury?</b>								
<i>Those who mentioned a location other than Shrewsbury at Q20</i>								
Nearer to home	76.0%	19 81.8%	9 71.4%	10 83.3%	5 75.0%	6 72.7%	8 72.7%	8 78.6%
Nearer to work	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor accessibility to Shrewsbury	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Independent/specialist shops	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Provision of a department store	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 names	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Choice of goods available	4.0%	1 0.0%	0 7.1%	1 16.7%	1 0.0%	0 0.0%	0 9.1%	1 0.0%
Choice of shops selling clothing or household goods	4.0%	1 0.0%	0 7.1%	1 0.0%	0 12.5%	1 0.0%	0 9.1%	1 0.0%
Quality of clothing or household goods available	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Choice of shops selling other goods	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Provision of services, such as banks / financial services	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Provision of leisure services	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shopping environment	4.0%	1 0.0%	0 7.1%	1 0.0%	0 12.5%	1 0.0%	0 9.1%	1 0.0%
Cleanliness	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Car parking provision	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Car parking prices	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Accessibility 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%
Public information, signposts, 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%
Entertainment / events	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
Safety (during the night)	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%
Just wanted a change of scenery from Shrewsbury	4.0%	1 9.1%	1 0.0%	0 0.0%	0 12.5%	1 0.0%	0 0.0%	0 7.1%
(Don't know / no reason)	12.0%	3 9.1%	1 14.3%	2 0.0%	0 0.0%	0 27.3%	3 9.1%	1 14.3%
Base:	25	11	14	6	8	11	11	14

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Q24 How do you normally travel to (LOCATION AT Q.20) (main part of journey)?</b>									
<i>Those who mentioned a location at Q20</i>									
Car / van (as driver)	41.8%	33 34.2%	13 48.8%	20 34.8%	8 55.0%	11 40.0%	14 55.6%	20 30.2%	13
Car / van (as passenger)	2.5%	2 0.0%	0 4.9%	2 4.3%	1 0.0%	0 2.9%	1 2.8%	1 2.3%	1
Bus, minibus or coach	25.3%	20 31.6%	12 19.5%	8 30.4%	7 20.0%	4 25.7%	9 16.7%	6 32.6%	14
Motorcycle, scooter or moped	1.3%	1 2.6%	1 0.0%	0 0.0%	0 5.0%	1 0.0%	0 2.8%	1 0.0%	0
Walk	19.0%	15 23.7%	9 14.6%	6 26.1%	6 10.0%	2 17.1%	6 13.9%	5 23.3%	10
Taxi	1.3%	1 0.0%	0 2.4%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 2.3%	1
Train	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bicycle	1.3%	1 2.6%	1 0.0%	0 0.0%	0 5.0%	1 0.0%	0 2.8%	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
Mobility scooter	1.3%	1 0.0%	0 2.4%	1 0.0%	0 0.0%	0 2.9%	1 2.8%	1 0.0%	0
(Do not travel, goods delivered)	6.3%	5 5.3%	2 7.3%	3 4.3%	1 5.0%	1 8.6%	3 2.8%	1 9.3%	4
Base:	79	38	41	23	20	35	36	43	
<b>Q25 How frequently do you visit Shrewsbury for non food shopping?</b>									
<i>Those who said yes at Q19</i>									
Daily	6.9%	4 8.0%	2 6.1%	2 7.1%	1 15.8%	3 0.0%	0 4.5%	1 8.3%	3
Once a week or more	27.6%	16 40.0%	10 18.2%	6 14.3%	2 10.5%	2 48.0%	12 27.3%	6 27.8%	10
Less than once a week	10.3%	6 8.0%	2 12.1%	4 14.3%	2 10.5%	2 8.0%	2 9.1%	2 11.1%	4
Less than once a fortnight	8.6%	5 4.0%	1 12.1%	4 14.3%	2 0.0%	0 12.0%	3 9.1%	2 8.3%	3
Less than once a month	37.9%	22 32.0%	8 42.4%	14 28.6%	4 63.2%	12 24.0%	6 40.9%	9 36.1%	13
(Don't know / varies)	8.6%	5 8.0%	2 9.1%	3 21.4%	3 0.0%	0 8.0%	2 9.1%	2 8.3%	3
Base:	58	25	33	14	19	25	22	36	
<b>Meanscore [£]</b>									
<b>Q26 How much have you spent or will you spend today in Shrewsbury on non food shopping?</b>									
<i>Those who said yes at Q19</i>									
Nothing	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Up to £5	1.7%	1 0.0%	0 3.0%	1 0.0%	0 5.3%	1 0.0%	0 4.5%	1 0.0%	0
£6 - £10	8.6%	5 16.0%	4 3.0%	1 7.1%	1 10.5%	2 8.0%	2 13.6%	3 5.6%	2
£11 - £15	1.7%	1 0.0%	0 3.0%	1 0.0%	0 0.0%	0 4.0%	1 4.5%	1 0.0%	0
£16 - £20	3.4%	2 0.0%	0 6.1%	2 0.0%	0 0.0%	0 8.0%	2 0.0%	0 5.6%	2
£21 - £25	8.6%	5 4.0%	1 12.1%	4 0.0%	0 10.5%	2 12.0%	3 9.1%	2 8.3%	3
£26 - £50	17.2%	10 12.0%	3 21.2%	7 0.0%	0 26.3%	5 20.0%	5 18.2%	4 16.7%	6
£51 - £75	6.9%	4 8.0%	2 6.1%	2 7.1%	1 5.3%	1 8.0%	2 9.1%	2 5.6%	2
£76 - £100	8.6%	5 12.0%	3 6.1%	2 14.3%	2 10.5%	2 4.0%	1 0.0%	0 13.9%	5
More than £100	13.8%	8 16.0%	4 12.1%	4 14.3%	2 15.8%	3 12.0%	3 22.7%	5 8.3%	3
(Don't know)	27.6%	16 32.0%	8 24.2%	8 50.0%	7 15.8%	3 24.0%	6 18.2%	4 33.3%	12
(Refused)	1.7%	1 0.0%	0 3.0%	1 7.1%	1 0.0%	0 0.0%	0 0.0%	0 2.8%	1
Mean:	60.5	68.2	55.0	91.2	59.0	52.0	61.9	59.4	
Base:	58	25	33	14	19	25	22	36	
<b>Q27 Which of these statements would you say best describes how frequently you visit Shrewsbury, compared with five years ago?</b>									
Much more frequently than before	7.5%	11 8.6%	6 6.6%	5 10.5%	4 13.6%	6 1.6%	1 6.3%	4 8.4%	7
More frequently than before	13.0%	19 12.9%	9 13.2%	10 23.7%	9 6.8%	3 11.1%	7 15.9%	10 10.8%	9
About as frequently	62.3%	91 65.7%	46 59.2%	45 52.6%	20 65.9%	29 65.1%	41 57.1%	36 66.3%	55
Less frequently than before	8.2%	12 5.7%	4 10.5%	8 5.3%	2 4.5%	2 12.7%	8 9.5%	6 7.2%	6
Much less frequently than before	0.7%	1 1.4%	1 0.0%	0 2.6%	1 0.0%	0 0.0%	0 1.6%	1 0.0%	0
Didn't visit five years ago	3.4%	5 1.4%	1 5.3%	4 2.6%	1 2.3%	1 4.8%	3 4.8%	3 2.4%	2
This is my first visit	2.7%	4 1.4%	1 3.9%	3 2.6%	1 0.0%	0 4.8%	3 1.6%	1 3.6%	3
(Don't know / can't remember)	2.1%	3 2.9%	2 1.3%	1 0.0%	0 6.8%	3 0.0%	0 3.2%	2 1.2%	1
Base:	146	70	76	38	44	63	63	83	

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
<b>Meanscore [hours]</b>								
<b>Q28 How long do you typically spend in Shrewsbury during the evening / night?</b>								
Up to 1 hour	1.4%	2 2.9%	2 0.0%	0 0.0%	0 0.0%	0 3.2%	2 0.0%	0 2.4%
1 to 2 hours	9.6%	14 8.6%	6 10.5%	8 13.2%	5 9.1%	4 7.9%	5 7.9%	5 10.8%
2 to 4 hours	19.9%	29 18.6%	13 21.1%	16 28.9%	11 18.2%	8 15.9%	10 20.6%	13 19.3%
Over 4 hours	17.1%	25 21.4%	15 13.2%	10 18.4%	7 20.5%	9 14.3%	9 12.7%	8 20.5%
Don't visit in the evening (Don't know / varies)	48.6%	71 42.9%	30 53.9%	41 36.8%	14 50.0%	22 54.0%	34 55.6%	35 43.4%
	3.4%	5 5.7%	4 1.3%	1 2.6%	1 2.3%	1 4.8%	3 3.2%	2 3.6%
<i>Mean:</i>	3.70	3.86	3.53	3.59	4.00	3.56	3.63	3.74
Base:	146	70	76	38	44	63	63	83
<b>Meanscore [Much better = 2, Better = 1, About the same = 0, Worse = -1, Much worse = -2]</b>								
<b>Q29 Comparing Shrewsbury with other centres, how does it compare on the following aspects?</b>								
<b>Choice of shops</b>								
Much better	6.8%	10 5.7%	4 7.9%	6 5.3%	2 11.4%	5 4.8%	3 6.3%	4 7.2%
Better	24.0%	35 25.7%	18 22.4%	17 31.6%	12 22.7%	10 19.0%	12 33.3%	21 16.9%
About the same	62.3%	91 62.9%	44 61.8%	47 60.5%	23 56.8%	25 68.3%	43 55.6%	35 67.5%
Worse	5.5%	8 5.7%	4 5.3%	4 2.6%	1 9.1%	4 4.8%	3 4.8%	3 6.0%
Much worse	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)	1.4%	2 0.0%	0 2.6%	2 0.0%	0 0.0%	0 3.2%	2 0.0%	0 2.4%
<i>Mean:</i>	0.33	0.31	0.34	0.39	0.36	0.25	0.41	0.26
Base:	146	70	76	38	44	63	63	83
<b>Choice of High Street names</b>								
Much better	5.5%	8 4.3%	3 6.6%	5 5.3%	2 6.8%	3 4.8%	3 3.2%	2 7.2%
Better	20.5%	30 18.6%	13 22.4%	17 23.7%	9 22.7%	10 15.9%	10 28.6%	18 14.5%
About the same	65.1%	95 65.7%	46 64.5%	49 60.5%	23 63.6%	28 69.8%	44 58.7%	37 69.9%
Worse	6.8%	10 7.1%	5 6.6%	5 7.9%	3 11.4%	5 3.2%	2 7.9%	5 6.0%
Much worse	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)	2.1%	3 0.0%	0 3.9%	3 2.6%	1 0.0%	0 3.2%	2 1.6%	1 2.4%
<i>Mean:</i>	0.25	0.16	0.34	0.27	0.30	0.20	0.27	0.23
Base:	146	70	76	38	44	63	63	83
<b>Choice of independent/specialist shops</b>								
Much better	8.2%	12 5.7%	4 10.5%	8 7.9%	3 9.1%	4 7.9%	5 9.5%	6 7.2%
Better	30.8%	45 32.9%	23 28.9%	22 31.6%	12 31.8%	14 28.6%	18 38.1%	24 25.3%
About the same	49.3%	72 48.6%	34 50.0%	38 50.0%	19 43.2%	19 54.0%	34 44.4%	28 53.0%
Worse	6.8%	10 7.1%	5 6.6%	5 7.9%	3 11.4%	5 3.2%	2 7.9%	5 6.0%
Much worse	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)	4.8%	7 5.7%	4 3.9%	3 2.6%	1 4.5%	2 6.3%	4 0.0%	0 8.4%
<i>Mean:</i>	0.42	0.39	0.45	0.41	0.40	0.44	0.49	0.37
Base:	146	70	76	38	44	63	63	83
<b>Quality of shops</b>								
Much better	6.8%	10 5.7%	4 7.9%	6 7.9%	3 6.8%	3 6.3%	4 6.3%	4 7.2%
Better	28.8%	42 27.1%	19 30.3%	23 31.6%	12 29.5%	13 25.4%	16 38.1%	24 21.7%
About the same	58.2%	85 61.4%	43 55.3%	42 52.6%	20 56.8%	25 63.5%	40 49.2%	31 65.1%
Worse	4.8%	7 5.7%	4 3.9%	3 7.9%	3 6.8%	3 1.6%	1 6.3%	4 3.6%
Much worse	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)	1.4%	2 0.0%	0 2.6%	2 0.0%	0 0.0%	0 3.2%	2 0.0%	0 2.4%
<i>Mean:</i>	0.38	0.33	0.43	0.39	0.36	0.38	0.44	0.33
Base:	146	70	76	38	44	63	63	83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Range of services such as banks and other financial services</b>																
Much better	4.1%	6	4.3%	3	3.9%	3	5.3%	2	0.0%	0	6.3%	4	1.6%	1	6.0%	5
Better	11.0%	16	12.9%	9	9.2%	7	13.2%	5	11.4%	5	9.5%	6	9.5%	6	12.0%	10
About the same	78.8%	115	77.1%	54	80.3%	61	78.9%	30	81.8%	36	76.2%	48	82.5%	52	75.9%	63
Worse	2.7%	4	5.7%	4	0.0%	0	0.0%	0	2.3%	1	4.8%	3	1.6%	1	3.6%	3
Much worse	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)	3.4%	5	0.0%	0	6.6%	5	2.6%	1	4.5%	2	3.2%	2	4.8%	3	2.4%	2
Mean:		0.17		0.16		0.18		0.24		0.10		0.18		0.12		0.21
Base:		146		70		76		38		44		63		63		83
<b>Range and choice of pubs / restaurants</b>																
Much better	6.8%	10	5.7%	4	7.9%	6	5.3%	2	6.8%	3	7.9%	5	4.8%	3	8.4%	7
Better	26.7%	39	31.4%	22	22.4%	17	36.8%	14	29.5%	13	19.0%	12	28.6%	18	25.3%	21
About the same	54.8%	80	57.1%	40	52.6%	40	47.4%	18	50.0%	22	61.9%	39	54.0%	34	55.4%	46
Worse	3.4%	5	1.4%	1	5.3%	4	5.3%	2	4.5%	2	1.6%	1	4.8%	3	2.4%	2
Much worse	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)	8.2%	12	4.3%	3	11.8%	9	5.3%	2	9.1%	4	9.5%	6	7.9%	5	8.4%	7
Mean:		0.40		0.43		0.37		0.44		0.43		0.37		0.36		0.43
Base:		146		70		76		38		44		63		63		83
<b>Leisure facilities</b>																
Much better	3.4%	5	2.9%	2	3.9%	3	2.6%	1	2.3%	1	4.8%	3	3.2%	2	3.6%	3
Better	11.0%	16	8.6%	6	13.2%	10	26.3%	10	6.8%	3	4.8%	3	11.1%	7	10.8%	9
About the same	47.9%	70	54.3%	38	42.1%	32	47.4%	18	47.7%	21	49.2%	31	49.2%	31	47.0%	39
Worse	4.1%	6	5.7%	4	2.6%	2	5.3%	2	4.5%	2	3.2%	2	4.8%	3	3.6%	3
Much worse	1.4%	2	1.4%	1	1.3%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	2.4%	2
(Don't know)	32.2%	47	27.1%	19	36.8%	28	18.4%	7	34.1%	15	38.1%	24	31.7%	20	32.5%	27
Mean:		0.16		0.08		0.25		0.32		-0.03		0.18		0.19		0.14
Base:		146		70		76		38		44		63		63		83
<b>Town centre environment</b>																
Much better	8.2%	12	8.6%	6	7.9%	6	13.2%	5	4.5%	2	7.9%	5	4.8%	3	10.8%	9
Better	34.9%	51	34.3%	24	35.5%	27	39.5%	15	36.4%	16	30.2%	19	44.4%	28	27.7%	23
About the same	50.0%	73	52.9%	37	47.4%	36	44.7%	17	47.7%	21	55.6%	35	49.2%	31	50.6%	42
Worse	2.7%	4	1.4%	1	3.9%	3	2.6%	1	6.8%	3	0.0%	0	1.6%	1	3.6%	3
Much worse	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	3.4%	5	2.9%	2	3.9%	3	0.0%	0	2.3%	1	6.3%	4	0.0%	0	6.0%	5
Mean:		0.49		0.51		0.47		0.63		0.35		0.49		0.52		0.46
Base:		146		70		76		38		44		63		63		83
<b>Cleanliness</b>																
Much better	10.3%	15	10.0%	7	10.5%	8	13.2%	5	9.1%	4	9.5%	6	7.9%	5	12.0%	10
Better	20.5%	30	20.0%	14	21.1%	16	23.7%	9	25.0%	11	15.9%	10	25.4%	16	16.9%	14
About the same	63.0%	92	64.3%	45	61.8%	47	57.9%	22	59.1%	26	68.3%	43	63.5%	40	62.7%	52
Worse	4.1%	6	5.7%	4	2.6%	2	5.3%	2	4.5%	2	3.2%	2	3.2%	2	4.8%	4
Much worse	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	1.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	2
Mean:		0.36		0.34		0.38		0.45		0.34		0.33		0.38		0.35
Base:		146		70		76		38		44		63		63		83
<b>Car parking provision</b>																
Much better	3.4%	5	1.4%	1	5.3%	4	5.3%	2	2.3%	1	3.2%	2	3.2%	2	3.6%	3
Better	6.2%	9	8.6%	6	3.9%	3	5.3%	2	6.8%	3	6.3%	4	4.8%	3	7.2%	6
About the same	57.5%	84	57.1%	40	57.9%	44	57.9%	22	65.9%	29	52.4%	33	63.5%	40	53.0%	44
Worse	12.3%	18	10.0%	7	14.5%	11	10.5%	4	13.6%	6	12.7%	8	11.1%	7	13.3%	11
Much worse	2.1%	3	4.3%	3	0.0%	0	0.0%	0	2.3%	1	3.2%	2	1.6%	1	2.4%	2
(Don't know)	18.5%	27	18.6%	13	18.4%	14	21.1%	8	9.1%	4	22.2%	14	15.9%	10	20.5%	17
Mean:		-0.04		-0.09		0.00		0.07		-0.08		-0.08		-0.04		-0.05
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Car parking prices</b>																
Much better	3.4%	5	1.4%	1	5.3%	4	5.3%	2	2.3%	1	3.2%	2	3.2%	2	3.6%	3
Better	5.5%	8	4.3%	3	6.6%	5	7.9%	3	4.5%	2	4.8%	3	6.3%	4	4.8%	4
About the same	56.8%	83	55.7%	39	57.9%	44	52.6%	20	63.6%	28	55.6%	35	58.7%	37	55.4%	46
Worse	8.9%	13	11.4%	8	6.6%	5	5.3%	2	11.4%	5	9.5%	6	7.9%	5	9.6%	8
Much worse	4.1%	6	5.7%	4	2.6%	2	2.6%	1	6.8%	3	3.2%	2	3.2%	2	4.8%	4
(Don't know)	21.2%	31	21.4%	15	21.1%	16	26.3%	10	11.4%	5	23.8%	15	20.6%	13	21.7%	18
Mean:		-0.06		-0.20		0.07		0.11		-0.18		-0.06		-0.02		-0.09
Base:		146		70		76		38		44		63		63		83
<b>Accessibility by public transport</b>																
Much better	4.8%	7	5.7%	4	3.9%	3	2.6%	1	2.3%	1	7.9%	5	3.2%	2	6.0%	5
Better	12.3%	18	12.9%	9	11.8%	9	18.4%	7	9.1%	4	11.1%	7	12.7%	8	12.0%	10
About the same	45.2%	66	44.3%	31	46.1%	35	44.7%	17	43.2%	19	46.0%	29	34.9%	22	53.0%	44
Worse	5.5%	8	5.7%	4	5.3%	4	7.9%	3	4.5%	2	4.8%	3	9.5%	6	2.4%	2
Much worse	1.4%	2	1.4%	1	1.3%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	2.4%	2
(Don't know)	30.8%	45	30.0%	21	31.6%	24	26.3%	10	36.4%	16	30.2%	19	39.7%	25	24.1%	20
Mean:		0.20		0.22		0.17		0.21		0.00		0.32		0.16		0.22
Base:		146		70		76		38		44		63		63		83
<b>Public information / signposts / public facilities</b>																
Much better	5.5%	8	5.7%	4	5.3%	4	10.5%	4	2.3%	1	4.8%	3	4.8%	3	6.0%	5
Better	9.6%	14	8.6%	6	10.5%	8	18.4%	7	4.5%	2	7.9%	5	9.5%	6	9.6%	8
About the same	66.4%	97	64.3%	45	68.4%	52	55.3%	21	65.9%	29	73.0%	46	66.7%	42	66.3%	55
Worse	3.4%	5	5.7%	4	1.3%	1	0.0%	0	6.8%	3	3.2%	2	4.8%	3	2.4%	2
Much worse	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	14.4%	21	14.3%	10	14.5%	11	15.8%	6	18.2%	8	11.1%	7	14.3%	9	14.5%	12
Mean:		0.18		0.13		0.23		0.47		-0.03		0.16		0.17		0.20
Base:		146		70		76		38		44		63		63		83
<b>Cinemas</b>																
Much better	5.5%	8	5.7%	4	5.3%	4	5.3%	2	4.5%	2	6.3%	4	4.8%	3	6.0%	5
Better	7.5%	11	10.0%	7	5.3%	4	10.5%	4	11.4%	5	3.2%	2	11.1%	7	4.8%	4
About the same	65.8%	96	62.9%	44	68.4%	52	71.1%	27	56.8%	25	69.8%	44	69.8%	44	62.7%	52
Worse	4.8%	7	7.1%	5	2.6%	2	0.0%	0	11.4%	5	3.2%	2	3.2%	2	6.0%	5
Much worse	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)	16.4%	24	14.3%	10	18.4%	14	13.2%	5	15.9%	7	17.5%	11	11.1%	7	20.5%	17
Mean:		0.16		0.17		0.16		0.24		0.11		0.15		0.20		0.14
Base:		146		70		76		38		44		63		63		83
<b>Restaurants</b>																
Much better	6.8%	10	5.7%	4	7.9%	6	5.3%	2	6.8%	3	7.9%	5	4.8%	3	8.4%	7
Better	22.6%	33	24.3%	17	21.1%	16	26.3%	10	29.5%	13	15.9%	10	25.4%	16	20.5%	17
About the same	59.6%	87	54.3%	38	64.5%	49	60.5%	23	47.7%	21	66.7%	42	63.5%	40	56.6%	47
Worse	2.7%	4	4.3%	3	1.3%	1	2.6%	1	6.8%	3	0.0%	0	1.6%	1	3.6%	3
Much worse	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)	8.2%	12	11.4%	8	5.3%	4	5.3%	2	9.1%	4	9.5%	6	4.8%	3	10.8%	9
Mean:		0.37		0.35		0.38		0.36		0.40		0.35		0.35		0.38
Base:		146		70		76		38		44		63		63		83
<b>Entertainment / events / performances</b>																
Much better	6.8%	10	10.0%	7	3.9%	3	7.9%	3	2.3%	1	9.5%	6	6.3%	4	7.2%	6
Better	16.4%	24	18.6%	13	14.5%	11	21.1%	8	20.5%	9	11.1%	7	19.0%	12	14.5%	12
About the same	43.8%	64	38.6%	27	48.7%	37	44.7%	17	36.4%	16	49.2%	31	41.3%	26	45.8%	38
Worse	2.1%	3	1.4%	1	2.6%	2	5.3%	2	2.3%	1	0.0%	0	4.8%	3	0.0%	0
Much worse	2.1%	3	2.9%	2	1.3%	1	0.0%	0	6.8%	3	0.0%	0	0.0%	0	3.6%	3
(Don't know)	28.8%	42	28.6%	20	28.9%	22	21.1%	8	31.8%	14	30.2%	19	28.6%	18	28.9%	24
Mean:		0.34		0.44		0.24		0.40		0.13		0.43		0.38		0.31
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Tourist facilities/hotels</b>																
Much better	5.5%	8	5.7%	4	5.3%	4	7.9%	3	4.5%	2	4.8%	3	4.8%	3	6.0%	5
Better	11.0%	16	12.9%	9	9.2%	7	15.8%	6	18.2%	8	3.2%	2	19.0%	12	4.8%	4
About the same	47.3%	69	45.7%	32	48.7%	37	42.1%	16	45.5%	20	50.8%	32	41.3%	26	51.8%	43
Worse	3.4%	5	2.9%	2	3.9%	3	2.6%	1	0.0%	0	6.3%	4	4.8%	3	2.4%	2
Much worse	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)	32.9%	48	32.9%	23	32.9%	25	31.6%	12	31.8%	14	34.9%	22	30.2%	19	34.9%	29
Mean:		0.28		0.32		0.24		0.42		0.40		0.10		0.34		0.22
Base:		146		70		76		38		44		63		63		83
<b>Day-time safety</b>																
Much better	8.2%	12	8.6%	6	7.9%	6	7.9%	3	6.8%	3	9.5%	6	7.9%	5	8.4%	7
Better	19.2%	28	22.9%	16	15.8%	12	18.4%	7	20.5%	9	17.5%	11	19.0%	12	19.3%	16
About the same	65.8%	96	65.7%	46	65.8%	50	65.8%	25	63.6%	28	68.3%	43	68.3%	43	63.9%	53
Worse	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	1.6%	1	1.2%	1
Much worse	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	4.8%	7	1.4%	1	7.9%	6	7.9%	3	4.5%	2	3.2%	2	3.2%	2	6.0%	5
Mean:		0.35		0.39		0.30		0.37		0.29		0.36		0.34		0.35
Base:		146		70		76		38		44		63		63		83
<b>Evening / night safety</b>																
Much better	6.2%	9	7.1%	5	5.3%	4	7.9%	3	4.5%	2	6.3%	4	4.8%	3	7.2%	6
Better	11.6%	17	14.3%	10	9.2%	7	23.7%	9	13.6%	6	3.2%	2	11.1%	7	12.0%	10
About the same	39.7%	58	37.1%	26	42.1%	32	44.7%	17	38.6%	17	38.1%	24	34.9%	22	43.4%	36
Worse	1.4%	2	2.9%	2	0.0%	0	2.6%	1	0.0%	0	1.6%	1	1.6%	1	1.2%	1
Much worse	2.1%	3	1.4%	1	2.6%	2	0.0%	0	6.8%	3	0.0%	0	0.0%	0	3.6%	3
(Don't know)	39.0%	57	37.1%	26	40.8%	31	21.1%	8	36.4%	16	50.8%	32	47.6%	30	32.5%	27
Mean:		0.30		0.36		0.24		0.47		0.14		0.29		0.36		0.27
Base:		146		70		76		38		44		63		63		83
<b>Layout</b>																
Much better	6.8%	10	7.1%	5	6.6%	5	10.5%	4	4.5%	2	6.3%	4	4.8%	3	8.4%	7
Better	21.9%	32	24.3%	17	19.7%	15	28.9%	11	20.5%	9	19.0%	12	22.2%	14	21.7%	18
About the same	52.1%	76	54.3%	38	50.0%	38	42.1%	16	61.4%	27	50.8%	32	47.6%	30	55.4%	46
Worse	13.0%	19	8.6%	6	17.1%	13	13.2%	5	11.4%	5	14.3%	9	17.5%	11	9.6%	8
Much worse	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	5.5%	8	4.3%	3	6.6%	5	5.3%	2	0.0%	0	9.5%	6	7.9%	5	3.6%	3
Mean:		0.22		0.28		0.17		0.39		0.14		0.19		0.16		0.28
Base:		146		70		76		38		44		63		63		83
<b>Public Art</b>																
Much better	4.1%	6	2.9%	2	5.3%	4	5.3%	2	2.3%	1	4.8%	3	3.2%	2	4.8%	4
Better	12.3%	18	12.9%	9	11.8%	9	15.8%	6	9.1%	4	11.1%	7	12.7%	8	12.0%	10
About the same	40.4%	59	40.0%	28	40.8%	31	36.8%	14	40.9%	18	42.9%	27	33.3%	21	45.8%	38
Worse	5.5%	8	4.3%	3	6.6%	5	2.6%	1	11.4%	5	3.2%	2	7.9%	5	3.6%	3
Much worse	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
(Don't know)	37.0%	54	38.6%	27	35.5%	27	39.5%	15	34.1%	15	38.1%	24	42.9%	27	32.5%	27
Mean:		0.22		0.19		0.24		0.39		-0.03		0.28		0.19		0.23
Base:		146		70		76		38		44		63		63		83
<b>General environment</b>																
Much better	4.1%	6	4.3%	3	3.9%	3	5.3%	2	2.3%	1	4.8%	3	4.8%	3	3.6%	3
Better	26.7%	39	32.9%	23	21.1%	16	34.2%	13	22.7%	10	23.8%	15	28.6%	18	25.3%	21
About the same	66.4%	97	62.9%	44	69.7%	53	57.9%	22	72.7%	32	68.3%	43	66.7%	42	66.3%	55
Worse	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
Much worse	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)	2.1%	3	0.0%	0	3.9%	3	2.6%	1	0.0%	0	3.2%	2	0.0%	0	3.6%	3
Mean:		0.35		0.41		0.29		0.46		0.25		0.34		0.38		0.33
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q30 What type of shops or services would you like to see more of in Shrewsbury?</b>																
Large supermarkets	4.1%	6	2.9%	2	5.3%	4	0.0%	0	6.8%	3	4.8%	3	1.6%	1	6.0%	5
Specialist foodstores	2.7%	4	4.3%	3	1.3%	1	2.6%	1	6.8%	3	0.0%	0	6.3%	4	0.0%	0
Department stores	15.1%	22	14.3%	10	15.8%	12	18.4%	7	11.4%	5	15.9%	10	17.5%	11	13.3%	11
Clothing stores	10.3%	15	7.1%	5	13.2%	10	28.9%	11	2.3%	1	4.8%	3	11.1%	7	9.6%	8
Footwear stores	4.8%	7	2.9%	2	6.6%	5	15.8%	6	0.0%	0	1.6%	1	6.3%	4	3.6%	3
Electrical goods	1.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	3.2%	2	0.0%	0
Household goods stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pharmacies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	1.4%	2	1.4%	1	1.3%	1	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
Drinking establishments	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
Building Society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solicitors	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
Better public transport links	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
Cheaper parking	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Disabled parking	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Fewer charity shops	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
More speciality shops	3.4%	5	7.1%	5	0.0%	0	5.3%	2	2.3%	1	3.2%	2	1.6%	1	4.8%	4
Smaller supermarkets	1.4%	2	1.4%	1	1.3%	1	2.6%	1	0.0%	0	1.6%	1	3.2%	2	0.0%	0
More public seating	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Town centre grocery shop	1.4%	2	0.0%	0	2.6%	2	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
(None mentioned)	51.4%	75	48.6%	34	53.9%	41	39.5%	15	59.1%	26	52.4%	33	47.6%	30	54.2%	45
(Don't know)	9.6%	14	10.0%	7	9.2%	7	5.3%	2	9.1%	4	12.7%	8	11.1%	7	8.4%	7
Base:		146		70		76		38		44		63		63		83

