



Shropshire Council

Shrewsbury Retail Study Update

Final Report

February 2012

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Document Control

Project: Shrewsbury Retail Study 2011 Update
Client: Shropshire Council
Job Number: A073415
File Origin: T:\Job Files - Manchester\A073415 - Shrewsbury Retail Study - 2011 Update\Reports\Draft\Shrewsbury Retail Study 2011 Update.doc

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Issue	Date	Status
1	19-01-2012	Draft
2	28-02-2012	Final
3		
4		



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1.0 Introduction

Objectives of Study

- 1.01 WYG Planning & Design (WYG) has been commissioned by Shropshire Council to undertake an update of the principal findings of the previous Shrewsbury Retail Study, which reported in November 2010. The purpose of this report is to update both the retail need capacity assessment over the period to 2026 and to provide an up-to-date assessment of the performance of Shrewsbury Town Centre.
- 1.02 Accordingly, this report primarily seeks to update Section 5 ('Assessment of Vitality and Viability of Shrewsbury Town Centre'), Section 7 ('Population and Expenditure') and Section 8 ('Retail Capacity and the Role of Shrewsbury Town Centre') of the 2010 Study. Therefore, whilst the updated quantitative assessment supersedes our previously presented findings, our Update should be read in conjunction with the main body of the 2010 Study.

Methodology

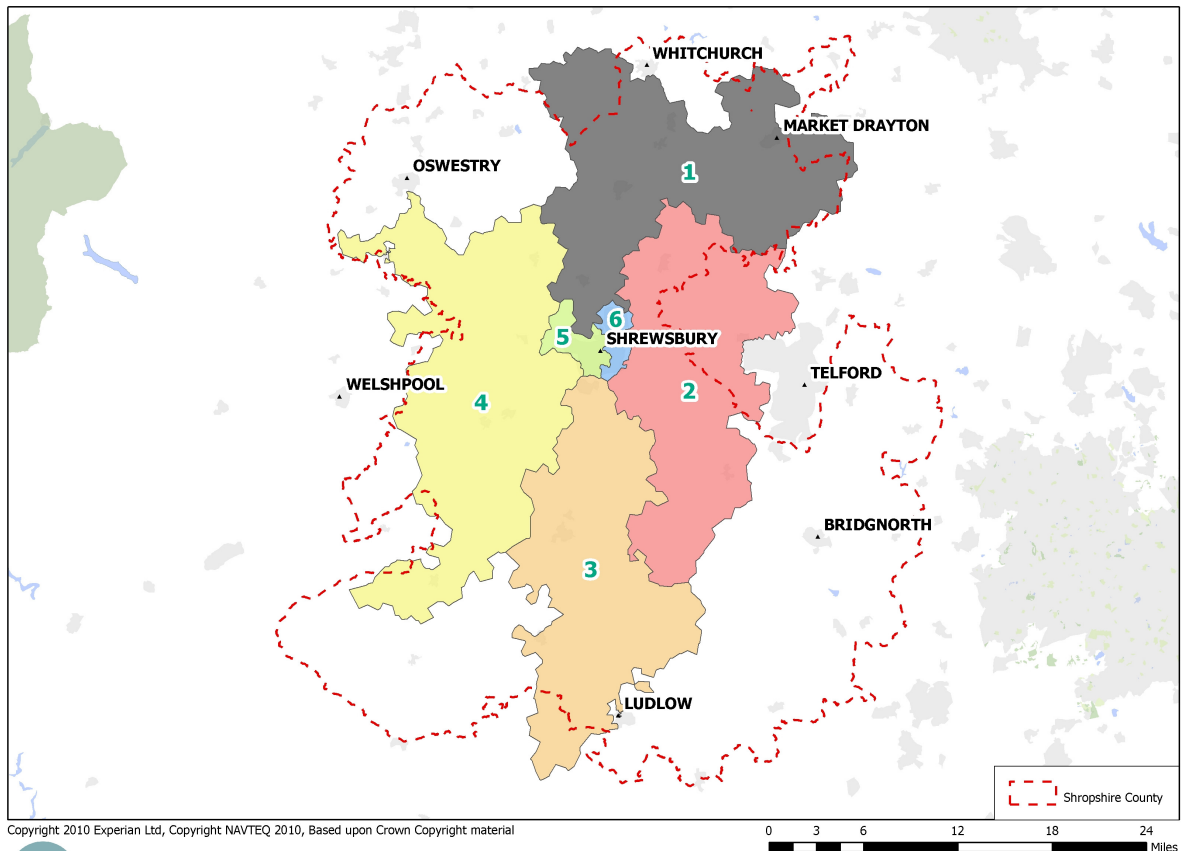
- 1.03 The Update utilises the empirical data which informed the 2010 Study, namely the shopping survey of 1,000 households which was undertaken by NEMS Market Research Limited in April 2010. The Study Area for the survey was derived from that utilised for the 2003 Shrewsbury Retail Capacity Study and is based on a 20-minute drivetime from the town centre, which was then subject to amendment to take into consideration competing centres and their retail offer. The consistent use of the same Study Area allows direct comparison to be made with regard to shopping patterns and the performance of the town's retail offer over time.
- 1.04 The defined catchment comprises six survey zones, namely: Shrewsbury North, Shrewsbury East, Shrewsbury South, Shrewsbury West, Shrewsbury Central West and Shrewsbury Central East. Table 1.1 below sets out the post code areas which comprise each zone.

Table 1.1: Post Codes by Survey Zone

Survey Zone	Post Code Sectors
Zone 1: Shrewsbury North	SY4 3, SY4 5, SY13 2, SY13 3, TF9 1, TF9 2, TF9 3
Zone 2: Shrewsbury East	SY4 4, SY5 6, TF5 0, TF6 5, TF6 6, TF13 6
Zone 3: Shrewsbury South	SY3 0, SY5 7, SY6 6, SY6 7, SY7 9, SY8 2
Zone 4: Shrewsbury West	SY4 1, SY 4 2, SY5 0, SY5 8, SY5 9, SY9 5, SY10 8
Zone 5: Shrewsbury Central West	SY1 1, SY1 2, SY3 5, SY3 6, SY3 7, SY3 8, SY3 9
Zone 6: Shrewsbury Central East	SY1 3, SY1 4, SY2 5, SY2 6

- 1.05 The catchment boundary is drawn so as to take into consideration the influence of Telford Town Centre, as the vast majority of the resident population beyond our defined catchment to the east will undertake their shopping in nearby Telford. Conversely, due to the limited amount of retail facilities located to the north and south of Shrewsbury, the catchment is purposely extended in these directions beyond the 20 minute drivetime base. A map of the catchment is provided below at Figure 1.1.
- 1.06 For the purposes of this Study, the primary catchment area (PCA) of Shrewsbury comprises the central area which immediately surrounds the town, i.e. Zone 5 and Zone 6.
- 1.07 The questions and full tabulation of results from the Shrewsbury Household Survey are provided at Appendix 1.

Figure 1.1: Study Area and Zones for Shrewsbury Retail Study





Format of Report

1.08 The remainder of our report is structured as follows:

- Section 2 provides our updated appraisal of the vitality and viability of Shrewsbury Town Centre;
- Section 3 considers current and future population and expenditure levels within the Study Area;
- Section 4 sets out our assessment of quantitative need for further convenience and comparison goods floorspace in the periods to 2016, 2021 and 2026, taking into account changes and proposed changes in retailer representation since the reporting of the last Study; and
- Section 5 provides our recommendations in respect of the Council's retail strategy.



2.0 Current Performance of Shrewsbury Town Centre

2.01 PPS4 emphasises the importance of maintaining a 'healthy' town centre as it helps to foster local pride and local identity, and can contribute towards the aim of sustainable development. PPS4 also states that by monitoring town centres on a regular basis, signs of decline can be identified early.

2.02 Annex D of PPS4 sets out a number of indicators which can be used to ascertain the relative health of a particular centre. The indicators comprise the following:

- Diversity of main town centre uses (by number, type and amount of floorspace);
- The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations;
- The potential capacity for growth or change of centres in the network;
- Commercial operator representation and intentions to change representation;
- Shopping rents;
- Proportion of vacant street level property;
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental);
- Land values and the length of time key sites have remained undeveloped;
- Pedestrian flows;
- Accessibility;
- Customers' and residents' view and behaviour;
- Perception of safety and occurrence of crime; and
- State of the city/town centre environmental quality.

2.03 Appropriate consideration of each of these factors (where detailed data allows) is provided through the below updated analysis of the health of Shrewsbury Town Centre. Our assessment has reference to published data sources such as Venuescore UK Shopping Venue Ranking, Experian Goad, FOCUS and the Valuation Office Agency. The current full FOCUS Report for Shrewsbury is provided at Appendix 2.

Planning Policy Definition

2.04 Although the Regional Spatial Strategy for the West Midlands (RSS) (published January 2008) is to be revoked later in 2012 through the enactment of the Localism Act 2011, at the time of reporting it still acts to define the retail hierarchy in the region. Shrewsbury Town Centre is identified as one of 25



strategic town or city centres within the region, with RSS Policy PA11 stating that these centres should be the focus for:

- Major retail developments (i.e. those of more than 10,000 sq.m gross floorspace, excluding floorspace dedicated to the retailing of convenience goods);
- Uses which attract large numbers of people including major cultural, tourist, social and community venues; and
- Large scale leisure and office developments (i.e. those of 5,000 sq.m or more gross floorspace).

2.05 In conformity with the RSS, the adopted Core Strategy Development Plan Document (February 2011) identifies Shrewsbury as the strategic centre within the authority area, with Policy CS15 indicating that it will be the preferred location for major comparison retail, large scale office and other uses attracting a large number of people. The market towns of Oswestry, Market Drayton, Whitchurch, Ludlow and Bridgnorth will act as principal centres to serve local needs, and the wider service and employment needs of communities within their respective spatial areas.

Role and Function

2.06 Shrewsbury is located on the A5, in the centre of Shropshire, with the town centre being encompassed by the meander loop of the River Severn. The river acts as a physical barrier to the outward extension of the town. As the County town, it serves as the main commercial, cultural and administrative centre for Shropshire. Its catchment and sphere of influence covers a large hinterland which extends into Wales. Around 180,000 people live within a 20 minute drivetime.

2.07 Shrewsbury is an attractive medieval town with Tudor architecture, narrow streets, historic castles, abbey, churches, a theatre and other cultural facilities. The centre supports four shopping malls: the Darwin Shopping Centre, Pride Hill Shopping Centre, Riverside Shopping Mall, and the Parade Shopping Centre. There are two established out-of-centre retail destinations – Sundorne Retail Park to the north and Meole Brace Retail Park to the south. Shrewsbury benefits from both an indoor and an outdoor market, with the former being held in the Market Hall on Tuesdays, Wednesdays, Fridays and Saturdays, and the latter being held at Harlescott on Sundays.

2.08 Shrewsbury provides a range of convenience and comparison goods facilities relative to the size of its catchment population, although major convenience goods facilities are located outside the town centre boundary. It is also a popular tourist destination, with a good range of associated retail and leisure services.



National Retail Rankings

- 2.09 Table 2.1 illustrates the position of the principal centres within the hierarchy of centres based on the Venuescore’s UK Shopping Venue Rankings (2010). The index ranks 2,106 retail venues within the UK (including town centres, standalone malls, retail warehouse parks and factory outlet centres) based on their current retail provision. Towns and major shopping centres are rated using a scoring system which takes account of the presence in each location of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.
- 2.10 An analysis of the Venuescore rankings indicates that Shrewsbury has been the subject of a fall in ranking between 2005 and 2010, declining from a position of 92nd to 109th. However, as demonstrated by Table 2.1 below, Shrewsbury remains the highest ranking centre in the Shropshire authority area and performs better than nearby comparator centres, including Telford. Indeed, many other comparator centres, including Oswestry, Whitchurch and Newtown, witnessed a greater decline in ranking over the five years to 2010.

Table 2.1: The Sub-Regional Shopping Hierarchy

Centre	Score	Location Grade [^]	Rank 2010	Rank 2007	Rank 2005	Change in Rank (2005-2010)
Wrexham	164	Regional	100	173	153	+ 53
Shrewsbury	158	Regional	109	101	92	- 17
Telford	137	Sub-Regional	151	113	126	- 25
Oswestry	66	Major District	366	272	283	- 83
Whitchurch	37	Minor District	650	577	590	- 60
Newtown	29	Minor District	816	533	568	- 248
Bridgnorth	24	Local	976	990	1,002	+ 26
Market Drayton	19	Local	1,192	1,231	1,148	- 44
Ludlow	16	Local	1,377	886	786	- 591
Welshpool	15	Local	1,452	953	714	- 738

Source: Venuescore UK Shopping Venue Rankings (2010)

[^] The Location Grade ascribed to each centre is Venuescore’s own definition and should not be confused with any definition or hierarchy set out in planning policy

Diversity of Main Town Centre Uses

- 2.11 The composition of retail premises in Shrewsbury Town Centre has been determined with reference to an Experian Goad plan of the town centre, which has been updated through WYG’s own survey in October 2011. The updated plan is provided at Appendix 3. Tables 2.2 and 2.3 below illustrate the composition of town centre uses by sector.



Table 2.2: Retail Composition of Shrewsbury Town Centre in October 2011

Sector	No. of Outlets	Percentage of Outlets		Floorspace (sq. m)	Percentage of Floorspace	
		Shrewsbury	UK*		Shrewsbury	UK*
Convenience	34	5.4%	8.3%	5,660	4.9%	14.3%
Comparison	288	45.9%	33.4%	58,400	50.9%	36.9%
Retail Service	72	11.5%	13.3%	8,110	7.1%	7.0%
Leisure Services	107	17.1%	21.8%	22,220	19.4%	22.7%
Financial & Business Services	50	8.0%	10.9%	8,380	7.3%	8.4%
Vacant	76	12.1%	12.0%	11,980	10.4%	9.9%
Total	627	100%	100%	114,750	100%	100%

Source: Experian Goad Report Updated by October 2011 WYG Site Visit

* UK Average Figure – September 2011 Goad database

Table 2.3: Retail Composition of Shrewsbury Town Centre in April 2010

Sector	No. of Outlets	Percentage of Outlets		Floorspace (sq. m)	Percentage of Floorspace	
		Shrewsbury	Change 2010-2011		Shrewsbury	Change 2010-2011
Convenience	31	4.9%	+ 0.5%	5,040	4.4%	+ 0.5%
Comparison	285	45.4%	+ 0.5%	60,470	52.5%	- 1.6%
Retail Service	69	11.0%	+ 0.5%	7,890	6.8%	+ 0.3%
Leisure Services	103	16.4%	+ 0.7%	21,100	18.3%	+ 1.1%
Financial & Business Services	52	8.3%	- 0.3%	8,520	7.4%	- 0.1%
Vacant	88	14.0%	- 1.9%	12,240	10.6%	- 0.2%
Total	628	100%	-	115,260	100%	-

Source: Experian Goad Report Updated by April 2010 WYG Site Visit

2.12 In terms of the number of convenience goods outlets, the offer in Shrewsbury Town Centre is somewhat below UK national average, with such retailers occupying 5.4% of the total number of units, compared to a national average of 8.3%. Similarly, the proportion of floorspace dedicated to convenience goods sales in Shrewsbury Town Centre (4.9%) is significantly below the UK national average (14.3%).



- 2.13 The town centre has a reasonably broad range of convenience representation, including 11 of the 13 convenience subcategories identified by Experian Goad¹. The largest convenience food store in the town centre is the Co-op store (former Somerfield) at the Riverside Centre, which contains 1,250 sq.m of retail floorspace, the new Waitrose store at Pride Hill (490 sq.m), and the Cool Trader at the Riverside Centre (370 sq.m). The 'big four' convenience operators (i.e. Tesco, Asda, Sainsbury's and Morrisons) all have representation outside the town centre. The centre also contains a limited number of independent convenience operators, with the majority of these being small in scale. Since April 2010, the number of convenience retailers operating has increased by three units, whilst the amount of convenience floorspace has also increased by 620 sq.m.
- 2.14 There are 288 comparison goods units in Shrewsbury Town Centre, equating to 45.9% of all units. This compares with the UK national average of 33.4% of all retail units being occupied for the sale of comparison goods, demonstrating Shrewsbury's strong offer in this regard. Comparison goods floorspace in the town centre comprises a total of 58,400 sq.m. Again, this is well above the UK average for the proportion of overall floorspace in such use (equating to 50.9% of all floorspace, compared to 36.9% nationally).
- 2.15 The town centre is anchored by two major department stores, namely Marks & Spencer and Rackhams (House of Fraser). However, Shrewsbury has a range of provision across the comparison goods market, with a number of independent comparison operators and discount retailers evident (including the QVC Outlet Store and the Poundland store in the Darwin Shopping Centre). The largest comparison units comprise the Marks & Spencer (6,080 sq.m), Rackhams (1,260 sq.m) and Home Bargains (1,210 sq.m). Whilst the number of comparison goods units has increased slightly between April 2010 and October 2011, the total amount of comparison goods floorspace has decreased by 2,070 sq.m.
- 2.16 The proportion of retail units in Shrewsbury Town Centre dedicated to service uses stands at 36.6%, which is below the UK average of 45.9%. Similarly, the proportion of floorspace occupied by the service sector (33.8%) is also below UK average (38.1%). Within the town centre, there is strong representation from a number of service sub-categories, notably 'health and beauty' operators (41 units), 'cafes' (27 units), 'property services' (22 units), 'restaurants' (21 units) and 'fast food & take

¹ The Experian Goad convenience goods subcategories represented in Shrewsbury town centre comprise 'Bakers & Confectioners', 'Confectionery, Tobacco & News', 'Convenience Stores', 'Frozen Foods', 'Greengrocers', 'Grocers & Delicatessens', 'Health Foods', 'Markets', 'Off Licences', 'She Repairs & Key Cutting' and 'Supermarkets'; those not represented comprise 'Butchers' and 'Fishmongers'.



aways' (19 units). Since April 2010, the proportion of units in retail service and leisure service use has increased by 0.5% and 0.7% respectively, whilst the financial and business service sector has declined by 0.3%.