### Q31 What type leisure facilities would you like to see more of in Shrewsbury?

Health and fitness	1.4%	2	1.4%	1	1.3%	1	5.3%	2	0.0%	0	0.0%	0	1.6%	1	1.2%	1
Swimming pool	1.4%	2	1.4%	1	1.3%	1	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Bowling alley	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
Hotels	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Ice rink	2.1%	3	4.3%	3	0.0%	0	2.6%	1	4.5%	2	0.0%	0	0.0%	0	3.6%	3
Museums	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Art galleries	1.4%	2	2.9%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	1.6%	1	1.2%	1
Go-karting	2.1%	3	2.9%	2	1.3%	1	5.3%	2	2.3%	1	0.0%	0	1.6%	1	2.4%	2
Parks/gardens	1.4%	2	0.0%	0	2.6%	2	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
Civic Hall/Civic spaces	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	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
Better provision for children	2.1%	3	0.0%	0	3.9%	3	2.6%	1	4.5%	2	0.0%	0	1.6%	1	2.4%	2
Skating rink	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Walking maps	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
(None mentioned)	71.2%	104	67.1%	47	75.0%	57	68.4%	26	70.5%	31	73.0%	46	71.4%	45	71.1%	59
(Don't know)	16.4%	24	17.1%	12	15.8%	12	15.8%	6	11.4%	5	20.6%	13	17.5%	11	15.7%	13
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q32 What measures do you think would improve Shrewsbury and make it more attractive?</b>																
Increased choice / range of shops	3.4%	5	2.9%	2	3.9%	3	7.9%	3	0.0%	0	3.2%	2	4.8%	3	2.4%	2
More speciality shops	4.1%	6	7.1%	5	1.3%	1	2.6%	1	4.5%	2	4.8%	3	6.3%	4	2.4%	2
More national multiples	2.1%	3	2.9%	2	1.3%	1	5.3%	2	0.0%	0	1.6%	1	1.6%	1	2.4%	2
Better foodstore provision	1.4%	2	2.9%	2	0.0%	0	2.6%	1	2.3%	1	0.0%	0	3.2%	2	0.0%	0
More non-food stores	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
More Independent / Specialist traders	2.7%	4	5.7%	4	0.0%	0	2.6%	1	4.5%	2	1.6%	1	4.8%	3	1.2%	1
Improved street paving	1.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2	1.6%	1	1.2%	1
Cheaper parking	10.3%	15	10.0%	7	10.5%	8	7.9%	3	9.1%	4	12.7%	8	12.7%	8	8.4%	7
Flexible parking	2.7%	4	1.4%	1	3.9%	3	2.6%	1	2.3%	1	3.2%	2	4.8%	3	1.2%	1
Reduce traffic congestion	4.8%	7	5.7%	4	3.9%	3	7.9%	3	6.8%	3	1.6%	1	7.9%	5	2.4%	2
Improved public transport	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
More entertainment / leisure facilities	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
More quality restaurants / pavement cafes	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
More evening activities	1.4%	2	1.4%	1	1.3%	1	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
More organised events e.g. street markets	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
More cultural facilities	2.7%	4	2.9%	2	2.6%	2	2.6%	1	4.5%	2	1.6%	1	4.8%	3	1.2%	1
Improved security / CCTV	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Improved cleanliness	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Greater promotion / marketing of the centre	1.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	2
Public toilets	5.5%	8	8.6%	6	2.6%	2	2.6%	1	4.5%	2	7.9%	5	7.9%	5	3.6%	3
Expansion of the centre	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	3.2%	2	0.0%	0
Improved cultural facilities	52.1%	76	51.4%	36	52.6%	40	60.5%	23	52.3%	23	46.0%	29	49.2%	31	54.2%	45
More tourist facilities	13.0%	19	11.4%	8	14.5%	11	13.2%	5	15.9%	7	11.1%	7	12.7%	8	13.3%	11
Improved signage/information	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	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
Get rid of the cobble stones	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Get rid of the Darwin Gates statue	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Improve safety for cyclists	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Just clean it all up	3.4%	5	4.3%	3	2.6%	2	2.6%	1	4.5%	2	3.2%	2	4.8%	3	2.4%	2
Provide more public seating	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
(None mentioned)	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Base:		146		70		76		38		44		63		63		83



# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q33 What do you think are the biggest weaknesses of Shrewsbury?</b>																
Choice / range of non-food shops	2.1%	3	1.4%	1	2.6%	2	5.3%	2	0.0%	0	1.6%	1	0.0%	0	3.6%	3
Range of specialist/independent retailers	2.1%	3	4.3%	3	0.0%	0	0.0%	0	4.5%	2	1.6%	1	3.2%	2	1.2%	1
Foodstore provision	1.4%	2	1.4%	1	1.3%	1	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
Lack of cultural facilities	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
Accessibility by private car	5.5%	8	7.1%	5	3.9%	3	2.6%	1	4.5%	2	7.9%	5	6.3%	4	4.8%	4
Car parking	9.6%	14	8.6%	6	10.5%	8	5.3%	2	18.2%	8	6.3%	4	15.9%	10	4.8%	4
Accessibility by public transport	2.1%	3	1.4%	1	2.6%	2	0.0%	0	4.5%	2	1.6%	1	1.6%	1	2.4%	2
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information / events	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
Range and choice of pubs / restaurants	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tourism facilities	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-retail provision (e.g. banks, estate agents (etc.))	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	1.4%	2	2.9%	2	0.0%	0	2.6%	1	2.3%	1	0.0%	0	0.0%	0	2.4%	2
Security / safety	1.4%	2	2.9%	2	0.0%	0	2.6%	1	0.0%	0	1.6%	1	3.2%	2	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
Poor traffic management	5.5%	8	10.0%	7	1.3%	1	5.3%	2	4.5%	2	6.3%	4	6.3%	4	4.8%	4
Poor parking provision / cost	2.7%	4	1.4%	1	3.9%	3	0.0%	0	0.0%	0	6.3%	4	0.0%	0	4.8%	4
Poor provision for people with disabilities	2.1%	3	1.4%	1	2.6%	2	2.6%	1	0.0%	0	3.2%	2	1.6%	1	2.4%	2
Poor provision of public seating	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
The council need to stop wasting money and act in the best interests of the residents	2.7%	4	1.4%	1	3.9%	3	0.0%	0	2.3%	1	4.8%	3	4.8%	3	1.2%	1
The rents are making shops too expensive	1.4%	2	2.9%	2	0.0%	0	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
(None mentioned)	52.7%	77	51.4%	36	53.9%	41	57.9%	22	54.5%	24	47.6%	30	61.9%	39	45.8%	38
(Don't know)	12.3%	18	8.6%	6	15.8%	12	15.8%	6	9.1%	4	12.7%	8	6.3%	4	16.9%	14
Base:		146		70		76		38		44		63		63		83
<b>GEN Gender</b>																
Male	47.9%	70	100.0%	70	0.0%	0	36.8%	14	50.0%	22	54.0%	34	47.6%	30	48.2%	40
Female	52.1%	76	0.0%	0	100.0%	76	63.2%	24	50.0%	22	46.0%	29	52.4%	33	51.8%	43
Base:		146		70		76		38		44		63		63		83
<b>AGE Age Group</b>																
18 – 24 years	12.3%	18	7.1%	5	17.1%	13	47.4%	18	0.0%	0	0.0%	0	11.1%	7	13.3%	11
25 – 34 years	13.7%	20	12.9%	9	14.5%	11	52.6%	20	0.0%	0	0.0%	0	20.6%	13	8.4%	7
35 – 44 years	11.0%	16	8.6%	6	13.2%	10	0.0%	0	36.4%	16	0.0%	0	15.9%	10	7.2%	6
45 – 54 years	19.2%	28	22.9%	16	15.8%	12	0.0%	0	63.6%	28	0.0%	0	15.9%	10	21.7%	18
55 – 64 years	16.4%	24	20.0%	14	13.2%	10	0.0%	0	0.0%	0	38.1%	24	14.3%	9	18.1%	15
65+ years	26.7%	39	28.6%	20	25.0%	19	0.0%	0	0.0%	0	61.9%	39	22.2%	14	30.1%	25
(Refused)	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Base:		146		70		76		38		44		63		63		83
<b>SEG Socioeconomic Grading</b>																
AB	9.6%	14	10.0%	7	9.2%	7	2.6%	1	11.4%	5	12.7%	8	22.2%	14	0.0%	0
C1	33.6%	49	32.9%	23	34.2%	26	50.0%	19	34.1%	15	23.8%	15	77.8%	49	0.0%	0
C2	17.1%	25	18.6%	13	15.8%	12	21.1%	8	20.5%	9	12.7%	8	0.0%	0	30.1%	25
DE	39.7%	58	38.6%	27	40.8%	31	26.3%	10	34.1%	15	50.8%	32	0.0%	0	69.9%	58
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
<b>ETH Ethnicity</b>																
White	100.0%	146	100.0%	70	100.0%	76	100.0%	38	100.0%	44	100.0%	63	100.0%	63	100.0%	83
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any 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
Mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		146		70		76		38		44		63		63		83
<b>DAY Date</b>																
Monday	30.8%	45	27.1%	19	34.2%	26	28.9%	11	25.0%	11	36.5%	23	20.6%	13	38.6%	32
Tuesday	17.1%	25	14.3%	10	19.7%	15	21.1%	8	13.6%	6	15.9%	10	22.2%	14	13.3%	11
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	13.0%	19	17.1%	12	9.2%	7	13.2%	5	18.2%	8	9.5%	6	12.7%	8	13.3%	11
Friday	27.4%	40	25.7%	18	28.9%	22	26.3%	10	25.0%	11	30.2%	19	30.2%	19	25.3%	21
Saturday	11.6%	17	15.7%	11	7.9%	6	10.5%	4	18.2%	8	7.9%	5	14.3%	9	9.6%	8
Base:		146		70		76		38		44		63		63		83
<b>TIM Time</b>																
09.00 – 12.00	31.5%	46	37.1%	26	26.3%	20	36.8%	14	27.3%	12	31.7%	20	33.3%	21	30.1%	25
12.01 – 14.00	28.8%	42	24.3%	17	32.9%	25	21.1%	8	27.3%	12	33.3%	21	30.2%	19	27.7%	23
14.01 – 16.00	32.9%	48	37.1%	26	28.9%	22	28.9%	11	38.6%	17	31.7%	20	34.9%	22	31.3%	26
16.01 – 17.00	6.8%	10	1.4%	1	11.8%	9	13.2%	5	6.8%	3	3.2%	2	1.6%	1	10.8%	9
Base:		146		70		76		38		44		63		63		83

# Shrewsbury On Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
<b>PC</b>																
Blank	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
B23 6	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
CH1 5	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
FK2 7	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
LA9 7	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
NE34	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
NE42 5	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SP10 3	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
ST17 9	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
ST19 5	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
ST2 7	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
ST6 2	2.7%	4	1.4%	1	3.9%	3	2.6%	1	4.5%	2	1.6%	1	3.2%	2	2.4%	2
SY	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
SY1	1.4%	2	0.0%	0	2.6%	2	2.6%	1	2.3%	1	0.0%	0	1.6%	1	1.2%	1
SY1 1	3.4%	5	7.1%	5	0.0%	0	0.0%	0	4.5%	2	4.8%	3	4.8%	3	2.4%	2
SY1 2	5.5%	8	5.7%	4	5.3%	4	13.2%	5	4.5%	2	1.6%	1	4.8%	3	6.0%	5
SY1 3	3.4%	5	2.9%	2	3.9%	3	2.6%	1	2.3%	1	4.8%	3	3.2%	2	3.6%	3
SY1 4	3.4%	5	2.9%	2	3.9%	3	5.3%	2	0.0%	0	4.8%	3	1.6%	1	4.8%	4
SY1 6	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
SY2 5	10.3%	15	7.1%	5	13.2%	10	13.2%	5	13.6%	6	6.3%	4	11.1%	7	9.6%	8
SY2 6	1.4%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.2%	2	1.6%	1	1.2%	1
SY3	2.1%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	1.6%	1	2.4%	2
SY3 0	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
SY3 5	2.1%	3	0.0%	0	3.9%	3	5.3%	2	0.0%	0	1.6%	1	3.2%	2	1.2%	1
SY3 6	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY3 7	5.5%	8	8.6%	6	2.6%	2	7.9%	3	9.1%	4	1.6%	1	7.9%	5	3.6%	3
SY3 8	4.1%	6	4.3%	3	3.9%	3	7.9%	3	2.3%	1	3.2%	2	3.2%	2	4.8%	4
SY3 9	3.4%	5	2.9%	2	3.9%	3	2.6%	1	2.3%	1	4.8%	3	3.2%	2	3.6%	3
SY4 2	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	0.0%	0	2.4%	2
SY4 3	1.4%	2	1.4%	1	1.3%	1	0.0%	0	2.3%	1	1.6%	1	3.2%	2	0.0%	0
SY4 4	2.1%	3	1.4%	1	2.6%	2	0.0%	0	2.3%	1	3.2%	2	1.6%	1	2.4%	2
SY4 5	2.1%	3	2.9%	2	1.3%	1	2.6%	1	2.3%	1	1.6%	1	1.6%	1	2.4%	2
SY5 6	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
SY5 7	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
SY5 8	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY5 9	2.7%	4	5.7%	4	0.0%	0	0.0%	0	4.5%	2	3.2%	2	1.6%	1	3.6%	3
SY7 9	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
SY10 9	1.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	2
SY11 2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY13 2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY16 2	1.4%	2	0.0%	0	2.6%	2	0.0%	0	2.3%	1	1.6%	1	3.2%	2	0.0%	0
SY16 3	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
SY17 1	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY21 8	1.4%	2	1.4%	1	1.3%	1	2.6%	1	0.0%	0	1.6%	1	1.6%	1	1.2%	1
SY22 5	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
SY22 6	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
TF1	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
TF1 2	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
TF1 6	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
TF2 8	1.4%	2	0.0%	0	2.6%	2	2.6%	1	0.0%	0	1.6%	1	1.6%	1	1.2%	1
TF3 1	0.7%	1	0.0%	0	1.3%	1	2.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
TF3 2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
TF4 2	1.4%	2	0.0%	0	2.6%	2	2.6%	1	0.0%	0	1.6%	1	1.6%	1	1.2%	1
TF4 3	3.4%	5	4.3%	3	2.6%	2	5.3%	2	6.8%	3	0.0%	0	6.3%	4	1.2%	1
TF6 6	2.1%	3	2.9%	2	1.3%	1	0.0%	0	2.3%	1	3.2%	2	1.6%	1	2.4%	2
TF7 4	0.7%	1	1.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
TF7 5	2.1%	3	0.0%	0	3.9%	3	2.6%	1	4.5%	2	0.0%	0	0.0%	0	3.6%	3
TF11 9	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
WR2 6	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
WR11 8	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
WS15 1	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
WS15 2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.2%	1
WV10 0	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1
WV10 9	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	1.6%	1	0.0%	0
WV16 4	1.4%	2	0.0%	0	2.6%	2	0.0%	0	2.3%	1	1.6%	1	1.6%	1	1.2%	1
Base:	146	70	76	38	44	63	63	83								



**Appendix 6 – Business Survey**



## SHREWSBURY TOWN CENTRE BUSINESS SURVEY RESULTS

Questionnaires Distributed:

539

Responses: 165 (31%)

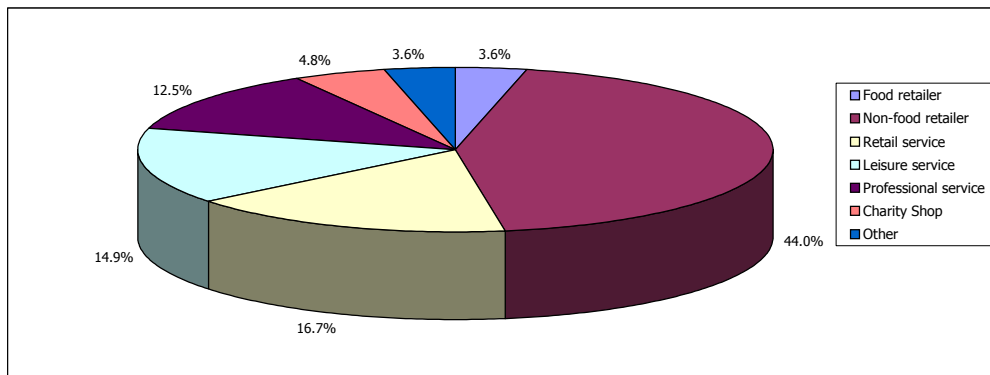
### Q1b. How would you best describe your business?

Food retailer	6	(3.6%)
Non-food retailer	74	(44.0%)
Retail service	28	(16.7%)
Leisure service	25	(14.9%)
Professional service	21	(12.5%)
Charity Shop	8	(4.8%)
Other	6	(3.6%)
<b>Total</b>	<b>168</b>	<b>(100.0%)</b>

Other:

3

*Food/Clothes/Crafts Retailer - all Fairtrade [1], Specialist Retailer [1], Private Healthcare [1]*

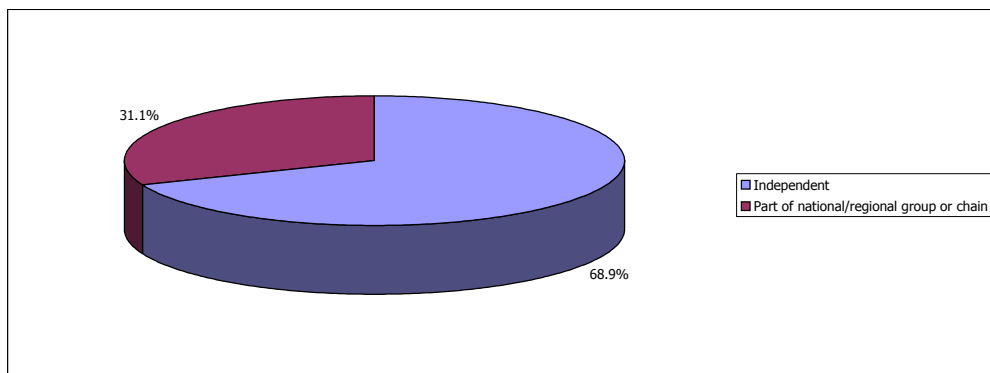


### Q1c. Is your business?

Independent	113	(68.9%)
Part of national/regional group or chain	51	(31.1%)
<b>Total</b>	<b>164</b>	<b>(100.0%)</b>

Not Answered:

1



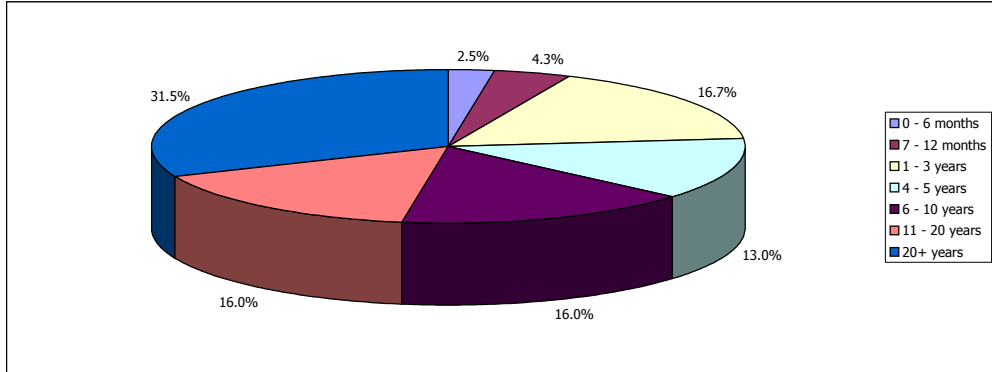
**Q1d. How long, approximately, has the business traded in Shrewsbury Town Centre?**

0 - 6 months	4	(2.5%)
7 - 12 months	7	(4.3%)
1 - 3 years	27	(16.7%)
4 - 5 years	21	(13.0%)
6 - 10 years	26	(16.0%)
11 - 20 years	26	(16.0%)
20+ years	51	(31.5%)
	<b>162</b>	<b>(100.0%)</b>

**Other:**

Not sure [2]

**Not Answered: 1**



**Q1e. Why did you choose Shrewsbury Town Centre as a business location?**

*Appropriate market and location [3], Company decision [1], Opportunity arose [2], Live in area [43], Appropriate market [18], Client base [1], New business [1], Business opportunity (no Blacks in Shrewsbury) [1], Head office choice [2], Already trading [2], Liked town, attracts wide range of people [2], Clients all in local area [1], National company location [1], Knew the town [1], Main Shropshire Market Town [1], Home town [3], County/Market Town our target [3], Footfall (17 years ago) [1], Originally from Shropshire [1], Office in Shrewsbury [1], It was a good and busy Market Town [1], Mix of independent retailers and catchment [1], Nationwide coverage [1], It chose me [1], Good market location for business [1], Lots to offer, good shops, etc. [1], Always worked in Shrewsbury [1], When part of chain, Shrewsbury was in our target group of towns and cities [1], Footfall [2], Was a thriving town with easy parking [1], Took over existing business [2], Director settled in Shrewsbury approximately 40 years ago [1], Proximity to surgeries [1], Pleasant Market Town with thriving independent businesses [1], Long established office [1], Central UK location [1], Quality of life [1], Shrewsbury is nearest large town [1], To have a presence on the high street [1], Good bet in 1872 [1], Previous business based in Shrewsbury [1], Brilliant shopping centre [1], Affluent Market [1], Related family business already in the town [1], Historically established 1891 [1], Bought existing business in 1951 [1], Properties we sell are situated in and around Shrewsbury [1], Both partners from Shrewsbury [1], We are the only kingsize menswear shop around [1], Small town which appealed [1], Prime location for all major areas (so I though) [1], Peace and quiet [1], Nearest Market Town to home [1], No Bang & Olufson representation [1], Nice Town Centre [1], Believed there to be more trade in a bigger town and therefore more potential for growth [1], Moved from Hampshire [1], Nice town with good shops [1], National chain of stores; been in town many years [1], In 1984 was a thriving county town drawing a considerable number of people [1], Local to home [1], Excellent schools within the area [1], Reputation [1], Number of independent traders [1], Social/economic profile [1], Researched location, found niche in market [1], Local centre [1]*

**Not Answered: 33**

**Q1f. Are the business premises leased or owner occupied?**

Leased	129	(79.6%)
Owner Occupied	33	(20.4%)
	<b>162</b>	<b>(100.0%)</b>

**Not Answered: 3**

**Q1g. How many staff does the business employ?**

Full Time	604	(50.1%)
Part Time	601	(49.9%)
	<b>1205</b>	<b>(100.0%)</b>

**Not Answered: 1**

**Q1h. Has the business always operated from Shrewsbury Town Centre?**

Yes	145	(91.8%)
No	13	(8.2%)
	<b>158</b>	<b>(100.0%)</b>

**If no, where did you relocate from?**

*Telford [2], National stores [1], Shifnal [1], Neston [1], North Wales [1], Oxford [1], Travelled to different areas [1]*

Not Answered [5]

**Not Answered: 7**

**Q1i. During the time you have been trading in the Town Centre, has the business...?**

Grown significantly	26	(16.1%)
Grown moderately	63	(39.1%)
Remained largely static	28	(17.4%)
Declined moderately	23	(14.3%)
Declined significantly	21	(13.0%)
<b>161</b>	<b>(100.0%)</b>	

**Not Answered: 4**

**Q1j. How would you say that your business is currently performing?**

Very Well	18	(10.9%)
Well	32	(19.4%)
Moderately	81	(49.1%)
Poorly	25	(15.2%)
Very Poorly	9	(5.5%)
<b>165</b>	<b>(100.0%)</b>	

**Q2. What type of customers does your business rely on primarily?**

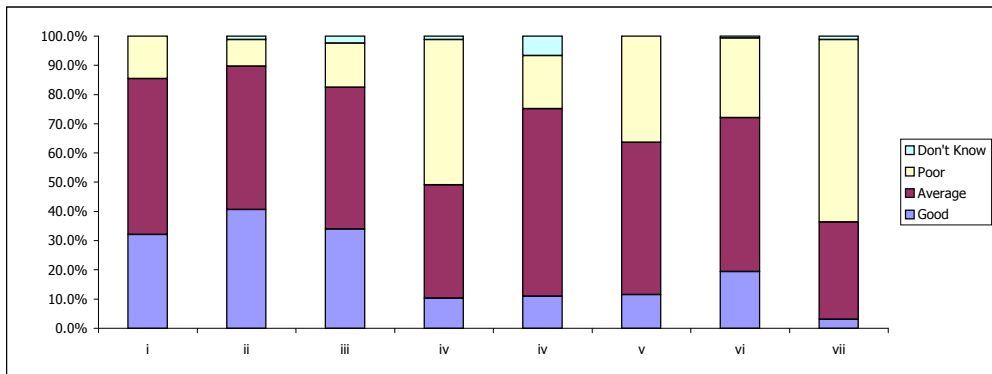
Residents from in or around Shrewsbury Town Centre	76	(27.0%)
Residents from across the County	88	(31.3%)
Residents from outside the County	28	(10.0%)
Specialist buyers	26	(9.3%)
Workers from Shrewsbury Town Centre	19	(6.8%)
Students from Shrewsbury Town Centre	16	(5.7%)
Passers-by	21	(7.5%)
Other	7	(2.5%)
<b>281</b>	<b>(100.0%)</b>	

**Other:**

*Cross section [1], Nationwide [2], Visitors [1], Mix of above [1], Businesses in the Shropshire area [1], Churches/Wider area and locals [1]*

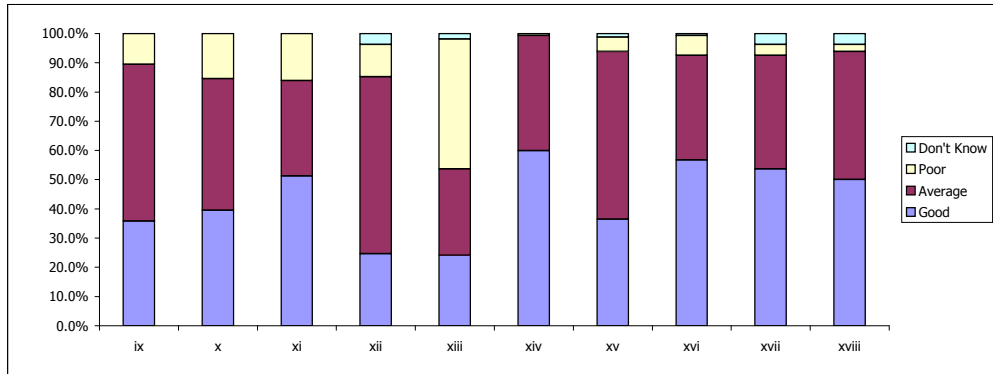
**Q3. How do you rate the following aspects of the Town Centre?**

	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
<b>Transport</b>									
i. Appearance of the entrances to Shrewsbury Town Centre	53	(32.12%)	88	(53.33%)	24	(14.55%)	0	(0.00%)	<b>165</b>
ii. Accessibility by pedestrians	67	(40.61%)	81	(49.09%)	15	(9.09%)	2	(1.21%)	<b>165</b>
iii. Accessibility by public transport	56	(33.94%)	80	(48.48%)	25	(15.15%)	4	(2.42%)	<b>165</b>
iv. Accessibility by vehicles	17	(10.30%)	64	(38.79%)	82	(49.70%)	2	(1.21%)	<b>165</b>
v. Amount of signage for vehicles	18	(10.91%)	106	(64.24%)	30	(18.18%)	11	(6.67%)	<b>165</b>
vi. Amount of car parking	19	(11.52%)	86	(52.12%)	60	(36.36%)	0	(0.00%)	<b>165</b>
vii. Location of car parking	32	(19.39%)	87	(52.73%)	45	(27.27%)	1	(0.61%)	<b>165</b>
viii. Pricing of car parking	5	(3.03%)	55	(33.33%)	103	(62.42%)	2	(1.21%)	<b>165</b>
viv. Park and Ride	82	(49.70%)	60	(36.36%)	5	(3.03%)	18	(10.91%)	<b>165</b>
	<b>349</b>		<b>707</b>		<b>389</b>		<b>40</b>		



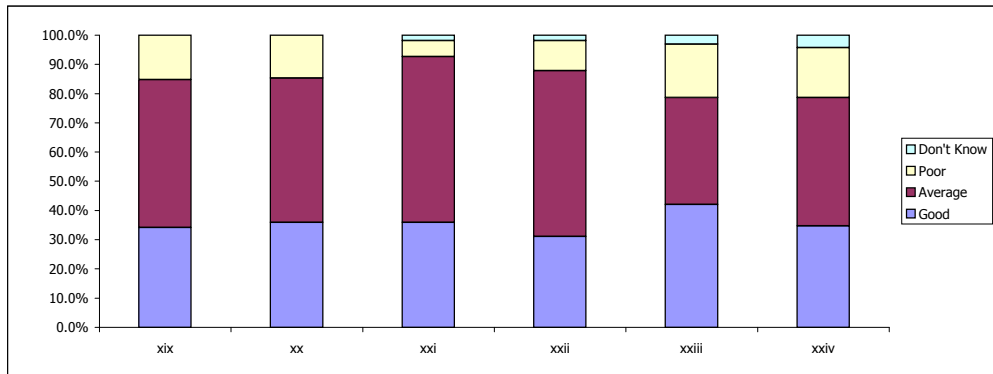
	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
<b>Business Offer</b>									
ix. Number of shops in general	58	(35.80%)	87	(53.70%)	17	(10.49%)	0	(0.00%)	<b>162</b>
x. Range of shops in general	64	(39.51%)	73	(45.06%)	25	(15.43%)	0	(0.00%)	<b>162</b>
xi. Number of independent traders	83	(51.23%)	53	(32.72%)	26	(16.05%)	0	(0.00%)	<b>162</b>
xii. Number of multiple traders	40	(24.69%)	98	(60.49%)	18	(11.11%)	6	(3.70%)	<b>162</b>
xiii. Number of supermarkets	39	(24.07%)	48	(29.63%)	72	(44.44%)	3	(1.85%)	<b>162</b>
xiv. Number of services in general (e.g. hairdressers, banks)	97	(59.88%)	64	(39.51%)	1	(0.62%)	0	(0.00%)	<b>162</b>
xv. Range of services in general	59	(36.42%)	93	(57.41%)	8	(4.94%)	2	(1.23%)	<b>162</b>
xvi. Number of restaurants	92	(56.79%)	58	(35.80%)	11	(6.79%)	1	(0.62%)	<b>162</b>
xvii. Number of licensed premises	87	(53.70%)	63	(38.89%)	6	(3.70%)	6	(3.70%)	<b>162</b>
xviii. Number of fast-food shops	81	(50.00%)	71	(43.83%)	4	(2.47%)	6	(3.70%)	<b>162</b>
xiv. Market	54	(33.33%)	66	(40.74%)	35	(21.60%)	7	(4.32%)	<b>162</b>
	<b>754</b>		<b>774</b>		<b>223</b>		<b>31</b>		

**Not Answered: 3**



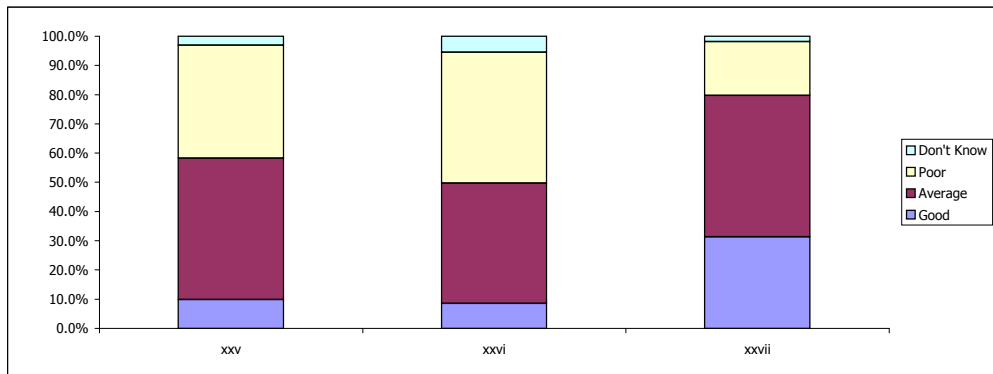
	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
<b>Public Realm</b>									
xix. Attractiveness of the public realm (paving, street furniture)	56	(34.15%)	83	(50.61%)	25	(15.24%)	0	(0.00%)	<b>164</b>
xx. Cleanliness of the public realm	59	(35.98%)	81	(49.39%)	24	(14.63%)	0	(0.00%)	<b>164</b>
xxi. Safety within the public realm	59	(35.98%)	93	(56.71%)	9	(5.49%)	3	(1.83%)	<b>164</b>
xxii. Amount of signage for pedestrians	51	(31.10%)	93	(56.71%)	17	(10.37%)	3	(1.83%)	<b>164</b>
xxiii. Number of events (e.g. street markets, parades)	69	(42.07%)	60	(36.59%)	30	(18.29%)	5	(3.05%)	<b>164</b>
xxiv. Range of events	57	(34.76%)	72	(43.90%)	28	(17.07%)	7	(4.27%)	<b>164</b>
	<b>351</b>		<b>482</b>		<b>133</b>		<b>18</b>		

Not Answered: 1



	Good		Average		Poor		Don't Know		
	No.	%	No.	%	No.	%	No.	%	
<b>Other</b>									
xxv. Amount of marketing and promotion	16	(9.82%)	79	(48.47%)	63	(38.65%)	5	(3.07%)	<b>163</b>
xxvi. Range of marketing and promotion (e.g. press, TV)	14	(8.59%)	67	(41.10%)	73	(44.79%)	9	(5.52%)	<b>163</b>
xxvii. Image of Shrewsbury Town Centre	51	(31.29%)	79	(48.47%)	30	(18.40%)	3	(1.84%)	<b>163</b>
	<b>81</b>		<b>225</b>		<b>166</b>		<b>17</b>		

Not Answered: 2



**Comments:**

Marketing and promotion all too costly [1], Town is spoilt by cleanliness and the rural small town yobbish attitudes [1], Need more activities/ events [1], Pride Hill is scruffy and needs a facelift [1], Too many charity shops spoil the image [1], TV campaign at Christmas was good [1], Too many charity shops [2], Shrewsbury lacks a specific image; this is a real issue when marketing the hotel to prospective customers [1], Parking is too expensive [1], Traffic is congested [1], Too many traffic lights and pedestrian crossings [1], Public need to be attracted to the centre with incentives, not discouraged by over-priced parking and too keen traffic wardens [1], Too many school/college kids hang around the station [1], Supermarkets not required intown [1], Poor bus service to some areas [1], Too many unattractive buildings and premises [1], Keep the street fayres to the Square, not on the streets [1], Park and Ride closes too early [1], Image not as good as reality [1], More upmarket events needed [1], Shrewsbury is an unknown gem which is losing good independent businesses due to high rents and rates [1]

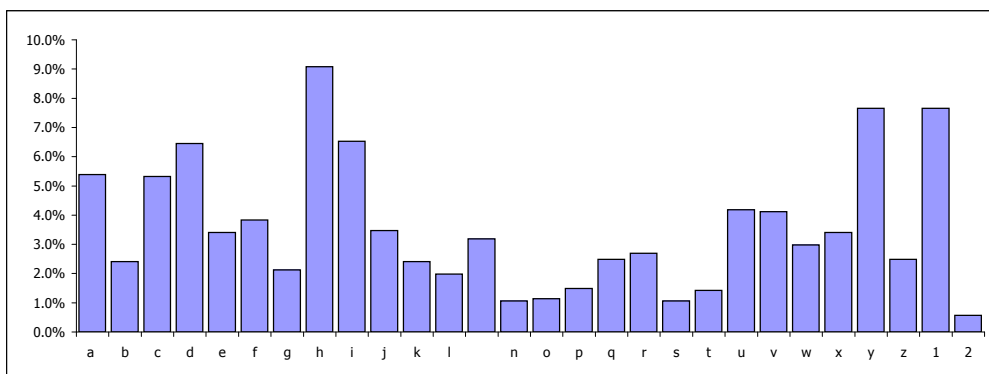


**Q4. What improvement measures would you like to see in the Town Centre?**

	No	
a. Increased choice/range of shops	76	(5.39%)
b. More national multiples	34	(2.41%)
c. Foodstore in the Town Centre	75	(5.32%)
d. More independent/specialist traders	91	(6.45%)
e. Improved street paving	48	(3.40%)
f. Improved street furniture	54	(3.83%)
g. Improved built environment	30	(2.13%)
h. Lower parking charges	128	(9.08%)
i. Better mix of short/long stay parking	92	(6.52%)
j. More street cleaning	49	(3.48%)
k. Improved public transport	34	(2.41%)
l. Improved access by foot and cycle	28	(1.99%)
m. More entertainment/leisure facilities	45	(3.19%)
n. A cinema	15	(1.06%)
o. A bowling alley	16	(1.13%)
p. A new sports centre	21	(1.49%)
q. A new leisure/splash pool	35	(2.48%)
r. More hotels	38	(2.70%)
s. More residential development	15	(1.06%)
t. More commercial offices	20	(1.42%)
u. More quality restaurants/pavement cafes	59	(4.18%)
v. More specialist markets	58	(4.11%)
w. More cultural facilities (i.e. Museum)	42	(2.98%)
x. Improved security/CCTV	48	(3.40%)
y. Greater promotion/marketing of the centre	108	(7.66%)
z. Improved signposting	35	(2.48%)
1. Public toilets	108	(7.66%)
2. Other	8	(0.57%)
	<b>1410</b>	<b>(100.0%)</b>

**Other:**

*More loading bays for traders/parking permits [1], New Council [1], Less charity shops [2], Department stores, i.e. Debenhams, BHS, etc. [1], More obvious Police presence [1], Waitrose [1], CCTV needs vast improvement [1]*



**Q5. Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

Good Balance	113	(77.40%)
Too many non-retail uses	29	(19.86%)
Not enough non-retail uses	4	(2.74%)
	<b>146</b>	<b>(100.0%)</b>

**Please specify:**

*Too many hairdressers [2], Too many charity shops [3], Too many empty units [2], Increased range of independent specialist shops required [1], The town is dominated by multiples [1], Too many cafés [3], Too many fast foods [2], Too many pubs [2], Better department stores [1], Supermarket in town [1], Incentives should be introduced to get shops open [1], Too many knick knack shops [1], Not enough good cafés/restaurants - particularly in and around the Square, with outside seating [1]*

**Not Answered:**

**19**

**Q6. What, if anything, do you consider are the main barriers to the trading performance of your business?**

a. High Rents/Overheads	94	(18.18%)
b. Lack of passing trade outside your premises	73	(14.12%)
c. Poor location of your premises (e.g. not prime pitch)	31	(6.00%)
d. Inadequate customer car parking	74	(14.31%)
e. Competition from other traders in the Town Centre	25	(4.84%)

**If so, where?**

*Meole Brace Retail Park - free parking [1], Large amount of charity shops [1], JD Wetherspoons [1], Starbucks [3], Nero [1], Corals [1] Costa [1], Over 18 hairdressers in Town Centre [1], Same type of shops [1], Few doors away [1]*

Not Answered [13]

f. Competition from out of centre stores in Shrewsbury	16	(3.09%)
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**If so, where?**

*Retail Parks [3], Harlescott [6], Battlefield [1], Meole Brace [4], Tesco [3], Major foodstores [1], Tesco, North Shrewsbury [1], Telford [3]*

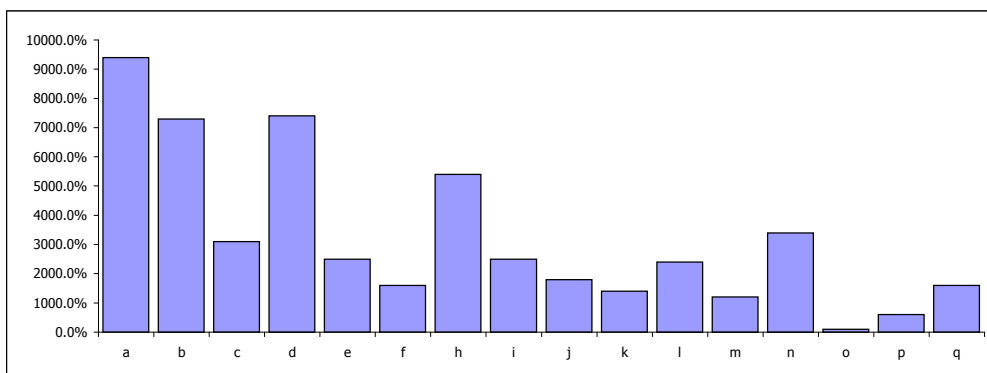
Not Answered [1]

g. Lack of day visitors/tourists to the town	54	(10.44%)
h. Anti-social behaviour	25	(4.84%)
i. Poor security/policing	18	(3.48%)
j. The inadequacy of your current premises	14	(2.71%)
k. Poor quality of Town Centre shopping environment	24	(4.64%)
l. Mail Order	12	(2.32%)
m. Internet	34	(6.58%)
n. Don't Know	1	(0.19%)
o. None	6	(1.16%)
p. Other	16	(3.09%)
<b>Total</b>	<b>517</b>	<b>(100.0%)</b>

**Other:**

*Economy in general [2], Square is still a haven for drinkers and rowdy young people [1], Stores closing on Bank Holidays and Sundays [1], Flooding aspects [1], Too many similar businesses allowed to open [1], Business rates far too high [1], Poor property market [1], Traffic congestion caused by roadworks [1], Poor 'perceived' access to town due to river flood warnings over exaggerated by the press [1], Car parking too expensive [3], Homeless asking for money not nice [1], Growing retail trade in Telford [1], Surrounded by empty shops with filthy frontages [1]*

**Not Answered: 1**



**Q7. Have you any plans to alter your business in any way in the next five years?**

No	74	(45.12%)
Yes, close	11	(6.71%)
Yes, relocate in Town Centre	10	(6.10%)
Yes, relocate to another Town Centre	8	(4.88%)
Yes, relocate out-of-centre	8	(4.88%)
Yes, extend floorspace	9	(5.49%)
Yes, reduce floorspace	5	(3.05%)
Yes, refurbish existing floorspace	13	(7.93%)
Yes, expand range of products	19	(11.59%)
Yes, other	7	(4.27%)
<b>Total</b>	<b>164</b>	<b>(100.0%)</b>

**Other:**

*Ongoing upgrade of the project [1], Considering our options [1], If we survive we will as always have to change with needs of the marketplace [1], Expand to other areas [1], Not sure [2], Close or sell due to retirement [1]*

**Not Answered: 9**

**If you are relocating, where are you considering moving to?**

*Shrewsbury Business Park [1], Closer to Town Centre [1], Edge of town [1], Bigger town/city [1], Chester [1], Nearby countryside [1], Don't know [5], Unknown [1], Stay central [1], Smaller Market Town [1], Telford [1], Outskirts [1], Prime location [1], Ground level [1], Mardol or Parade [1]*

Not Answered [7]

**If relocating, what is the main reason for this decision?**

Lack of footfall in Ravshill Bank [1], Better place [1], Poor location at present [1], Lack of loading bays [1], Many reasons [1], More passing trade [1], Poor management of shopping centre [1], Lack of signage [1], Looking for busier pedestrian area [1], Live/work in some premises [1], More business friendly environment [1], Parking problems [1], Declining footfall [1], Want to expand but don't know if I can afford it in the Town Centre [1], Rent too high [4], Cost of parking for staff [1], More space, better location [1], Lack of modern offices in Town Centre [1], Inadequacy of premises [1], Car parking [1], Wasted time spent in traffic trying to get into town [1], Trading poor [1], Greater footfall [1], More visitors [1]

**8. Which centre(s) do you consider to be your biggest competitor?**

Telford [38], Chester [18], Pride Hill [3], Wolverhampton [1], Birmingham [14], Darwin [6], Merryhill [2], Ludlow [2], Retail Parks [3], Dudley [1], Out of town centres [1], Meole Brace [2], Manchester [3], Harlescote [1], Outskirts of Shrewsbury Town Centre [1], Intenet [1], London [1], Business Parks [1], Tesco's [1], All within Shrewsbury Town Centre [1]

**Not Answered: 95**

**Q9. Do you operate any other businesses in any other centres in Shropshire?**

Yes	41	(25.5%)
No	120	(74.5%)
	<b>161</b>	<b>(100.0%)</b>

**Not Answered: 4**

**Q10. If yes, where is this?**

Telford [11], Meole Brace Retail Park [2], Ellesmere [2], Battlefield [1], Various [1], Wellington [4], Oswestry [5], Chester [1], Ludlow [3], Bridgnorth [4], Church Stretton [3], Kenley [1], Mid-Wales/Powys - Newtown [1], Telford Bridge Retail Park [1], Thornton (Telford) [1], Market Drayton [2], Shrewsbury [1], Whitchurch [1], Most towns in Shropshire [1], Princes Street [1], Pontesbury [1], Craven Arms [1], Mughwenlock [1], Shifnal [1], St. John's Hill [1]

Not Answered [2]

**Q11. If yes, is this other business trading better, worse, or the same?**

Better	21	(53.8%)
Worse	3	(7.7%)
Same	15	(38.5%)
	<b>39</b>	<b>(100.0%)</b>

**Not Answered: 2**

**Q12. Does your business currently have its own website?**

Yes	124	77.0%
No	37	23.0%
	<b>161</b>	<b>100.0%</b>

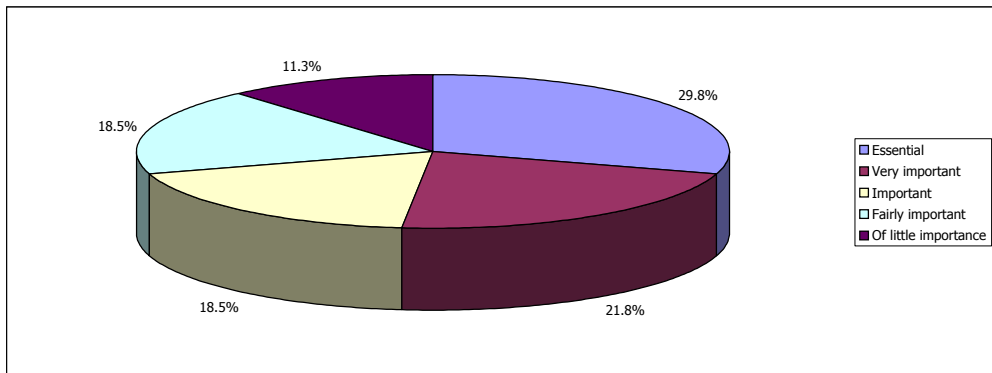
**Not Answered: 4**

**Q13. What services does your website provide to customers?**

Ability to browse goods available at your premises	83	21.0%
Ability to order goods directly from the website	53	13.4%
Ability to order goods that will be delivered to a designated address	45	11.4%
Ability to order goods that can be picked up in store	32	8.1%
Contact information, e.g. telephone number, store locator etc.	99	25.1%
Contact directly via e-mail	83	21.0%
	<b>395</b>	<b>100.0%</b>

**Q14. How important is your website to your business?**

Essential	37	29.8%
Very important	27	21.8%
Important	23	18.5%
Fairly important	23	18.5%
Of little importance	14	11.3%
	<b>124</b>	<b>100.0%</b>



**Q15. Does your website attract customers from a wider catchment, i.e. beyond Shrewsbury?**

Yes	110	90.9%
No	11	9.1%
	<b>121</b>	<b>100.0%</b>

**Not Answered:** 3

**Q16. Do customers visit your store as a result of browsing your website?**

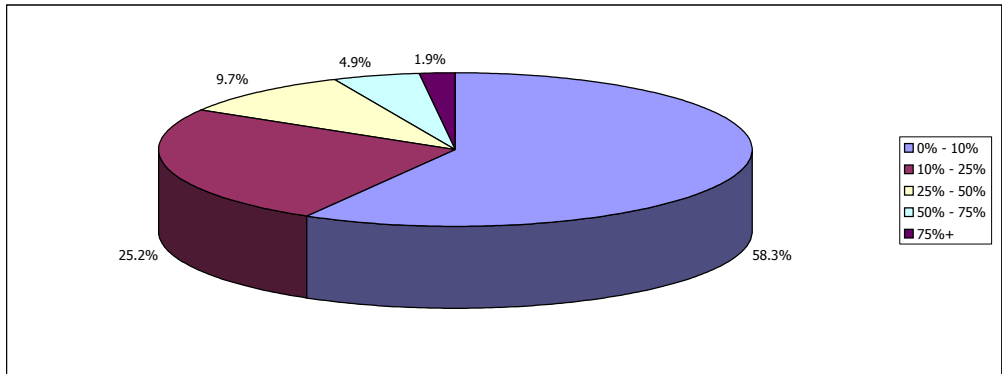
Yes	101	84.9%
No	18	15.1%
	<b>119</b>	<b>100.0%</b>

**Not Answered:** 5

**Q17. What proportion of your sales are from the internet?**

0% - 10%	60	58.3%
10% - 25%	26	25.2%
25% - 50%	10	9.7%
50% - 75%	5	4.9%
75%+	2	1.9%
	<b>103</b>	<b>100.0%</b>

**Not Answered:** 21



**Q18. Why do you not have a website?**

Don't have a computer	2	4.9%
Not relevant/necessary	9	22.0%
Too expensive	4	9.8%
Too time consuming	10	24.4%
Do not have the skills to produce/run a website	6	14.6%
In the process of designing a website	10	24.4%
	<b>41</b>	<b>100.0%</b>