- 2.17 Overall, the total number of retail units in the town centre, as defined by Experian Goad, has declined by one unit since April 2010, with the total amount of retail floorspace also decreasing marginally. Whilst Shrewsbury's overall retail offer has improved between 2010 and 2011, with increases in the number of convenience, comparison, retail service and leisure service units, there has been a slight decline in the number of financial & business service units, and the amount of floorspace dedicated to both comparison goods sales and the financial & business service sector has reduced.

Proportion of Vacant Street Level Property

- 2.18 The number of vacant units within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures as vacancies may not also occur for negative reasons. For example, the opening of a new retail centre elsewhere in a town may draw retailers from older properties or more peripheral areas of the city. Some vacant units will be found even in the strongest of town centres. However, generally speaking, the vacancy rate is a useful way of gauging the underlying level of retailer demand in a centre. It is also of assistance in identifying those parts of a town centre where the retail stock may be poorly maintained or unsuited to modern retailing requirements, and where premises are not being actively marketed.
- 2.19 Table 2.2 indicates that there were 76 vacant units in Shrewsbury Town Centre in October 2011, which equates to a vacancy rate of 12.1%, almost identical to the current UK average vacancy rate of 12.0%. There was a total of 11,980 sq.m of vacant floorspace in the town centre at the time of the October 2011 survey. The proportion of vacant floorspace recorded (10.4%) is again marginally higher than the UK average (9.9%).
- 2.20 The Darwin Shopping Centre (17 units), the Pride Hill Centre (14 units), the Riverside Shopping Centre (nine units) and Mardol (three units) contain the greatest proliferation of vacancies in Shrewsbury Town Centre. The two largest vacant units are located at the Pride Hill Centre (former TJ Hughes unit, total floorspace of 3,390 sq.m) and the Darwin Shopping Centre (former JJB Sports unit, 820 sq.m), with both of these vacancies being reflective of the operator's circumstances. TJ Hughes went into administration in June 2011 with the closure of 42 stores and JJB Sports is in the process of restructuring its business with the closure of at least 60 stores.



- 2.21 It is evident that there has been a notable increase in the number of vacant units at the Pride Hill Centre and Riverside Mall between April 2010 and October 2011, with the closure of several units in this location, including TJ Hughes, Pound Zone and Shoe Zone. There has been a reduction in the number of units on Pride Hill (from four to none), with formerly vacant units now occupied by Paperchase Cards (350 sq.m), Orange Phones (320 sq.m) and Waitrose (combining two formerly vacant units into one store of 490 sq.m).
- 2.22 Tables 2.2 and 2.3 indicate that, since April 2010, the proportion of vacant units in Shrewsbury Town Centre has decreased by 1.9% and the proportion of retail floorspace which is vacant has also slightly decreased by 0.2%. The reduction in vacancy rates is considered to be encouraging, particularly given the current difficult wider national economic conditions, which are impacting on the performance of many town centres through the country.

Retailer Representation

- 2.23 The presence of national multiple retailers (defined as being part of a network of nine or more retailers) can greatly enhance the appeal of a centre to local consumers and investors. Other retailers in a centre will also benefit from the greater pedestrian movements generated by the presence of national multiples. However, multiples can also threaten the role of independent traders and undermine diversity and local identity. A balance between multiples and independents is therefore desirable.
- 2.24 National multiple retailers located in the town include Argos, Boots, Currys, Marks & Spencer, Rackhams, TK Maxx, Topman and WH Smith, amongst others. The character and appeal of the town is enhanced by the relatively high number of quality independent retailers, which enable Shrewsbury to provide a distinct and complementary offer. Whilst the TJ Hughes and JJB Sports units have closed, since April 2010 there have been several new national retailers locating in Shrewsbury, including Poundland, Waitrose, Wallis and Ethel Austin.

Retailer Requirements

- 2.25 In line with almost every other retail centre throughout the country, the number of retailers seeking to locate in Shrewsbury has declined in recent years, from a peak of 81 in April 2006, to 58 in October 2007, and then to 36 in January 2010.



2.26 The most up to date data from Focus (November 2011) identifies that there are currently 21 retailers seeking representation in Shrewsbury. Whilst this represents a further reduction in number, the recorded figure should be treated with a degree of caution as businesses can put forward requirements whilst actually having little or no pressing desire to locate in a town. The Focus list also includes retailers who are already present in the town but who are seeking alternative premises. A single retailer may also express more than one requirement in a town centre for different sizes of outlets. Notwithstanding these limitations, the database does serve as a useful broad indicator of the level of demand for representation.

Table 2.4: Retailer Requirements in Shrewsbury at November 2011

Sector	No. of Outlets	Operators	Total Size (sq.m)
Convenience	0	-	-
Comparison	13	Joules Clothing BrightHouse Bargain BookTime Cotton Traders Savers Health & Beauty Hatton Goldsmiths JoJo Maman Bebe Maternity Lush Rohan Designs Steamer Trading Cook Shop Jewel Nation Infinites Mens Wear Jigsaw	111 – 232 209 – 325 139 – 279 139 – 186 163 – 232 10 – 30 74 – 93 60 – 139 93 – 139 111 – 372 93 – 139 186 – 279 74 – 139
Retail Service	1	Johnsons Cleaners	93 – 139
Leisure Services	7	Simply Eat Chop & Wok Millies Cookies Frankie & Benny's Chiquito Tragus Boston Tea Party Café	56 – 93 70 – 139 28 – 46 344 – 465 344 – 465 279 – 418 111 – 232
Financial & Business Services	0	-	-
Total	21		2,787 – 4,581

Source: Focus Report, November 2011

2.27 The 21 retailers recorded as actively seeking representation collectively require up to 4,581 sq.m of retail/leisure floorspace. Comparison traders account for the highest number of requirements in outlet terms (13) and are seeking the highest amount of floorspace (2,584 sq.m). The retailer requirements in Shrewsbury Town Centre have declined steadily, with the previous Retail Study identifying that, in April 2010, there was a total of 35 retailers seeking representation in Shrewsbury, equating to a collective requirement for up to 28,925 sq.m of floorspace.



Shopping Rents

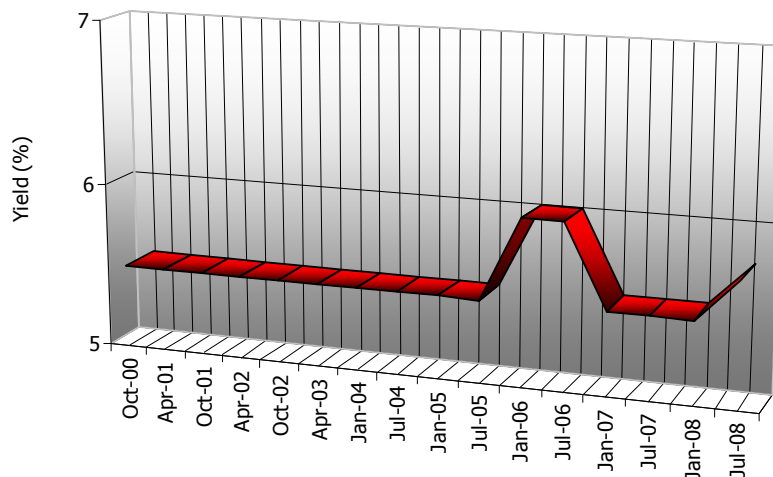
- 2.28 According to Colliers CRE data, as presented in the Focus Report on Shrewsbury, Zone A rents in Shrewsbury Town Centre averaged around £1,238 per sq.m in June 2009, a decline from the peak of £1,507 per sq.m in June 2006/2007 and £1,400 per sq.m in June 2008. The decline in Zone A rental values reflects the current market conditions and national trends. We are not aware of any more recent, reliable data in this regard.

Commercial Yields

- 2.29 A 'yield' represents the relationship between the rental income which a property is likely to command and its capital value, expressed as a percentage. Town centre yields broadly represent the market's assessment of the risk attached to investing in a particular centre; as a rule of thumb, the higher the yield, the greater the risk involved in investment. Yields provide a simple 'benchmark' which the property market uses to assess the comparative attractiveness of different shopping centres. Many considerations determine the yield an investor will consider attractive for a particular property, including: the physical condition of the building; the potential for rental growth; the certainty of income; the lease arrangement; and the range of uses to which the building can be put.
- 2.30 According to Valuation Office Agency data, over the past decade the typical yield of commercial properties in Shrewsbury has been largely consistent at around 5.5% to 6.0%. In October 2000, commercial yields were at 5.5% and remained at this level until July 2005. At January 2006, commercial yields increased slightly to 6.0%. However, they had fallen back down to 5.5% in January 2007. Between January 2008 and July 2008, commercial yields rose slightly to 5.75%, which may point to a slight decrease in investor confidence in Shrewsbury Town Centre. However, over time, the level of yield has remained relatively consistent and restrained, suggesting that Shrewsbury is considered a good long-term investment prospect. Figure 2.1 below summarises the rental yield performance to July 2008, the most recent date for which we have been able to source data.



Figure 2.1: Rental Yields in Shrewsbury



Oct-00	Apr-01	Oct-01	Apr-02	Oct-02	Apr-03	Jan-04	Jul-04	Jan-05	Jul-05	Jan-06	Jul-06	Jan-07	Jul-07	Jan-08	Jul-08
5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	6	6	5.5	5.5	5.5	5.75

Source: Valuation Office Agency (VOA): Property Market Report (April 2010)

Accessibility

- 2.31 Shrewsbury is situated on the A5. The town links well to the strategic highway network, with both the M54 (junction 7) and the M6 (junction 11) being relatively close. Wrexham is situated around 25 miles to the north (approximately 50 minutes away by car), Telford around 13 miles to the east (approximately 25 minutes away), Ludlow around 23 miles to the south (approximately 45 minutes away), and Welshpool is around 16 miles to the west (approximately 30 minutes away).
- 2.32 A mixture of on-street and off-street car parking is located throughout the centre. There are ten Council operated car parks in Shrewsbury. These vary significantly in size and comprise: Abbey Foregate (342 spaces); Bridge Street (54 spaces); Frankwell Main (720 spaces); Frankwell Quay (12 spaces); Frankwell Riverside (75 spaces); Raven Meadows (856 spaces); St Austin’s (48 spaces); St Julian’s Friars (272 spaces); The Strand (143 spaces); and The Tannery (44 spaces). Car park pricing is typically as follows: up to 1 hour (£1.10); up to 3 hours (£2.50); up to 5 hours (£3.50); up to 6 hours (£6.00); and up to 12 hours (£8.00). Additional public car parking is available at Barker Street, Quarry Swimming Centre and Wyle Cop.
- 2.33 The town also benefits from good accessibility by public transport. There is a covered bus station in Shrewsbury Town Centre at Raven Meadows. Bus services from Shrewsbury are provided to the



nearby centres of Bridgnorth, Ironbridge, Market Drayton, Much Wenlock, Newport, Oswestry, Telford, Wem and Whitchurch, amongst others. There is also a Park and Ride service in operation for Shrewsbury Town Centre which currently has three sites: Oxon Business Park (to the west); Meole Brace Retail Park (to the south); and Harlescott (to the north). The railway station at Castle Foregate which provides regular train services to Birmingham, Cardiff, Carmarthen, Crewe, Holyhead, Manchester, Wrexham and Chester amongst other locations.

2.34 Our site visits to the centre have indicated that pedestrian access throughout the town centre is generally good. Whilst Castle Street can experience lots of traffic, pedestrian crossings are provided to help pedestrians in crossing the road. Butcher Row, Pride Hill, Roushill Bank and The Square are all pedestrianised and provide a safe environment for those on foot. Pavements are generally wide allowing easy pedestrian movement.

Town Centre Environmental Quality

2.35 Shrewsbury is recognised as an attractive town centre. As identified above, the town centre is partly pedestrianised which provides a safe and attractive environment for shoppers. Where the centre meets busy roads, at Castle Street for example, pedestrian crossings aid movement by foot.

2.36 At the time of the site visit in October 2011, there was a high level of footfall in the centre. The built environment is well maintained, but there are few open spaces within the centre which is largely characterised by its tight urban grain. The street scene comprises a mix of old and new buildings and street furniture in this area includes benches, bins, street lighting and trees. Many of the shops in the town centre are national multiples; however, there are also a number of independent shops present in the smaller retail units. The Parade contains a number of boutique shops and provides a different offer to the rest of the centre. Public toilets are located in a number of places including Hills Lane, St Alkmund's Place, the Darwin Shopping Centre and the Pride Hill Centre. At the time of the survey the streets were generally clean, tidy and free from litter.

Summary of the Performance of Shrewsbury Town Centre

2.37 Shrewsbury is an important strategic centre which meets the day to day needs of the local population and the wider rural area. The retail offer in the town centre is underpinned by its comparison goods provision, being anchored by Marks & Spencer and Rackhams, and complemented by a mix of independent retailers and other high street comparison stores. The proportion of convenience retail provision is below the national average, though the development of the Waitrose store on Pride Hill



has helped to provide additional choice within the centre for shoppers. The 'big four' foodstore operators are all represented in out-of-centre locations.

2.38 The Tudor architecture of many of the buildings creates a very attractive shopping environment and is in stark contrast to many 'typical' town centres. The town centre contains a good balance between national multiples and independent retailers. However, although there remain a significant number of outstanding retailer requirements for the town, evidence from FOCUS suggests that the number of retailers seeking representation has decreased over recent years.

2.39 Whilst Shrewsbury is generally performing well as a strategic town centre providing for most of the shopping, cultural and social needs of the authority area population and beyond, there are some areas in need of improvement. Shrewsbury's retail ranking has fallen in recent years, which may be a consequence of other towns delivering significant retail development. There is an under-provision of both convenience goods retailers and service sector (retail service, leisure service and financial & business service) operators in the town centre when compared to the national average. However, there is a strong provision of comparison goods operators, with Shrewsbury accommodating a number of anchor stores, including Marks & Spencer and Rackhams (House of Fraser). Whilst the percentage of vacant units and floorspace is slightly above the national average, there has been a decline (somewhat contrary to prevailing national trends) in vacancies in the centre since April 2010, despite the closure of JJB Sports and TJ Hughes. These general trends are encouraging and suggest that Shrewsbury Town Centre remains attractive and, at present, relatively resilient in terms of the difficult trading conditions apparent following the downturn in the UK economy. However, the emerging proposals for the New Riverside development will be of great importance in providing modern, bespoke retail units which will act to underpin the town centre's offer and further assist in ensuring the centre's ongoing vitality and viability in future years.

2.40 We set out below a SWOT analysis to provide a summary of Shrewsbury Town Centre's strengths, weaknesses, opportunities and threats.



Table 2.5: SWOT Analysis of Shrewsbury Town Centre

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Anchored by the Marks & Spencer and Rackhams stores. ▪ Strong comparison goods offer. ▪ Adequate retail service sector. ▪ A rise in Zone A rents. ▪ Good accessibility. ▪ Excellent environmental quality. ▪ Local market. ▪ Large premises. ▪ Good mix of Independent/specialist traders & national multiples. ▪ Good evening economy. ▪ Recent investment in the centre from Waitrose. ▪ Reduction in vacancy rates from April 2010. 	<ul style="list-style-type: none"> ▪ Weak convenience goods offer within town centre. ▪ Fairly weak leisure service offer. ▪ Weak financial and business services sector. ▪ Decline in rank in the sub-regional shopping hierarchy. ▪ Steady decline in retailer requirements. ▪ Comparatively high proportion of vacancies, with the closure since April 2010 of TJ Hughes and JJB Stores. ▪ Increasing commercial yields.
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Attract a commercial leisure operator to help improve the leisure offer. ▪ Greater promotion of the centre. ▪ Availability of town centre retail sites. ▪ Opportunities to utilise riverside locations. ▪ Recent improvements to the town centre cultural offer (i.e. Theatre Severn) could assist in supporting other businesses. ▪ Emerging proposals for the New Riverside Shopping development would create significant and attractive new retail and leisure space. 	<ul style="list-style-type: none"> ▪ Improvement at competing centres including Telford. ▪ Continued growth of online shopping. ▪ The current economic recession may lead to increased vacancies in the town centre. ▪ Potential over dominance of major department stores. ▪ Potential decline of independent traders as a result of the recession.



3.0 Population and Expenditure

3.01 This section of the report assesses the current population and expenditure generated (both convenience and comparison goods) within the defined Study Area.

Study Area Population

3.02 Experian Micromarketer G3 data has been utilised to determine the population within each postal code sector zone (2011 estimate). The baseline population has then been projected forward using Experian's population projections, which are derived from mid-year ONS population estimates for each survey zone, revised by Experian to take into account anticipated future housing growth.

3.03 Population figures are provided for each of the six survey zones. For the purpose of this Update, population and expenditure has been calculated at five-year intervals to 2026 (i.e. at 2011, 2016, 2021 and 2026).

3.04 On this basis, the identified Study Area is estimated to contain a resident population of approximately 177,339 people in 2011, rising to 180,411 people at 2016, to 184,070 people at 2021, and to 187,765 people at 2026. This represents an increase in population within the Study Area of 10,426 people (equating to a 5.9% rise) between 2011 and 2026.

3.05 In this regard, it should be noted that the estimated level of population growth is somewhat more circumspect than that previously identified by the 2010 Study. The difference derives, at least in part, from WYG now sourcing its data from Experian rather than from Mapinfo as it previously did. The Experian data is considered to appropriately correlate with the adopted Core Strategy housing requirement, but represents a 'cautious yet realistic' estimation of population growth.