**Not Answered:** 4

**If you have any further comments in regard to the Town Centre then please feel free to express your views below.**

*Town would benefit from late night shopping [1], Tourists complain about amount of facilities that are open on a Sunday, i.e.museums, castles, etc. [1], Current traffic conditions effect trade on a daily basis [1], Markets should be more specialised, i.e. German [1], Not enough evening entertainment available in town (late night cafés) [1], Park and ride does not work; people like to be near their cars when shopping [1], Bring back the old scheme of 40 minutes free parking to encourage people to pop into town [1], Priority should be given to making Shrewsbury upmarket [1], Clean and tidy up Shrewsbury [1], Improve transport system [1], Need better paving [1], Need some trees and colourful flowers [1], Better and more imaginable use of the river, quarry, etc. [1], High rents are driving business people away and creating a ghost town [1], Encourage people to park in centre [1], No building on current car parks [1], Common sense needed from Traffic Wardens [1], More affordable, short-stay parking [1], Poor access to the town; poorly laid out [1], Many shops are closing in Pride Hill [1], Footfall is falling [1], Stop wasting money on projects like the Darwin Memorial [1], Cut the number of Quangos [1], Make the Theatre Severn pay for itself [1], Tesco planning application should be refused forthwith [1], Business in Town Centre has declined badly since Tesco displaced footfall [1], Traffic management poorest of any town in the UK [1], Marketing of the Town Centre portrays a poor quality image [1], There is total disconnection between environmental, parking policy and economic regeneration [1], Over-zealous Traffic Wardens [1], No one running the town listens [1], Greedy Council [1], All promos are centred around the Square without encouraging visitors to explore the rest of the town [1], Park and Ride to operate longer hours for early evening functions [1], Parking is a major concern [2], Council has done nothing to help businesses in Shrewsbury [1], Customers go shopping in Telford due to parking and prices [1], Sundays are poor; introduce free parking on Sundays [2], Riverbank by English Bridge is an eyesore [1], Too much traffic through the town [2], Town needs a Primark [1], Public toilets in Alkmuds Square need reopening [1], Market to be more accessible [1], More attractive entrances [1], Free parking after 6pm [2], More security after 9pm [1], Allow tables outside [1], Rents are too high [4], Too many empty shops [2], Poor traffic management [2], A beautiful town, but after dark it changes [1], More police presence to make people feel safer [1], Anti-social behaviour puts older people off coming into town in the evening [1], Traffic Wardens are costing us traders [1], Bin and rubbish collection is too expensive [1], Council are offering incentives on empty shops when they should be helping existing businesses to survive [1], Rates are far too high for small businesses [1], No more supermarkets [1], Make more of the Square [1], More arts based shops [1], Lack of public transport from 6pm to 8am [1], New offices with good floorspace and parking; occupiers will have to spend in nearby shops [1], Move Sixth Form College to Flaxhill and redevelop sites for leisure/offices [1], OAP's constantly ask why coaches can't drop off in high street as it is the most central point and better if they have difficulty in walking [1], Improvements have been promised to car parking and pavements, etc. several times over the last few years [1], Other areas of the town have had improvements but Mardol has been ignored [1], Mardol area is a disgrace [1], Street cleaning should be increased [1], Decline in trade is due to Retail Parks or outskirts of town, loss of parking spaces, increase in parking charges, zero tolerance Traffic Wardens, lack of big name stores [1], If you want to go shopping for a day, Shrewsbury has nothing to offer compared to Chester/Telford/Birmingham [1], Darwin Centre poorly laid out with poor quality shops and many vacant units [1], Make Town Centre more accessible [1], Need free parking [3], There is nowhere for arts or exhibitions to be displayed [1], Stop building monuments and spend money on advertising [1], Better/lower business rates [1], Get rid of some Traffic Wardens [1], Need more sports shops [1], There's not much here [1], Bring Retail Parks into the town [1], Need*

more shops [1], Very poor Christmas decorations [1], Town has huge potential [1], Town can appeal to a wide variety of people wanting to visit the Castle, river, museum, and historical buildings of architectural interest [1], Maybe introduce free parking one afternoon a week [1], Park and Ride dirty and expensive [1], Town has suffered badly since property near Welsh Bridge had gas explosion; has taken nearly 6 months to make safe and is very disruptive [2], Slow at putting out hanging baskets and flower tubs to make town and bridges appealing [1], Empty shops do not present a good image [1], Shrewsbury needs a Conference Centre for business tourism [1], Need more CCTV throughout the town [1], Landlords should have to keep empty premises clean, tidy and attractive [1], Car parking is over priced [4], Customers go out of town for free parking [1], Maybe have half price parking at Christmas as an incentive [1], Needs to be more control over planning [1], Too many similar businesses opening [1], Would like more communication about how the town is promoted to potential visitors [1], Shopping in Harlescott/Meole Brace and out of town business parks have drained the footfall [1], Roadworks cause a lot of disruption which impacts on trade [2], We need shops to cater for the younger market [1], Customers visit by chance and can't believe what a wonderful place it is [1], Need to be promoted countrywide; everyone has heard of Ludlow but not Shrewsbury [1], Wyle Cop has a serious problem with the speed of traffic [1], NCP needs to be pay on exit as people are always rushing back to their cars [1], Parking needs to be easier and more accessible [1], People are frightened away from the Town Centre by the parking regime/Wardens who are unhelpful, rude and arrogant [1], Many businesses have located out of town to new business parks [1], Public toilets in Butcher Road should have an attendant [1], More positive support for longer trading businesses [1], Shrewsbury is much superior to Telford, but Telford has a better range of shops, i.e. Debenhams, BHS [1], The flat refusal for a Brown sign by the Council was rather short-sighted [1], Need department stores [1], I ask the Council to look at the rates charged and consider a scale subject to turnover [1], The free parking on Wednesdays made a significant difference to takings on those days [1], Shrewsbury and Shropshire has a lot going for it [1], Town is spoilt by areas that are filthy, particularly roadsides [1], Vans, cars and cycles ignore signs and go wrong way [1], If you are not a member of the Chamber of Commerce, you might as well not be here!! [1], Nothing much seems to be done about promoting Shrewsbury, unlike Telford!! [1], How much advertising/promotion could have been done with the money it cost to build "Quantum Leap"!! [1], It is as if "Council world" and "real world" never meet [1], Managed for a long time without Traffic Wardens; we don't need them [1], People choose to shop in Telford rather than here [1], Many visitors state that the town needs a lighter profile to compete with other destinations [1], Most visitors like Shrewsbury [1], Landlords should accept that their good days are over and it's back to basics if they want their premises occupied, i.e. much cheaper rates [1], Increases in parking fees over the years are appalling [1], Adverts for Shrewsbury would be a good idea [1], Offer a trial period of discounted parking and see if this generates greater customer flow [1], Charles Darwin Centre is too big and lowers the tone of the whole town [1], Encourage more multiples to occupy the centre [1], The centre gives a feeling of a failing town [1], Rowdy youths should be picked up and taken away, as they discourage those who want to enjoy the town [1], Littering should be an immediate on-the-spot fine [1], Extortionate parking charges discourage people from lingering in town to window shop [1], Signage from bus station to Darwin Centre is very poor [1], Escalators are often out of order from the bus station and it deters customers [1], There is a lack of people coming to the Castle Street end of town [1], The area between M&S and the station could do with brightening up [1], Need a sign with business names to indicate that there are shops past M&S [1], Help is needed for traders in the Castle Street end of town [1], Planning restrictions could be relaxed to help businesses expand [1], Many small/independent traders can't pay premium rates in a town that doesn't attract shoppers/high footfall [1], More use of Pride Hill and the Square for eating and drinking areas [1], Pedestrianise High Street [1], Potential customers are put off as they think they will not be able to park or will get stuck in traffic congestion [1], Not enough quality restaurants or hotels [1], Not enough is made commercially of the river, the Square or the potential for al fresco dining [1], Would like to have more communication about how the town is promoted to potential visitors [1], Increase opportunities for drivers to collect heavy, bulky goods (through short-stay spaces) [1], Waste should be collected for free (from small shops) [1], Town Centre is empty during the week, apart from pensioners [1], Charity shops are a drain to Shropshire Council and spoil the retail scene [1], Can take too long to get into town due to roadworks [1], Congestion charging was a stupid idea [1], We MUST make it easier for people to drive here [1]



**Appendix 7 – Capacity Tables**

**WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY**

**TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)**

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2007	2010	2015	2021	2026	2007	2010	2015	2021	2026
<b>1. Shrewsbury North</b>	39,210	40,333	42,333	44,754	46,877	1,769	1,729	1,819	1,896	1,964
<b>2. Shrewsbury East</b>	24,274	24,986	26,486	28,463	30,222	1,787	1,746	1,837	1,916	1,984
<b>3. Shrewsbury South</b>	22,820	23,598	24,541	25,633	26,581	1,686	1,648	1,733	1,807	1,871
<b>4. Shrewsbury West</b>	25,057	26,127	27,226	28,515	29,637	1,699	1,660	1,747	1,821	1,886
<b>5. Shrewsbury Central West</b>	33,919	34,192	35,090	36,294	37,328	1,767	1,727	1,817	1,894	1,961
<b>6. Shrewsbury Central East</b>	34,012	34,356	34,937	35,611	36,183	1,630	1,593	1,676	1,747	1,809
<b>TOTAL</b>	<b>179,292</b>	<b>183,592</b>	<b>190,613</b>	<b>199,271</b>	<b>206,828</b>					

**Notes:**

- a. Post code sectors
- b. Per Capita expenditure from MapInfo AnySite software (2007 data)
- c. Projected forward using actual growth recorded between 2007 and 2008 (-0.7%) and OEF forecasts from Information Brief 09/02 (September 2009)
- d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

**AT 2007 PRICES**

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

**TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)**

ZONE	EXPENDITURE £(m)				GROWTH		
	2010	2015	2021	2026	CONVENIENCE		
					'10-'15	'10-'21	'10-'26
1. Shrewsbury North	69.72	76.99	84.87	92.05	7.27	15.15	22.33
2. Shrewsbury East	43.63	48.66	54.52	59.95	5.03	10.89	16.32
3. Shrewsbury South	38.88	42.54	46.33	49.75	3.66	7.45	10.87
4. Shrewsbury West	43.38	47.55	51.93	55.89	4.18	8.56	12.52
5. Shrewsbury Central West	59.04	63.74	68.75	73.22	4.70	9.71	14.18
6. Shrewsbury Central East	54.72	58.54	62.22	65.47	3.82	7.50	10.74
<b>TOTAL</b>	<b>309.37</b>	<b>338.02</b>	<b>368.63</b>	<b>396.32</b>	<b>28.65</b>	<b>59.26</b>	<b>86.95</b>

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

ZONE	EXPENDITURE £(m)		
	MAIN	TOP-UP	TOTAL
1. Shrewsbury North	58.57	11.16	<b>69.72</b>
2. Shrewsbury East	37.96	5.67	<b>43.63</b>
3. Shrewsbury South	32.66	6.22	<b>38.88</b>
4. Shrewsbury West	37.74	5.64	<b>43.38</b>
5. Shrewsbury Central West	50.18	8.86	<b>59.04</b>
6. Shrewsbury Central East	47.61	7.11	<b>54.72</b>
<b>TOTAL</b>	<b>264.71</b>	<b>44.66</b>	<b>309.37</b>

**Notes:**

- a. Post code sectors
- b. Per Capita expenditure from MapInfo AnySite software (2007 data)
- c. Projected forward using actual growth recorded between 2007 and 2008 (-0.7%) and OEF forecasts from Information Brief 09/02 (September 2009)
- d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo
- e. Main / top-up split derived from Shrewsbury Household Survey (2010)

**2007 PRICES**



TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		1. SHREWSBURY NORTH		2. SHREWSBURY EAST		3. SHREWSBURY SOUTH		4. SHREWSBURY WEST		5. SHREWSBURY CENTRAL WEST		6. SHREWSBURY CENTRAL EAST	
	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 (%)
<b>WITHIN STUDY AREA</b>														
<b>1. Shrewsbury North</b>														
Lidl, Towers Lawn, Market Drayton	0.3	1.4	1.4	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bomere Heath	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Clive	0.0	0.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hinstock	0.0	0.6	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Market Drayton	0.1	2.6	0.5	10.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Local Shops, Wem	0.1	0.9	0.5	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Prees	0.0	0.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Market Drayton	0.0	0.6	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Wem	0.0	0.4	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Stafford Street, Market Drayton	0.6	0.3	2.8	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WM Morrisons, Maer Lane, Market Drayton	7.1	3.3	32.2	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Morris Central Shopping Park, Wem	0.8	3.0	3.8	13.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Shrewsbury Road, Bomere Heath	0.0	0.9	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Cheshire Street, Market Drayton	0.4	1.6	1.9	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>9.5</b>	<b>16.4</b>	<b>43.1</b>	<b>71.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>2. Shrewsbury East</b>														
Local Shops, Much Wenlock	0.3	2.9	0.0	0.0	2.4	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, High Erccall	0.0	0.3	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Shawbury	0.0	1.0	0.0	0.0	0.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Market Drayton Road, Shawbury	0.0	1.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>5.2</b>	<b>0.0</b>	<b>0.0</b>	<b>2.4</b>	<b>43.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>														
Spar, Landsown Road, Shrewsbury	0.1	0.6	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.5	0.0	0.0	0.8
Co-op, High Street, Church Stretton	1.5	2.6	0.0	0.0	0.0	0.0	11.4	18.0	0.0	1.0	0.0	0.0	0.0	0.8
Harry Tuffins, Craven Centre, Craven Arms	0.9	1.3	0.0	0.0	0.0	0.0	4.1	4.5	3.0	4.8	0.0	0.0	0.0	0.0
Local Shops, Aston Munslow	0.0	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
Local Shops, Bayston Hill	0.0	0.6	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Church Stretton	0.0	2.0	0.0	0.0	0.0	0.0	0.0	14.6	0.0	1.0	0.0	0.0	0.0	0.0
Local Shops, Craven Arms	0.1	0.6	0.0	0.0	0.0	0.0	0.8	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ludlow	0.2	0.9	0.0	0.0	0.0	0.0	1.6	6.7	0.0	0.0	0.0	0.0	0.0	0.0
Market, Church Stretton	0.0	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
Market, Ludlow	0.1	0.1	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Station Drive, Ludlow	2.3	0.6	0.0	0.0	0.0	0.0	17.9	4.5	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>5.2</b>	<b>9.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>36.6</b>	<b>64.0</b>	<b>3.0</b>	<b>6.7</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>
<b>4. Shrewsbury West</b>														
Co-op, Church Street, Bishops Castle	0.3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	2.3	7.7	0.0	0.0	0.0	0.0
Local Shops, Baschurch	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0
Local Shops, Bishops Castle	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.5	4.8	0.0	0.0	0.0	0.0
Local Shops, Hanwood	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Local Shops, Kinnerley	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Local Shops, Knockin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Local Shops, Ministerley	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0
Local Shops, Montford Bridge	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Local Shops, Pontesbury	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Local Shops, Westbury	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>5.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.8</b>	<b>34.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>														
Asda, Old Potts Way, Shrewsbury	8.1	5.9	0.5	0.0	0.8	1.3	4.1	3.4	10.6	1.9	19.1	11.3	11.5	15.7
Co-op Food, Bank Farm Road, Radbrook Green	0.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	2.2	9.9	0.0	0.8
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	0.3	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.8	6.7	1.1	8.5	0.0	0.0
Co-op Food, Mytton Oak Road, Copthorne	0.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.9	1.1	4.3	0.0	0.8
Local Shops, Shrewsbury	0.2	8.1	0.0	1.3	0.8	1.3	0.0	4.5	0.0	9.6	0.5	12.1	0.0	18.2
Market, Shrewsbury	0.4	1.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.2	5.0	0.0	0.8
Marks & Spencer, Castle Street, Shrewsbury	1.0	2.9	0.0	0.6	0.0	0.0	0.0	1.1	0.8	0.0	4.4	8.5	0.5	5.0
Sainsbury's Local, Whitecroft Road, Shrewsbury	1.8	1.7	0.0	0.0	0.0	0.0	0.0	1.1	1.5	0.0	6.0	7.1	2.2	0.8
Sainsbury's, Meole Brace Retail Park, Shrewsbury	17.4	6.9	1.4	0.6	8.0	6.3	35.0	15.7	21.2	9.6	32.2	8.5	12.6	5.0
Somerfield, Riverside Shopping Centre, Shrewsbury	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.7	1.1	0.0
Spar, New Park Street, Shrewsbury	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>30.3</b>	<b>33.7</b>	<b>1.9</b>	<b>3.2</b>	<b>9.6</b>	<b>8.8</b>	<b>39.0</b>	<b>25.8</b>	<b>35.6</b>	<b>31.7</b>	<b>69.9</b>	<b>76.6</b>	<b>28.0</b>	<b>47.1</b>
<b>6. Shrewsbury Central East</b>														
Aldi, Arlington Way, Shrewsbury	1.4	0.3	0.9	0.6	1.6	1.3	2.4	0.0	3.0	0.0	0.0	0.0	1.1	0.0
Co-op Food, Mount Pleasant Road, Heath Farm	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.7

Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	0.2	3.3	0.0	0.6	0.0	0.0	0.0	0.0	0.8	2.9	0.5	9.9	0.0	4.1
Iceland, Lancaster Retail Park, Shrewsbury	0.4	0.9	0.5	0.6	0.0	1.3	0.0	0.0	0.8	0.0	0.0	0.0	1.1	3.3
Lidl, Harlescote Lane, Shrewsbury	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.7
Netto, Abbey Foregate, Shrewsbury	0.5	1.0	0.0	0.0	0.0	0.0	0.8	1.1	0.8	0.0	0.5	1.4	1.1	3.3
Spar, Conway Drive Telford Estate, Shrewsbury	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Tesco Express, Ditherington Road, Shrewsbury	2.3	1.4	1.9	0.0	0.8	0.0	0.8	0.0	4.5	1.0	1.1	3.5	4.4	3.3
Tesco Extra, Cattle Market, Shrewsbury	12.8	4.3	15.6	1.3	20.0	6.3	2.4	0.0	9.8	2.9	6.6	2.8	19.8	13.2
WM Morrisons, Whitchurch Street, Shrewsbury	15.4	4.2	5.7	0.0	5.6	1.3	9.8	0.0	11.4	2.9	16.9	2.1	38.5	18.2
<b>Sub-Total</b>	<b>33.4</b>	<b>16.6</b>	<b>24.6</b>	<b>3.8</b>	<b>28.0</b>	<b>10.0</b>	<b>16.3</b>	<b>1.1</b>	<b>31.1</b>	<b>10.6</b>	<b>25.7</b>	<b>19.9</b>	<b>68.1</b>	<b>50.4</b>
<i>Sub-Total Zones 5 and 6 (PCA) (%)</i>	<i>63.7</i>	<i>50.4</i>	<i>26.5</i>	<i>7.1</i>	<i>37.6</i>	<i>18.8</i>	<i>55.3</i>	<i>27.0</i>	<i>66.7</i>	<i>42.3</i>	<i>95.6</i>	<i>96.5</i>	<i>96.2</i>	<i>97.5</i>
<b>SUB-TOTAL STUDY AREA (%)</b>	<b>79.3</b>	<b>86.7</b>	<b>69.7</b>	<b>78.8</b>	<b>40.0</b>	<b>62.5</b>	<b>91.9</b>	<b>91.0</b>	<b>73.5</b>	<b>83.7</b>	<b>96.2</b>	<b>97.9</b>	<b>96.2</b>	<b>99.2</b>
<b>OUTSIDE STUDY AREA</b>														
<b>Powys County Council</b>														
WM Morrisons, Berriew Street, Welshpool	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Shropshire Council</b>														
Aldi, Beatrice Street, Oswestry	0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Aldi, Station Drive, Ludlow	0.3	0.3	0.0	0.0	0.0	0.0	2.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Upper Galdeford, Ludlow	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Brownlow Street, Whitchurch	0.2	0.1	0.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Bridgewater Street, Whitchurch	0.4	0.7	1.9	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bridgnorth	0.0	0.4	0.0	0.0	0.0	2.5	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ellesmere	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Oswestry	0.2	0.9	0.0	0.0	0.0	1.3	0.0	0.0	1.5	4.8	0.0	0.0	0.0	0.0
Local Shops, Whitchurch	0.0	0.9	0.0	3.2	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Market, Oswestry	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sainsbury's, Black Gate Street, Oswestry	1.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	9.1	5.8	0.0	0.0	0.0	0.0
Sainsbury's, Whitburn Street, Bridgnorth	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Canal Way, Ellesmere	0.2	0.4	0.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, White Lion Meadow, Whitchurch	3.0	2.0	13.7	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
WM Morrisons, Station Road, Oswestry	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.8	1.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>6.6</b>	<b>7.4</b>	<b>17.5</b>	<b>18.6</b>	<b>1.6</b>	<b>3.8</b>	<b>3.3</b>	<b>5.6</b>	<b>15.2</b>	<b>12.5</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>														
Aldi, Grooms Alley, Wellington	0.1	0.1	0.0	0.0	0.8	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Georges Road, Telford	0.5	0.1	0.9	0.0	1.6	1.3	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Asda, The Border, Telford	0.5	1.0	0.0	0.6	3.2	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.8
Co-op Food, Roden Close, Dot Hill	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Iceland, New Street, Wellington	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
Local Shops, Donnington	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Telford	0.0	0.3	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wellington	0.0	0.3	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dean Street, Telford	0.0	0.3	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sainsbury's, Telford Forge Retail Park, Telford	1.0	0.4	0.5	0.0	7.2	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Haygate Road, Telford	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wrekin Retail Park, Telford	2.4	0.3	1.9	0.0	14.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Waitrose, Audley Road, Newport	0.7	0.3	1.9	1.3	1.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
WM Morrisons, Spring Hill, Wellington	3.5	1.3	0.5	0.0	25.6	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>9.1</b>	<b>4.9</b>	<b>5.7</b>	<b>1.9</b>	<b>56.8</b>	<b>32.5</b>	<b>0.0</b>	<b>2.2</b>	<b>0.8</b>	<b>0.0</b>	<b>0.5</b>	<b>1.4</b>	<b>1.1</b>	<b>0.8</b>
<b>Tewkesbury Borough Council</b>														
Local Shops, Ashchurch	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>														
Asda, Holt Road, Wrexham	0.3	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
Local Shops, Wrexham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.1</b>	<b>1.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>														
Other	0.6	0.4	1.4	0.6	0.0	1.3	1.6	1.1	0.8	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.6</b>	<b>0.4</b>	<b>1.4</b>	<b>0.6</b>	<b>0.0</b>	<b>1.3</b>	<b>1.6</b>	<b>1.1</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB-TOTAL</b>	<b>16.8</b>	<b>13.0</b>	<b>26.1</b>	<b>21.2</b>	<b>58.4</b>	<b>37.5</b>	<b>4.9</b>	<b>9.0</b>	<b>18.2</b>	<b>14.4</b>	<b>0.5</b>	<b>2.1</b>	<b>1.1</b>	<b>0.8</b>
<b>Internet / home delivery</b>	<b>3.9</b>	<b>0.3</b>	<b>4.3</b>	<b>0.0</b>	<b>1.6</b>	<b>0.0</b>	<b>3.3</b>	<b>0.0</b>	<b>8.3</b>	<b>1.9</b>	<b>3.3</b>	<b>0.0</b>	<b>2.7</b>	<b>0.0</b>
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Notes:**

a. Market shares derived from Household Survey

TABLE 4: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		1. SHREWSBURY NORTH		2. SHREWSBURY EAST		3. SHREWSBURY SOUTH		4. SHREWSBURY WEST		5. SHREWSBURY CENTRAL WEST		6. SHREWSBURY CENTRAL EAST	
	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)
<b>WITHIN STUDY AREA</b>														
<b>1. Shrewsbury North</b>														
Lidl, Towers Lawly, Market Drayton	0.83	0.72	0.83	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bomere Heath	0.00	0.07	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Clive	0.00	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hinstock	0.00	0.29	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Market Drayton	0.28	1.28	0.28	1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Local Shops, Wem	0.28	0.43	0.28	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Prees	0.00	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Market Drayton	0.00	0.29	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Wem	0.00	0.21	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Stafford Street, Market Drayton	1.67	0.14	1.67	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WM Morrisons, Maer Lane, Market Drayton	18.87	1.64	18.87	1.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Morris Central Shopping Park, Wem	2.22	1.50	2.22	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Food, Shrewsbury Road, Bomere Heath	0.00	0.43	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Cheshire Street, Market Drayton	1.11	0.79	1.11	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>25.26</b>	<b>8.07</b>	<b>25.26</b>	<b>8.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>
<b>2. Shrewsbury East</b>														
Local Shops, Much Wenlock	0.91	1.42	0.00	0.00	0.91	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, High Ercall	0.00	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Shawbury	0.00	0.50	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Food, Market Drayton Road, Shawbury	0.00	0.49	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00
<b>Sub-Total</b>	<b>0.91</b>	<b>2.54</b>	<b>0.00</b>	<b>0.00</b>	<b>0.91</b>	<b>2.48</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>
<b>3. Shrewsbury South</b>														
Spar, Lansdown Road, Shrewsbury	0.27	0.27	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.27	0.00	0.00	0.06
Co-op, High Street, Church Stretton	3.72	1.23	0.00	0.00	0.00	0.00	3.72	1.12	0.00	0.05	0.00	0.00	0.00	0.06
Harry Tuffins, Craven Centre, Craven Arms	2.47	0.55	0.00	0.00	0.00	0.00	1.33	0.28	1.14	0.27	0.00	0.00	0.00	0.00
Local Shops, Aston Munslow	0.00	0.07	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bayston Hill	0.00	0.28	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Church Stretton	0.00	0.96	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Local Shops, Craven Arms	0.27	0.28	0.00	0.00	0.00	0.27	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ludlow	0.53	0.42	0.00	0.00	0.00	0.53	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Church Stretton	0.00	0.07	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Ludlow	0.27	0.07	0.00	0.00	0.00	0.27	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Station Drive, Ludlow	5.84	0.28	0.00	0.00	0.00	0.00	5.84	0.28	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>13.37</b>	<b>4.48</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>11.95</b>	<b>3.98</b>	<b>1.14</b>	<b>0.38</b>	<b>0.27</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>
<b>4. Shrewsbury West</b>														
Co-op, Church Street, Bishops Castle	0.86	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.43	0.00	0.00	0.00	0.00
Local Shops, Baschurch	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00
Local Shops, Bishops Castle	0.57	0.27	0.00	0.00	0.00	0.00	0.00	0.57	0.27	0.00	0.00	0.00	0.00	0.00
Local Shops, Hanwood	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Local Shops, Kinnerley	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00
Local Shops, Knockin	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Local Shops, Ministerley	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00
Local Shops, Montford Bridge	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Local Shops, Pontesbury	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00
Local Shops, Westbury	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.43</b>	<b>1.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.43</b>	<b>1.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>														
Asda, Old Potts Way, Shrewsbury	21.00	2.51	0.28	0.00	0.30	0.07	1.33	0.21	4.00	0.11	9.60	1.00	5.49	1.12
Co-op Food, Bank Farm Road, Radbrook Green	1.10	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	1.10	0.88	0.00	0.06
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	0.83	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.38	0.55	0.75	0.00	0.00
Co-op Food, Mytton Oak Road, Copthorne	0.83	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.11	0.55	0.38	0.00	0.06
Local Shops, Shrewsbury	0.58	3.40	0.00	0.14	0.30	0.07	0.00	0.28	0.00	0.54	0.27	1.07	0.00	1.29
Market, Shrewsbury	1.10	0.57	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.44	0.00	0.06
Marks & Spencer, Castle Street, Shrewsbury	2.74	1.25	0.00	0.07	0.00	0.00	0.00	0.07	0.29	0.00	2.19	0.75	0.26	0.35
Sainsbury's Local, Whitecroft Road, Shrewsbury	4.63	0.76	0.00	0.00	0.00	0.00	0.00	0.07	0.57	0.00	3.02	0.63	1.05	0.06
Sainsbury's, Meole Brace Retail Park, Shrewsbury	45.49	3.05	0.83	0.07	3.04	0.35	11.42	0.98	8.00	0.54	16.18	0.75	6.02	0.35
Somerfield, Riverside Shopping Centre, Shrewsbury	1.07	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.06	0.52	0.00
Spar, New Park Street, Shrewsbury	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00
<b>Sub-Total</b>	<b>79.38</b>	<b>14.38</b>	<b>1.11</b>	<b>0.36</b>	<b>3.64</b>	<b>0.50</b>	<b>12.74</b>	<b>1.61</b>	<b>13.44</b>	<b>1.79</b>	<b>35.10</b>	<b>6.78</b>	<b>13.34</b>	<b>3.35</b>
<b>6. Shrewsbury Central East</b>														
Aldi, Arlington Way, Shrewsbury	3.63	0.14	0.56	0.07	0.61	0.07	0.80	0.00	1.14	0.00	0.00	0.00	0.52	0.00
Co-op Food, Mount Pleasant Road, Heath Farm	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.12
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	0.56	1.41	0.00	0.07	0.00	0.00	0.00	0.00	0.29	0.16	0.27	0.88	0.00	0.29
Iceland, Lancaster Retail Park, Shrewsbury	1.09	0.38	0.28	0.07	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.52	0.24
Lidl, Harlestone Lane, Shrewsbury	1.05	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.12
Netto, Abbey Foregate, Shrewsbury	1.35	0.43	0.00	0.00	0.00	0.00	0.27	0.07	0.29	0.00	0.27	0.13	0.52	0.24
Spar, Conway Drive Telford Estate, Shrewsbury	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Tesco Express, Ditherington Road, Shrewsbury	6.04	0.60	1.11	0.00	0.30	0.27	0.00	1.72	0.05	0.55	0.31	2.09	0.24	0.12
Tesco Extra, Cattle Market, Shrewsbury	33.97	1.85	9.16	0.14	7.59	0.35	0.80	0.00	3.72	0.16	3.29	0.25	9.42	0.94
WM Morrisons, Whitechurch Street, Shrewsbury	39.74	1.72	3.33	0.00	2.13	0.07	3.19	0.00	4.29	0.16	8.50	0.19	18.31	1.29
<b>Sub-Total</b>	<b>87.42</b>	<b>7.01</b>	<b>14.43</b>	<b>0.43</b>	<b>10.63</b>	<b>0.57</b>	<b>5.31</b>	<b>0.07</b>	<b>11.72</b>	<b>0.60</b>	<b>12.89</b>	<b>1.76</b>	<b>32.44</b>	<b>3.59</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>166.79</b>	<b>21.39</b>	<b>15.54</b>	<b>0.79</b>	<b>14.27</b>	<b>1.06</b>	<b>16.05</b>	<b>1.68</b>	<b>25.16</b>	<b>2.39</b>	<b>47.99</b>	<b>8.54</b>	<b>45.78</b>	<b>6.64</b>
<b>SUB-TOTAL STUDY AREA</b>	<b>207.76</b>	<b>38.44</b>	<b>40.80</b>	<b>8.80</b>	<b>15.18</b>	<b>3.55</b>	<b>30.00</b>	<b>5.66</b>	<b>27.73</b>	<b>4.72</b>	<b>48.26</b>	<b>8.67</b>	<b>45.78</b>	<b>7.06</b>
<b>OUTSIDE STUDY AREA</b>														
<b>Powys County Council</b>														
WM Morrisons, Berriew Street, Welshpool	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.57</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>										



TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m)																														GROWTH												
	COMPARISON																														ALL COMPARISON												
	2010										2015										2021										2026										'10-'15	'10-'21	'10-'26
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Garden	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Garden	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Garden	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Garden	Chemist	Total			
1	11.46	7.11	11.86	27.72	6.15	14.30	19.45	2.52	16.02	<b>116.59</b>	14.60	9.05	15.10	35.29	7.83	18.21	24.77	3.39	3.20	<b>131.44</b>	20.09	12.46	20.79	48.59	10.78	25.07	34.10	4.41	28.08	<b>204.37</b>	26.23	16.27	27.14	63.43	14.07	32.72	44.51	5.76	36.65	<b>266.77</b>	14.86	87.79	150.18
2	7.25	4.45	7.65	17.91	3.93	9.25	12.35	1.63	10.29	<b>74.72</b>	9.32	5.73	9.83	23.04	5.06	11.90	15.88	2.26	2.10	<b>85.11</b>	13.05	8.02	13.76	32.24	7.08	16.65	22.22	2.94	18.52	<b>134.48</b>	17.26	10.61	18.21	42.66	9.37	22.04	29.40	3.89	24.51	<b>177.94</b>	10.39	59.75	103.22
3	6.36	3.97	6.66	14.82	3.41	8.06	10.70	1.40	9.00	<b>64.38</b>	8.02	5.01	8.40	18.69	4.30	10.17	13.50	1.85	1.77	<b>71.72</b>	10.91	6.82	11.43	25.42	5.85	13.84	18.37	2.41	15.44	<b>110.48</b>	14.10	8.81	14.77	32.85	7.57	17.88	23.73	3.11	19.95	<b>142.77</b>	7.34	46.10	78.39
4	7.09	4.40	7.40	17.13	3.80	8.87	12.06	1.58	9.86	<b>72.19</b>	8.96	5.56	9.35	21.65	4.81	11.22	15.24	2.09	2.00	<b>80.88</b>	12.22	7.58	12.76	29.53	6.56	15.30	20.79	2.72	17.00	<b>124.46</b>	15.83	9.82	16.52	38.25	8.49	19.82	26.93	3.52	22.01	<b>161.20</b>	8.70	52.28	89.02
5	9.85	6.03	10.23	23.16	5.25	12.53	16.42	2.17	13.88	<b>99.51</b>	12.27	7.50	12.73	28.83	6.53	15.60	20.45	2.79	2.70	<b>109.40</b>	16.52	10.11	17.15	38.84	8.80	21.01	27.54	3.63	23.28	<b>166.88</b>	21.18	12.95	21.98	49.78	11.28	26.93	35.30	4.66	29.84	<b>213.89</b>	9.89	67.36	114.37
6	8.64	5.38	9.19	21.43	4.73	11.02	14.83	1.94	11.91	<b>89.07</b>	10.66	6.63	11.33	26.44	5.83	13.60	18.30	2.44	2.39	<b>97.63</b>	14.15	8.80	15.04	35.10	7.74	18.05	24.29	3.18	19.50	<b>145.85</b>	17.92	11.15	19.05	44.44	9.81	22.86	30.76	4.02	24.69	<b>184.68</b>	8.56	56.78	95.61
<b>TOTAL</b>	<b>50.65</b>	<b>31.34</b>	<b>52.98</b>	<b>122.17</b>	<b>27.28</b>	<b>64.04</b>	<b>85.81</b>	<b>11.24</b>	<b>70.95</b>	<b>516.46</b>	<b>63.83</b>	<b>39.49</b>	<b>66.76</b>	<b>153.95</b>	<b>34.37</b>	<b>80.69</b>	<b>108.13</b>	<b>14.81</b>	<b>14.16</b>	<b>576.18</b>	<b>86.95</b>	<b>53.79</b>	<b>90.93</b>	<b>209.72</b>	<b>46.82</b>	<b>109.92</b>	<b>147.30</b>	<b>19.29</b>	<b>121.81</b>	<b>886.53</b>	<b>112.52</b>	<b>69.60</b>	<b>117.67</b>	<b>271.41</b>	<b>60.59</b>	<b>142.23</b>	<b>190.62</b>	<b>24.96</b>	<b>157.65</b>	<b>1,147.25</b>	<b>59.72</b>	<b>370.06</b>	<b>630.79</b>

Notes:  
a. Post code sectors  
b. Per Capita expenditure from MapInfo AnySite software (2007 data)  
c. Projected forward using actual growth recorded between 2007 and 2008 (4.6%) and OEF forecasts from Information Brief 09/02 (September 2009)  
d. 2007 Population from MapInfo AnySite software and projected forward based on ONS estimates as identified by MapInfo

2007 PRICES

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	1.3	5.3	0.8	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>1.3</b>	<b>5.3</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	0.1	0.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.7	0.0	0.0	5.9	0.0	0.0	0.0
Ludlow	0.7	0.0	0.0	5.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>10.9</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.3	0.0	0.0	0.0	2.2	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.2</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	4.6	2.9	0.0	5.0	9.5	5.4	4.9
Shrewsbury	62.5	47.6	40.6	55.5	65.0	79.5	80.3
<b>Sub-Total</b>	<b>67.1</b>	<b>50.5</b>	<b>40.6</b>	<b>60.5</b>	<b>74.5</b>	<b>84.9</b>	<b>85.2</b>
<b>6. Shrewsbury Central East</b>							
Lancaster Retail Park, Shrewsbury	0.4	0.5	0.0	0.0	0.0	1.1	0.5
Sundome Retail Park, Shrewsbury	0.1	0.0	0.0	0.8	0.0	0.0	0.0
Harlescott	0.2	0.5	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>1.0</b>	<b>0.0</b>	<b>0.8</b>	<b>0.7</b>	<b>1.1</b>	<b>0.5</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>67.8</b>	<b>51.4</b>	<b>40.6</b>	<b>61.3</b>	<b>75.2</b>	<b>85.9</b>	<b>85.8</b>
<b>SUB TOTAL</b>	<b>70.9</b>	<b>57.2</b>	<b>41.4</b>	<b>72.3</b>	<b>78.1</b>	<b>85.9</b>	<b>85.8</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.6	0.0	0.8	1.7	0.0	1.6	0.0
<b>Sub-Total</b>	<b>0.6</b>	<b>0.0</b>	<b>0.8</b>	<b>1.7</b>	<b>0.0</b>	<b>1.6</b>	<b>0.0</b>
<b>Cheshire West &amp; Chester Council</b>							
Cheshire Oaks, Ellesmere Port	0.3	0.5	0.0	0.0	0.7	0.0	0.5
Chester	1.8	1.9	3.1	1.7	0.7	3.2	0.0
<b>Sub-Total</b>	<b>2.1</b>	<b>2.4</b>	<b>3.1</b>	<b>1.7</b>	<b>1.5</b>	<b>3.2</b>	<b>0.5</b>
<b>Dudley Metropolitan Borough Council</b>							
Merry Hill Shopping Centre, Dudley	0.1	0.0	0.0	0.0	0.0	0.0	0.5
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>
<b>Herefordshire Council</b>							
Hereford	0.9	0.0	0.0	7.6	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>7.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Manchester City Council</b>							
Manchester	0.2	0.0	0.0	0.0	0.0	0.5	0.5
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.5</b>
<b>Powys County Council</b>							
Newtown	0.1	0.0	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Shropshire Council</b>							
Bridgnorth	0.3	0.0	2.3	0.0	0.0	0.0	0.0
Oswestry	1.3	0.0	0.0	0.8	5.8	1.1	0.5
Whitchurch	1.0	4.8	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.6</b>	<b>4.8</b>	<b>2.3</b>	<b>0.8</b>	<b>5.8</b>	<b>1.1</b>	<b>0.5</b>
<b>Stafford Borough Council</b>							
Stafford	0.3	1.0	0.0	0.0	0.0	0.5	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.7	3.4	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>3.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Newport	0.3	1.4	0.0	0.0	0.0	0.0	0.0
Telford	10.1	12.0	34.4	3.4	3.6	3.2	7.1
Telford Bridge Retail Park, Telford	0.6	0.5	3.1	0.8	0.0	0.0	0.0
Telford Forge Retail Park, Telford	0.3	1.0	0.0	0.0	0.7	0.0	0.0
Wellington	0.5	0.0	3.9	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	0.6	0.5	3.9	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>12.5</b>	<b>15.4</b>	<b>45.3</b>	<b>4.2</b>	<b>4.4</b>	<b>3.2</b>	<b>7.1</b>
<b>Walsall Council</b>							

Walsall	<b>0.1</b>	0.0	0.8	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	<b>0.1</b>	0.0	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>							
Wrexham	<b>0.9</b>	3.8	0.0	0.0	0.7	0.0	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>3.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Wyre Forest District Council</b>							
Kidderminster	<b>0.4</b>	0.0	0.0	3.4	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>3.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>							
Other	<b>3.0</b>	3.8	3.9	5.0	2.2	1.1	2.7
<b>Sub-Total</b>	<b>3.0</b>	<b>3.8</b>	<b>3.9</b>	<b>5.0</b>	<b>2.2</b>	<b>1.1</b>	<b>2.7</b>
<b>SUB TOTAL</b>	<b>24.8</b>	<b>34.6</b>	<b>56.3</b>	<b>24.4</b>	<b>16.1</b>	<b>11.4</b>	<b>12.0</b>
<b>Internet / mail order / catalogue</b>	<b>4.3</b>	<b>8.2</b>	<b>2.3</b>	<b>3.4</b>	<b>5.8</b>	<b>2.7</b>	<b>2.2</b>
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Notes:**

a. Market shares derived from Household Survey

TABLE 8: SHOPPING PATTERNS (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)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Market Drayton	1.61	1.47	0.14	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.61</b>	<b>1.47</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>2. Shrewsbury East</u>							
Much Wenlock	0.13	0.13	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.13</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>3. Shrewsbury South</u>							
Church Stretton	0.87	0.00	0.00	0.87	0.00	0.00	0.00
Ludlow	0.87	0.00	0.00	0.75	0.13	0.00	0.00
<b>Sub-Total</b>	<b>1.74</b>	<b>0.00</b>	<b>0.00</b>	<b>1.62</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<u>4. Shrewsbury West</u>							
Bishops Castle	0.38	0.00	0.00	0.00	0.38	0.00	0.00
<b>Sub-Total</b>	<b>0.38</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.38</b>	<b>0.00</b>	<b>0.00</b>
<u>5. Shrewsbury Central West</u>							
Meole Brace Retail Park, Shrewsbury	5.48	0.80	0.00	0.75	1.63	1.25	1.05
Shrewsbury	75.43	13.19	7.28	8.22	11.13	18.40	17.22
<b>Sub-Total</b>	<b>80.91</b>	<b>13.99</b>	<b>7.28</b>	<b>8.96</b>	<b>12.75</b>	<b>19.65</b>	<b>18.27</b>
<u>6. Shrewsbury Central East</u>							
Lancaster Retail Park, Shrewsbury	0.50	0.13	0.00	0.00	0.00	0.25	0.12
Sundorne Retail Park, Shrewsbury	0.12	0.00	0.00	0.12	0.00	0.00	0.00
Harlescott	0.26	0.13	0.00	0.00	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.88</b>	<b>0.27</b>	<b>0.00</b>	<b>0.12</b>	<b>0.13</b>	<b>0.25</b>	<b>0.12</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>81.80</b>	<b>14.26</b>	<b>7.28</b>	<b>9.09</b>	<b>12.88</b>	<b>19.91</b>	<b>18.39</b>
<b>SUB TOTAL</b>	<b>85.65</b>	<b>15.86</b>	<b>7.42</b>	<b>10.71</b>	<b>13.38</b>	<b>19.91</b>	<b>18.39</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Birmingham City Council</u>							
Birmingham City Centre	0.76	0.00	0.14	0.25	0.00	0.38	0.00
<b>Sub-Total</b>	<b>0.76</b>	<b>0.00</b>	<b>0.14</b>	<b>0.25</b>	<b>0.00</b>	<b>0.38</b>	<b>0.00</b>
<u>Cheshire West &amp; Chester Council</u>							
Cheshire Oaks, Ellesmere Port	0.38	0.13	0.00	0.00	0.13	0.00	0.12
Chester	2.22	0.53	0.56	0.25	0.13	0.75	0.00
<b>Sub-Total</b>	<b>2.59</b>	<b>0.67</b>	<b>0.56</b>	<b>0.25</b>	<b>0.25</b>	<b>0.75</b>	<b>0.12</b>
<u>Dudley Metropolitan Borough Council</u>							
Merry Hill Shopping Centre, Dudley	0.12	0.00	0.00	0.00	0.00	0.00	0.12
<b>Sub-Total</b>	<b>0.12</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>
<u>Herefordshire Council</u>							
Hereford	1.12	0.00	0.00	1.12	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.12</b>	<b>0.00</b>	<b>0.00</b>	<b>1.12</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Manchester City Council</u>							
Manchester	0.24	0.00	0.00	0.00	0.00	0.13	0.12
<b>Sub-Total</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.12</b>
<u>Powys County Council</u>							
Newtown	0.13	0.00	0.00	0.00	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<u>Shropshire Council</u>							
Bridgnorth	0.42	0.00	0.42	0.00	0.00	0.00	0.00
Oswestry	1.49	0.00	0.00	0.12	1.00	0.25	0.12
Whitchurch	1.33	1.33	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>3.24</b>	<b>1.33</b>	<b>0.42</b>	<b>0.12</b>	<b>1.00</b>	<b>0.25</b>	<b>0.12</b>
<u>Stafford Borough Council</u>							
Stafford	0.39	0.27	0.00	0.00	0.00	0.13	0.00
<b>Sub-Total</b>	<b>0.39</b>	<b>0.27</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>



<b>Stoke-on-Trent City Council</b>							
Hanley	<b>0.93</b>	0.93	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.93</b>	<b>0.93</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Newport	<b>0.40</b>	0.40	0.00	0.00	0.00	0.00	0.00
Telford	<b>12.89</b>	3.33	6.16	0.50	0.63	0.75	1.52
Telford Bridge Retail Park, Telford	<b>0.82</b>	0.13	0.56	0.12	0.00	0.00	0.00
Telford Forge Retail Park, Telford	<b>0.39</b>	0.27	0.00	0.00	0.13	0.00	0.00
Wellington	<b>0.70</b>	0.00	0.70	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	<b>0.83</b>	0.13	0.70	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>16.03</b>	<b>4.26</b>	<b>8.12</b>	<b>0.62</b>	<b>0.75</b>	<b>0.75</b>	<b>1.52</b>
<b>Walsall Council</b>							
Walsall	<b>0.14</b>	0.00	0.14	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.14</b>	<b>0.00</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	<b>0.13</b>	0.00	0.00	0.00	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
Wrexham	<b>1.19</b>	1.07	0.00	0.00	0.13	0.00	0.00
<b>Sub-Total</b>	<b>1.19</b>	<b>1.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	<b>0.50</b>	0.00	0.00	0.50	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	<b>3.72</b>	1.07	0.70	0.75	0.38	0.25	0.59
<b>Sub-Total</b>	<b>3.72</b>	<b>1.07</b>	<b>0.70</b>	<b>0.75</b>	<b>0.38</b>	<b>0.25</b>	<b>0.59</b>
<b>SUB TOTAL</b>	<b>31.24</b>	<b>9.60</b>	<b>10.08</b>	<b>3.61</b>	<b>2.75</b>	<b>2.63</b>	<b>2.58</b>
<b>Internet / mail order / catalogue</b>	<b>5.28</b>	2.27	0.42	0.50	1.00	0.63	0.47
<b>TOTAL</b>	<b>122.17</b>	<b>27.72</b>	<b>17.91</b>	<b>14.82</b>	<b>17.13</b>	<b>23.16</b>	<b>21.43</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

TABLE 9: SHOPPING PATTERNS (BOOKS, CDS, ETC.)

DESTINATION	TOTAL BOOKS, CDS, ETC. (%)	ZONE 1 BOOKS, CDS, ETC. (%)	ZONE 2 BOOKS, CDS, ETC. (%)	ZONE 3 BOOKS, CDS, ETC. (%)	ZONE 4 BOOKS, CDS, ETC. (%)	ZONE 5 BOOKS, CDS, ETC. (%)	ZONE 6 BOOKS, CDS, ETC. (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	3.0	14.6	0.0	0.0	0.0	0.0	0.0
Wem	0.4	1.8	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>3.4</b>	<b>16.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	0.4	0.6	1.8	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.4</b>	<b>0.6</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.6	0.0	0.0	5.3	0.0	0.0	0.0
Ludlow	1.1	0.0	0.0	8.5	0.0	0.6	0.0
<b>Sub-Total</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>	<b>13.8</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.1	0.0	0.0	0.0	0.9	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	2.1	0.6	0.0	4.3	1.7	4.2	2.0
Shrewsbury	51.7	31.7	33.0	50.0	53.8	67.5	69.5
<b>Sub-Total</b>	<b>53.9</b>	<b>32.3</b>	<b>33.0</b>	<b>54.3</b>	<b>55.6</b>	<b>71.7</b>	<b>71.5</b>
<b>6. Shrewsbury Central East</b>							
Harlescote	0.1	0.0	0.0	1.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>54.0</b>	<b>32.3</b>	<b>33.0</b>	<b>55.3</b>	<b>55.6</b>	<b>71.7</b>	<b>71.5</b>
<b>SUB TOTAL</b>	<b>59.6</b>	<b>49.4</b>	<b>34.8</b>	<b>69.1</b>	<b>56.4</b>	<b>72.3</b>	<b>71.5</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.1	0.0	0.9	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Cheshire West &amp; Chester Council</b>							
Cheshire Oaks, Ellesmere Port	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Chester	0.2	1.2	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.4</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>
<b>Dudley Metropolitan Borough Council</b>							
Merry Hill Shopping Centre, Dudley	0.1	0.0	0.0	1.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Herefordshire Council</b>							
Hereford	0.1	0.0	0.0	1.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Manchester City Council</b>							
Manchester	0.1	0.6	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Powys County Council</b>							
Welshpool	0.1	0.0	0.0	0.0	0.9	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>
<b>Shropshire Council</b>							
Bridgnorth	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Ellesmere	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Oswestry	0.9	0.6	0.0	1.1	4.3	0.0	0.0
Whitchurch	1.6	7.9	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.7</b>	<b>9.1</b>	<b>0.9</b>	<b>1.1</b>	<b>4.3</b>	<b>0.0</b>	<b>0.0</b>
<b>Stafford Borough Council</b>							
Stafford	0.2	1.2	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.2	1.2	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Newport	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Telford	6.2	9.8	22.3	2.1	0.9	0.6	3.3
Telford Forge Retail Park, Telford	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Wellington	0.5	0.0	3.6	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	0.2	0.0	1.8	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>7.2</b>	<b>9.8</b>	<b>27.7</b>	<b>3.2</b>	<b>0.9</b>	<b>0.6</b>	<b>4.0</b>
<b>Walsall Council</b>							
Walsall	0.1	0.6	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.7	2.4	0.0	0.0	1.7	0.0	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>2.4</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.1	0.0	0.0	1.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>							
Other	1.5	2.4	0.9	2.1	0.9	1.2	1.3
<b>Sub-Total</b>	<b>1.5</b>	<b>2.4</b>	<b>0.9</b>	<b>2.1</b>	<b>0.9</b>	<b>1.2</b>	<b>1.3</b>
<b>SUB TOTAL</b>	<b>13.9</b>	<b>28.7</b>	<b>30.4</b>	<b>9.6</b>	<b>8.5</b>	<b>1.8</b>	<b>6.0</b>
<b>Internet / mail order / catalogue</b>	<b>26.5</b>	<b>22.0</b>	<b>34.8</b>	<b>21.3</b>	<b>35.0</b>	<b>25.9</b>	<b>22.5</b>
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Notes:  
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 10: SHOPPING PATTERNS (BOOKS, CDS. ETC.)

DESTINATION	TOTAL BOOKS, CDS, ETC. (£m)	ZONE 1 BOOKS, CDS, ETC. (£m)	ZONE 2 BOOKS, CDS, ETC. (£m)	ZONE 3 BOOKS, CDS, ETC. (£m)	ZONE 4 BOOKS, CDS, ETC. (£m)	ZONE 5 BOOKS, CDS, ETC. (£m)	ZONE 6 BOOKS, CDS, ETC. (£m)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Market Drayton	0.90	0.90	0.00	0.00	0.00	0.00	0.00
Wem	0.11	0.11	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.01</b>	<b>1.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>2. Shrewsbury East</u>							
Much Wenlock	0.11	0.04	0.07	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.11</b>	<b>0.04</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>3. Shrewsbury South</u>							
Church Stretton	0.18	0.00	0.00	0.18	0.00	0.00	0.00
Ludlow	0.32	0.00	0.00	0.29	0.00	0.03	0.00
<b>Sub-Total</b>	<b>0.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.47</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>
<u>4. Shrewsbury West</u>							
Bishops Castle	0.03	0.00	0.00	0.00	0.03	0.00	0.00
<b>Sub-Total</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>
<u>5. Shrewsbury Central West</u>							
Meole Brace Retail Park, Shrewsbury	0.56	0.04	0.00	0.15	0.07	0.22	0.09
Shrewsbury	13.83	1.95	1.30	1.71	2.05	3.54	3.29
<b>Sub-Total</b>	<b>14.40</b>	<b>1.99</b>	<b>1.30</b>	<b>1.85</b>	<b>2.11</b>	<b>3.76</b>	<b>3.38</b>
<u>6. Shrewsbury Central East</u>							
Harlescott	0.04	0.00	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>14.43</b>	<b>1.99</b>	<b>1.30</b>	<b>1.89</b>	<b>2.11</b>	<b>3.76</b>	<b>3.38</b>
<b>SUB TOTAL</b>	<b>16.09</b>	<b>3.04</b>	<b>1.37</b>	<b>2.36</b>	<b>2.15</b>	<b>3.79</b>	<b>3.38</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Birmingham City Council</u>							
Birmingham City Centre	0.04	0.00	0.04	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Cheshire West &amp; Chester Council</u>							
Cheshire Oaks, Ellesmere Port	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Chester	0.08	0.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.11</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>
<u>Dudley Metropolitan Borough Council</u>							
Merry Hill Shopping Centre, Dudley	0.04	0.00	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Herefordshire Council</u>							
Hereford	0.04	0.00	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Manchester City Council</u>							
Manchester	0.04	0.04	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Powys County Council</u>							
Welshpool	0.03	0.00	0.00	0.00	0.03	0.00	0.00
<b>Sub-Total</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>
<u>Shropshire Council</u>							
Bridgnorth	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Ellesmere	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Oswestry	0.24	0.04	0.00	0.04	0.16	0.00	0.00
Whitchurch	0.49	0.49	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.80</b>	<b>0.56</b>	<b>0.04</b>	<b>0.04</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>
<u>Stafford Borough Council</u>							
Stafford	0.08	0.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Stoke-on-Trent City Council</u>							
Hanley	0.08	0.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Telford &amp; Wrekin Borough Council</u>							
Newport	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Telford	1.77	0.60	0.88	0.07	0.03	0.03	0.16
Telford Forge Retail Park, Telford	0.04	0.00	0.00	0.04	0.00	0.00	0.00
Wellington	0.14	0.00	0.14	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.07	0.00	0.07	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.05</b>	<b>0.60</b>	<b>1.09</b>	<b>0.11</b>	<b>0.03</b>	<b>0.03</b>	<b>0.19</b>

<b>Walsall Council</b>							
Walsall	0.04	0.04	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.22	0.15	0.00	0.00	0.07	0.00	0.00
<b>Sub-Total</b>	<b>0.22</b>	<b>0.15</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.04	0.00	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	0.42	0.15	0.04	0.07	0.03	0.06	0.06
<b>Sub-Total</b>	<b>0.42</b>	<b>0.15</b>	<b>0.04</b>	<b>0.07</b>	<b>0.03</b>	<b>0.06</b>	<b>0.06</b>
<b>SUB TOTAL</b>	<b>3.99</b>	<b>1.76</b>	<b>1.19</b>	<b>0.33</b>	<b>0.33</b>	<b>0.09</b>	<b>0.28</b>
<b>Internet / mail order / catalogue</b>	<b>7.20</b>	<b>1.35</b>	<b>1.37</b>	<b>0.73</b>	<b>1.33</b>	<b>1.36</b>	<b>1.06</b>
<b>TOTAL</b>	<b>27.28</b>	<b>6.15</b>	<b>3.93</b>	<b>3.41</b>	<b>3.80</b>	<b>5.25</b>	<b>4.73</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

**TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)**

DESTINATION	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 (%)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Market Drayton	4.1	18.1	0.0	0.0	0.0	0.0	0.0
Wem	0.3	0.6	0.0	0.0	0.0	0.0	0.8
<b>Sub-Total</b>	<b>4.4</b>	<b>18.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>
<u>3. Shrewsbury South</u>							
Bayston Hill	0.1	0.0	0.0	1.3	0.0	0.0	0.0
Church Stretton	0.3	0.0	0.0	2.6	0.0	0.0	0.0
Craven Arms	0.3	0.0	0.0	2.6	0.0	0.0	0.0
Ludlow	0.9	0.0	0.0	7.8	0.0	0.0	0.0
<b>Sub-Total</b>	<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>14.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>5. Shrewsbury Central West</u>							
Meole Brace Retail Park, Shrewsbury	4.7	2.5	5.5	5.2	5.6	6.6	3.9
Shrewsbury	60.4	43.8	39.6	59.7	63.0	75.9	78.0
<b>Sub-Total</b>	<b>65.1</b>	<b>46.3</b>	<b>45.1</b>	<b>64.9</b>	<b>68.5</b>	<b>82.5</b>	<b>81.9</b>
<u>6. Shrewsbury Central East</u>							
Lancaster Retail Park, Shrewsbury	0.9	0.6	1.1	1.3	0.0	1.5	0.8
Sundorne Retail Park, Shrewsbury	2.9	4.4	2.2	2.6	2.8	1.5	3.1
Harlescott	0.7	1.3	0.0	0.0	0.9	0.0	1.6
<b>Sub-Total</b>	<b>4.4</b>	<b>6.3</b>	<b>3.3</b>	<b>3.9</b>	<b>3.7</b>	<b>2.9</b>	<b>5.5</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>69.6</b>	<b>52.5</b>	<b>48.4</b>	<b>68.8</b>	<b>72.2</b>	<b>85.4</b>	<b>87.4</b>
<b>SUB TOTAL</b>	<b>75.6</b>	<b>71.3</b>	<b>48.4</b>	<b>83.1</b>	<b>72.2</b>	<b>85.4</b>	<b>88.2</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Birmingham City Council</u>							
Birmingham City Centre	1.0	0.0	1.1	0.0	1.9	2.2	0.8
<b>Sub-Total</b>	<b>1.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>1.9</b>	<b>2.2</b>	<b>0.8</b>
<u>Cheshire West &amp; Chester Council</u>							
Chester	0.7	0.6	0.0	1.3	0.9	1.5	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>0.6</b>	<b>0.0</b>	<b>1.3</b>	<b>0.9</b>	<b>1.5</b>	<b>0.0</b>
<u>Herefordshire Council</u>							
Hereford	0.4	0.0	0.0	3.9	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>3.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>Powys County Council</u>							