3.06 Table 3.1 provides a detailed breakdown of the forecast population change within each survey zone in the period through to 2026.



Table 3.1: Population by Survey Zone (2011 to 2026)

Zone	2011	2016	2021	2026
1. Shrewsbury North	38,722	39,877	40,942	42,073
2. Shrewsbury East	22,229	22,571	22,832	23,089
3. Shrewsbury South	23,125	23,256	23,502	23,844
4. Shrewsbury West	24,112	24,592	25,198	25,682
5. Shrewsbury Central West	36,382	36,788	37,497	38,234
6. Shrewsbury Central East	32,769	33,327	34,099	34,843
Total	177,339	180,411	184,070	187,765

Source: Experian Micromarketer G3 data (2011)

Retail Expenditure

- 3.07 In order to calculate convenience and comparison expenditure per person, WYG has again utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes into account the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG (and other consultants) in retail studies of this type.
- 3.08 The base year for the Experian expenditure data is 2010. Per capita growth forecasts have been derived from Figure 1a of Experian Retail Planner Briefing Note 9, which was published in September 2011. For the purposes of this study, the following annual growth forecasts have been applied.

Table 3.2: Experian Per Capita Expenditure Growth Forecasts

Year	Convenience	Comparison
2011	-0.3%	+0.5%
2012	-0.4%	+1.6%
2013	+0.5%	+2.1%
2014 to 18	+0.5% per annum	+3.0% per annum
2019 to 26	+0.6% per annum	+3.0% per annum

Source: Experian Retail Planner Briefing Note 9 (September 2011)

- 3.09 The latest growth forecasts suggest that the current downturn in the economy will continue to impact upon future expenditure, at least in the short term. The Experian expenditure growth forecasts are particularly circumspect for convenience goods, with negative growth anticipated in 2011 and 2012, before modest growth of 0.5% per annum is forecast between 2013 and 2018, and then 0.6% per annum between 2019 and 2028. Over the medium to long term it is expected that the forecast levels of growth will increase as the economy recovers to levels broadly commensurate with those identified



prior to the recession. However, WYG considers that the growth in expenditure forecast in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time.

3.10 Experian Retail Planner Briefing Note 9 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. In this regard, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). Accordingly, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations. Appendix 3 of Experian Retail Planner Briefing Note 9 states that:

'Since the non-store retailing figures include supermarkets and other retailers that source internet goods sales from store space, the share of non-store retailing is over-stated from the point of view of those interested in physical retail outlets, particularly for convenience goods.'

3.11 Due to this 'over-statement', in making an allowance for expenditure committed via special forms for trading, we adopt Experian's adjusted figure (provided at Appendix 3 of the Briefing Note) which accounts for internet sales which are sourced from stores (set out below at Table 3.3). The proportion of expenditure committed through special forms of trading cited below is 'stripped out' of the expenditure identified as potentially being available to the Study Area.

Table 3.3: Special Forms of Trading Forecasts

Year	Convenience	Comparison
2011	4.2%	10.0%
2016	5.9%	12.7%
2021	6.3%	12.4%
2026	6.8%	12.1%

Source: Experian Retail Planner Briefing Note 9 (September 2011)

3.12 Using the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone under each population growth scenario at 2011, 2016, 2021 and 2026. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.



Convenience Goods Expenditure

3.13 It is estimated that, in 2011, the resident population of the Study Area generates some £357.55m of convenience goods expenditure². This is forecast to increase to £396.46m by 2026, which represents an increase of £38.91m (or 10.9%) between 2010 and 2026.

Main Food and 'Top-Up' Shopping

3.14 For the purposes of this study, the proportion of convenience goods expenditure directed to respondents' main food shopping destination has been derived directly from a specific question in the Household Survey and has been applied on a zone by zone basis. The survey indicates that across the Study Area approximately 85.6% of expenditure is directed to the main food shopping destination (bulk food shop) and approximately 14.4% is directed to 'top up' shopping destinations (i.e. regular purchases, such as milk, bread, and so on).

3.15 By applying these expenditure estimates to the identified resident population of the Study Area, convenience goods expenditure on main food shopping is approximately £305.91m and 'top up' expenditure is approximately £51.64m at 2011.

Comparison Goods Expenditure

3.16 In 2011, the resident population within the Study Area is identified as generating £530.61m of comparison goods expenditure. Given the forecast growth in population and expenditure, this is expected to increase to £835.69m by 2026. This represents an increase of £305.08m (or 57%) between 2011 and 2026. Whilst this is clearly a very significant increase, the overall forecast comparison goods expenditure growth is somewhat below the level anticipated by the 2010 Study as a result of the more circumspect per capita expenditure growth forecasts, the application of amended forecasts in respect of special forms of trading, and the more modest growth in catchment population anticipated by Experian.

3.17 For the purposes of this study, comparison goods expenditure has been divided into nine sub-categories: 'Furniture', 'DIY', 'Electrical' and 'Garden Centre' (collectively referred to as bulky goods), and 'Clothing & Footwear', 'Books, CDs, DVDs, etc', 'Household Goods', 'Toys, Bicycles and Other Recreational Goods' and 'Chemist Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zone by zone basis.

² Expressed in 2010 prices, as is every subsequent monetary reference.



However, across the Study Area, the expenditure directed to each sub-category by residents within the Study Area is as follows.

Bulky Goods

- 'Furniture' – 9.1%
- 'DIY' – 6.2%
- 'Electrical' – 13.4%
- 'Garden' – 2.4%
- Sub-Total – 31.1%**

Non-Bulky Goods

- 'Clothing & Footwear' – 27.6%
- 'Books, CDs, DVDs, etc.' – 7.8%
- 'Household Goods' – 6.5%
- 'Toys, Bicycles and Other Recreation Goods' – 14.0%
- 'Chemist Goods' – 12.9
- Sub-Total – 68.9%**

Shrewsbury's Market Share

- 3.18 Having calculated the likely levels of expenditure which are generated by the resident population within the defined Study Area, it is necessary to identify what proportion of this expenditure is currently attracted to retail facilities within Zone 5 and Zone 6 which constitute Shrewsbury's primary catchment area (PCA). It should be noted that, whilst the identified market share of expenditure claimed by Shrewsbury's facilities in each zone remains identical to that reported by the 2010 Study, this 2011 Update provides a revised estimate of the population of each zone at 2011 and, as a result, the composition of the total Study Area population is therefore the subject of some modification. Accordingly, the overall market share achieved across the Study Area will differ slightly from that reported in the 2010 Retail Study.
- 3.19 This Update again draws upon the 1,000 household telephone interviews undertaken within the defined Study Area in April 2010. By analysing the results from the survey, it is possible to estimate the levels of expenditure which are directed towards Shrewsbury's shopping facilities.
- 3.20 The market shares for the various expenditure categories are highlighted below in Tables 3.4 and 3.5, with commentary following thereafter.



Table 3.4: Shrewsbury's Current Market Share – Convenience (2011)

Zone	Market Share (%)		
	Main Convenience	'Top-Up' Convenience	Total^
1. Shrewsbury North	26.5	7.1	23.4
2. Shrewsbury East	37.6	18.8	35.1
3. Shrewsbury South	55.3	27.0	50.8
4. Shrewsbury West	66.7	42.3	63.5
5. Shrewsbury Central West	95.6	96.5	95.8
6. Shrewsbury Central East	96.2	97.5	96.3
TOTAL	63.9	49.0	61.8

Source: Derived from Expenditure Tables Provided at Appendix 4

^ Based on cumulative market share of main and 'top-up' food shopping

Based on market share of expenditure

Table 3.5: Shrewsbury's Current Market Share – Comparison (2011)

Zone	Market Share (%)									
	Clothing & Footwear	Books, CDs, etc.	Household Goods	Toys, etc.	Chemist	Electrical	Furniture	DIY	Garden Centre	Total
1. Shrewsbury North	51.4	32.3	52.5	39.2	25.7	32.1	45.3	39.2	14.9	40.1
2. Shrewsbury East	40.6	33.0	48.4	51.9	40.5	37.3	46.2	46.4	28.6	42.2
3. Shrewsbury South	61.3	55.3	68.8	75.0	48.8	53.1	61.5	69.1	31.1	60.3
4. Shrewsbury West	75.2	55.6	72.2	74.7	65.2	70.0	71.2	74.8	39.2	70.0
5. Shrewsbury Central West	85.9	71.7	85.4	87.3	95.1	78.9	85.7	97.9	52.0	85.1
6. Shrewsbury Central East	85.8	71.5	87.4	89.0	96.6	87.6	93.4	98.6	46.9	87.7
TOTAL	67.9	52.9	69.4	68.9	62.7	60.6	67.7	70.3	34.6	64.7

Source: Derived from Expenditure Tables Provided at Appendix 4

Based on market share of expenditure

Convenience Goods Market Share

3.21 Table 3.4 indicates that shopping destinations within the PCA account for an estimated 63.9% of main food shopping expenditure generated by residents of the Study Area. The proportion of main food shopping expenditure which originates from within the PCA and is retained within the PCA is 95.9% (calculated by combining the market shares of Zone 5 and Zone 6). This suggests that, within the PCA, only a very limited number of main shopping trips are directed to locations outside of Shrewsbury.

3.22 In terms of 'top-up' convenience shopping, existing facilities within the PCA attract around 49.0% of all such expenditure generated within the Study Area. The rate of 'top up' expenditure retention is significantly higher within the PCA at 96.9%, suggesting that residents of the more peripheral zones



often choose to use local convenience goods facilities when undertaking 'top up' food shopping. This is to be expected and stops unnecessarily long journeys to purchase a handful of items.

- 3.23 Overall, existing facilities within the PCA attract £195.61m of main food shopping expenditure and £25.32m of 'top-up' convenience expenditure generated in the Study Area in 2011. Accordingly, facilities within the PCA attract a total of £220.93m of convenience goods expenditure generated from within the Study Area (a 61.8% market share).

Comparison Goods Market Share

- 3.24 Within the bulky goods sector, facilities within the PCA are identified as attracting 34.6% of 'Garden Centre Goods' expenditure originating from within the Study Area, increasing to 60.6% of 'Electrical Goods' expenditure, 67.7% of 'Furniture Goods' expenditure and 70.3% of 'DIY Goods' expenditure. In combining the market shares of the above goods types, the bulky goods sector as a whole within the PCA attracts 62.6% (or £103.32m) of such expenditure originating from within the Study Area. The PCA attracts a significantly higher share of bulky goods expenditure which originates from within the PCA, with zones 5 and 6 attracting a combined market share of 85.3% (or £53.10m) of such expenditure. The high market share of expenditure originating from within the PCA reflects the relative strength of bulky goods provision within Shrewsbury and the fact that there are few alternative facilities outside, but in close proximity, to the town.

- 3.25 Within the non-bulky sector, facilities within the PCA are identified as attracting 52.9% of 'Books, CDs, etc' originating from within the Study Area, increasing to 62.7% of 'Chemist' goods, 67.9% of 'Clothing & Footwear', 68.9% of 'Toys' and 69.4% of 'Household Goods'. In combining the market shares of the above goods types, the non-bulky sector as a whole within the PCA attracts 65.6% (or £239.75m) of such expenditure originating from within the Study Area. This is slightly higher than the market share for bulky goods (62.6%) and represents a relatively strong performance. In terms of expenditure originating from within PCA zones 5 and 6, the combined market share for non-bulky goods increases to 86.7% (equating to £119.69m).

- 3.26 Collectively (bulky and non-bulky comparison goods), existing facilities within the PCA attract 64.7% of all comparison goods expenditure which originates within the Study Area. This increases to a combined market share of 86.3% of all comparison goods expenditure originating from the PCA being spent within the PCA.



3.27 When including both convenience and comparison goods expenditure, the overall market share claimed by retail facilities in the PCA is 63.5% of all retail expenditure generated in the Study Area. This equates to £563.99m of expenditure, comprising £220.93m of convenience goods expenditure and £343.06m of comparison goods expenditure.

Forecast Growth in Expenditure Attracted to Study Area

3.28 With forecast growth in convenience goods expenditure predicted to increase at an average of 0.31% per annum over the whole of the 15 year period modelled from 2011 to 2026 (after allowing for increases in expenditure committed via special forms of trading), and with the Study Area population expected to grow from around 177,339 to 187,765 people over the same period, it is estimated that the Study Area will experience an increase in convenience goods expenditure of approximately £38.91m by 2026. Assuming a constant PCA market share of 61.8%, this equates to an increase in PCA expenditure originating from within the Study Area of approximately £24.04m by 2026.

3.29 The significant predicted increase in expenditure on comparison goods (an average 2.68% per annum increase in the period 2011 to 2026, again allowing for increases in expenditure made through special forms of trading) results in a further £305.08m of comparison goods expenditure being generated within the Study Area by 2026. Assuming a constant PCA market share of 64.7%, existing facilities within the PCA will capture around a further £197.24m of comparison goods expenditure by 2026.

3.30 This analysis is based on 'rolling forward' the current market share within the Study Area for each category of goods. This approach of rolling forward existing market shares is in line with standard practice and does not take into account the desirability or need to 'claw back' leakage between expenditure directed to centres elsewhere which might be achieved through improvements in retail provision. However, in this regard it should be noted that the current market share of the PCA is considered healthy.

3.31 In order for the Study Area to capture the significant growth in retail expenditure which is forecast (particularly for comparison goods), it is likely that there will be a need to enhance future retail provision, thereby ensuring that this growth is not lost to competing centres and that Shrewsbury's future market share does not decline.



3.32 If an excess of comparison or convenience goods expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. It is also necessary to take account of:

- Existing development proposals;
- Expected changes in shopping patterns;
- The current capacity and efficiency of retail floorspace within the established centres;
- Future changes in business productivity and current development commitments; and
- Potential changes in forecast expenditure growth in the future.



4.0 Retail Capacity and the Role of Shrewsbury Town Centre

4.01 Quantitative modelling for the capacity assessment has been undertaken for both convenience and comparison goods shopping. This approach is advocated by PPS4, which states at policy EC1.4 that:

'...when assessing quantitative need, have regard to relevant market information and economic data, including a realistic assessment of:

- i. existing and forecast population levels**
- ii. forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and for main leisure sectors and**
- iii. forecast improvements in retail sales density.'**

4.02 WYG has examined the need for new convenience and comparison goods floorspace over five year reporting periods to 2026. At the outset, it is important to note that any assessment in the long-term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified need or capacity identified beyond 2016 cannot be viewed as justification for new retail floorspace outside of centres, as this could prejudice the implementation of emerging town centre redevelopment strategies and the development of more central sites which may be currently be available or which could become available over time.

4.03 Tables providing full details of inputs and the step-by-step application of the methodology set out below are provided at Appendix 4.

Capacity Formula

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



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

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

Turnover (£m) – The turnover figure relates to the annual turnover generated by existing retail facilities with the Study Area. The turnover of existing facilities is calculated using Mintel Retail Rankings and Verdict UK Grocery Retailers reports – independent analysis which lists the sales density for all major multiple retailers.

Surplus / Deficit (£m) – This represents the difference between the expenditure and turnover figures outlined above. Clearly, a surplus figure will represent an under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace is required), whereas a deficit would suggest an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).

4.05 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary depending on the type of retailer proposed and the type of goods traded. For example, electrical retailers such as Currys (which is considered a bulky goods retailer) have a higher sales density than other bulky goods retailers such as Carpetright, and clothing and footwear (non-bulky goods) operators generally have a higher sales density than bulky goods retailers.

Capacity for Future Convenience Goods Floorspace

4.06 In order to ascertain the likely need for additional convenience goods floorspace within Shrewsbury, it is first necessary to consider the current provision.

4.07 As was the case at the time of the 2003, 2006 and 2010 studies, the supply of convenience goods facilities within Shrewsbury Town Centre is extremely limited, comprising a small number of stores which cater primarily for 'top up' rather than main shopping trips. At the time of the Household Survey, the principal convenience goods facilities used for main food shopping purposes in Shrewsbury



Town Centre were Marks & Spencer, the Somerfield store at Riverside Shopping Centre and the indoor market. It should be noted that the Somerfield now trades as a Co-op and that a new Waitrose store has opened at Pride Hill. Outside of the centre at Abbey Foregate, the unit which was occupied by Netto at the time of the Household Survey is now due to be occupied by Asda. We provide further consideration of these changes later in this section.

- 4.08 Notwithstanding the amendments to the centre's convenience goods offer over the past 12 months or so, Shrewsbury is still relatively underprovided for in terms of its main food shopping provision. Opportunities for further such provision are limited given the historic environment and the related lack of large redevelopment opportunities within the town centre and, as a result, there is a relative undersupply of centrally located supermarkets catering for the population's main food shopping needs. Accordingly, the major main food shopping attractions, including Asda, Morrisons, Sainsbury's and Tesco, are all located in out-of-centre locations. Therefore, whilst Shrewsbury Town Centre itself remains lacking in convenience goods facilities, it is evident that there is a comprehensive provision of major foodstores within the immediate area which appropriately meet the weekly 'main shopping' needs of local residents.
- 4.09 In terms of the performance of stores within the PCA, it would appear from the Household Survey that three stores in particular attract a significant proportion of available convenience goods expenditure. These comprise the Sainsbury's store at Meole Brace Retail Park (which our updated quantitative assessment indicates attracts £57.63m of convenience goods expenditure originating from within the Study Area), followed by the Morrisons at Whitchurch Street (£48.49m), and then by the Tesco Extra at Battlefield Road (£40.73m). Significant expenditure originating from within the catchment is also directed within the PCA to the Asda at Old Potts Way (£28.02m) and outside of the PCA (but within Zone 1 of the Study Area) to the Morrisons store at Maer Lane, Market Drayton (£22.79m).
- 4.10 In terms of stores outside of the Study Area, the most significant provision is provided by the Morrisons at Spring Hill, Wellington (attracting £11.40m of convenience goods expenditure originating from within the Study Area) and the Tesco at White Lion Meadow, Whitchurch (£10.05m).
- 4.11 Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Therefore, for the purposes of the assessment which follows, where the net convenience goods sales area of a store is not known it



has been estimated by WYG having regard to the operator's business model, the characteristics of the individual store and our professional judgement.