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 12: SHOPPING PATTERNS (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)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	2.59	2.59	0.00	0.00	0.00	0.00	0.00
Wem	0.18	0.09	0.00	0.00	0.00	0.00	0.09
<b>Sub-Total</b>	<b>2.77</b>	<b>2.68</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>
<b>3. Shrewsbury South</b>							
Bayston Hill	0.10	0.00	0.00	0.10	0.00	0.00	0.00
Church Stretton	0.21	0.00	0.00	0.21	0.00	0.00	0.00
Craven Arms	0.21	0.00	0.00	0.21	0.00	0.00	0.00
Ludlow	0.63	0.00	0.00	0.63	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.15</b>	<b>0.00</b>	<b>0.00</b>	<b>1.15</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	3.03	0.36	0.51	0.42	0.49	0.82	0.43
Shrewsbury	38.42	6.26	3.66	4.82	5.59	9.51	8.59
<b>Sub-Total</b>	<b>41.46</b>	<b>6.61</b>	<b>4.17</b>	<b>5.24</b>	<b>6.08</b>	<b>10.33</b>	<b>9.03</b>
<b>6. Shrewsbury Central East</b>							
Lancaster Retail Park, Shrewsbury	0.57	0.09	0.10	0.10	0.00	0.18	0.09
Sundorne Retail Park, Shrewsbury	1.81	0.63	0.20	0.21	0.25	0.18	0.35
Harlescote	0.43	0.18	0.00	0.00	0.08	0.00	0.17
<b>Sub-Total</b>	<b>2.81</b>	<b>0.89</b>	<b>0.31</b>	<b>0.31</b>	<b>0.33</b>	<b>0.37</b>	<b>0.61</b>
<i>Sub-Total Zones 5 and 6 (PCA)</i>	<i>44.27</i>	<i>7.51</i>	<i>4.47</i>	<i>5.55</i>	<i>6.41</i>	<i>10.70</i>	<i>9.63</i>
<b>SUB TOTAL</b>	<b>48.19</b>	<b>10.19</b>	<b>4.47</b>	<b>6.70</b>	<b>6.41</b>	<b>10.70</b>	<b>9.72</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.63	0.00	0.10	0.00	0.16	0.27	0.09
<b>Sub-Total</b>	<b>0.63</b>	<b>0.00</b>	<b>0.10</b>	<b>0.00</b>	<b>0.16</b>	<b>0.27</b>	<b>0.09</b>
<b>Cheshire West &amp; Chester Council</b>							
Chester	0.46	0.09	0.00	0.10	0.08	0.18	0.00
<b>Sub-Total</b>	<b>0.46</b>	<b>0.09</b>	<b>0.00</b>	<b>0.10</b>	<b>0.08</b>	<b>0.18</b>	<b>0.00</b>
<b>Herefordshire Council</b>							
Hereford	0.31	0.00	0.00	0.31	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.31</b>	<b>0.00</b>	<b>0.00</b>	<b>0.31</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Powys County Council</b>							
Newtown	0.08	0.00	0.00	0.00	0.08	0.00	0.00
Welshpool	0.19	0.00	0.00	0.10	0.08	0.00	0.00
<b>Sub-Total</b>	<b>0.27</b>	<b>0.00</b>	<b>0.00</b>	<b>0.10</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>
<b>Sandwell Metropolitan Borough Council</b>							
Wednesbury	0.61	0.09	0.00	0.00	0.16	0.18	0.17
<b>Sub-Total</b>	<b>0.61</b>	<b>0.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.18</b>	<b>0.17</b>
<b>Shropshire Council</b>							
Bridgnorth	0.18	0.00	0.10	0.00	0.08	0.00	0.00
Ellesmere	0.09	0.09	0.00	0.00	0.00	0.00	0.00
Oswestry	0.83	0.00	0.00	0.00	0.74	0.09	0.00
Whitchurch	0.89	0.89	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.00</b>	<b>0.98</b>	<b>0.10</b>	<b>0.00</b>	<b>0.82</b>	<b>0.09</b>	<b>0.00</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.26	0.18	0.00	0.00	0.08	0.00	0.00
<b>Sub-Total</b>	<b>0.26</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Telford	3.62	0.89	1.73	0.21	0.15	0.37	0.26
Telford Bridge Retail Park, Telford	0.35	0.27	0.00	0.00	0.08	0.00	0.00
Telford Forge Retail Park, Telford	0.39	0.00	0.20	0.10	0.08	0.00	0.00
Wellington	1.22	0.00	1.22	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.51	0.00	0.51	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>6.09</b>	<b>1.16</b>	<b>3.66</b>	<b>0.31</b>	<b>0.33</b>	<b>0.37</b>	<b>0.26</b>
<b>Walsall Council</b>							
Walsall	0.37	0.18	0.10	0.00	0.00	0.09	0.00
<b>Sub-Total</b>	<b>0.37</b>	<b>0.18</b>	<b>0.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	0.18	0.00	0.10	0.00	0.08	0.00	0.00
<b>Sub-Total</b>	<b>0.18</b>	<b>0.00</b>	<b>0.10</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.45	0.45	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.45</b>	<b>0.45</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	1.19	0.45	0.31	0.00	0.08	0.18	0.17
<b>Sub-Total</b>	<b>1.19</b>	<b>0.45</b>	<b>0.31</b>	<b>0.00</b>	<b>0.08</b>	<b>0.18</b>	<b>0.17</b>
<b>SUB TOTAL</b>	<b>12.82</b>	<b>3.57</b>	<b>4.37</b>	<b>0.84</b>	<b>1.97</b>	<b>1.37</b>	<b>0.69</b>
Internet / mail order / catalogue	3.02	0.54	0.41	0.52	0.49	0.46	0.61
<b>TOTAL</b>	<b>64.04</b>	<b>14.30</b>	<b>9.25</b>	<b>8.06</b>	<b>8.67</b>	<b>12.53</b>	<b>11.02</b>

Notes:  
a. Market shares derived from Household Survey

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**TABLE 13: SHOPPING PATTERNS (TOYS, BICYCLES AND RECREATIONAL GOODS)**

DESTINATION	TOTAL TOYS, ETC. (%)	ZONE 1 TOYS, ETC. (%)	ZONE 2 TOYS, ETC. (%)	ZONE 3 TOYS, ETC. (%)	ZONE 4 TOYS, ETC. (%)	ZONE 5 TOYS, ETC. (%)	ZONE 6 TOYS, ETC. (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	2.9	14.2	0.0	0.0	0.0	0.0	0.0
Wem	0.7	3.3	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>3.6</b>	<b>17.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	0.2	0.0	1.3	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Ludlow	0.9	0.0	1.3	4.4	1.1	0.0	0.0
<b>Sub-Total</b>	<b>1.0</b>	<b>0.0</b>	<b>1.3</b>	<b>5.9</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	17.5	6.7	9.1	29.4	16.5	24.6	21.1
Shrewsbury	51.6	32.5	41.6	44.1	57.1	62.7	67.9
<b>Sub-Total</b>	<b>69.1</b>	<b>39.2</b>	<b>50.6</b>	<b>73.5</b>	<b>73.6</b>	<b>87.3</b>	<b>89.0</b>
<b>6. Shrewsbury Central East</b>							
Sundorne Retail Park, Shrewsbury	0.5	0.0	1.3	1.5	1.1	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.0</b>	<b>1.3</b>	<b>1.5</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>69.6</b>	<b>39.2</b>	<b>51.9</b>	<b>75.0</b>	<b>74.7</b>	<b>87.3</b>	<b>89.0</b>
<b>SUB TOTAL</b>	<b>74.4</b>	<b>56.7</b>	<b>54.5</b>	<b>80.9</b>	<b>75.8</b>	<b>87.3</b>	<b>89.0</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Cheshire West &amp; Chester Council</b>							
----- Chester	0.5	0.8	1.3	1.5	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.8</b>	<b>1.3</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Dudley Metropolitan Borough Council</b>							
----- Dudley	0.2	0.0	0.0	1.5	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Herefordshire Council</b>							
----- Hereford	0.2	0.0	0.0	1.5	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Powys County Council</b>							
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TABLE 14: SHOPPING PATTERNS (TOYS, BICYCLES AND RECREATIONAL GOODS)

DESTINATION	TOTAL TOYS, ETC. (£m)	ZONE 1 TOYS, ETC. (£m)	ZONE 2 TOYS, ETC. (£m)	ZONE 3 TOYS, ETC. (£m)	ZONE 4 TOYS, ETC. (£m)	ZONE 5 TOYS, ETC. (£m)	ZONE 6 TOYS, ETC. (£m)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	2.76	2.76	0.00	0.00	0.00	0.00	0.00
Wem	0.65	0.65	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>3.40</b>	<b>3.40</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	0.16	0.00	0.16	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.16	0.00	0.00	0.16	0.00	0.00	0.00
Ludlow	0.77	0.00	0.16	0.47	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.92</b>	<b>0.00</b>	<b>0.16</b>	<b>0.63</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Maole Brace Retail Park, Shrewsbury	14.72	1.30	1.12	3.15	1.99	4.04	3.13
Shrewsbury	43.43	6.32	5.13	4.72	6.89	10.30	10.07
<b>Sub-Total</b>	<b>58.15</b>	<b>7.62</b>	<b>6.25</b>	<b>7.87</b>	<b>8.88</b>	<b>14.33</b>	<b>13.20</b>
<b>6. Shrewsbury Central East</b>							
Sundorne Retail Park, Shrewsbury	0.45	0.00	0.16	0.16	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.45</b>	<b>0.00</b>	<b>0.16</b>	<b>0.16</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>58.60</b>	<b>7.62</b>	<b>6.41</b>	<b>8.03</b>	<b>9.01</b>	<b>14.33</b>	<b>13.20</b>
<b>SUB TOTAL</b>	<b>63.09</b>	<b>11.02</b>	<b>6.73</b>	<b>8.66</b>	<b>9.14</b>	<b>14.33</b>	<b>13.20</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Cheshire West &amp; Chester Council</b>							
Cheshire	0.48	0.16	0.16	0.16	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.48</b>	<b>0.16</b>	<b>0.16</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Dudley Metropolitan Borough Council</b>							
Dudley	0.16	0.00	0.00	0.16	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Herefordshire Council</b>							
Hereford	0.16	0.00	0.00	0.16	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Powys County Council</b>							
Newtown	0.29	0.16	0.00	0.00	0.13	0.00	0.00
<b>Sub-Total</b>	<b>0.29</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.00</b>
<b>Shropshire Council</b>							
Oswestry	0.93	0.00	0.00	0.00	0.93	0.00	0.00
Whitchurch	1.46	1.46	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.39</b>	<b>1.46</b>	<b>0.00</b>	<b>0.00</b>	<b>0.93</b>	<b>0.00</b>	<b>0.00</b>
<b>Stafford Borough Council</b>							
Stafford	0.32	0.16	0.16	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.32</b>	<b>0.16</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.49	0.49	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.49</b>	<b>0.49</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Telford	4.90	2.11	2.08	0.16	0.13	0.28	0.14
Telford Bridge Retail Park, Telford	0.32	0.16	0.16	0.00	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.32	0.00	0.32	0.00	0.00	0.00	0.00
Wellington	0.80	0.00	0.80	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.32	0.00	0.32	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>6.66</b>	<b>2.27</b>	<b>3.69</b>	<b>0.16</b>	<b>0.13</b>	<b>0.28</b>	<b>0.14</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.16	0.16	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.16	0.00	0.00	0.16	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	1.06	0.65	0.00	0.00	0.13	0.14	0.14
<b>Sub-Total</b>	<b>1.06</b>	<b>0.65</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.14</b>	<b>0.14</b>
<b>SUB TOTAL</b>	<b>12.32</b>	<b>5.51</b>	<b>4.01</b>	<b>0.79</b>	<b>1.32</b>	<b>0.42</b>	<b>0.27</b>
Internet / mail order / catalogue	10.40	2.92	1.60	1.26	1.59	1.67	1.36
<b>TOTAL</b>	<b>85.81</b>	<b>19.45</b>	<b>12.35</b>	<b>10.70</b>	<b>12.06</b>	<b>16.42</b>	<b>14.83</b>

Notes:

a. Market shares derived from Household Survey

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**TABLE 15: SHOPPING PATTERNS (CHEMIST)**

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Market Drayton	7.3	33.3	0.0	0.0	0.0	0.0	0.0
Wem	2.1	9.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>9.4</b>	<b>42.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>2. Shrewsbury East</u>							
Much Wenlock	1.4	0.0	9.9	0.0	0.0	0.0	0.0
Shawbirch	0.3	0.0	2.3	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>1.7</b>	<b>0.0</b>	<b>12.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>3. Shrewsbury South</u>							
Bayston Hill	0.2	0.0	0.0	1.6	0.0	0.0	0.0
Church Stretton	2.8	0.0	0.0	22.0	0.0	0.0	0.0
Craven Arms	0.4	0.0	0.0	2.4	0.7	0.0	0.0
Ludlow	2.7	0.0	0.0	21.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>6.2</b>	<b>0.0</b>	<b>0.0</b>	<b>47.2</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>
<u>4. Shrewsbury West</u>							
Bishops Castle	1.4	0.0	0.0	0.0	9.6	0.0	0.0
<b>Sub-Total</b>	<b>1.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>9.6</b>	<b>0.0</b>	<b>0.0</b>
<u>5. Shrewsbury Central West</u>							
Bicton Heath	0.1	0.0	0.0	0.0	0.0	0.5	0.0
Meole Brace Retail Park, Shrewsbury	9.1	4.3	3.8	23.6	11.9	9.7	5.7
Radbrook Green	0.3	0.0	0.0	0.0	0.0	1.6	0.0
Shrewsbury	52.7	21.0	36.6	25.2	52.6	82.7	90.3
<b>Sub-Total</b>	<b>62.1</b>	<b>25.2</b>	<b>40.5</b>	<b>48.8</b>	<b>64.4</b>	<b>94.6</b>	<b>96.0</b>
<u>6. Shrewsbury Central East</u>							
Lancaster Retail Park, Shrewsbury	0.1	0.0	0.0	0.0	0.7	0.0	0.0
Sundorne Retail Park, Shrewsbury	0.1	0.0	0.0	0.0	0.0	0.5	0.0
Harlescott	0.2	0.5	0.0	0.0	0.0	0.0	0.6
<b>Sub-Total</b>	<b>0.4</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.5</b>	<b>0.6</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>62.6</b>	<b>25.7</b>	<b>40.5</b>	<b>48.8</b>	<b>65.2</b>	<b>95.1</b>	<b>96.6</b>
<b>SUB TOTAL</b>	<b>81.1</b>	<b>68.6</b>	<b>52.7</b>	<b>95.9</b>	<b>75.6</b>	<b>95.1</b>	<b>96.6</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Cheshire West &amp; Chester Council</u>							
----- Chester	0.1	0.0	0.0	0.0	0.0	0.5	0.0

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TABLE 16: SHOPPING PATTERNS (CHEMIST)

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	5.34	5.34	0.00	0.00	0.00	0.00	0.00
Wem	1.53	1.53	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>6.86</b>	<b>6.86</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	1.02	0.00	1.02	0.00	0.00	0.00	0.00
Shawburch	0.24	0.00	0.24	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.26</b>	<b>0.00</b>	<b>1.26</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>3. Shrewsbury South</b>							
Bayston Hill	0.15	0.00	0.00	0.15	0.00	0.00	0.00
Church Stretton	1.97	0.00	0.00	1.97	0.00	0.00	0.00
Craven Arms	0.29	0.00	0.00	0.22	0.07	0.00	0.00
Ludlow	1.90	0.00	0.00	1.90	0.00	0.00	0.00
<b>Sub-Total</b>	<b>4.32</b>	<b>0.00</b>	<b>0.00</b>	<b>4.24</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.95	0.00	0.00	0.00	0.95	0.00	0.00
<b>Sub-Total</b>	<b>0.95</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.95</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Bicton Heath	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Meole Brace Retail Park, Shrewsbury	6.40	0.69	0.39	2.12	1.17	1.35	0.68
Radbrook Green	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Shrewsbury	36.81	3.36	3.77	2.27	5.18	11.48	10.75
<b>Sub-Total</b>	<b>43.51</b>	<b>4.04</b>	<b>4.16</b>	<b>4.39</b>	<b>6.35</b>	<b>13.13</b>	<b>11.43</b>
<b>6. Shrewsbury Central East</b>							
Lancaster Retail Park, Shrewsbury	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Sundome Retail Park, Shrewsbury	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Harlescote	0.14	0.08	0.00	0.00	0.00	0.00	0.07
<b>Sub-Total</b>	<b>0.29</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.08</b>	<b>0.07</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>43.60</b>	<b>4.12</b>	<b>4.16</b>	<b>4.39</b>	<b>6.43</b>	<b>13.21</b>	<b>11.50</b>
<b>SUB TOTAL</b>	<b>57.19</b>	<b>10.98</b>	<b>5.42</b>	<b>8.63</b>	<b>7.45</b>	<b>13.21</b>	<b>11.50</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Cheshire West &amp; Chester Council</b>							
Chester	0.08	0.00	0.00	0.00	0.00	0.08	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>
<b>Herefordshire Council</b>							
Hereford	0.07	0.00	0.00	0.07	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Manchester City Council</b>							
Manchester	0.08	0.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Powys County Council</b>							
Newtown	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Welshpool	0.22	0.00	0.00	0.00	0.22	0.00	0.00
<b>Sub-Total</b>	<b>0.30</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.22</b>	<b>0.00</b>	<b>0.00</b>
<b>Shropshire Council</b>							
Ellesmere	0.15	0.15	0.00	0.00	0.00	0.00	0.00
Oswestry	1.68	0.00	0.00	0.00	1.53	0.15	0.00
Whitchurch	2.82	2.82	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>4.66</b>	<b>2.97</b>	<b>0.00</b>	<b>0.00</b>	<b>1.53</b>	<b>0.15</b>	<b>0.00</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.15	0.15	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.15</b>	<b>0.15</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Newport	0.31	0.23	0.08	0.00	0.00	0.00	0.00
Telford	3.62	0.92	2.28	0.07	0.15	0.00	0.20
Telford Forge Retail Park, Telford	0.15	0.00	0.08	0.00	0.07	0.00	0.00
Wellington	1.57	0.00	1.57	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.78	0.15	0.55	0.00	0.07	0.00	0.00
<b>Sub-Total</b>	<b>6.42</b>	<b>1.30</b>	<b>4.56</b>	<b>0.07</b>	<b>0.29</b>	<b>0.00</b>	<b>0.20</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.08	0.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	0.59	0.08	0.00	0.00	0.29	0.23	0.00
<b>Sub-Total</b>	<b>0.59</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.29</b>	<b>0.23</b>	<b>0.00</b>
<b>SUB TOTAL</b>	<b>12.42</b>	<b>4.73</b>	<b>4.56</b>	<b>0.15</b>	<b>2.34</b>	<b>0.45</b>	<b>0.20</b>
Internet / mail order / catalogue	1.34	0.31	0.31	0.22	0.07	0.23	0.20
<b>TOTAL</b>	<b>70.95</b>	<b>16.02</b>	<b>10.29</b>	<b>9.00</b>	<b>9.86</b>	<b>13.88</b>	<b>11.91</b>

Notes:  
a. Market shares derived from Household Survey

2007 PRICES

TABLE 17: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	4.0	18.1	0.0	0.0	0.0	0.0	0.0
Wem	3.1	13.0	0.0	0.0	1.5	0.0	0.0
<b>Sub-Total</b>	<b>7.1</b>	<b>31.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>							
Church Stretton	2.3	0.0	0.0	17.7	0.0	0.0	0.0
Craven Arms	0.2	0.0	0.0	1.8	0.0	0.0	0.0
Ludlow	0.3	0.0	0.0	2.7	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.8</b>	<b>0.0</b>	<b>0.0</b>	<b>22.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.3	0.0	0.0	0.0	2.3	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.3</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	29.5	13.5	17.8	28.3	30.8	45.6	40.5
Shrewsbury	29.0	16.1	17.8	23.9	39.2	31.6	46.4
<b>Sub-Total</b>	<b>58.5</b>	<b>29.5</b>	<b>35.6</b>	<b>52.2</b>	<b>70.0</b>	<b>77.2</b>	<b>86.9</b>
<b>6. Shrewsbury Central East</b>							
Lancaster Retail Park, Shrewsbury	0.7	0.5	1.7	0.0	0.0	1.2	0.7
Sundorne Retail Park, Shrewsbury	0.6	1.6	0.0	0.9	0.0	0.6	0.0
Harlescott	0.1	0.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>1.4</b>	<b>2.6</b>	<b>1.7</b>	<b>0.9</b>	<b>0.0</b>	<b>1.8</b>	<b>0.7</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>59.9</b>	<b>32.1</b>	<b>37.3</b>	<b>53.1</b>	<b>70.0</b>	<b>78.9</b>	<b>87.6</b>
<b>SUB TOTAL</b>	<b>70.2</b>	<b>63.2</b>	<b>37.3</b>	<b>75.2</b>	<b>73.8</b>	<b>78.9</b>	<b>87.6</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.7
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>
<b>Cheshire West &amp; Chester Council</b>							
Chester	0.5	0.5	0.0	0.9	0.0	1.2	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.5</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>1.2</b>	<b>0.0</b>
<b>Herefordshire Council</b>							
Hereford	0.5	0.0	0.0	3.5	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>3.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

<b>Manchester City Council</b>							
Manchester	<b>0.1</b>	0.0	0.0	0.0	0.0	0.6	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>
<b>Powys County Council</b>							
Newtown	<b>0.1</b>	0.0	0.0	0.0	0.8	0.0	0.0
Welshpool	<b>0.1</b>	0.0	0.0	0.0	0.8	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>
<b>Shropshire Council</b>							
Oswestry	<b>1.4</b>	0.5	0.0	0.0	8.5	0.0	0.0
Whitchurch	<b>1.7</b>	7.8	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>3.1</b>	<b>8.3</b>	<b>0.0</b>	<b>0.0</b>	<b>8.5</b>	<b>0.0</b>	<b>0.0</b>
<b>Stafford Borough Council</b>							
Stafford	<b>0.1</b>	0.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	<b>0.1</b>	0.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Telford	<b>4.6</b>	4.7	20.3	1.8	0.8	1.8	0.7
Telford Bridge Retail Park, Telford	<b>1.5</b>	1.0	9.3	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	<b>0.5</b>	0.5	1.7	0.0	0.0	0.0	0.7
Wellington	<b>0.5</b>	0.0	3.4	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	<b>0.8</b>	1.0	4.2	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>7.7</b>	<b>7.3</b>	<b>39.0</b>	<b>1.8</b>	<b>0.8</b>	<b>1.8</b>	<b>1.3</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	<b>0.3</b>	0.5	0.8	0.0	0.0	0.6	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.5</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>							
Wrexham	<b>0.6</b>	2.1	0.0	0.0	0.8	0.0	0.0
<b>Sub-Total</b>	<b>0.6</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>
<b>Wyre Forest District Council</b>							
Kidderminster	<b>0.3</b>	0.0	0.0	2.7	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>2.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>							
Other	<b>1.6</b>	3.6	0.8	1.8	1.5	1.2	0.0
<b>Sub-Total</b>	<b>1.6</b>	<b>3.6</b>	<b>0.8</b>	<b>1.8</b>	<b>1.5</b>	<b>1.2</b>	<b>0.0</b>
<b>SUB TOTAL</b>	<b>15.3</b>	<b>23.3</b>	<b>40.7</b>	<b>10.6</b>	<b>13.1</b>	<b>5.3</b>	<b>2.0</b>
<b>Internet / mail order / catalogue</b>	<b>14.6</b>	13.5	22.0	14.2	13.1	15.8	10.5
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 18: SHOPPING PATTERNS (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)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Market Drayton	2.15	2.15	0.00	0.00	0.00	0.00	0.00
Wem	1.65	1.54	0.00	0.00	0.11	0.00	0.00
<b>Sub-Total</b>	<b>3.80</b>	<b>3.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.11</b>	<b>0.00</b>	<b>0.00</b>
<b>3. Shrewsbury South</b>							
Church Stretton	1.18	0.00	0.00	1.18	0.00	0.00	0.00
Craven Arms	0.12	0.00	0.00	0.12	0.00	0.00	0.00
Ludlow	0.18	0.00	0.00	0.18	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.47</b>	<b>0.00</b>	<b>0.00</b>	<b>1.47</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.17	0.00	0.00	0.00	0.17	0.00	0.00
<b>Sub-Total</b>	<b>0.17</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Meole Brace Retail Park, Shrewsbury	15.51	1.60	1.36	1.89	2.28	4.66	3.72
Shrewsbury	15.25	1.91	1.36	1.59	2.90	3.23	4.26
<b>Sub-Total</b>	<b>30.76</b>	<b>3.50</b>	<b>2.72</b>	<b>3.48</b>	<b>5.18</b>	<b>7.89</b>	<b>7.99</b>
<b>6. Shrewsbury Central East</b>							
Lancaster Retail Park, Shrewsbury	0.37	0.06	0.13	0.00	0.00	0.12	0.06
Sundorne Retail Park, Shrewsbury	0.30	0.18	0.00	0.06	0.00	0.06	0.00
Harlescote	0.06	0.06	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.74</b>	<b>0.31</b>	<b>0.13</b>	<b>0.06</b>	<b>0.00</b>	<b>0.18</b>	<b>0.06</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>31.50</b>	<b>3.81</b>	<b>2.85</b>	<b>3.54</b>	<b>5.18</b>	<b>8.07</b>	<b>8.05</b>
<b>SUB TOTAL</b>	<b>36.94</b>	<b>7.50</b>	<b>2.85</b>	<b>5.01</b>	<b>5.46</b>	<b>8.07</b>	<b>8.05</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.06	0.00	0.00	0.00	0.00	0.00	0.06
<b>Sub-Total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>
<b>Cheshire West &amp; Chester Council</b>							
Chester	0.24	0.06	0.00	0.00	0.00	0.12	0.00
<b>Sub-Total</b>	<b>0.24</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>	<b>0.00</b>
<b>Herefordshire Council</b>							
Hereford	0.24	0.00	0.00	0.24	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Manchester City Council</b>							
Manchester	0.06	0.00	0.00	0.00	0.00	0.06	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>
<b>Powys County Council</b>							
Newtown	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Welshpool	0.06	0.00	0.00	0.00	0.06	0.00	0.00
<b>Sub-Total</b>	<b>0.11</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.11</b>	<b>0.00</b>	<b>0.00</b>
<b>Shropshire Council</b>							
Oswestry	0.69	0.06	0.00	0.00	0.63	0.00	0.00
Whitchurch	0.92	0.92	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.61</b>	<b>0.98</b>	<b>0.00</b>	<b>0.00</b>	<b>0.63</b>	<b>0.00</b>	<b>0.00</b>
<b>Stafford Borough Council</b>							
Stafford	0.06	0.06	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.06	0.06	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Telford	2.52	0.55	1.56	0.12	0.06	0.18	0.06
Telford Bridge Retail Park, Telford	0.84	0.12	0.71	0.00	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.25	0.06	0.13	0.00	0.00	0.00	0.06
Wellington	0.26	0.00	0.26	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.45	0.12	0.32	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>4.32</b>	<b>0.86</b>	<b>2.98</b>	<b>0.12</b>	<b>0.06</b>	<b>0.18</b>	<b>0.12</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	0.19	0.06	0.06	0.00	0.00	0.06	0.00
<b>Sub-Total</b>	<b>0.19</b>	<b>0.06</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.30	0.25	0.00	0.00	0.06	0.00	0.00
<b>Sub-Total</b>	<b>0.30</b>	<b>0.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.18	0.00	0.00	0.18	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	0.85	0.43	0.06	0.12	0.11	0.12	0.00
<b>Sub-Total</b>	<b>0.85</b>	<b>0.43</b>	<b>0.06</b>	<b>0.12</b>	<b>0.11</b>	<b>0.12</b>	<b>0.00</b>
<b>SUB TOTAL</b>	<b>8.27</b>	<b>2.77</b>	<b>3.11</b>	<b>0.71</b>	<b>0.97</b>	<b>0.54</b>	<b>0.18</b>
Internet / mail order / catalogue	7.77	1.60	1.68	0.94	0.97	1.61	0.96
<b>TOTAL</b>	<b>52.98</b>	<b>11.86</b>	<b>7.65</b>	<b>6.66</b>	<b>7.40</b>	<b>10.23</b>	<b>9.19</b>

Notes:  
a. Market shares derived from Household Survey

2007 PRICES

**TABLE 19: SHOPPING PATTERNS (FURNITURE)**

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Homebase, N4 Axis Centre, Market Drayton	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Market Drayton	5.1	22.0	0.0	0.0	0.0	0.0	0.0
Wem	2.1	7.5	0.0	0.0	1.0	0.8	0.0
<b>Sub-Total</b>	<b>7.4</b>	<b>30.2</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.8</b>	<b>0.0</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.7	0.0	0.0	6.4	0.0	0.0	0.0
Craven Arms	0.6	0.0	0.0	5.1	0.0	0.0	0.0
Ludlow	0.7	0.0	0.0	6.4	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>17.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.3	0.0	0.0	0.0	1.9	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Focus, Meole Brace Retail Park, Shrewsbury	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Meole Brace Retail Park, Shrewsbury	5.3	1.9	3.3	6.4	8.7	2.4	10.7
Shrewsbury	54.6	37.1	35.2	48.7	57.7	72.2	74.6
<b>Sub-Total</b>	<b>60.0</b>	<b>39.0</b>	<b>38.5</b>	<b>55.1</b>	<b>67.3</b>	<b>74.6</b>	<b>85.2</b>
<b>6. Shrewsbury Central East</b>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	1.3	1.3	1.1	0.0	0.0	1.6	3.3
Homebase, Sundorne Retail Park, Shrewsbury	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Lancaster Retail Park, Shrewsbury	1.3	0.6	2.2	1.3	1.0	1.6	1.6
Sundorne Retail Park, Shrewsbury	3.2	1.9	2.2	2.6	2.9	7.9	1.6
Harlescott	0.9	1.9	0.0	2.6	0.0	0.0	0.8
Wickes, Kendal Road, Shrewsbury	0.4	0.0	2.2	0.0	0.0	0.0	0.8
<b>Sub-Total</b>	<b>7.4</b>	<b>6.3</b>	<b>7.7</b>	<b>6.4</b>	<b>3.8</b>	<b>11.1</b>	<b>8.2</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>67.4</b>	<b>45.3</b>	<b>46.2</b>	<b>61.5</b>	<b>71.2</b>	<b>85.7</b>	<b>93.4</b>
<b>SUB TOTAL</b>	<b>77.1</b>	<b>75.5</b>	<b>46.2</b>	<b>79.5</b>	<b>74.0</b>	<b>86.5</b>	<b>93.4</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	0.4	0.0	0.0	2.6	1.0	0.0	0.0
<b>Sub-Total</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>2.6</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Cheshire West &amp; Chester Council</b>							
Chester	0.9	0.6	1.1	1.3	0.0	2.4	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>0.6</b>	<b>1.1</b>	<b>1.3</b>	<b>0.0</b>	<b>2.4</b>	<b>0.0</b>

<b>Manchester City Council</b>							
Manchester	0.1	0.0	1.1	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Powys County Council</b>							
Newtown	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Welshpool	0.7	0.0	0.0	1.3	2.9	0.8	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>3.8</b>	<b>0.8</b>	<b>0.0</b>
<b>Shropshire Council</b>							
Homebase, Penda Retail Park, Oswestry	0.1	0.0	0.0	0.0	1.0	0.0	0.0
Oswestry	1.9	0.0	0.0	0.0	9.6	1.6	0.8
Whitchurch	2.2	9.4	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>4.3</b>	<b>9.4</b>	<b>0.0</b>	<b>0.0</b>	<b>10.6</b>	<b>1.6</b>	<b>0.8</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	0.7	2.5	0.0	0.0	0.0	0.8	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>							
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.1	0.0	1.1	0.0	0.0	0.0	0.0
Newport	0.3	1.3	0.0	0.0	0.0	0.0	0.0
Telford	4.6	3.1	19.8	3.8	1.9	1.6	0.8
Telford Bridge Retail Park, Telford	0.7	0.0	3.3	0.0	0.0	0.0	1.6
Telford Forge Retail Park, Telford	0.7	0.6	2.2	0.0	0.0	0.0	1.6
Wellington	2.5	0.0	18.7	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	0.1	0.0	1.1	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>9.1</b>	<b>5.0</b>	<b>46.2</b>	<b>3.8</b>	<b>1.9</b>	<b>1.6</b>	<b>4.1</b>
<b>Walsall Council</b>							
IKEA, Park Lane, Wednesbury	0.9	1.3	1.1	0.0	0.0	2.4	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>1.3</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>2.4</b>	<b>0.0</b>
<b>Wolverhampton City Council</b>							
Wolverhampton	0.1	0.0	1.1	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>							
Wrexham	0.3	1.3	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.7	0.6	0.0	3.8	0.0	0.0	0.8
<b>Sub-Total</b>	<b>0.7</b>	<b>0.6</b>	<b>0.0</b>	<b>3.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>
<b>Other</b>							
Other	0.9	1.3	1.1	0.0	1.9	0.8	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>1.3</b>	<b>1.1</b>	<b>0.0</b>	<b>1.9</b>	<b>0.8</b>	<b>0.0</b>
<b>SUB TOTAL</b>	<b>19.4</b>	<b>22.0</b>	<b>51.6</b>	<b>12.8</b>	<b>19.2</b>	<b>10.3</b>	<b>5.7</b>
<b>Internet / mail order / catalogue</b>	<b>3.5</b>	<b>2.5</b>	<b>2.2</b>	<b>7.7</b>	<b>6.7</b>	<b>3.2</b>	<b>0.8</b>
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 20: 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)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Homebase, H4 Axis Centre, Market Drayton	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Market Drayton	2.52	2.52	0.00	0.00	0.00	0.00	0.00
Wem	1.01	0.87	0.00	0.00	0.07	0.08	0.00
<b>Sub-Total</b>	<b>3.61</b>	<b>3.46</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.08</b>	<b>0.00</b>
<u>3. Shrewsbury South</u>							
Church Stretton	0.41	0.00	0.00	0.41	0.00	0.00	0.00
Craven Arms	0.33	0.00	0.00	0.33	0.00	0.00	0.00
Ludlow	0.41	0.00	0.00	0.41	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.14</b>	<b>0.00</b>	<b>0.00</b>	<b>1.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>4. Shrewsbury West</u>							
Bishops Castle	0.14	0.00	0.00	0.00	0.14	0.00	0.00
<b>Sub-Total</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>
<u>5. Shrewsbury Central West</u>							
Focus, Meole Brace Retail Park, Shrewsbury	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Meole Brace Retail Park, Shrewsbury	2.63	0.22	0.24	0.41	0.61	0.23	0.92
Shrewsbury	27.55	4.25	2.55	3.10	4.09	7.12	6.45
<b>Sub-Total</b>	<b>30.25</b>	<b>4.47</b>	<b>2.79</b>	<b>3.50</b>	<b>4.77</b>	<b>7.35</b>	<b>7.37</b>
<u>6. Shrewsbury Central East</u>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	0.66	0.14	0.08	0.00	0.00	0.16	0.28
Homebase, Sundorne Retail Park, Shrewsbury	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Lancaster Retail Park, Shrewsbury	0.68	0.07	0.16	0.08	0.07	0.16	0.14
Sundorne Retail Park, Shrewsbury	1.67	0.22	0.16	0.16	0.20	0.78	0.14
Harlescott	0.45	0.22	0.00	0.16	0.00	0.00	0.07
Wickes, Kendal Road, Shrewsbury	0.23	0.00	0.16	0.00	0.00	0.00	0.07
<b>Sub-Total</b>	<b>3.76</b>	<b>0.72</b>	<b>0.56</b>	<b>0.41</b>	<b>0.27</b>	<b>1.09</b>	<b>0.71</b>
<b>Sub-Total zones 5 and 6 (PCA)</b>	<b>34.01</b>	<b>5.19</b>	<b>3.35</b>	<b>3.91</b>	<b>5.04</b>	<b>8.45</b>	<b>8.07</b>
<b>SUB TOTAL</b>	<b>38.90</b>	<b>8.65</b>	<b>3.35</b>	<b>5.05</b>	<b>5.25</b>	<b>8.52</b>	<b>8.07</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Birmingham City Council</u>							
Birmingham City Centre	0.23	0.00	0.00	0.16	0.07	0.00	0.00
<b>Sub-Total</b>	<b>0.23</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>
<u>Cheshire West &amp; Chester Council</u>							
Chester	0.47	0.07	0.08	0.08	0.00	0.23	0.00
<b>Sub-Total</b>	<b>0.47</b>	<b>0.07</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.23</b>	<b>0.00</b>
<u>Manchester City Council</u>							
Manchester	0.08	0.00	0.08	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Powys County Council</u>							
Newtown	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Welshpool	0.36	0.00	0.00	0.08	0.20	0.08	0.00
<b>Sub-Total</b>	<b>0.43</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.27</b>	<b>0.08</b>	<b>0.00</b>
<u>Shropshire Council</u>							
Homebase, Penda Retail Park, Oswestry	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Oswestry	0.91	0.00	0.00	0.00	0.68	0.16	0.07
Whitchurch	1.08	1.08	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.06</b>	<b>1.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.75</b>	<b>0.16</b>	<b>0.07</b>
<u>Stoke-on-Trent City Council</u>							
Hanley	0.37	0.29	0.00	0.00	0.00	0.08	0.00
<b>Sub-Total</b>	<b>0.37</b>	<b>0.29</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>
<u>Telford &amp; Wrekin Borough Council</u>							
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.08	0.00	0.08	0.00	0.00	0.00	0.00
Newport	0.14	0.14	0.00	0.00	0.00	0.00	0.00
Telford	2.40	0.36	1.43	0.24	0.14	0.16	0.07
Telford Bridge Retail Park, Telford	0.38	0.00	0.24	0.00	0.00	0.00	0.14
Telford Forge Retail Park, Telford	0.37	0.07	0.16	0.00	0.00	0.00	0.14
Wellington	1.35	0.00	1.35	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.08	0.00	0.08	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>4.81</b>	<b>0.58</b>	<b>3.35</b>	<b>0.24</b>	<b>0.14</b>	<b>0.16</b>	<b>0.35</b>
<u>Walsall Council</u>							
IKEA, Park Lane, Wednesbury	0.46	0.14	0.08	0.00	0.00	0.23	0.00
<b>Sub-Total</b>	<b>0.46</b>	<b>0.14</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.23</b>	<b>0.00</b>
<u>Wolverhampton City Council</u>							
Wolverhampton	0.08	0.00	0.08	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<u>Wrexham County Borough Council</u>							
Wrexham	0.14	0.14	0.00	0.00	0.00	0.00	0.00



<b>Sub-Total</b>	<b>0.14</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	<b>0.39</b>	<b>0.07</b>	<b>0.00</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>
<b>Sub-Total</b>	<b>0.39</b>	<b>0.07</b>	<b>0.00</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>
<b>Other</b>							
Other	<b>0.44</b>	<b>0.14</b>	<b>0.08</b>	<b>0.00</b>	<b>0.14</b>	<b>0.08</b>	<b>0.00</b>
<b>Sub-Total</b>	<b>0.44</b>	<b>0.14</b>	<b>0.08</b>	<b>0.00</b>	<b>0.14</b>	<b>0.08</b>	<b>0.00</b>
<b>SUB TOTAL</b>	<b>9.96</b>	<b>2.52</b>	<b>3.74</b>	<b>0.81</b>	<b>1.36</b>	<b>1.02</b>	<b>0.50</b>
<b>Internet / mail order / catalogue</b>	<b>1.80</b>	<b>0.29</b>	<b>0.16</b>	<b>0.49</b>	<b>0.48</b>	<b>0.31</b>	<b>0.07</b>
<b>TOTAL</b>	<b>50.65</b>	<b>11.46</b>	<b>7.25</b>	<b>6.36</b>	<b>7.09</b>	<b>9.85</b>	<b>8.64</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 21: SHOPPING PATTERNS (DIY)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)
<b>WITHIN STUDY AREA</b>							
<u>1. Shrewsbury North</u>							
Homebase, N4 Axis Centre, Market Drayton	4.7	19.9	0.0	0.0	0.0	0.0	0.0
Market Drayton	2.7	11.3	0.0	0.0	0.0	0.0	0.0
Wem	1.4	5.9	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>8.8</b>	<b>37.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>2. Shrewsbury East</u>							
Much Wenlock	0.5	0.0	3.6	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.0</b>	<b>3.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>3. Shrewsbury South</u>							
Church Stretton	0.8	0.0	0.0	6.2	0.0	0.0	0.0
Craven Arms	0.4	0.0	0.0	3.1	0.0	0.0	0.0
Ludlow	1.1	0.0	0.0	9.3	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.3</b>	<b>0.0</b>	<b>0.0</b>	<b>18.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<u>4. Shrewsbury West</u>							
Bishops Castle	0.8	0.0	0.0	0.0	5.4	0.0	0.0
<b>Sub-Total</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.4</b>	<b>0.0</b>	<b>0.0</b>
<u>5. Shrewsbury Central West</u>							
Focus, Meole Brace Retail Park, Shrewsbury	7.5	1.6	2.7	15.5	7.2	16.4	4.9
Meole Brace Retail Park, Shrewsbury	8.6	2.2	0.9	17.5	16.2	15.7	4.2
Shrewsbury	20.1	11.3	8.2	14.4	31.5	30.0	25.7
<b>Sub-Total</b>	<b>36.2</b>	<b>15.1</b>	<b>11.8</b>	<b>47.4</b>	<b>55.0</b>	<b>62.1</b>	<b>34.7</b>
<u>6. Shrewsbury Central East</u>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	23.6	17.2	20.9	16.5	11.7	26.4	45.1
Homebase, Sundorne Retail Park, Shrewsbury	5.2	3.8	7.3	1.0	2.7	3.6	11.8
Lancaster Retail Park, Shrewsbury	0.5	1.1	0.9	0.0	0.9	0.0	0.0
Sundorne Retail Park, Shrewsbury	0.8	0.5	0.9	2.1	0.0	1.4	0.0
Harlescott	0.5	0.5	0.0	1.0	0.9	0.0	0.7
Wickes, Kendal Road, Shrewsbury	3.4	1.1	4.5	1.0	3.6	4.3	6.3
<b>Sub-Total</b>	<b>34.0</b>	<b>24.2</b>	<b>34.5</b>	<b>21.6</b>	<b>19.8</b>	<b>35.7</b>	<b>63.9</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>70.2</b>	<b>39.2</b>	<b>46.4</b>	<b>69.1</b>	<b>74.8</b>	<b>97.9</b>	<b>98.6</b>
<b>SUB TOTAL</b>	<b>82.5</b>	<b>76.3</b>	<b>50.0</b>	<b>87.6</b>	<b>80.2</b>	<b>97.9</b>	<b>98.6</b>
<b>OUTSIDE STUDY AREA</b>							
<u>Herefordshire Council</u>							
Hereford	0.8	0.5	0.0	4.1	0.0	0.0	0.7
<b>Sub-Total</b>	<b>0.8</b>	<b>0.5</b>	<b>0.0</b>	<b>4.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>
<u>Powys County Council</u>							
Newtown	0.3	0.0	0.0	0.0	1.8	0.0	0.0
Welshpool	0.6	0.0	0.0	0.0	3.6	0.7	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.4</b>	<b>0.7</b>	<b>0.0</b>

<b>Sandwell Metropolitan Borough Council</b>							
Wednesbury	0.1	0.0	0.0	1.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Shropshire Council</b>							
Broseley	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Homebase, Penda Retail Park, Oswestry	0.8	0.0	0.0	0.0	5.4	0.0	0.0
Homebase, Waymills Road, Whitchurch	1.6	7.0	0.0	0.0	0.0	0.0	0.0
Oswestry	1.0	0.0	0.0	0.0	7.2	0.0	0.0
Whitchurch	2.2	9.1	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>5.7</b>	<b>16.1</b>	<b>0.9</b>	<b>0.0</b>	<b>12.6</b>	<b>0.0</b>	<b>0.0</b>
<b>Stafford Borough Council</b>							
Homebase, Greyfriars Business Park, Stafford	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Wickes, Madford Retail Park, Stafford	0.1	0.0	0.9	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.5</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Telford &amp; Wrekin Borough Council</b>							
B&Q Supercentre, Telford Bridge Retail Park, Telford	2.9	0.0	18.2	2.1	0.0	0.7	0.0
Focus, Audley Avenue, Newport	0.3	1.1	0.0	0.0	0.0	0.0	0.0
Homebase, Wrekin Retail Park, Telford	2.3	0.5	15.5	0.0	0.0	0.0	0.0
Newport	0.3	1.1	0.0	0.0	0.0	0.0	0.0
Telford	1.1	1.1	5.5	1.0	0.0	0.0	0.0
Telford Bridge Retail Park, Telford	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Wellington	0.9	0.0	6.4	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>8.0</b>	<b>3.8</b>	<b>47.3</b>	<b>3.1</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>
<b>Walsall Council</b>							
IKEA, Park Lane, Wednesbury	0.1	0.0	0.0	0.0	0.0	0.0	0.7
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>
<b>Wolverhampton City Council</b>							
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.1	0.0	0.0	0.0	0.9	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>
<b>Wrexham County Borough Council</b>							
B&Q Mini Warehouse, Berse Road, Wrexham	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Wrexham	0.1	0.5	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.3	0.0	0.0	2.1	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>							
Other	0.3	0.5	0.0	1.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.5</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB TOTAL</b>	<b>16.8</b>	<b>22.6</b>	<b>49.1</b>	<b>11.3</b>	<b>18.9</b>	<b>1.4</b>	<b>1.4</b>
<b>Internet / mail order / catalogue</b>	<b>0.8</b>	<b>1.1</b>	<b>0.9</b>	<b>1.0</b>	<b>0.9</b>	<b>0.7</b>	<b>0.0</b>
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

WYG PLANNING & DESIGN  
SHREWSBURY RETAIL STUDY

TABLE 22: SHOPPING PATTERNS (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)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Homebase, H4 Axis Centre, Market Drayton	1.41	1.41	0.00	0.00	0.00	0.00	0.00
Market Drayton	0.80	0.80	0.00	0.00	0.00	0.00	0.00
Wem	0.42	0.42	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.64</b>	<b>2.64</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>2. Shrewsbury East</b>							
Much Wenlock	0.16	0.00	0.16	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.16</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>3. Shrewsbury South</b>							
Church Stretton	0.25	0.00	0.00	0.25	0.00	0.00	0.00
Craven Arms	0.12	0.00	0.00	0.12	0.00	0.00	0.00
Ludlow	0.37	0.00	0.00	0.37	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>4. Shrewsbury West</b>							
Bishops Castle	0.24	0.00	0.00	0.00	0.24	0.00	0.00
<b>Sub-Total</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Focus, Meole Brace Retail Park, Shrewsbury	2.42	0.11	0.12	0.61	0.32	0.99	0.26
Meole Brace Retail Park, Shrewsbury	2.77	0.15	0.04	0.70	0.71	0.95	0.22
Shrewsbury	6.32	0.80	0.36	0.57	1.39	1.81	1.38
<b>Sub-Total</b>	<b>11.51</b>	<b>1.07</b>	<b>0.53</b>	<b>1.88</b>	<b>2.42</b>	<b>3.75</b>	<b>1.87</b>
<b>6. Shrewsbury Central East</b>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	7.34	1.22	0.93	0.66	0.52	1.59	2.43
Homebase, Sundorne Retail Park, Shrewsbury	1.60	0.27	0.32	0.04	0.12	0.22	0.63
Lancaster Retail Park, Shrewsbury	0.16	0.08	0.04	0.00	0.04	0.00	0.00
Sundorne Retail Park, Shrewsbury	0.25	0.04	0.04	0.08	0.00	0.09	0.00
Harlescott	0.16	0.04	0.00	0.04	0.04	0.00	0.04
Wickes, Kendal Road, Shrewsbury	1.07	0.08	0.20	0.04	0.16	0.26	0.34
<b>Sub-Total</b>	<b>10.58</b>	<b>1.72</b>	<b>1.54</b>	<b>0.86</b>	<b>0.87</b>	<b>2.15</b>	<b>3.43</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>22.09</b>	<b>2.79</b>	<b>2.06</b>	<b>2.74</b>	<b>3.29</b>	<b>5.90</b>	<b>5.30</b>
<b>SUB TOTAL</b>	<b>25.86</b>	<b>5.43</b>	<b>2.23</b>	<b>3.48</b>	<b>3.53</b>	<b>5.90</b>	<b>5.30</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Herefordshire Council</b>							
Hereford	0.24	0.04	0.00	0.16	0.00	0.00	0.04
<b>Sub-Total</b>	<b>0.24</b>	<b>0.04</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>
<b>Powys County Council</b>							
Newtown	0.08	0.00	0.00	0.00	0.08	0.00	0.00
Welshpool	0.20	0.00	0.00	0.00	0.16	0.04	0.00
<b>Sub-Total</b>	<b>0.28</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.24</b>	<b>0.04</b>	<b>0.00</b>
<b>Sandwell Metropolitan Borough Council</b>							
Wednesbury	0.04	0.00	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Shropshire Council</b>							
Brosley	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Homebase, Penda Retail Park, Oswestry	0.24	0.00	0.00	0.00	0.24	0.00	0.00
Homebase, Waymills Road, Whitchurch	0.50	0.50	0.00	0.00	0.00	0.00	0.00
Oswestry	0.32	0.00	0.00	0.00	0.32	0.00	0.00
Whitchurch	0.65	0.65	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.74</b>	<b>1.15</b>	<b>0.04</b>	<b>0.00</b>	<b>0.55</b>	<b>0.00</b>	<b>0.00</b>
<b>Stafford Borough Council</b>							
Homebase, Greyfriars Business Park, Stafford	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Wickes, Madford Retail Park, Stafford	0.04	0.00	0.04	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.04</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.93	0.00	0.81	0.08	0.00	0.04	0.00
Focus, Audley Avenue, Newport	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Homebase, Wrekin Retail Park, Telford	0.73	0.04	0.69	0.00	0.00	0.00	0.00
Newport	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Telford	0.36	0.08	0.24	0.04	0.00	0.00	0.00
Telford Bridge Retail Park, Telford	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Wellington	0.28	0.00	0.28	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.54</b>	<b>0.27</b>	<b>2.11</b>	<b>0.12</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>
<b>Walsall Council</b>							
IKEA, Park Lane, Wednesbury	0.04	0.00	0.00	0.00	0.00	0.00	0.04
<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>
<b>Wolverhampton City Council</b>							
B&Q Warehouse, Spring Vale Business Park, Wolverham	0.04	0.00	0.00	0.00	0.04	0.00	0.00

<b>Sub-Total</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
B&Q Mini Warehouse, Berse Road, Wrexham	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Wrexham	0.04	0.04	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	0.08	0.00	0.00	0.08	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	0.08	0.04	0.00	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.08</b>	<b>0.04</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>SUB TOTAL</b>	<b>5.24</b>	<b>1.61</b>	<b>2.19</b>	<b>0.45</b>	<b>0.83</b>	<b>0.09</b>	<b>0.07</b>
<b>Internet / mail order / catalogue</b>	<b>0.24</b>	<b>0.08</b>	<b>0.04</b>	<b>0.04</b>	<b>0.04</b>	<b>0.04</b>	<b>0.00</b>
<b>TOTAL</b>	<b>31.34</b>	<b>7.11</b>	<b>4.45</b>	<b>3.97</b>	<b>4.40</b>	<b>6.03</b>	<b>5.38</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

**TABLE 23: SHOPPING PATTERNS (GARDEN GOODS)**

DESTINATION	TOTAL GARDEN GOODS (%)	ZONE 1 GARDEN GOODS (%)	ZONE 2 GARDEN GOODS (%)	ZONE 3 GARDEN GOODS (%)	ZONE 4 GARDEN GOODS (%)	ZONE 5 GARDEN GOODS (%)	ZONE 6 GARDEN GOODS (%)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Country Garden Plant Centre, Black Birches, Shrewsbury	0.6	0.0	1.6	1.4	0.0	1.0	0.0
Heathwood Nurseries, Higher Heath, Whitchurch	0.6	2.3	1.6	0.0	0.0	0.0	0.0
Holly Farm Nurseries, Whitchurch Road, Whitchurch	3.0	16.1	0.0	0.0	1.4	0.0	0.0
<b>Sub-Total</b>	<b>4.3</b>	<b>18.4</b>	<b>3.2</b>	<b>1.4</b>	<b>1.4</b>	<b>1.0</b>	<b>0.0</b>
<b>2. Shrewsbury East</b>							
Claire Austin Plant Centre & Garden Shop, Edgebolton, Shrewsbury	0.2	0.0	0.0	0.0	0.0	1.0	0.0
Harley Nursery & Plant Centre, Harley, Shrewsbury	0.2	0.0	1.6	0.0	0.0	0.0	0.0
Oakgate Plant Centre, Ellerdine Heath, Telford	3.7	5.7	19.0	0.0	0.0	1.0	0.0
Roden Nurseries, Roden Lane, Roden, Telford	3.7	0.0	15.9	0.0	1.4	1.0	6.3
<b>Sub-Total</b>	<b>7.7</b>	<b>5.7</b>	<b>36.5</b>	<b>0.0</b>	<b>1.4</b>	<b>3.1</b>	<b>6.3</b>
<b>3. Shrewsbury South</b>							
Dobbies Garden World, Hereford Road, Bayston Hill	34.8	17.2	15.9	51.4	35.1	40.8	43.8
<b>Sub-Total</b>	<b>34.8</b>	<b>17.2</b>	<b>15.9</b>	<b>51.4</b>	<b>35.1</b>	<b>40.8</b>	<b>43.8</b>
<b>4. Shrewsbury West</b>							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.2	0.0	0.0	0.0	0.0	1.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>
<b>5. Shrewsbury Central West</b>							
Focus, Meole Brace Retail Park, Shrewsbury	0.2	0.0	0.0	0.0	1.4	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>	<b>0.0</b>	<b>0.0</b>
<b>6. Shrewsbury Central East</b>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	0.4	0.0	0.0	0.0	1.4	1.0	0.0
Charlie's, Brixton Way, Shrewsbury	1.6	1.1	0.0	0.0	5.4	0.0	3.1
Percy Thrower's Gardening & Leisure, Oteley Road, Shrewsbury	34.1	13.8	28.6	31.1	31.1	51.0	43.8
<b>Sub-Total</b>	<b>36.2</b>	<b>14.9</b>	<b>28.6</b>	<b>31.1</b>	<b>37.8</b>	<b>52.0</b>	<b>46.9</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>36.4</b>	<b>14.9</b>	<b>28.6</b>	<b>31.1</b>	<b>39.2</b>	<b>52.0</b>	<b>46.9</b>
<b>SUB TOTAL</b>	<b>83.3</b>	<b>56.3</b>	<b>84.1</b>	<b>83.8</b>	<b>77.0</b>	<b>98.0</b>	<b>96.9</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Cheshire East Council</b>							
Bridgemere Garden Centre, Bridgemere, Cheshire	5.9	32.2	0.0	0.0	0.0	0.0	1.0
<b>Sub-Total</b>	<b>5.9</b>	<b>32.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>
<b>Powys County Council</b>							

TABLE 24: SHOPPING PATTERNS (GARDEN GOODS)

DESTINATION	TOTAL GARDEN GOODS (£m)	ZONE 1 GARDEN GOODS (£m)	ZONE 2 GARDEN GOODS (£m)	ZONE 3 GARDEN GOODS (£m)	ZONE 4 GARDEN GOODS (£m)	ZONE 5 GARDEN GOODS (£m)	ZONE 6 GARDEN GOODS (£m)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Country Garden Plant Centre, Black Birches, Shrewsbury	0.07	0.00	0.03	0.02	0.00	0.02	0.00
Heathwood Nurseries, Higher Heath, Whitchurch	0.08	0.06	0.03	0.00	0.00	0.00	0.00
Holly Farm Nurseries, Whitchurch Road, Whitchurch	0.43	0.40	0.00	0.00	0.02	0.00	0.00
<b>Sub-Total</b>	<b>0.58</b>	<b>0.46</b>	<b>0.05</b>	<b>0.02</b>	<b>0.02</b>	<b>0.02</b>	<b>0.00</b>
<b>2. Shrewsbury East</b>							
Claire Austin Plant Centre & Garden Shop, Edgebolton, S	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Harley Nursery & Plant Centre, Harley, Shrewsbury	0.03	0.00	0.03	0.00	0.00	0.00	0.00
Oakgate Plant Centre, Ellerdine Heath, Telford	0.48	0.14	0.31	0.00	0.00	0.02	0.00
Roden Nurseries, Roden Lane, Roden, Telford	0.42	0.00	0.26	0.00	0.02	0.02	0.12
<b>Sub-Total</b>	<b>0.95</b>	<b>0.14</b>	<b>0.60</b>	<b>0.00</b>	<b>0.02</b>	<b>0.07</b>	<b>0.12</b>
<b>3. Shrewsbury South</b>							
Dobbies Garden World, Hereford Road, Bayston Hill	3.70	0.43	0.26	0.72	0.55	0.88	0.85
<b>Sub-Total</b>	<b>3.70</b>	<b>0.43</b>	<b>0.26</b>	<b>0.72</b>	<b>0.55</b>	<b>0.88</b>	<b>0.85</b>
<b>4. Shrewsbury West</b>							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.02	0.00	0.00	0.00	0.00	0.02	0.00
<b>Sub-Total</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Focus, Meole Brace Retail Park, Shrewsbury	0.02	0.00	0.00	0.00	0.02	0.00	0.00
<b>Sub-Total</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>
<b>6. Shrewsbury Central East</b>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	0.04	0.00	0.00	0.00	0.02	0.02	0.00
Charlie's, Brixton Way, Shrewsbury	0.17	0.03	0.00	0.00	0.09	0.00	0.06
Percy Thrower's Gardening & Leisure, Oteley Road, Shre	3.69	0.35	0.47	0.44	0.49	1.11	0.85
<b>Sub-Total</b>	<b>3.91</b>	<b>0.38</b>	<b>0.47</b>	<b>0.44</b>	<b>0.60</b>	<b>1.13</b>	<b>0.91</b>
<b>Sub-Total zones 5 and 6 (PCA)</b>	<b>3.93</b>	<b>0.38</b>	<b>0.47</b>	<b>0.44</b>	<b>0.62</b>	<b>1.13</b>	<b>0.91</b>
<b>SUB TOTAL</b>	<b>9.18</b>	<b>1.42</b>	<b>1.37</b>	<b>1.17</b>	<b>1.22</b>	<b>2.12</b>	<b>1.88</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Cheshire East Council</b>							
Bridgemere Garden Centre, Bridgemere, Cheshire	0.83	0.81	0.00	0.00	0.00	0.00	0.02
<b>Sub-Total</b>	<b>0.83</b>	<b>0.81</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>
<b>Powys County Council</b>							
Derwen Garden Centre & Farm Shop, Guilsfield, Welshps	0.34	0.00	0.00	0.04	0.23	0.04	0.02
<b>Sub-Total</b>	<b>0.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.23</b>	<b>0.04</b>	<b>0.02</b>
<b>Shropshire Council</b>							
Ludlow Home Care, Ludford Bridge, Ludlow	0.13	0.00	0.00	0.13	0.00	0.00	0.00
Moreton Park Garden Centre, Gledrid, Wrexham	0.25	0.06	0.03	0.02	0.13	0.00	0.02
Whitchurch	0.03	0.03	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.41</b>	<b>0.09</b>	<b>0.03</b>	<b>0.15</b>	<b>0.13</b>	<b>0.00</b>	<b>0.02</b>
<b>Telford &amp; Wrekin Borough Council</b>							
Mere Park Garden Centre, Stafford Road, Newport	0.12	0.12	0.00	0.00	0.00	0.00	0.00
Wyevale Garden Centres, Station Road, Donnington, Tel	0.29	0.09	0.21	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.41</b>	<b>0.20</b>	<b>0.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>							
Other	0.06	0.00	0.03	0.04	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.03</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>SUB TOTAL</b>	<b>2.05</b>	<b>1.10</b>	<b>0.26</b>	<b>0.23</b>	<b>0.36</b>	<b>0.04</b>	<b>0.06</b>
<b>Internet / mail order / catalogue</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>TOTAL</b>	<b>11.24</b>	<b>2.52</b>	<b>1.63</b>	<b>1.40</b>	<b>1.58</b>	<b>2.17</b>	<b>1.94</b>