- 4.12 As this assessment is based upon a 'goods based' approach which disaggregates expenditure by category type, it is also important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, the typical ratio between convenience/comparison goods provision for each operator³ has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.
- 4.13 When 'benchmark' company turnover to floorspace ratios are applied to the net floorspace figures for existing retail facilities within the PCA, an estimate of each store's current convenience goods turnover is provided. The trading performance of existing facilities is based on a comparison of the survey derived turnover (based on the findings of the Household Survey) with the expected 'benchmark' turnover (based on nationally published trading information from Mintel and Verdict) of existing provision. The 'benchmark' turnover differs for each operator based on its average turnover per square metre through the country.
- 4.14 For each store, an estimate of the percentage of total turnover which is derived from expenditure generated within the Study Area has been identified, having regard to the characteristics of the individual store, the store's location and our professional experience. The estimate for each store is provided at Table 26 of Appendix 4. On each occasion the turnover from expenditure generated within the Study Area has been estimated to be not less than 90% of the store's total benchmark turnover. Through making this reduction to benchmark turnover, no further additional adjustment for expenditure inflow from outside the Study Area is required. This process is illustrated by Table 8.1 on the following page.

³ Derived from 'UK Food & Grocery Retailers 2011', Verdict, September 2011.



Table 8.1: Trading Performance of Current Foodstores in Primary Catchment Area

Store	Net F'space (sq.m)	Net Convenience F'space (sq.m)	Turnover per sq.m (£)	Benchmark Turnover (£m)	Estimated Benchmark Turnover from Study Area (£m)	Survey Estimate (£m)
<u>Zone 5. Shrewsbury Central West</u>						
Asda, Old Potts Way	2,582	1,523	13,470	20.52	18.47	28.02
Co-op Food, Bank Farm Road, Radbrook Green	743	639	8,264	5.28	5.02	2.61
Co-op Food, Bicton Heath Shopping Centre	929	799	8,264	6.60	6.27	2.38
Co-op Food, Mytton Oak Road, Copthorne	497	427	8,264	3.53	3.36	1.66
Local Shops, Shrewsbury	2,436	2,314	3,500	8.10	7.69	4.67
Market, Shrewsbury	279	140	3,000	0.42	0.40	2.02
Marks & Spencer, Castle Street	1,082	1,028	10,536	10.83	9.75	4.81
Sainsbury's Local, Whitecroft Road	407	301	11,520	3.47	3.30	6.49
Sainsbury's, Meole Brace Retail Park	5,214	3,858	11,520	44.45	40.00	57.63
Co-op (previously Somerfield), Riverside Shopping Centre	776	667	8,264	5.51	5.24	1.35
Spar, New Park Street	132	125	7,319	0.92	0.87	0.08
<u>Zone 6. Shrewsbury Central East</u>						
Aldi, Arlington Way	808	558	4,670	2.60	2.47	4.33
Co-op Food, Mount Pleasant Road, Heath Farm	107	92	8,264	0.76	0.72	0.28
Co-op Food, Sutton Farm Shopping Centre	397	341	8,264	2.82	2.68	2.36
Iceland, Lancaster Retail Park	475	466	6,167	2.87	2.73	1.68
Lidl, Harlescott Lane, Shrewsbury	1,033	816	3,485	2.84	2.70	1.35
Asda, Abbey Foregate, Shrewsbury	990	584	13,470	7.87	7.47	2.11
Spar, Conway Drive Telford Estate	267	254	7,319	1.86	1.76	0.14
Tesco Express, Ditherington Road	169	112	11,942	1.33	1.27	7.72
Tesco Extra, Battlefield Road	4,771	3,149	11,942	37.60	33.84	40.73
Morrisons, Whitchurch Street	3,099	2,448	12,035	29.46	26.52	48.49
Total	27,193	20,642	-	199.66	182.53	220.93

¹ Gross Floorspace and Net Floorspace derived from 2010 Retail Study, unless we are aware of any amendment

² Net convenience sales area updated in accordance with most recent company average ratio provided by Verdict UK Food & Grocery Retailers 2011

³ Sales densities derived from Verdict (2011) or Mintel Retail Rankings (2011) for national multiples and WYG assessment for local shops

⁴ Survey derived turnover derived from Shrewsbury Household Survey (2010)

⁵ For the purposes of this benchmarking exercise, it has been assumed that the former Netto store at Abbey Foregate will trade as an Asda store

At 2010 prices



- 4.15 Whilst survey results are commonly accepted means to identify existing shopping patterns, their findings should be treated with a 'note of caution' as they tend to have a bias towards larger stores and understate the role of smaller stores and independent retailers.
- 4.16 Given that the application of stores' benchmark turnover suggests an 'expected' total turnover originating from within the Study Area of £182.53m, and that the existing convenience goods floorspace is identified to turn over £220.93m, there would appear to be an effective undersupply of convenience goods floorspace within the Study Area. Indeed, accepting the above caveat, our analysis of the performance of existing provision within the Study Area suggests that the out-of-centre Morrisons store at Whitchurch Street, Asda store at Old Potts Way and the Sainsbury's store at Meole Brace are overtrading by 82.9%, 51.8% and 44.1% respectively. It should be noted that although the level of overtrading is high, such trading performances are not uncommon and will occur at numerous stores operated by the 'big four' supermarket retailers.
- 4.17 Although the survey results suggest that elsewhere some smaller stores are trading below expected levels, overall existing facilities are identified to be trading some £38.40m above expected levels at 2011. Due to forecast expenditure and population growth, this surplus is estimated to grow to £42.00m at 2016, £49.46m at 2021 and £58.23m at 2026.
- 4.18 Table 8.2 below sets out the convenience goods surplus available to Shrewsbury, before Table 8.3 provides an indication as to the quantum of floorspace which could be supported by the estimated surplus.

Table 8.2: Estimated Capacity for Convenience Goods Facilities in Shrewsbury

Year	Turnover - £m ¹	Available Expenditure - £m ²	Surplus Expenditure - £m ²
2011	182.53	220.93	38.40
2016	182.32	224.32	42.00
2021	184.88	234.34	49.46
2026	186.74	244.97	58.23

¹ Allows for increases in turnover efficiency as set out in Experian Retail Planner Briefing Note 9 (September 2011)

² Assumes constant market share within the Study Area
At 2010 prices

- 4.19 WYG is aware of a single significant convenience goods commitment subsequent to the publication of the previous Retail Study, this being planning permission reference 11/01614/FUL, which provides for the demolition of the Six Bells public house at Ditherington Road, Shrewsbury. The submitted



application forms suggest that the net sales area created by the development would be 280 sq.m, which we have adopted for the purposes of this study.

- 4.20 We are not aware of any operator being named in relation to this developments and have therefore assume that a modern convenience retailer operating from the unit proposed may trade at a sales density in the order of £5,000 per sq.m. This permission, if implemented, would therefore account for around £1.40m of the identified convenience goods need.
- 4.21 Whilst it is now operational, the Waitrose store at Pride Hill was not trading at the time of the Household Survey and we therefore consider it as a claim on expenditure in much the same way we would a commitment. We have estimated the turnover of the Waitrose with reference to the company average convenience goods sales density and the company average proportion of floorspace dedicated in each store to convenience goods sales. Table 8.3 indicates that both of these developments account for a combined £4.29m.

Table 8.3: Convenience Goods Commitments in Shrewsbury

Development/Location	Net Floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Turnover (£m)
Waitrose, Pride Hill ¹	259	11,113	2.89
Six Bells Public House, Ditherington Road	280	5,000	1.40
Total	539		4.29

¹ It has been assumed that 60% of the Waitrose’s estimated gross floorspace of 490 sq.m will be dedicated to net sales and that 88% of net sales (in line with company average identified by Verdict UK Food & Grocery Retailers 2011 report) will be dedicated to convenience goods

- 4.22 After accounting for the above floorspace, Table 8.4 indicates that there is still a significant identified quantitative need for additional food retail provision in the short to medium term – equating to a requirement for between 2,840 sq.m and 6,824 sq.m of additional net comparison at 2011, rising to between 4,381 sq.m and 10,528 sq.m at 2026 (depending on end operator and format). We reiterate that the long-term need estimate should be viewed with some caution given the uncertainties which exist in forecasting expenditure and population over time. Furthermore, it should also be noted that any substantial improvement in the convenience goods floorspace in the vicinity of Shrewsbury is likely to have an effect on shopping patterns within the Study Area and on future capacity.
- 4.23 In considering the expenditure which exists to support new facilities, it is also important to note that the Council has resolved to approve a significant extension to the existing Sainsbury’s Meole Brace



store (planning application reference 11/04363/FUL) and that a further application (reference 11/03609/FUL), which seeks permission to extend the existing Tesco Battlefield Road store, is currently under consideration.

- 4.24 The Sainsbury's proposal provides for an additional sales area of 1,687 sq.m, of which 955 sq.m would be dedicated to the sale of convenience goods. Accordingly, given that our reading of the Verdict UK Food & Grocery Retailers 2011 report identifies that Sainsbury's has an average convenience goods sales density at 2011 of £11,520 per sq.m, we estimate that the additional sales area based on this company average would be £11.00m.
- 4.25 The Tesco application seeks planning permission for an additional sales area of 1,393 sq.m, of which 733 sq.m would be dedicated to the sale of convenience goods. In this instance, our reading of Verdict UK Food & Grocery Retailers 2011 indicates that Tesco has an average convenience goods sales density at 2011 of £11,942 per sq.m. Accordingly, we estimate that the additional convenience goods floorspace associated with this proposal could turn over in the order of £8.75m.
- 4.26 Whilst we do not seek to prejudge the outcome of any application currently under consideration by the Council, it evident that additional development which is currently proposed would extinguish a very substantial proportion of the short term convenience goods quantitative need which has been identified.

Table 8.4: Quantitative Need for Additional Convenience Goods Floorspace in Shrewsbury

Year	Convenience Goods				
	£m			Floorspace Requirement (Net)	
	Surplus	Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	38.40	4.28	34.12	2,840	6,824
2016	42.00	4.27	37.73	3,144	7,555
2021	49.46	4.33	45.13	3,708	8,910
2026	58.23	4.37	53.86	4,381	10,528

¹ Average sales density assumed to be £12,016 per sq.m at 2011 (based on the average sales density of the leading four supermarkets as identified by Verdict 2011)

² Average sales density assumed to be £5,000 per sq.m at 2011
At 2010 prices

- 4.27 It should also be noted that account has already been taken in the quantitative assessment for the rebranding of the former Netto store at Abbey Foregate as an Asda. It is anticipated that the store



will recommence trading as an Asda shortly and we have estimated the store's benchmark turnover on this basis in assessing the claim on expenditure made by existing retail destinations.

Capacity for Future Comparison Goods Floorspace

- 4.28 As highlighted in Section 5 of this report, Shrewsbury contains a varied range of comparison goods floorspace, including retail warehousing, high street multiples, independent retailers.. Given the diverse range of retailers trading in the Study Area, it is considerably more difficult to accurately assess a likely 'benchmark' turnover for each facility. Therefore, the most accurate way to estimate the turnover of existing retail facilities is considered to be through the analysis of the market share of each retail destination identified by the Household Survey.
- 4.29 Our analysis of the market share of facilities in Shrewsbury indicates that the current level of trade passing through non-food facilities originating from inside the Study Area is £343.06m. This represents 64.7% of the total comparison goods expenditure generated from within the defined Study Area. Due to aforementioned difficulties in ascertaining accurate floorspace figures and reasonable benchmark turnovers for town centre stores which include a high proportion of independent traders, comparison goods facilities are considered to be trading 'in equilibrium' at the base year of 2011. From our knowledge of the centre, we consider the turnover identified by the Household Survey to be broadly in line with expectations and the assumption of the current trading performance being 'in equilibrium' is considered to be robust.
- 4.30 On this basis, WYG has 'rolled forward' Shrewsbury's current 64.7% market share to examine the likely comparison goods floorspace required to maintain its current role and function and position within the hierarchy.
- 4.31 Accordingly, given the increases in forecast comparison goods expenditure and projected increases in the Study Area population, WYG estimates that between 2011 and 2016, an additional £10.88m originating from the Study Area will be spent on all comparison goods (bulky and non-bulky) within Shrewsbury. This identified surplus is relatively modest due to the limited increases in comparison goods spending and increases in the level of expenditure committed via special forms of trading forecast by Retail Planner Briefing Note 9 over the short term. However, Table 8.5 identifies that the expenditure surplus is then forecast to increase to £49.75m by 2021 and £98.98m by 2026.



Table 8.5: Estimated Capacity for Comparison Goods Facilities in Shrewsbury

Year	Turnover - £m ¹	Available Expenditure - £m ²	Surplus Expenditure
2011	343.06	343.06	0.00
2016	372.86	383.74	10.88
2021	405.65	455.40	49.75
2026	441.33	540.31	98.98

¹ Allows for increases in turnover efficiency as set out in Experian Retail Planner Briefing Note 9 (September 2011)

² Assumes constant market share within the Study Area
At 2007 prices

4.32 Clearly, if no additional comparison goods floorspace was developed within the above design periods, then regardless of improved 'productivity' by existing facilities, the majority of this surplus capacity may be lost to centres elsewhere. In addition, the failure to provide additional floorspace would likely, over time, reduce Shrewsbury's market share and impact upon the vitality and viability of the town centre and its position in the retail hierarchy.

4.33 In this regard, we are aware of a number of extant comparison goods planning permissions, which are detailed below. In addition, planning permission reference 07/01144/FUL, which provided for mezzanine floorspace at Units 1 and 2, Sundorne Retail Park, has been implemented and the premises are now trading as The Range. Given that this floorspace postdates the Household Survey, this development too will act to claim identified expenditure and appropriate account of it therefore has to be made. The extant commitments and recently implemented floorspace together comprise:

- Retail floorspace as part of a mixed-use development at the junction of Barker Street and Claremont Street, providing 271 sq.m of net floorspace⁴.
- The 'Gap Site' in Shrewsbury Town Centre which comprises 5,948 sq.m (net) and occupies the gap between the Pride Hill Centre and the Darwin Centre.
- Mezzanine floorspace, providing an additional 578 sq.m (net) at Unit 4 (Currys), Meole Brace Retail Park.
- The sub-division of a unit and installation of mezzanine floorspace, providing an additional 2,360 sq.m (net) at Unit 8, Meole Brace Retail Park.
- Mezzanine floorspace, providing an additional 454 sq.m (net) at Building 4, Unit 1 Sundorne Retail Park.

⁴ Assumed net sales areas are derived from and are consistent with those applied in the 2010 Shrewsbury Retail Study



- The extension of Dobbies Garden Centre, Hereford Road, Bayston Hill, providing an additional 755 sq.m gross floorspace (for which WYG estimate that the net floorspace will be around 70% of gross).
- Implemented mezzanine floorspace, providing an additional 2,004 sq.m (net) at The Range, Units 1 and 2, Sundorne Retail Park.

Table 8.6: Comparison Goods Commitments in Shrewsbury

Development/Location	Net Floorspace (sq.m)	Estimated Sales Density (£ per sq.m) ¹	Turnover (£m)
Junction of Barker Street and Claremont Street	271	5,000	1.36
The Gap Site, Raven Meadow	7,435	5,000	29.74
Mezzanine Floor, Currys, Unit 4, Meole Brace Retail Park	578	6,241	3.61
Mezzanine Floor, Unit 8, Meole Brace Retail Park	2,360	3,000	7.08
Mezzanine Floor, Building 4, Unit 1, Sundorne Retail Park	454	3,000	1.36
Dobbies Garden Centre, Bayston Hill	529	3,000	1.59
Implemented Floorspace, Units 1 & 2, Sundorne Retail Park	2,004	3,000	6.01
Total	12,144		50.74

¹ Currys estimated sales density derived from company average as identified by Mintel Retail Rankings 2011; development in Shrewsbury Town Centre assumed to turn over £5,000 per sq.m at 2011; development out of centre assumed to turn over £3,000 per sq.m at 2011

4.34 Table 8.6 suggests that outstanding commitments would have a potential turnover in the order of £50.74m. However, this is dependent upon all of the above proposals being brought forward for development and the floorspace being occupied, and upon the trading format of the end operators. In particular, WYG is aware that the Gap site is a longstanding commitment for which no start date has yet been established.

4.35 In order to account for the differing trading performance of potential end operators, we have applied sales densities of £3,000 per sq.m and £5,000 per sq.m to the identified surplus expenditure. However, as set out in Table 8.7, given the relatively modest comparison goods growth identified over the short to medium term and the significant level of current commitments, we do not identify a quantitative need for additional comparison goods facilities until after 2021. By 2026 there is an estimated requirement for between 5,240 sq.m and 8,734 sq.m of additional comparison goods sales floorspace, depending on location, operator and format.



Table 8.7: Quantitative Need for Additional Comparison Goods Floorspace in Shrewsbury

Year	Comparison Goods				
	£m			Floorspace Requirement (Net)	
	Surplus	Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	0.00	50.74	-50.74	0	0
2016	10.88	55.15	-44.27	0	0
2021	49.75	60.00	-10.25	0	0
2026	98.98	65.28	33.71	5,240	8,734

¹ Average sales density assumed to be £5,000 per sq.m at 2011

² Average sales density assumed to be £3,000 per sq.m at 2011
At 2010 prices

- 4.36 In considering the comparison goods expenditure which exists to support new facilities, it is again necessary to take account of proposals to extend the existing Sainsbury's Meole Brace and Tesco Battlefield Road stores.
- 4.37 The Sainsbury's proposal provides for an additional sales area of 1,687 sq.m, of which 732 sq.m can be dedicated to the sale of comparison goods. Given that our reading of the Verdict UK Food & Grocery Retailers 2011 report identifies that Sainsbury's has an average comparison goods sales density at 2011 of £6,809 per sq.m, we estimate that the additional comparison goods turnover based on this company average would be £4.98m.
- 4.38 The Tesco application seeks planning permission for an additional sales area of 1,393 sq.m, of which 660 sq.m would be dedicated to the sale of convenience goods. In this instance, our reading of Verdict UK Food & Grocery Retailers 2011 indicates that Tesco has an average convenience goods sales density at 2011 of £8,313 per sq.m. Accordingly, we estimate that the additional convenience goods floorspace associated with this proposal would turn over £5.49m.
- 4.39 Once again, development which is currently being planned for would claim significant expenditure and should, if planning permission is granted, be taken into consideration when assessing any further planning applications for retail development in the Shrewsbury area.



5.0 Future Retail Strategy

- 5.01 Whilst the previous section of this report has provided an updated picture in terms of the likely growth in expenditure and the capacity which arises from this over the period to 2016, it is important to reflect upon the future strategy for Shrewsbury Town Centre when deciding where any future growth or demand should be directed.
- 5.02 This section of the report considers the options available to accommodate future growth and, in the context provided by the submitted New Riverside planning application, provides our updated view on how these options could shape future policy, strategy and decision making.

Future Need for Convenience Goods Floorspace

- 5.03 Section 4 of this report identifies a short term need for additional convenience goods floorspace within Shrewsbury. Whilst this need grows throughout the period to 2026 as a result of forecast increases in population and per capita convenience goods expenditure, it is evident that some existing stores are currently 'overtrading' and that the existing convenience goods expenditure surplus apparent at 2011 could support additional convenience goods floorspace.
- 5.04 From a qualitative perspective, the Shrewsbury area remains well represented and contains all of the four major food operators (Asda, Morrisons, Sainsbury's and Tesco) which is reflected by the high convenience goods market share achieved within the primary catchment area. However, it is evident from the updated health check undertaken as part of this study that, notwithstanding the introduction of the new Waitrose store at Pride Hill, there is a relative lack of convenience goods provision within the town centre of Shrewsbury. Currently, all of the four major foodstores are located out-of-centre and whilst serving the needs of the local residents, they do little to underpin the health of the town centre or to act as an anchor to attract custom.
- 5.05 It was accepted by the 2010 Retail Study that there are very few opportunities to deliver a significant foodstore within or at the edge of Shrewsbury Town Centre. Indeed, if a centrally located food superstore was to be brought forward, then it would be more likely to be achieved as part of a comprehensive mixed-use redevelopment, rather than as a stand alone scheme. In our opinion, the car parking and servicing requirements of modern food retailers would mean that there is unlikely to be sufficient space for a stand alone store to be provided within the relatively tight grain of the town centre.



- 5.06 The 2010 Retail Study did identify the potential to redevelop Riverside Shopping Centre, linked to the improvement and reconfiguration of both the Pride Hill Shopping Centre and the Darwin Shopping Centre, and that such a development could potentially accommodate a significant foodstore.
- 5.07 A planning application was submitted in February 2012 by the joint developer team of UK Commercial Property Trust, Ignis and Shearer Property Group to bring about the redevelopment of this very significant site ('New Riverside'). However, the scheme being progressed is anchored by a large department store and does not provide for a large foodstore as part of the development.
- 5.08 If a site for a foodstore cannot be identified within the town centre, then the Council would have to look towards edge-of-centre and out-of-centre options to fulfil the need projected through to 2026.
- 5.09 However, the convenience goods quantitative need identified within this study is not considered urgent or pressing, particularly as much of it could be accommodated within proposals which are currently in the planning pipeline. Accordingly, given that a large amount of convenience goods (of various types, formats and operators) is currently being or will shortly be considered, we do not consider it necessary for the Council to plan for additional convenience goods retail floorspace through the allocation of additional out-of-centre sites. Instead, proposals for additional convenience goods floorspace should be judged on their own merits in accordance with local and national planning policy, and with reference to the cumulative impacts which arise through the grant of multiple planning permissions. In considering any future applications for such development, the Council will also clearly need to carefully consider the application of the sequential approach to development for town centre uses to ensure that future development within Shrewsbury will be accessible by a choice of means of transport and is as closely linked as possible to the established town centre.

Future Need for Comparison Goods Floorspace

- 5.10 Unlike the need identified for future convenience goods floorspace, the need for comparison goods floorspace is driven by the forecast growth in expenditure and population. Given that this Update identifies significantly less comparison goods growth than the 2010 Retail Study (as a result of significantly more circumspect population growth and per capita comparison goods expenditure growth forecasts), the identified need for additional comparison goods facilities is relatively limited.



- 5.11 Indeed, the level of existing comparison goods retail commitments is such that they effectively extinguish any quantitative need for further floorspace until after 2021. Whilst it is relevant in this regard to note that little progress appears to be being made in bring forward the development of the 'Gap' site (which accounts for a significant proportion of the claims on expenditure which would be derived from the implementation of committed comparison goods floorspace), further comparison goods floorspace is currently being planned for through large scale foodstore proposals which are either in the planning system or will likely be in the near future.
- 5.12 Whilst in quantitative terms there has been a significant reduction in the need for further comparison retail floorspace since the 2010 Study, the qualitative benefits of comparison retail provision should also be considered in planning for future provision, especially where this would result in wider regeneration benefits for the town centre. It is considered that the proposed New Riverside development represents a 'once in a generation' opportunity to provide the type of modern, bespoke retail accommodation which specifically caters for major high street multiple retailers. The failure to appropriately accommodate such operators is considered to be Shrewsbury Town Centre's principal qualitative deficiency, and the delivery of a successful scheme is therefore vital in safeguarding the long-term health of the centre.
- 5.13 The New Riverside development, which is subject to a current planning application, proposes a net retail floorspace increase of the current three shopping centres of 25,204 sq.m. This proposal is anchored by a department store and complemented by shops, restaurants and cafes, office space, and public realm improvements. Without prejudging the outcome of the current planning application, it is evident that the principle of a major town centre retail scheme in the Riverside area is broadly supported by the Council's Core Strategy and the Shrewsbury Vision Regeneration Framework.
- 5.14 Clearly, the delivery of such a complex scheme is far from straightforward in the current economic climate and careful consideration should therefore be given to the ability of proposals situated outside of Shrewsbury Town Centre to impact on the viability and delivery of the New Riverside scheme.
- 5.15 Whilst any future strategy should not lose sight of the contribution made by the high quality independent retailers within Shrewsbury Town Centre, it is evident that key national multiple retailers drive market share and footfall within any centre. Clearly, increased footfall in Shrewsbury can only benefit the independent retail sector that already exists within the secondary retail areas. Therefore, WYG believe that any major redevelopment opportunity focussed on the Riverside area would



complement rather than compete with the retailers that currently make Shrewsbury a unique shopping experience, distinct from centres such as Telford.

- 5.16 Without such a comprehensive redevelopment opportunity, it is evident that Shrewsbury will be faced with increased pressure for retail development in out-of-centre locations which, whilst maintaining Shrewsbury's market share within the sub-region, will do little to enhance the vitality and viability of the established town centre. The only way the Council can protect the town centre against such development in the medium to long-term is to act proactively and to target resources efficiently whereby the potential regeneration of New Riverside is given the best possible opportunity to succeed.
- 5.17 It is evident from the research undertaken as part of this study that the established retail parks within Shrewsbury perform an important role and function within the local comparison goods retail hierarchy. Over time the role of the retail parks (particularly Meole Brace) have changed whereby the traditional 'bulky goods' function has been replaced with retailers that were commonly found in the high street. Operators such as Next, Boots and Argos now operate a 'retail park' format store which often complements their existing town centre offer, particularly where the opportunities for that offer to be improved within the town centre are limited.
- 5.18 Whilst the retail parks form an important complementary function to Shrewsbury Town Centre, their future role will need to be managed carefully so as this continues to be the case. Any significant change in the range/offer and size of the retail parks could alter this complementary role and strengthen the retail parks competitive position whereby the vitality and viability of the town centre begins to suffer.
- 5.19 Whilst it is imperative that all opportunities for additional comparison goods floorspace within the town centre are pursued, if these opportunities are unlikely to be delivered then there may be a role in the future for the existing retail parks to capture some of this anticipated growth rather than lose it to competing centres further beyond the catchment. However, it would be premature to commit to such a strategy at this stage and, therefore, any further growth or expansion at the existing retail parks should be controlled whilst the town centre opportunities are fully explored.



Appendices





Appendix 1 – Household Survey



Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North	Shrewsbury East	Shrewsbury South	Shrewsbury West	Shrewsbury Central West	Shrewsbury Central East							
Q01 Where do you normally go for your main food and grocery shopping?														
<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%
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%
Local Shops, Bishops Castle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	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%
Local Shops, Wem	0.1%	1	0.5%	1	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%
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%
Other	0.6%	6	1.4%	3	0.0%	0	1.6%	2	0.8%	1	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							
Q03 What, if anything is the one thing you most dislike about (STORE MENTIONED AT Q01) ?														
<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		
Q06 How do you normally travel to (STORE MENTIONED AT Q01)?														
<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		
Q09 When do you do your main food shopping?														
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		
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 ?														
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		
Q13 Where do you normally go for your top up food and grocery shopping?														
<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		
Meanscore: [%]														
Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?														
<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?														
<i>Excluding those who said "Don't know / varies" or "Don't do" at Q17</i>														
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		
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?														
<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		
Q19 Where did you last go to buy Books, CDs, DVDS?														
<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		
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?														
<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		
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?														
<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		
Q22 Where did you last go to buy chemist goods (including health and beauty products)?														
<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		
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?														
<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							
Q24 Where did you last go to buy DIY goods?														
<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							
Q25 Where did you last go to buy furniture, carpets and floor coverings?														
<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
Q27 Which garden centre do you normally go to?							
<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	0.0%
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	0.0%
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
Q28 Do you ever use facilities in Shrewsbury?							
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							
Q29 What are your main reasons for using Shrewsbury?														
<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
Q30 How do you usually travel to Shrewsbury?														
<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
Q31 How frequently do you visit Shrewsbury?														
<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
Q32 Why do you not use facilities in Shrewsbury?														
<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		
Q33 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?														
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%	3	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							
Q36 Which facility/centre do you normally visit for indoor sports or health and fitness activity?														
<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		
Q39 Which centre/facility do you normally visit for bingo?														
<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		
Q41 When participating in leisure activities how do you usually travel?														
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		
Q43 How do you normally travel to (DESTINATION MENTIONED AT Q42)?														
<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

Shrewsbury Household Survey for White Young Green

	Total	Shrewsbury North		Shrewsbury East		Shrewsbury South		Shrewsbury West		Shrewsbury Central West		Shrewsbury Central East		
Q45 How do you normally travel to (DESTINATION MENTIONED AT Q44)?														
<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
GEN Sex of respondent:														
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
AGE Could I just ask, how old are you?														
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
ADU Including yourself, how many adults aged 16 years or over are there living in your household ?														
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
CHI How many children aged under 16 years old are there living in your household ?														
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
CAR How many cars does your household own or have the use of ?														
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		
SEG Socioeconomic Grading														
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
EMP Is the chief wage earner in full-time or part-time employment?														
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
HOM Do you own your own home?														
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
ETH Finally, which if the following best describes your ethnicity ?														
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		
PC Can I record your full post code please?														
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 2 – Focus Report for Shrewsbury Town
Centre**

Introduction

Town FOCUS Report on Shrewsbury

District (LA):

County:

Report Produced 02/11/2011

Shrewsbury And Atcham

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.



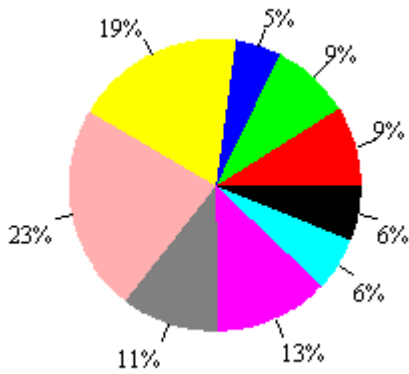
Demographic

	Urban Area	District	GB
Population			
Resident 2001	67,126.0	95,850	57,103,927
Resident 1991	63,030	91,749	54,888,844
	Urban Area	District	GB
Households			
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)

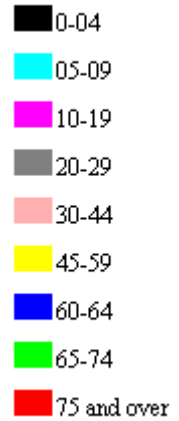
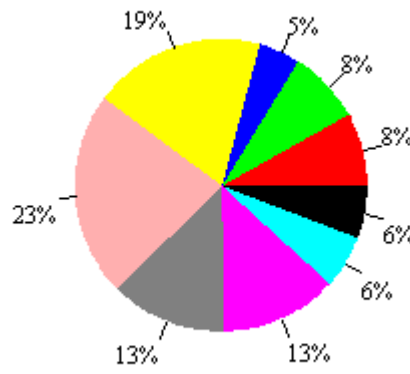
	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
% Total Population Male	48.8	47.82	49.1	48.38	48.6	48.42
% Total Population Female	51.2	52.18	50.9	51.62	51.4	51.58

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

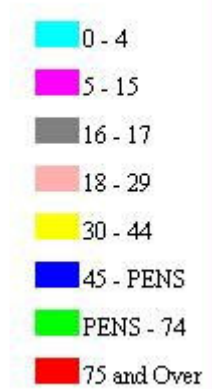
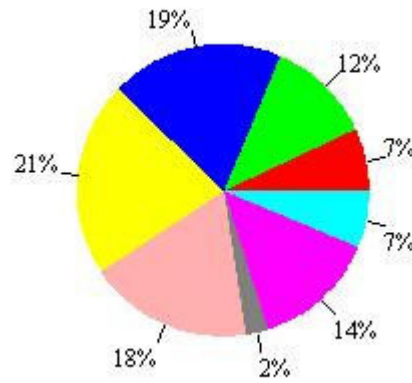
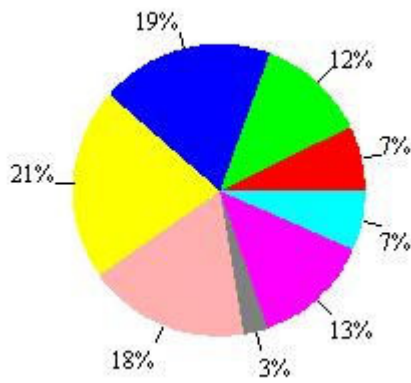


2001 Census Data - Population by Age

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 (%)

0 - 4
5 - 15
16 - 17
18 - 29
30 - 44
45 - Pensionable age
Pension - 74
75 and Over

Urban Area

6.8
13.1
2.5
17.9
21.3
19.1
12.1
7.2

District

6.4
13.2
2.6
16.9
21.2
20.3
12.3
7.3

GB

6.6
13.5
2.5
18.2
21.2
19.3
11.7
7.0

Socio-Economic

Mosaic Consumer Classifications

Symbols of Success
Happy Families
Suburban Comfort
Ties of Community
Urban Intelligence
Welfare Borderline
Municipal Dependency
Blue Collar Enterprise
Twilight Subsistence
Grey Perspectives
Rural Isolation
Unclassified

Urban Area

7.29
11.70
19.16
21.50
5.10
1.37
6.31
13.01
3.71
9.60
0.00
1.24

GB

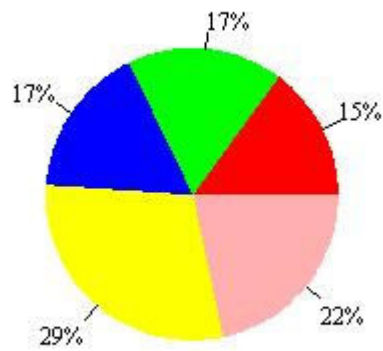
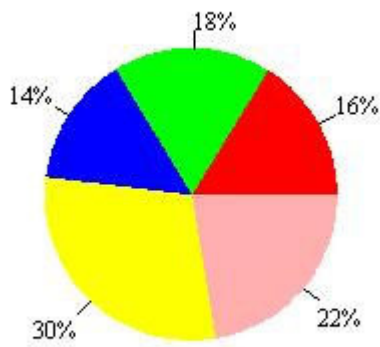
9.70
11.64
14.69
16.36
7.35
6.16
6.73
11.08
3.26
7.36
5.32
0.33

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



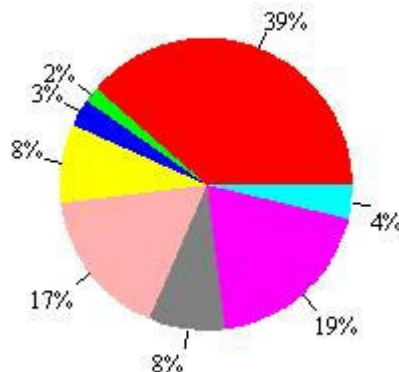
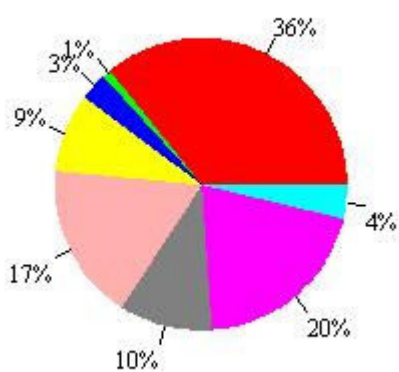
- AB. Higher and intermediate managerial/administrative/professional
- C1. Supervisory clerical junior managerial/administrative/professional
- E. On state benefit unemployed lowest grade workers
- D. Semi-skilled and unskilled manual workers
- C2. Skilled manual workers