Notes:

a. Market shares derived from Household Survey

2007 PRICES

TABLE 25: TURNOVER (ALL COMPARISON GOODS)

DESTINATION	TOTAL ALL COMPARISON (£m)	ZONE 1 ALL COMPARISON (£m)	ZONE 2 ALL COMPARISON (£m)	ZONE 3 ALL COMPARISON (£m)	ZONE 4 ALL COMPARISON (£m)	ZONE 5 ALL COMPARISON (£m)	ZONE 6 ALL COMPARISON (£m)
<b>WITHIN STUDY AREA</b>							
<b>1. Shrewsbury North</b>							
Country Garden Plant Centre, Black Birches, Shrewsbury	0.07	0.00	0.03	0.02	0.00	0.02	0.00
Heathwood Nurseries, Higher Heath, Whitchurch	0.08	0.06	0.03	0.00	0.00	0.00	0.00
Holly Farm Nurseries, Whitchurch Road, Whitchurch	0.43	0.40	0.00	0.00	0.02	0.00	0.00
Homebase, N4 Axis Centre, Market Drayton	1.49	1.49	0.00	0.00	0.00	0.00	0.00
Market Drayton	18.67	18.53	0.14	0.00	0.00	0.00	0.00
Wem	5.54	5.20	0.00	0.00	0.18	0.08	0.09
<b>Sub-Total</b>	<b>26.28</b>	<b>25.68</b>	<b>0.19</b>	<b>0.02</b>	<b>0.20</b>	<b>0.10</b>	<b>0.09</b>
<b>2. Shrewsbury East</b>							
Claire Austin Plant Centre & Garden Shop, Edgebolton, Sh	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Harley Nursery & Plant Centre, Harley, Shrewsbury	0.03	0.00	0.03	0.00	0.00	0.00	0.00
Much Wenlock	1.58	0.17	1.41	0.00	0.00	0.00	0.00
Oakgate Plant Centre, Ellerdine Heath, Telford	0.48	0.14	0.31	0.00	0.00	0.02	0.00
Roden Nurseries, Roden Lane, Roden, Telford	0.42	0.00	0.26	0.00	0.02	0.02	0.12
Shawburch	0.24	0.00	0.24	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.77</b>	<b>0.32</b>	<b>2.25</b>	<b>0.00</b>	<b>0.02</b>	<b>0.07</b>	<b>0.12</b>
<b>3. Shrewsbury South</b>							
Bayton Hill	0.25	0.00	0.00	0.25	0.00	0.00	0.00
Church Stretton	5.23	0.00	0.00	5.23	0.00	0.00	0.00
Craven Arms	1.07	0.00	0.00	1.00	0.07	0.00	0.00
Dobbies Garden World, Hereford Road, Bayston Hill	3.70	0.43	0.26	0.72	0.55	0.88	0.85
Ludlow	5.44	0.00	0.16	4.99	0.26	0.03	0.00
<b>Sub-Total</b>	<b>15.69</b>	<b>0.43</b>	<b>0.42</b>	<b>12.19</b>	<b>0.89</b>	<b>0.92</b>	<b>0.85</b>
<b>4. Shrewsbury West</b>							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Bishops Castle	1.90	0.00	0.00	0.00	1.90	0.00	0.00
<b>Sub-Total</b>	<b>1.92</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.90</b>	<b>0.02</b>	<b>0.00</b>
<b>5. Shrewsbury Central West</b>							
Bicton Heath	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Focus, Meole Brace Retail Park, Shrewsbury	2.51	0.11	0.12	0.61	0.41	0.99	0.26
Meole Brace Retail Park, Shrewsbury	51.11	5.14	3.66	9.57	8.94	13.53	10.26
Radbrook Green	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Shrewsbury	257.06	38.04	25.42	26.99	39.22	65.39	62.01
<b>Sub-Total</b>	<b>310.98</b>	<b>43.30</b>	<b>29.20</b>	<b>37.17</b>	<b>48.57</b>	<b>80.21</b>	<b>72.53</b>
<b>6. Shrewsbury Central East</b>							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	8.05	1.37	1.01	0.66	0.54	1.77	2.71
Charlie's, Brixton Way, Shrewsbury	0.17	0.03	0.00	0.00	0.09	0.00	0.06
Harlescote	1.54	0.70	0.00	0.24	0.25	0.00	0.35
Homebase, Sundorne Retail Park, Shrewsbury	1.67	0.34	0.32	0.04	0.12	0.22	0.63
Lancaster Retail Park, Shrewsbury	2.35	0.43	0.43	0.19	0.18	0.71	0.41
Percy Thrower's Gardening & Leisure, Oteley Road, Shrewsbury	3.69	0.35	0.47	0.44	0.49	1.11	0.85
Sundorne Retail Park, Shrewsbury	4.68	1.06	0.56	0.80	0.58	1.19	0.49
Wickes, Kendal Road, Shrewsbury	1.30	0.08	0.36	0.04	0.16	0.26	0.41
<b>Sub-Total</b>	<b>23.46</b>	<b>4.36</b>	<b>3.16</b>	<b>2.39</b>	<b>2.40</b>	<b>5.25</b>	<b>5.90</b>
<b>Sub-Total Zones 5 and 6 (PCA)</b>	<b>334.44</b>	<b>47.66</b>	<b>32.36</b>	<b>39.57</b>	<b>50.97</b>	<b>85.45</b>	<b>78.44</b>
<b>SUB TOTAL</b>	<b>381.10</b>	<b>74.08</b>	<b>35.22</b>	<b>51.77</b>	<b>53.98</b>	<b>86.56</b>	<b>79.49</b>
<b>OUTSIDE STUDY AREA</b>							
<b>Birmingham City Council</b>							
Birmingham City Centre	1.72	0.00	0.28	0.41	0.23	0.65	0.15
<b>Sub-Total</b>	<b>1.72</b>	<b>0.00</b>	<b>0.28</b>	<b>0.41</b>	<b>0.23</b>	<b>0.65</b>	<b>0.15</b>
<b>Cheshire East Council</b>							
Bridgemere Garden Centre, Bridgemere, Cheshire	0.83	0.81	0.00	0.00	0.00	0.00	0.02
<b>Sub-Total</b>	<b>0.83</b>	<b>0.81</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>
<b>Cheshire West &amp; Chester Council</b>							
Cheshire Oaks, Ellesmere Port	0.41	0.13	0.00	0.00	0.13	0.00	0.15
Chester	4.01	0.99	0.80	0.65	0.21	1.36	0.00
<b>Sub-Total</b>	<b>4.42</b>	<b>1.13</b>	<b>0.80</b>	<b>0.65</b>	<b>0.33</b>	<b>1.36</b>	<b>0.15</b>
<b>Dudley Metropolitan Borough Council</b>							
Dudley	0.16	0.00	0.00	0.16	0.00	0.00	0.00
Merry Hill Shopping Centre, Dudley	0.15	0.00	0.00	0.04	0.00	0.00	0.12
<b>Sub-Total</b>	<b>0.31</b>	<b>0.00</b>	<b>0.00</b>	<b>0.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>
<b>Herefordshire Council</b>							
Hereford	2.18	0.04	0.00	2.10	0.00	0.00	0.04
<b>Sub-Total</b>	<b>2.18</b>	<b>0.04</b>	<b>0.00</b>	<b>2.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>
<b>Manchester City Council</b>							
Manchester	0.50	0.11	0.08	0.00	0.00	0.18	0.12
<b>Sub-Total</b>	<b>0.50</b>	<b>0.11</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.12</b>
<b>Powys County Council</b>							
Derwen Garden Centre & Farm Shop, Guilsfield, Welshpool	0.34	0.00	0.00	0.04	0.23	0.04	0.02
Newtown	0.78	0.24	0.00	0.00	0.54	0.00	0.00
Welshpool	1.06	0.00	0.00	0.19	0.75	0.12	0.00
<b>Sub-Total</b>	<b>2.18</b>	<b>0.24</b>	<b>0.00</b>	<b>0.22</b>	<b>1.53</b>	<b>0.17</b>	<b>0.02</b>
<b>Sandwell Metropolitan Borough Council</b>							
Wednesbury	0.65	0.09	0.00	0.04	0.16	0.18	0.17
<b>Sub-Total</b>	<b>0.65</b>	<b>0.09</b>	<b>0.00</b>	<b>0.04</b>	<b>0.16</b>	<b>0.18</b>	<b>0.17</b>
<b>Shropshire Council</b>							
Bridgnorth	0.64	0.00	0.56	0.00	0.08	0.00	0.00



Broseley	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Ellesmere	0.28	0.28	0.00	0.00	0.00	0.00	0.00
Homebase, Penda Retail Park, Oswestry	0.31	0.00	0.00	0.00	0.31	0.00	0.00
Homebase, Waymills Road, Whitchurch	0.50	0.50	0.00	0.00	0.00	0.00	0.00
Ludlow Home Care, Ludford Bridge, Ludlow	0.13	0.00	0.00	0.13	0.00	0.00	0.00
Moreton Park Garden Centre, Gledrid, Wrexham	0.25	0.06	0.03	0.02	0.13	0.00	0.02
Oswestry	7.08	0.10	0.00	0.16	5.99	0.65	0.19
Whitchurch	9.68	9.68	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>18.91</b>	<b>10.61</b>	<b>0.62</b>	<b>0.31</b>	<b>6.50</b>	<b>0.65</b>	<b>0.21</b>
<b>Stafford Borough Council</b>							
Homebase, Greyfriars Business Park, Stafford	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Stafford	0.85	0.57	0.16	0.00	0.00	0.13	0.00
Wickes, Madford Retail Park, Stafford	0.04	0.00	0.04	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.93</b>	<b>0.60</b>	<b>0.20</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>
<b>Stoke-on-Trent City Council</b>							
Hanley	2.34	2.18	0.00	0.00	0.08	0.08	0.00
<b>Sub-Total</b>	<b>2.34</b>	<b>2.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.08</b>	<b>0.00</b>
<b>Telford &amp; Wrekin Borough Council</b>							
B&Q Supercentre, Telford Bridge Retail Park, Telford	1.01	0.00	0.89	0.08	0.00	0.04	0.00
Focus, Audley Avenue, Newport	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Homebase, Wrekin Retail Park, Telford	0.73	0.04	0.69	0.00	0.00	0.00	0.00
Mere Park Garden Centre, Stafford Road, Newport	0.12	0.12	0.00	0.00	0.00	0.00	0.00
Newport	0.96	0.85	0.08	0.00	0.00	0.00	0.03
Telford	32.08	8.84	16.36	1.41	1.29	1.76	2.41
Telford Bridge Retail Park, Telford	2.75	0.69	1.71	0.12	0.08	0.00	0.14
Telford Forge Retail Park, Telford	1.96	0.40	0.93	0.14	0.28	0.00	0.20
Wellington	6.33	0.00	6.33	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	3.03	0.41	2.55	0.00	0.07	0.00	0.00
Wyevale Garden Centres, Station Road, Donnington, Telford	0.29	0.09	0.21	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>49.33</b>	<b>11.50</b>	<b>29.75</b>	<b>1.76</b>	<b>1.73</b>	<b>1.81</b>	<b>2.79</b>
<b>Walsall Council</b>							
IKEA, Park Lane, Wednesbury	0.50	0.14	0.08	0.00	0.00	0.23	0.04
Walsall	0.55	0.22	0.24	0.00	0.00	0.09	0.00
<b>Sub-Total</b>	<b>1.05</b>	<b>0.36</b>	<b>0.32</b>	<b>0.00</b>	<b>0.00</b>	<b>0.33</b>	<b>0.04</b>
<b>Wolverhampton City Council</b>							
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.04	0.00	0.00	0.00	0.04	0.00	0.00
Wolverhampton	0.57	0.06	0.25	0.00	0.21	0.06	0.00
<b>Sub-Total</b>	<b>0.61</b>	<b>0.06</b>	<b>0.25</b>	<b>0.00</b>	<b>0.25</b>	<b>0.06</b>	<b>0.00</b>
<b>Wrexham County Borough Council</b>							
B&Q Mini Warehouse, Berse Road, Wrexham	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Wrexham	2.58	2.33	0.00	0.00	0.25	0.00	0.00
<b>Sub-Total</b>	<b>2.61</b>	<b>2.37</b>	<b>0.00</b>	<b>0.00</b>	<b>0.25</b>	<b>0.00</b>	<b>0.00</b>
<b>Wyre Forest District Council</b>							
Kidderminster	1.34	0.07	0.00	1.19	0.00	0.00	0.07
<b>Sub-Total</b>	<b>1.34</b>	<b>0.07</b>	<b>0.00</b>	<b>1.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>
<b>Other</b>							
Other	8.41	3.00	1.21	1.02	1.16	1.06	0.96
<b>Sub-Total</b>	<b>8.41</b>	<b>3.00</b>	<b>1.21</b>	<b>1.02</b>	<b>1.16</b>	<b>1.06</b>	<b>0.96</b>
<b>SUB TOTAL</b>	<b>98.31</b>	<b>33.17</b>	<b>33.51</b>	<b>7.91</b>	<b>12.23</b>	<b>6.65</b>	<b>4.84</b>
<b>Internet / mail order / catalogue</b>	<b>37.05</b>	<b>9.34</b>	<b>6.00</b>	<b>4.70</b>	<b>5.97</b>	<b>6.31</b>	<b>4.74</b>
<b>TOTAL</b>	<b>516.46</b>	<b>116.59</b>	<b>74.72</b>	<b>64.38</b>	<b>72.19</b>	<b>99.51</b>	<b>89.07</b>

**Notes:**

a. Market shares derived from Household Survey

**2007 PRICES**

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SHREWSBURY RETAIL STUDY

TABLE 26: BENCHMARK TURNOVER OF EXISTING CONVENIENCE GOODS PROVISION

DESTINATION	SOURCE	GROSS FLOORSPACE (SQ M)	NET FLOORSPACE (SQ M)	CONVENIENCE GOODS SALES AREA (%)	NET CONVENIENCE (SQ M)	BENCHMARK TURNOVER PER SQ M -	BENCHMARK TURNOVER (£M)	SURVEY ESTIMATE (£M)
<b>WITHIN STUDY AREA</b>								
<b>1. Shrewsbury North</b>								
Co-op, Morris Central Shopping Park, Wem	IGD	1115	932	83	774	6087	4.71	3.72
Co-op Food, Shrewsbury Road, Bomere Heath	IGD	Unknown	186	83	154	6087	0.94	0.43
Iceland, Cheshire Street, Market Drayton	IGD	Unknown	307	93	286	5787	1.65	1.90
Lidl, Towers Lawn, Market Drayton	IGD	2913	1764	80	1411	3111	4.39	1.55
Local Shops, Bomere Heath								0.07
Local Shops, Clive								0.14
Local Shops, Hinstock								0.29
Local Shops, Market Drayton								1.56
Local Shops, Wem								0.71
Local Shops, Presteigne								0.14
Market, Market Drayton								0.29
Market, Wem								0.21
Netto, Stafford Street, Market Drayton	IGD	Unknown	743	83	617	7228	4.46	1.81
WM Morrisons, Maer Lane, Market Drayton	IGD	3484	1672	80	1338	11117	14.87	20.52
<b>2. Shrewsbury East</b>								
Co-op Food, Market Drayton Road, Shawbury	Promap	149	112	83	93	6087	0.57	0.49
Local Shops, Much Wenlock								2.33
Local Shops, High Erroll								0.14
Local Shops, Shawbury								0.50
<b>3. Shrewsbury South</b>								
Co-op, High Street, Church Stretton	IGD	762	609	83	505	6087	3.08	4.95
Harry Tuffins, Craven Centre, Craven Arms				100				3.02
Local Shops, Aston Munslow								0.07
Local Shops, Bayston Hill								0.28
Local Shops, Church Stretton								0.96
Local Shops, Craven Arms								0.55
Local Shops, Ludlow								0.95
Market, Church Stretton								0.07
Market, Ludlow								0.34
Spar, Lansdown Road, Shrewsbury	Promap	270	203	95	193	6914	1.33	0.54
Tesco, Station Drive, Ludlow	IGD	2787	1481	66	977	12656	12.37	6.12
<b>4. Shrewsbury West</b>								
Co-op, Church Street, Bishops Castle	IGD	Unknown	170	83	141	6087	0.86	1.29
Local Shops, Baschurch								0.22
Local Shops, Bishops Castle								0.84
Local Shops, Hanwood								0.05
Local Shops, Kinnerley								0.16
Local Shops, Knockin								0.05
Local Shops, Ministerley								0.38
Local Shops, Montford Bridge								0.05
Local Shops, Pontesbury								0.27
Local Shops, Westbury								0.05
<b>5. Shrewsbury Central West</b>								
Asda, Old Potts Way, Shrewsbury	IGD	4400	2582	58	1498	15458	23.15	23.51
Co-op Food, Bank Farm Road, Radbrook Green	IGD	1022	743	83	617	6087	3.75	2.14
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	IGD	Unknown	929	83	771	6087	4.69	1.97
Co-op Food, Mylton Oak Road, Cophthorne	IGD	636	497	83	413	6087	2.51	1.38
Local Shops, Shrewsbury	Goad	3480	2436	95	2314	3500	8.10	3.97
Market, Shrewsbury	Goad	310	279	50	140	3000	0.42	1.67
Marks & Spencer, Castle Street, Shrewsbury	IGD	8169	1082	95	1028	11107	11.42	3.99
Sainsbury's Local, Whitecroft Road, Shrewsbury	IGD	623	407	85	346	9661	3.34	5.39
Sainsbury's, Meole Brace Retail Park, Shrewsbury	IGD	6709	5214	75	3911	9661	37.78	48.54
Somerfield, Riverside Shopping Centre, Shrewsbury	Goad/IGD	920	776	82	636	8135	5.18	1.13
Spar, New Park Street, Shrewsbury	Promap	176	132	95	125	6914	0.87	0.06
<b>6. Shrewsbury Central East</b>								
Aldi, Arlington Way, Shrewsbury	IGD	Unknown	808	58	469	3987	1.87	3.77
Co-op Food, Mount Pleasant Road, Heath Farm	Promap	143	107	83	89	6087	0.54	0.24
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	Promap	529	397	83	330	6087	2.01	1.97
Iceland, Lancaster Retail Park, Shrewsbury	IGD	Unknown	475	93	442	5787	2.56	1.46
Lidl, Harlescott Lane, Shrewsbury	Promap	1475	1033	80	826	3111	2.57	1.16
Netto, Abbey Foregate, Shrewsbury	IGD	Unknown	990	83	822	7228	5.94	1.78
Spar, Conway Drive Telford Estate, Shrewsbury	Promap	356	267	95	254	6914	1.75	0.12
Tesco Express, Ditherington Road, Shrewsbury	IGD	286	169	85	144	12656	1.82	6.64
Tesco Extra, Cattle Market, Shrewsbury	IGD	8189	4771	66	3149	12656	39.85	35.82
WM Morrisons, Whitchurch Street, Shrewsbury	IGD	6581	3099	80	2479	11117	27.56	41.46
<b>TOTAL</b>							<b>236.90</b>	<b>246.20</b>

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TABLE 27: BENCHMARK TURNOVER OF EXISTING CONVENIENCE GOODS PROVISION WITHIN ZONES 5 & 6 (PCA)

DESTINATION	SOURCE	GROSS FLOORSPACE (SQ M)	NET FLOORSPACE (SQ M)	CONVENIENCE GOODS SALES AREA (%)	NET CONVENIENCE (SQ M)	BENCHMARK TURNOVER PER SQ M - £	BENCHMARK TURNOVER (£M)	PERCENTAGE OF TURNOVER DERIVED FROM STUDY AREA	BENCHMARK TURNOVER DERIVED FROM STUDY AREA (£M)	SURVEY DERIVED TURNOVER 2010
<b>WITHIN STUDY AREA</b>										
<b>5. Shrewsbury Central West</b>										
Asda, Old Potts Way, Shrewsbury	IGD	4400	2582	58	1498	15458	23.15	90	20.83	23.51
Co-op Food, Bank Farm Road, Radbrook Green	IGD	1022	743	83	617	6087	3.75	95	3.57	2.14
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	IGD	Unknown	929	83	771	6087	4.69	95	4.46	1.97
Co-op Food, Mytton Oak Road, Copthorne	IGD	636	497	83	413	6087	2.51	95	2.39	1.38
Local Shops, Shrewsbury*	Goad	3480	2436	95	2314	3500	8.10	95	7.69	3.97
Market, Shrewsbury*	Goad	310	279	50	140	3000	0.42	95	0.40	1.67
Marks & Spencer, Castle Street, Shrewsbury	IGD	8169	1082	95	1028	11107	11.42	90	10.28	3.99
Sainsbury's Local, Whitcroft Road, Shrewsbury	IGD	623	407	85	346	9661	3.34	95	3.18	5.39
Sainsbury's, Meole Brace Retail Park, Shrewsbury	IGD	6709	5214	75	3911	9661	37.78	90	34.00	48.54
Somerfield, Riverside Shopping Centre, Shrewsbury**	Goad/IGD	1250	776	82	636	8135	5.18	95	4.92	1.13
Spar, New Park Street, Shrewsbury***	Promap	176	132	95	125	6914	0.87	95	0.82	0.06
<b>6. Shrewsbury Central East</b>										
Aldi, Arlington Way, Shrewsbury	IGD	Unknown	808	58	469	3987	1.87	95	1.78	3.77
Co-op Food, Mount Pleasant Road, Heath Farm***	Promap	143	107	83	89	6087	0.54	95	0.51	0.24
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury***	Promap	529	397	83	330	6087	2.01	95	1.91	1.97
Iceland, Lancaster Retail Park, Shrewsbury	IGD	Unknown	475	93	442	5787	2.56	95	2.43	1.46
Lidl, Harlescott Lane, Shrewsbury***	Promap	1475	1033	80	826	3111	2.57	95	2.44	1.16
Netto, Abbey Foregate, Shrewsbury	IGD	Unknown	990	83	822	7228	5.94	95	5.64	1.78
Spar, Conway Drive Telford Estate, Shrewsbury***	Promap	356	267	95	254	6914	1.75	95	1.67	0.12
Tesco Express, Ditherington Road, Shrewsbury	IGD	286	169	85	144	12656	1.82	95	1.73	6.64
Tesco Extra, Cattle Market, Shrewsbury	IGD	8189	4520	68	3073	12656	38.89	90	35.00	35.82
Wm Morrisons, Whitchurch Street, Shrewsbury	IGD	6581	3999	80	2479	11117	27.56	90	24.81	41.46
<b>TOTAL</b>							<b>186.71</b>		<b>170.44</b>	<b>188.19</b>

\* Gross floorspace derived from Experian Goad, net floorspace based on WYG judgement

\*\* Gross floorspace derived from Experian Goad, net floorspace derived from IGD database

\*\*\* Gross floorspace derived from Promap, net floorspace based on WYG judgement

TABLE 28: BENCHMARK TURNOVER OF EXISTING COMPARISON PROVISION WITHIN ZONES 5 & 6 (PCA)

DESTINATION	SOURCE	GROSS FLOORSPACE (SQ M)	NET FLOORSPACE (SQ M)	COMPARISON GOODS SALES AREA (%)	NET COMPARISON (SQ M)	BENCHMARK TURNOVER PER SQ M - £	BENCHMARK TURNOVER (£M)	PERCENTAGE OF TURNOVER DERIVED FROM STUDY AREA	BENCHMARK TURNOVER DERIVED FROM STUDY AREA (£M)	SURVEY ESTIMATE (£M)
<b>WITHIN STUDY AREA</b>										
<i>5. Shrewsbury Central West</i>										
<i>Town Centre</i>										
Bicton Heath		1					0.07	100	0.07	0.08
Shrewsbury	Goad	60,470	42,329	100	42,329	5,000	211.65	90	190.48	257.06
Radbrook Green							0.22	100	0.22	0.23
<b>Sub Total</b>							<b>211.94</b>		<b>190.77</b>	<b>257.36</b>
<i>Edge/Out-of-Centre</i>										
Meole Brace Retail Park, Shrewsbury		16,387	11,471		11,471		53.87	90	48.48	53.62
Asda, Old Potts Way, Shrewsbury	IGD	4,400	2,582	42	1,084	8,841	9.59	90	8.63	0.00
Sainsbury's, Meole Brace Retail Park, Shrewsbury	IGD	6,709	5,214	25	1,304	7,646	9.97	90	8.97	0.00
Tesco Extra, Cattle Market, Shrewsbury	IGD	8,189	4,771	34	1,622	9,318	15.12	90	13.60	0.00
WM Morrisons, Whitchurch Street, Shrewsbury	IGD	6,581	3,099	20	620	9,182	5.69	90	5.12	0.00
<b>Sub Total</b>							<b>94.23</b>		<b>84.81</b>	<b>53.62</b>
<i>6. Shrewsbury Central East</i>										
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	SA/06/0290/0	5,100	3,570	100	3,570	1,919	6.85	90	6.17	8.05
Charlie's, Brixton Way, Shrewsbury							0.17	90	0.15	0.17
Harlescott Retail Park	Completely Retail	4,866	3,406	100	3,406		7.19	90	6.47	1.54
Lancaster Retail Park, Shrewsbury		3,019	2,113	100	2,113		4.89	90	4.40	2.35
Percy Thrower's Gardening & Leisure, Oteley Road, Shrewsbury							3.69	90	3.32	3.69
Sundome Retail Park, Shrewsbury	Completely Retail	16,453	11,517	100	11,517		20.28	90	18.25	6.35
Wickes, Kendal Road, Shrewsbury										1.30
<b>Sub Total</b>							<b>43.07</b>		<b>38.76</b>	<b>23.46</b>
<b>TOTAL</b>							<b>349.24</b>		<b>314.34</b>	<b>334.44</b>

\* Gross floorspace derived from Experian Goad, net floorspace based on WYG judgement



**Appendix 8 – Recommended Primary and Secondary Frontages Plan**