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

	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

	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

	Urban Area		District		GB	
	2001	1991	2001	1991	2001	1991
Note: 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
Note: 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-11	2.7	5.3
Oct-10	2.5	4.9
Jul-10	2.3	5.0
Apr-10	3.0	4.3

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

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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
Main Sectors						

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

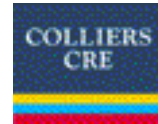
Retail ZA	-Jun 09	£ 115.00 psf
	-Jun 08	£ 130.00 psf
	-Jun 07	£ 140.00 psf
	-Jun 06	£ 140.00 psf
	-Jun 05	£ 120.00 psf
	-Jun 04	£ 120.00 psf
	-Jun 03	£ 115.00 psf
	-Jun 02	£ 115.00 psf

-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:

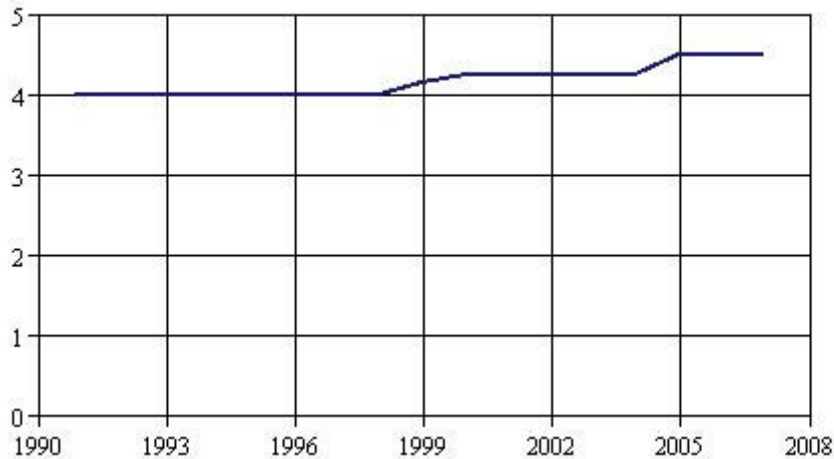
Source Retail Zone A Rental data is supplied by Colliers CRE, 9 Marylebone Lane, London W1U 1HL (Tel 020 7935 4499; Fax 020 7409 3124) www.collierscre.com

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
Developer	John Laing Pension Trust
Letting Agent	TwentyRetail
Managing Agent	Jones Lang LaSalle
Owner	Ignis Asset Management
Owner	Shearer Property Group
Owner	UK Commercial Property Trust
Updated	26-Aug-10
Notes	Jones Lang LaSalle has been appointed property manager of three shopping centres in Shrewsbury. Owners Ignis Asset Management, UK Commercial Property Trust and Shearer Property Group have hired Jones Lang LaSalle's shopping centre management team to manage the 123 retail units with a net internal area of 464,282 sq ft. The properties are situated in the centre of Shrewsbury with both Darwin and Pride Hill Shopping Centres fronting onto the main retail location of Pride Hill. Key anchor tenants include TK Maxx, H&M, Marks & Spencer, New Look, HMV and Next. The owners bought the centres earlier this year. Susannah Jeffs, associate director in Jones Lang LaSalle's shopping centre management team, said: "The Darwin, Pride Hill and Riverside Shopping Centres dominate Shrewsbury's retail offer, providing approximately 43% of the town's retail space, making them a significant addition to the portfolio of properties which our Shopping Centre team already manages. "We will be working closely with the team at Ignis Asset Management and the Shearer Property Group to actively manage these assets." Jones Lang LaSalle's retail agency team has also been instructed joint leasing agents with twentyretail. (Property Week 28/08/2010) 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)

Name	Harlescote Retail Park
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)

Name	Meole Brace Retail Park
Type	Retail Park
Size	150,435 square feet 13,981.0 square metres
Anchor Tenant	Blockbuster
Anchor Tenant	Boots
Anchor Tenant	Carpetright
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	New Look
Anchor Tenant	Next
Anchor Tenant	TJ Hughes
Anchor Tenant	Wilkinson
Developer	Hardanger Properties plc
Managing Agent	Jones Lang LaSalle
Owner	Ignis Asset Management
Owner	Shearer Property Group
Owner	UK Commercial Property Trust
Updated	26-Aug-10
Notes	Jones Lang LaSalle has been appointed property manager of three shopping centres in Shrewsbury.Owners Ignis Asset Management, UK Commercial Property Trust and Shearer Property Group have hired Jones Lang LaSalle's shopping centre management team to manage the 123 retail units with a net internal area of 464,282 sq ft. The properties are situated in the centre of Shrewsbury with both Darwin and Pride Hill Shopping Centres fronting onto the main retail location of Pride Hill. Key anchor tenants include TK Maxx, H&M, Marks & Spencer, New Look, HMV and Next. The owners bought the centres earlier this year.Susannah Jeffs, associate director in Jones Lang LaSalle's shopping centre management team, said: "The Darwin, Pride Hill and Riverside Shopping Centres dominate Shrewsbury's retail offer, providing approximately 43% of the town's retail space, making them a significant addition to the portfolio of properties which our Shopping Centre team already manages."We will be working closely with the team at Ignis Asset Management and the Shearer Property Group to actively manage these assets."Jones Lang LaSalle's retail agency team has also been instructed joint leasing agents with twentyretail.(Property Week 26/08/2010)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 - Alberbury Conservation Area Statement
Current Status:	Adopted
Action Date:	
Last Updated:	28/06/10
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:	28/06/10
Notes:	This document is not going to be produced as a Supplementary Planning Document.
Plan Name:	Shrewsbury and Atcham Borough Council - Farm Buildings
Current Status:	Abandoned
Action Date:	
Last Updated:	28/06/10
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 - Railtrack Land off Ellesmere Road Shrewsbury
Current Status:	Abandoned
Action Date:	
Last Updated:	28/06/10
Notes:	Site Development Brief adopted 1998 now out-of-date.
Plan Name:	Shrewsbury and Atcham Borough Council - The Mount Shrewsbury Conservation Area Statement
Current Status:	Adopted
Action Date:	

Last Updated: 28/06/10
 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 - Upton Magna Conservation Area Statement
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 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 - Affordable Housing
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 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 - Harley Conservation Area Statement
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 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 - Meole Brace Conservation Area Statement
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 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 - Design
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 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: 28/06/10
 Notes: Local Plan adopted June 2001.

Plan Name: Shrewsbury and Atcham Borough Council - The Shrewsbury Urban Archaeological Strategy
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 Notes: Adopted 2000.

Plan Name: Shrewsbury and Atcham Borough Council Frankwell Quay Shrewsbury
 Current Status: Adopted
 Action Date:

Last Updated: 28/06/10
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 - Development Control Policies
Current Status: Abandoned
Action Date:
Last Updated: 28/06/10
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 - Ford Conservation Area Statement
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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 - Guidelines for Farm Buildings Conversions in Shropshire
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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: 28/06/10
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 - Harlescott (Chatwood Village) Conservation Area Statement
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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: 28/06/10
Notes: Adopted 2003. To be replaced by Planning Contributions Supplementary Planning Document provisional.

Plan Name: Shrewsbury and Atcham Borough Council - Acton Burnell Conservation Area Statement
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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 - Astley Conservation Area Statement
Current Status: Adopted

Action Date:

Last Updated: 28/06/10

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: 28/06/10

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: 28/06/10

Notes: Site Development Brief adopted 2001.

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

Current Status: Abandoned

Action Date:

Last Updated: 28/06/10

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 - Planning Contributions

Current Status: Abandoned

Action Date:

Last Updated: 28/06/10

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 - Site Development Briefs and Masterplans

Current Status: Abandoned

Action Date:

Last Updated: 28/06/10

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 - Westbury Conservation Area Statement

Current Status: Adopted

Action Date:

Last Updated: 28/06/10

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

Plan Name: Shropshire Unitary Council - Strategic Housing Land Availability Assessment

Current Status: Under Preparation

Action Date: 20/02/09

Last Updated: 28/06/10

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 and a final report is expected to be produced towards the end of 2010.

Plan Name: Shrewsbury and Atcham Borough Council - Cardington Conservation Area Statement
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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 - Mill Road Abbey Foregate Shrewsbury
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
Notes: Site Development Brief adopted 1998.

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: 28/06/10
Notes: Site Development Brief adopted 1998 now out-of-date.

Plan Name: Shrewsbury and Atcham Borough Council - Underdale Road Depot Shrewsbury
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
Notes: Site Development Brief adopted 2002.

Plan Name: Shrewsbury and Atcham Borough Council - Condoover Conservation Area Statement
Current Status: Adopted
Action Date:
Last Updated: 28/06/10
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 - Conservation Area Statements
Current Status: Abandoned
Action Date:
Last Updated: 28/06/10
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 - Core Strategy
Current Status: Abandoned
Action Date: 26/01/09
Last Updated: 28/06/10
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 - Ditherington Flax Mill Masterplan
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 Notes: Site Development Brief adopted 2004.

Plan Name: Shrewsbury and Atcham Borough Council - Furrows Coton Hill Shrewsbury
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 Notes: Site Development Brief adopted 2001 now obsolete.

Plan Name: Shrewsbury and Atcham Borough Council - Hot Food Take Aways
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 Notes: Adopted 2002.

Plan Name: Shrewsbury and Atcham Borough Council - Shop Fronts and Advertisements
 Current Status: Adopted
 Action Date:
 Last Updated: 28/06/10
 Notes: Adopted 2004.

Plan Name: Shrewsbury and Atcham Borough Council - Land Adjoining Flax Mill Ditherington Shrewsbury
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 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: 28/06/10
 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 - Site Allocations
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 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: Shrewsbury and Atcham Borough Council - British Gas Site Shrewsbury
 Current Status: Abandoned
 Action Date:
 Last Updated: 28/06/10
 Notes: Site Development Brief adopted 1997 now obsolete.

Communications

Road:	Located on A5(T)/A49(T). London - 160 miles.		
Rail:	Shrewesbury 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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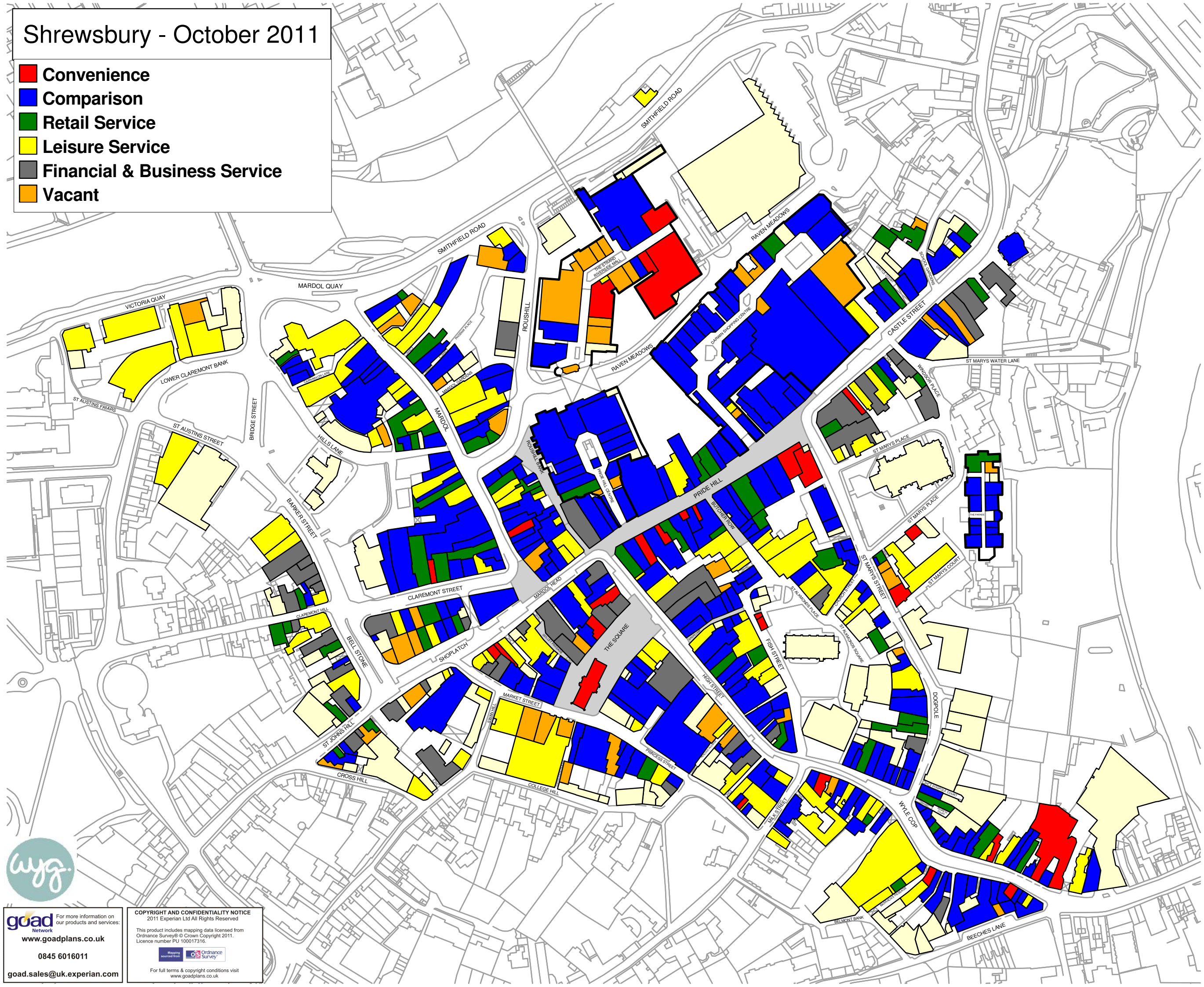
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**Appendix 3 – Experian Goad Plan of Shrewsbury
Town Centre as Updated by WYG Site
Visit of October 2011**

Shrewsbury - October 2011

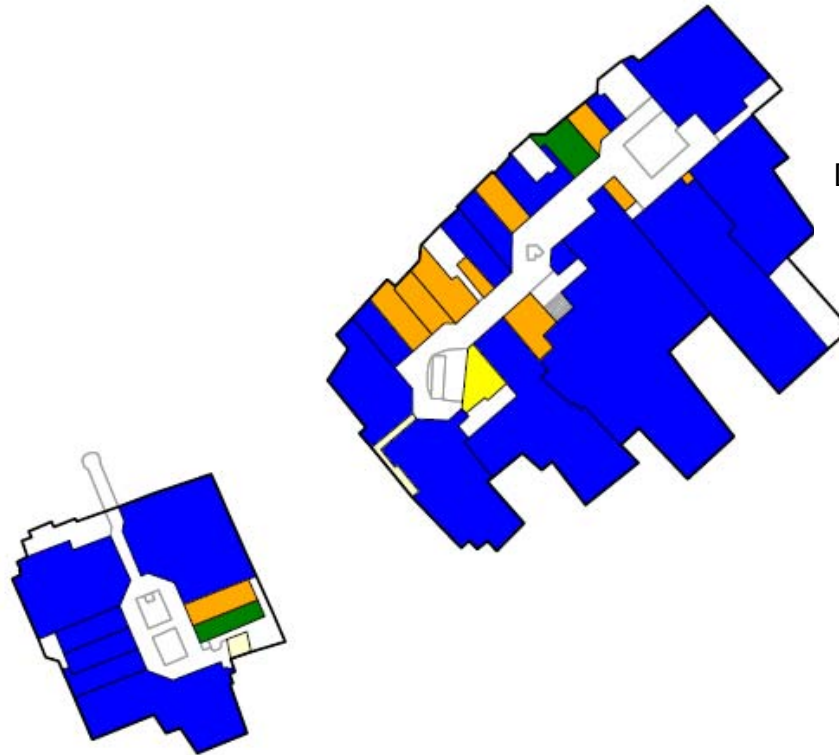
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- Vacant



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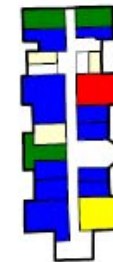
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Shrewsbury Diversity of Use – October 2011
Lower Floor



Darwin Shopping Centre

Pride Hill Centre



The Parade Shopping Centre



Shrewsbury Diversity of Use – October 2011
Floor One



Darwin Shopping Centre

Pride Hill Centre





Appendix 4 – Capacity Tables

WYG PLANNING & DESIGN
SHREWSBURY RETAIL STUDY 2011 UPDATE

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2011	2016	2021	2026	2010	2011	2016	2021	2026
1. Shrewsbury North	38,722	39,877	40,942	42,073	2,094	2,000	1,996	2,044	2,095
2. Shrewsbury East	22,229	22,571	22,832	23,089	2,200	2,102	2,098	2,148	2,201
3. Shrewsbury South	23,125	23,256	23,502	23,844	2,105	2,010	2,006	2,054	2,105
4. Shrewsbury West	24,112	24,592	25,198	25,682	2,228	2,128	2,124	2,175	2,229
5. Shrewsbury Central West	36,382	36,788	37,497	38,234	2,074	1,981	1,977	2,024	2,074
6. Shrewsbury Central East	32,769	33,327	34,099	34,843	2,029	1,938	1,934	1,981	2,030
TOTAL	177,339	180,411	184,070	187,765					

Notes:

- a. Postcode sectors
- b. Per capita expenditure from Experian Micromarketer data
- c. Per capita expenditure projected forward using projected growth rates taken from Figure 1 of Experian Retail Planner Briefing Note 9 (September 2011)
- d. 2011 population estimate and subsequent projections derived from Experian Micromarketer
- e. Allowance made for expenditure committed through special forms of trading in accordance with projected market share set out by Appendix 3 of Experian Retail Planner Briefing Note 9

AT 2010 PRICES

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £m CONVENIENCE				GROWTH CONVENIENCE		
	2011	2016	2021	2026	'11-'16	'11-'21	'11-'26
1. Shrewsbury North	77.45	79.61	83.69	88.14	2.15	6.24	10.69
2. Shrewsbury East	46.72	47.34	49.04	50.82	0.63	2.32	4.10
3. Shrewsbury South	46.49	46.66	48.28	50.20	0.17	1.79	3.71
4. Shrewsbury West	51.32	52.24	54.80	57.25	0.92	3.49	5.93
5. Shrewsbury Central West	72.06	72.72	75.90	79.31	0.66	3.84	7.25
6. Shrewsbury Central East	63.52	64.47	67.54	70.73	0.95	4.03	7.22
TOTAL	357.55	363.04	379.25	396.46	5.49	21.70	38.91

TABLE 2B: MAIN / TOP-UP SPLIT (2011)

ZONE	EXPENDITURE £m CONVENIENCE		
	MAIN	TOP-UP	TOTAL
1. Shrewsbury North	65.06	12.39	77.45
2. Shrewsbury East	40.64	6.07	46.72
3. Shrewsbury South	39.05	7.44	46.49
4. Shrewsbury West	44.65	6.67	51.32
5. Shrewsbury Central West	61.25	10.81	72.06
6. Shrewsbury Central East	55.26	8.26	63.52
TOTAL	305.91	51.64	357.55

Notes:

- a. Postcode sectors
- b. Per capita expenditure from Experian Micromarketer data
- c. Per capita expenditure projected forward using projected growth rates taken from Figure 1 of Experian Retail Planner Briefing Note 9 (September 2011)
- d. 2011 population estimate and subsequent projections derived from Experian Micromarketer
- e. Main / top-up split derived from Shrewsbury Household Survey (2010)

AT 2010 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 (%)
WITHIN STUDY AREA														
1. Shrewsbury North														
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
Sub-Total	9.5	16.4	43.1	71.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
2. Shrewsbury East														
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 Ercall	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
Sub-Total	0.3	5.2	0.0	0.0	2.4	43.8	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
3. Shrewsbury South														
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
Sub-Total	5.2	9.6	0.0	0.0	0.0	0.0	36.6	64.0	3.0	6.7	0.5	0.0	0.0	1.7
4. Shrewsbury West														
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
Sub-Total	0.5	5.2	0.0	0.0	0.0	0.0	0.0	0.0	3.8	34.6	0.0	0.0	0.0	0.0
5. Shrewsbury Central West														
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	1.3	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
Sub-Total	30.3	33.7	1.9	3.2	9.6	8.8	39.0	25.8	35.6	31.7	69.9	76.6	28.0	47.1

6. Shrewsbury Central East														
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, Harlescott 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
Sub-Total	33.4	16.6	24.6	3.8	28.0	10.0	16.3	1.1	31.1	10.6	25.7	19.9	68.1	50.4
SUB-TOTAL STUDY AREA (%)	79.3	86.7	69.7	78.8	40.0	62.5	91.9	91.0	73.5	83.7	96.2	97.9	96.2	99.2
OUTSIDE STUDY AREA														
Powys County Council														
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
Sub-Total	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
Shropshire Council														
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
Sub-Total	6.6	7.4	17.5	18.6	1.6	3.8	3.3	5.6	15.2	12.5	0.0	0.7	0.0	0.0
Telford & Wrekin Borough Council														
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	0.5	0.0	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
Sub-Total	9.1	4.9	5.7	1.9	56.8	32.5	0.0	2.2	0.8	0.0	0.5	1.4	1.1	0.8
Tewkesbury Borough Council														
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
Sub-Total	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
Wrexham County Borough Council														
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
Sub-Total	0.3	0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Other														
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
Sub-total	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
SUB-TOTAL	16.8	13.0	26.1	21.2	58.4	37.5	4.9	9.0	18.2	14.4	0.5	2.1	1.1	0.8
Internet / home delivery	3.9	0.3	4.3	0.0	1.6	0.0	3.3	0.0	8.3	1.9	3.3	0.0	2.7	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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)
WITHIN STUDY AREA														
1. Shrewsbury North														
Lidl, Towers Lawn, Market Drayton	0.93	0.79	0.93	0.79	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	0.08	0.00	0.08	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	0.16	0.00	0.16	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	0.32	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Market Drayton	0.31	1.43	0.31	1.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Local Shops, Wem	0.31	0.48	0.31	0.48	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	0.16	0.00	0.16	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	0.32	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Wem	0.00	0.24	0.00	0.24	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	1.85	0.16	1.85	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WM Morrissions, Maer Lane, Market Drayton	20.97	1.83	20.97	1.83	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	2.47	1.67	2.47	1.67	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	0.48	0.00	0.48	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	1.23	0.87	1.23	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	28.06	8.97	28.06	8.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
2. Shrewsbury East														
Local Shops, Much Wenlock	0.98	1.52	0.00	0.00	0.98	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, High Erccall	0.00	0.15	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Shawbury	0.00	0.53	0.00	0.00	0.00	0.53	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	0.53	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sub-Total	0.98	2.73	0.00	0.00	0.98	2.66	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
3. Shrewsbury South														
Spar, Landsown Road, Shrewsbury	0.33	0.32	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.33	0.00	0.00	0.07
Co-op, High Street, Church Stretton	4.44	1.47	0.00	0.00	0.00	0.00	4.44	1.34	0.00	0.06	0.00	0.00	0.00	0.07
Harry Tuffins, Craven Centre, Craven Arms	2.94	0.66	0.00	0.00	0.00	0.00	1.59	0.33	1.35	0.32	0.00	0.00	0.00	0.00
Local Shops, Aston Munslow	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bayston Hill	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Church Stretton	0.00	1.15	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.06	0.00	0.00	0.00	0.00
Local Shops, Craven Arms	0.32	0.33	0.00	0.00	0.00	0.00	0.32	0.33	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ludlow	0.63	0.50	0.00	0.00	0.00	0.00	0.63	0.50	0.00	0.00	0.00	0.00	0.00	0.00
Market, Church Stretton	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Market, Ludlow	0.32	0.08	0.00	0.00	0.00	0.00	0.32	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Station Drive, Ludlow	6.98	0.33	0.00	0.00	0.00	0.00	6.98	0.33	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	15.97	5.35	0.00	0.00	0.00	0.00	14.29	4.76	1.35	0.45	0.33	0.00	0.00	0.14
4. Shrewsbury West														
Co-op, Church Street, Bishops Castle	1.01	0.51	0.00	0.00	0.00	0.00	0.00	0.00	1.01	0.51	0.00	0.00	0.00	0.00
Local Shops, Baschurch	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00
Local Shops, Bishops Castle	0.68	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.32	0.00	0.00	0.00	0.00
Local Shops, Hanwood	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Local Shops, Kinnerley	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00
Local Shops, Knockin	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Local Shops, Ministerley	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
Local Shops, Montford Bridge	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Local Shops, Pontesbury	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00
Local Shops, Westbury	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-Total	1.69	2.31	0.00	0.00	0.00	0.00	0.00	0.00	1.69	2.31	0.00	0.00	0.00	0.00
5. Shrewsbury Central West														
Asda, Old Potts Way, Shrewsbury	25.05	2.98	0.31	0.00	0.33	0.08	1.59	0.25	4.74	0.13	11.71	1.23	6.38	1.30
Co-op Food, Bank Farm Road, Radbrook Green	1.34	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	1.34	1.07	0.00	0.07
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	1.01	1.37	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.45	0.67	0.92	0.00	0.00
Co-op Food, Mytton Oak Road, Copthorne	1.01	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.13	0.67	0.46	0.00	0.07
Local Shops, Shrewsbury	0.66	4.02	0.00	0.16	0.33	0.08	0.00	0.33	0.00	0.64	0.33	1.30	0.00	1.50
Market, Shrewsbury	1.34	0.68	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	1.34	0.54	0.00	0.07
Marks & Spencer, Castle Street, Shrewsbury	3.32	1.49	0.00	0.08	0.00	0.00	0.00	0.08	0.34	0.00	2.68	0.92	0.30	0.41
Sainsbury's Local, Whitecroft Road, Shrewsbury	5.57	0.92	0.00	0.00	0.00	0.00	0.00	0.08	0.68	0.00	3.68	0.77	1.21	0.07
Sainsbury's, Meole Brace Retail Park, Shrewsbury	54.03	3.60	0.93	0.08	3.25	0.38	13.65	1.17	9.47	0.64	19.75	0.92	6.98	0.41
Somerfield, Riverside Shopping Centre, Shrewsbury	1.28	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.08	0.61	0.00
Spar, New Park Street, Shrewsbury	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sub-Total	94.60	17.14	1.23	0.40	3.90	0.53	15.24	1.92	15.90	2.12	42.84	8.28	15.48	3.89
6. Shrewsbury Central East														
Aldi, Arlington Way, Shrewsbury	4.18	0.16	0.62	0.08	0.65	0.08	0.95	0.00	1.35	0.00	0.00	0.00	0.61	0.00
Co-op Food, Mount Pleasant Road, Heath Farm	0.00	0.28	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.14

Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	0.67	1.69	0.00	0.08	0.00	0.00	0.00	0.00	0.34	0.19	0.33	1.07	0.00	0.34
Iceland, Lancaster Retail Park, Shrewsbury	1.25	0.43	0.31	0.08	0.00	0.08	0.00	0.00	0.34	0.00	0.00	0.00	0.61	0.27
Lidl, Harlescott Lane, Shrewsbury	1.21	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.14
Netto, Abbey Foregate, Shrewsbury	1.60	0.51	0.00	0.00	0.00	0.00	0.32	0.08	0.34	0.00	0.33	0.15	0.61	0.27
Spar, Conway Drive Telford Estate, Shrewsbury	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Tesco Express, Ditherington Road, Shrewsbury	7.00	0.72	1.23	0.00	0.33	0.00	0.32	0.00	2.03	0.06	0.67	0.38	2.43	0.27
Tesco Extra, Cattle Market, Shrewsbury	38.60	2.13	10.18	0.16	8.13	0.38	0.95	0.00	4.40	0.19	4.02	0.31	10.93	1.09
WM Morrisons, Whitchurch Street, Shrewsbury	46.49	2.00	3.70	0.00	2.28	0.08	3.81	0.00	5.07	0.19	10.38	0.23	21.25	1.50
Sub-Total	101.01	8.18	16.03	0.48	11.38	0.61	6.35	0.08	13.87	0.71	15.73	2.15	37.65	4.16
SUB-TOTAL STUDY AREA	242.31	44.68	45.33	9.77	16.26	3.80	35.88	6.77	32.81	5.58	58.91	10.58	53.13	8.19
OUTSIDE STUDY AREA														
Powys County Council														
WM Morrisons, Berriew Street, Welshpool	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00
Shropshire Council														
Aldi, Beatrice Street, Oswestry	0.66	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.34	0.00	0.00	0.00	0.00	0.00
Aldi, Station Drive, Ludlow	0.95	0.17	0.00	0.00	0.00	0.00	0.95	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Upper Galdeford, Ludlow	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Brownlow Street, Whitchurch	0.62	0.08	0.62	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Bridgewater Street, Whitchurch	1.23	0.40	1.23	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bridgnorth	0.00	0.24	0.00	0.00	0.00	0.15	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ellesmere	0.00	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Oswestry	0.68	0.40	0.00	0.00	0.00	0.08	0.00	0.00	0.68	0.32	0.00	0.00	0.00	0.00
Local Shops, Whitchurch	0.00	0.46	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Market, Oswestry	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sainsbury's, Black Gate Street, Oswestry	4.06	0.38	0.00	0.00	0.00	0.00	0.00	0.00	4.06	0.38	0.00	0.00	0.00	0.00
Sainsbury's, Whitburn Street, Bridgnorth	0.65	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Canal Way, Ellesmere	0.62	0.24	0.62	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, White Lion Meadow, Whitchurch	8.94	1.11	8.94	1.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WM Morrisons, Station Road, Oswestry	1.69	0.06	0.00	0.00	0.00	0.00	0.00	0.00	1.69	0.06	0.00	0.00	0.00	0.00
Sub-Total	20.09	3.86	11.41	2.30	0.65	0.23	1.27	0.42	6.76	0.83	0.00	0.08	0.00	0.00
Telford & Wrekin Borough Council														
Aldi, Grooms Alley, Wellington	0.33	0.08	0.00	0.00	0.33	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, St Georges Road, Telford	1.61	0.08	0.62	0.00	0.65	0.08	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00
Asda, The Border, Telford	1.60	0.53	0.00	0.08	1.30	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.07
Co-op Food, Roden Close, Dot Hill	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Iceland, New Street, Wellington	0.33	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Donnington	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Telford	0.00	0.15	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wellington	0.00	0.15	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Dean Street, Telford	0.00	0.15	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sainsbury's, Telford Forge Retail Park, Telford	3.23	0.23	0.31	0.00	2.93	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Haygate Road, Telford	0.65	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Wrekin Retail Park, Telford	7.39	0.15	1.23	0.00	5.85	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00
Waitrose, Audley Road, Newport	2.22	0.16	1.23	0.16	0.65	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00
WM Morrisons, Spring Hill, Wellington	10.71	0.68	0.31	0.00	10.40	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	28.07	2.60	3.70	0.24	23.09	1.97	0.00	0.17	0.34	0.00	0.33	0.15	0.61	0.07
Tewkesbury Borough Council														
Local Shops, Ashchurch	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Wrexham County Borough Council														
Asda, Holt Road, Wrexham	0.93	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wrexham	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-Total	0.93	0.06	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Other														
Other	1.90	0.24	0.93	0.08	0.00	0.08	0.63	0.08	0.34	0.00	0.00	0.00	0.00	0.00
Sub-total	1.90	0.24	0.93	0.08	0.00	0.08	0.63	0.08	0.34	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	51.66	6.83	16.96	2.62	23.74	2.28	1.90	0.67	8.12	0.96	0.33	0.23	0.61	0.07
Internet / home delivery	11.94	0.13	2.78	0.00	0.65	0.00	1.27	0.00	3.72	0.13	2.01	0.00	1.52	0.00
TOTAL	305.91	51.64	65.06	12.39	40.64	6.07	39.05	7.44	44.65	6.67	61.25	10.81	55.26	8.26

Notes:

a. Market shares derived from Tameside Household Survey

AT 2010 PRICES

TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m)																														GROWTH												
	COMPARISON																														ALL COMPARISON												
	2011										2016										2021										2026										'11-'16	'11-'21	'11-'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	'11-'16	'11-'21	'11-'26	
1	10.31	7.39	15.33	31.17	9.25	7.41	16.13	2.81	14.76	114.56	11.68	8.37	17.35	35.29	10.48	8.39	18.26	3.18	16.71	129.72	13.95	9.99	20.72	42.15	12.51	10.02	21.81	3.80	19.96	154.93	16.67	11.95	24.77	50.39	14.96	11.98	26.08	4.54	23.86	185.20	15.16	40.37	70.64
2	6.65	4.52	9.60	19.70	5.71	4.87	10.11	1.77	9.54	72.45	7.43	5.05	10.71	21.99	6.37	5.43	11.28	1.97	10.65	80.89	8.74	5.94	12.61	25.88	7.50	6.39	13.28	2.32	12.53	95.18	10.28	6.99	14.83	30.44	8.82	7.52	15.62	2.73	14.74	111.97	8.44	22.73	39.51
3	6.21	4.32	8.36	18.34	5.56	4.50	9.56	1.86	8.79	67.51	6.87	4.78	9.24	20.28	6.15	4.98	10.57	2.06	9.72	74.65	8.08	5.62	10.86	23.84	7.23	5.86	12.42	2.42	11.42	87.75	9.53	6.63	12.82	28.13	8.53	6.91	14.66	2.86	13.48	103.56	7.14	20.24	36.06
4	6.88	5.09	9.62	20.06	6.58	4.98	11.05	2.02	9.53	75.80	7.71	5.71	10.79	22.49	7.38	5.58	12.39	2.27	10.69	85.01	9.19	6.80	12.86	26.81	8.79	6.65	14.77	2.70	12.74	101.32	10.90	8.07	15.25	31.78	10.42	7.89	17.51	3.20	15.10	120.12	9.20	25.52	44.32
5	10.16	6.07	15.70	31.74	8.02	7.14	14.09	2.35	13.99	109.25	11.30	6.75	17.46	35.29	8.92	7.93	15.66	2.61	15.55	121.47	13.40	8.00	20.70	41.84	10.58	9.41	18.57	3.10	18.44	144.02	15.89	9.49	24.55	49.63	12.55	11.16	22.03	3.67	21.87	170.83	12.21	34.77	61.57
6	8.08	5.42	12.66	25.64	6.53	5.62	13.40	1.82	11.87	91.03	9.04	6.06	14.15	28.67	7.30	6.28	14.98	2.04	13.27	101.79	10.76	7.21	16.84	34.12	8.69	7.48	17.83	2.43	15.80	121.15	12.79	8.57	20.02	40.56	10.32	8.89	21.20	2.89	18.78	144.01	10.76	30.13	52.98
TOTAL	48.30	32.81	71.26	146.64	41.65	34.51	74.33	12.63	68.48	530.61	54.02	36.71	79.71	164.01	46.60	38.60	83.15	14.13	76.59	593.53	64.11	43.57	94.60	194.64	55.30	45.81	98.69	16.77	90.89	704.36	76.06	51.69	112.25	230.93	65.61	54.34	117.09	19.89	107.84	835.69	62.91	173.75	305.08

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

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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 (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	1.3	5.3	0.8	0.0	0.0	0.0	0.0
Sub-Total	1.3	5.3	0.8	0.0	0.0	0.0	0.0
2. Shrewsbury East							
Much Wenlock	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.5	0.0	0.0	0.0	0.0	0.0
3. Shrewsbury South							
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
Sub-Total	1.5	0.0	0.0	10.9	0.7	0.0	0.0
4. Shrewsbury West							
Bishops Castle	0.3	0.0	0.0	0.0	2.2	0.0	0.0
Sub-Total	0.3	0.0	0.0	0.0	2.2	0.0	0.0
5. Shrewsbury Central West							
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
Sub-Total	67.1	50.5	40.6	60.5	74.5	84.9	85.2
6. Shrewsbury Central East							
Lancaster Retail Park, Shrewsbury	0.4	0.5	0.0	0.0	0.0	1.1	0.5
Sundorne 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
Sub-Total	0.7	1.0	0.0	0.8	0.7	1.1	0.5
SUB TOTAL	70.9	57.2	41.4	72.3	78.1	85.9	85.8
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.6	0.0	0.8	1.7	0.0	1.6	0.0
Sub-Total	0.6	0.0	0.8	1.7	0.0	1.6	0.0
Cheshire West & Chester Council							
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
Sub-Total	2.1	2.4	3.1	1.7	1.5	3.2	0.5
Dudley Metropolitan Borough Council							
Merry Hill Shopping Centre, Dudley	0.1	0.0	0.0	0.0	0.0	0.0	0.5
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.5
Herefordshire Council							
Hereford	0.9	0.0	0.0	7.6	0.0	0.0	0.0
Sub-Total	0.9	0.0	0.0	7.6	0.0	0.0	0.0
Manchester City Council							
Manchester	0.2	0.0	0.0	0.0	0.0	0.5	0.5
Sub-Total	0.2	0.0	0.0	0.0	0.0	0.5	0.5
Powys County Council							
Newtown	0.1	0.0	0.0	0.0	0.7	0.0	0.0
Sub-Total	0.1	0.0	0.0	0.0	0.7	0.0	0.0
Shropshire Council							
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
Sub-Total	2.6	4.8	2.3	0.8	5.8	1.1	0.5
Stafford Borough Council							
Stafford	0.3	1.0	0.0	0.0	0.0	0.5	0.0
Sub-Total	0.3	1.0	0.0	0.0	0.0	0.5	0.0
Stoke-on-Trent City Council							
Hanley	0.7	3.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.7	3.4	0.0	0.0	0.0	0.0	0.0
Telford & Wrekin Borough Council							
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
Sub-Total	12.5	15.4	45.3	4.2	4.4	3.2	7.1
Walsall Council							
Walsall	0.1	0.0	0.8	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.8	0.0	0.0	0.0	0.0
Wolverhampton City Council							

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

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	1.80	1.65	0.15	0.00	0.00	0.00	0.00
Sub-Total	1.80	1.65	0.15	0.00	0.00	0.00	0.00
2. Shrewsbury East							
Much Wenlock	0.15	0.15	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.15	0.15	0.00	0.00	0.00	0.00	0.00
3. Shrewsbury South							
Church Stretton	1.08	0.00	0.00	1.08	0.00	0.00	0.00
Ludlow	1.07	0.00	0.00	0.92	0.15	0.00	0.00
Sub-Total	2.15	0.00	0.00	2.00	0.15	0.00	0.00
4. Shrewsbury West							
Bishops Castle	0.44	0.00	0.00	0.00	0.44	0.00	0.00
Sub-Total	0.44	0.00	0.00	0.00	0.44	0.00	0.00
5. Shrewsbury Central West							
Meole Brace Retail Park, Shrewsbury	6.70	0.90	0.00	0.92	1.90	1.72	1.26
Shrewsbury	91.85	14.84	8.00	10.17	13.03	25.22	20.59
Sub-Total	98.55	15.73	8.00	11.10	14.93	26.94	21.85
6. Shrewsbury Central East							
Lancaster Retail Park, Shrewsbury	0.63	0.15	0.00	0.00	0.00	0.34	0.14
Sundorne Retail Park, Shrewsbury	0.15	0.00	0.00	0.15	0.00	0.00	0.00
Harlescott	0.30	0.15	0.00	0.00	0.15	0.00	0.00
Sub-Total	1.08	0.30	0.00	0.15	0.15	0.34	0.14
SUB TOTAL	104.18	17.83	8.16	13.25	15.66	27.28	21.99
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.98	0.00	0.15	0.31	0.00	0.51	0.00
Sub-Total	0.98	0.00	0.15	0.31	0.00	0.51	0.00
Cheshire West & Chester Council							
Cheshire Oaks, Ellesmere Port	0.44	0.15	0.00	0.00	0.15	0.00	0.14
Chester	2.70	0.60	0.62	0.31	0.15	1.03	0.00
Sub-Total	3.14	0.75	0.62	0.31	0.29	1.03	0.14
Dudley Metropolitan Borough Council							
Merry Hill Shopping Centre, Dudley	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Sub-Total	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Herefordshire Council							
Hereford	1.39	0.00	0.00	1.39	0.00	0.00	0.00
Sub-Total	1.39	0.00	0.00	1.39	0.00	0.00	0.00
Manchester City Council							
Manchester	0.31	0.00	0.00	0.00	0.00	0.17	0.14
Sub-Total	0.31	0.00	0.00	0.00	0.00	0.17	0.14
Powys County Council							
Newtown	0.15	0.00	0.00	0.00	0.15	0.00	0.00
Sub-Total	0.15	0.00	0.00	0.00	0.15	0.00	0.00
Shropshire Council							
Bridgnorth	0.46	0.00	0.46	0.00	0.00	0.00	0.00
Oswestry	1.81	0.00	0.00	0.15	1.17	0.34	0.14
Whitchurch	1.50	1.50	0.00	0.00	0.00	0.00	0.00
Sub-Total	3.77	1.50	0.46	0.15	1.17	0.34	0.14
Stafford Borough Council							
Stafford	0.47	0.30	0.00	0.00	0.00	0.17	0.00
Sub-Total	0.47	0.30	0.00	0.00	0.00	0.17	0.00
Stoke-on-Trent City Council							
Hanley	1.05	1.05	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.05	1.05	0.00	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							
Newport	0.45	0.45	0.00	0.00	0.00	0.00	0.00
Telford	14.72	3.75	6.77	0.62	0.73	1.03	1.82
Telford Bridge Retail Park, Telford	0.92	0.15	0.62	0.15	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.45	0.30	0.00	0.00	0.15	0.00	0.00
Wellington	0.77	0.00	0.77	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.92	0.15	0.77	0.00	0.00	0.00	0.00
Sub-Total	18.22	4.80	8.93	0.77	0.88	1.03	1.82
Walsall Council							
Walsall	0.15	0.00	0.15	0.00	0.00	0.00	0.00

Sub-Total	0.15	0.00	0.15	0.00	0.00	0.00	0.00
Wolverhampton City Council							
Wolverhampton	0.15	0.00	0.00	0.00	0.15	0.00	0.00
Sub-Total	0.15	0.00	0.00	0.00	0.15	0.00	0.00
Wrexham County Borough Council							
Wrexham	1.35	1.20	0.00	0.00	0.15	0.00	0.00
Sub-Total	1.35	1.20	0.00	0.00	0.15	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.62	0.00	0.00	0.62	0.00	0.00	0.00
Sub-Total	0.62	0.00	0.00	0.62	0.00	0.00	0.00
Other							
Other	4.38	1.20	0.77	0.92	0.44	0.34	0.70
Sub-Total	4.38	1.20	0.77	0.92	0.44	0.34	0.70
SUB TOTAL	36.24	10.79	11.08	4.47	3.22	3.60	3.08
Internet / mail order / catalogue	6.21	2.55	0.46	0.62	1.17	0.86	0.56
TOTAL	146.64	31.17	19.70	18.34	20.06	31.74	25.64

Notes:

a. Market shares derived from Household Survey

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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. (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
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
Sub-Total	3.4	16.5	0.0	0.0	0.0	0.0	0.0
2. Shrewsbury East							
Much Wenlock	0.4	0.6	1.8	0.0	0.0	0.0	0.0
Sub-Total	0.4	0.6	1.8	0.0	0.0	0.0	0.0
3. Shrewsbury South							
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
Sub-Total	1.7	0.0	0.0	13.8	0.0	0.6	0.0
4. Shrewsbury West							
Bishops Castle	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Sub-Total	0.1	0.0	0.0	0.0	0.9	0.0	0.0
5. Shrewsbury Central West							
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
Sub-Total	53.9	32.3	33.0	54.3	55.6	71.7	71.5
6. Shrewsbury Central East							
Harlescott	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0
SUB TOTAL	59.6	49.4	34.8	69.1	56.4	72.3	71.5
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.9	0.0	0.0	0.0	0.0
Cheshire West & Chester Council							
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
Sub-Total	0.4	1.2	0.0	0.0	0.0	0.0	0.7
Dudley Metropolitan Borough Council							
Merry Hill Shopping Centre, Dudley	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Herefordshire Council							

Hereford	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Manchester City Council							
Manchester	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Powys County Council							
Welshpool	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Sub-Total	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Shropshire Council							
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
Sub-Total	2.7	9.1	0.9	1.1	4.3	0.0	0.0
Stafford Borough Council							
Stafford	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent City Council							
Hanley	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.2	1.2	0.0	0.0	0.0	0.0	0.0
Telford & Wrekin Borough Council							
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
Sub-Total	7.2	9.8	27.7	3.2	0.9	0.6	4.0
Walsall Council							
Walsall	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Wrexham County Borough Council							
Wrexham	0.7	2.4	0.0	0.0	1.7	0.0	0.0
Sub-Total	0.7	2.4	0.0	0.0	1.7	0.0	0.0
Wyre Forest District Council							
Kidderminster	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0
Other							
Other	1.5	2.4	0.9	2.1	0.9	1.2	1.3
Sub-Total	1.5	2.4	0.9	2.1	0.9	1.2	1.3
SUB TOTAL	13.9	28.7	30.4	9.6	8.5	1.8	6.0
Internet / mail order / catalogue	26.5	22.0	34.8	21.3	35.0	25.9	22.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	1.35	1.35	0.00	0.00	0.00	0.00	0.00
Wem	0.17	0.17	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.52	1.52	0.00	0.00	0.00	0.00	0.00
2. Shrewsbury East							
Much Wenlock	0.16	0.06	0.10	0.00	0.00	0.00	0.00
Sub-Total	0.16	0.06	0.10	0.00	0.00	0.00	0.00
3. Shrewsbury South							
Church Stretton	0.30	0.00	0.00	0.30	0.00	0.00	0.00
Ludlow	0.52	0.00	0.00	0.47	0.00	0.05	0.00
Sub-Total	0.82	0.00	0.00	0.77	0.00	0.05	0.00
4. Shrewsbury West							
Bishops Castle	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.00	0.06	0.00	0.00
5. Shrewsbury Central West							
Meole Brace Retail Park, Shrewsbury	0.87	0.06	0.00	0.24	0.11	0.34	0.13
Shrewsbury	21.10	2.93	1.89	2.78	3.54	5.41	4.54
Sub-Total	21.97	2.99	1.89	3.02	3.65	5.75	4.67
6. Shrewsbury Central East							
Harlescote	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.06	0.00	0.00	0.00
SUB TOTAL	24.58	4.57	1.99	3.85	3.71	5.80	4.67
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.05	0.00	0.05	0.00	0.00	0.00	0.00
Sub-Total	0.05	0.00	0.05	0.00	0.00	0.00	0.00
Cheshire West & Chester Council							
Cheshire Oaks, Ellesmere Port	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Chester	0.11	0.11	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.16	0.11	0.00	0.00	0.00	0.00	0.04
Dudley Metropolitan Borough Council							
Merry Hill Shopping Centre, Dudley	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Herefordshire Council							
Hereford	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Manchester City Council							
Manchester	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Powys County Council							
Welshpool	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.00	0.06	0.00	0.00
Shropshire Council							
Bridgnorth	0.05	0.00	0.05	0.00	0.00	0.00	0.00
Ellesmere	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Oswestry	0.40	0.06	0.00	0.06	0.28	0.00	0.00
Whitchurch	0.73	0.73	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.24	0.85	0.05	0.06	0.28	0.00	0.00
Stafford Borough Council							
Stafford	0.11	0.11	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.11	0.11	0.00	0.00	0.00	0.00	0.00
Stoke-on-Trent City Council							
Hanley	0.11	0.11	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.11	0.11	0.00	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							
Newport	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Telford	2.62	0.90	1.27	0.12	0.06	0.05	0.22
Telford Forge Retail Park, Telford	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Wellington	0.20	0.00	0.20	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.10	0.00	0.10	0.00	0.00	0.00	0.00
Sub-Total	3.02	0.90	1.58	0.18	0.06	0.05	0.26
Walsall Council							
Walsall	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Wrexham County Borough Council							
Wrexham	0.34	0.23	0.00	0.00	0.11	0.00	0.00
Sub-Total	0.34	0.23	0.00	0.00	0.11	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Sub-Total	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Other							

Other	0.63	0.23	0.05	0.12	0.06	0.10	0.09
Sub-Total	0.63	0.23	0.05	0.12	0.06	0.10	0.09
SUB TOTAL	6.01	2.65	1.73	0.53	0.56	0.15	0.39
Internet / mail order / catalogue	11.06	2.03	1.99	1.18	2.31	2.08	1.47
TOTAL	41.65	9.25	5.71	5.56	6.58	8.02	6.53

Notes:

a. Market shares derived from Household Survey

AT 2010 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 (%)
WITHIN STUDY AREA							
<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
Sub-Total	4.4	18.8	0.0	0.0	0.0	0.0	0.8
<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
Sub-Total	1.6	0.0	0.0	14.3	0.0	0.0	0.0
<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
Sub-Total	65.1	46.3	45.1	64.9	68.5	82.5	81.9
<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
Sub-Total	4.4	6.3	3.3	3.9	3.7	2.9	5.5
SUB TOTAL	75.6	71.3	48.4	83.1	72.2	85.4	88.2
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	1.0	0.0	1.1	0.0	1.9	2.2	0.8
Sub-Total	1.0	0.0	1.1	0.0	1.9	2.2	0.8
Cheshire West & Chester Council							
Chester	0.7	0.6	0.0	1.3	0.9	1.5	0.0
Sub-Total	0.7	0.6	0.0	1.3	0.9	1.5	0.0
Herefordshire Council							
Hereford	0.4	0.0	0.0	3.9	0.0	0.0	0.0
Sub-Total	0.4	0.0	0.0	3.9	0.0	0.0	0.0
Powys County Council							
Newtown	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Welshpool	0.3	0.0	0.0	1.3	0.9	0.0	0.0

Sub-Total	0.4	0.0	0.0	1.3	1.9	0.0	0.0
Sandwell Metropolitan Borough Council							
Wednesbury	1.0	0.6	0.0	0.0	1.9	1.5	1.6
Sub-Total	1.0	0.6	0.0	0.0	1.9	1.5	1.6
Shropshire Council							
Bridgnorth	0.3	0.0	1.1	0.0	0.9	0.0	0.0
Ellesmere	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Oswestry	1.4	0.0	0.0	0.0	8.3	0.7	0.0
Whitchurch	1.4	6.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	3.3	6.9	1.1	0.0	9.3	0.7	0.0
Stoke-on-Trent City Council							
Hanley	0.4	1.3	0.0	0.0	0.9	0.0	0.0
Sub-Total	0.4	1.3	0.0	0.0	0.9	0.0	0.0
Telford & Wrekin Borough Council							
Telford	5.4	6.3	18.7	2.6	1.9	2.9	2.4
Telford Bridge Retail Park, Telford	0.6	1.9	0.0	0.0	0.9	0.0	0.0
Telford Forge Retail Park, Telford	0.6	0.0	2.2	1.3	0.9	0.0	0.0
Wellington	1.7	0.0	13.2	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	0.7	0.0	5.5	0.0	0.0	0.0	0.0
Sub-Total	9.0	8.1	39.6	3.9	3.7	2.9	2.4
Walsall Council							
Walsall	0.6	1.3	1.1	0.0	0.0	0.7	0.0
Sub-Total	0.6	1.3	1.1	0.0	0.0	0.7	0.0
Wolverhampton City Council							
Wolverhampton	0.3	0.0	1.1	0.0	0.9	0.0	0.0
Sub-Total	0.3	0.0	1.1	0.0	0.9	0.0	0.0
Wrexham County Borough Council							
Wrexham	0.7	3.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.7	3.1	0.0	0.0	0.0	0.0	0.0
Other							
Other	1.9	3.1	3.3	0.0	0.9	1.5	1.6
Sub-Total	1.9	3.1	3.3	0.0	0.9	1.5	1.6
SUB TOTAL	19.7	25.0	47.3	10.4	22.2	10.9	6.3
Internet / mail order / catalogue	4.7	3.8	4.4	6.5	5.6	3.6	5.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	1.34	1.34	0.00	0.00	0.00	0.00	0.00
Wem	0.09	0.05	0.00	0.00	0.00	0.00	0.04
Sub-Total	1.43	1.39	0.00	0.00	0.00	0.00	0.04
3. Shrewsbury South							
Bayston Hill	0.06	0.00	0.00	0.06	0.00	0.00	0.00
Church Stretton	0.12	0.00	0.00	0.12	0.00	0.00	0.00
Craven Arms	0.12	0.00	0.00	0.12	0.00	0.00	0.00
Ludlow	0.35	0.00	0.00	0.35	0.00	0.00	0.00
Sub-Total	0.64	0.00	0.00	0.64	0.00	0.00	0.00
5. Shrewsbury Central West							
Meole Brace Retail Park, Shrewsbury	1.65	0.19	0.27	0.23	0.28	0.47	0.22
Shrewsbury	20.79	3.24	1.92	2.69	3.13	5.42	4.38
Sub-Total	22.44	3.43	2.19	2.92	3.41	5.89	4.60
6. Shrewsbury Central East							
Lancaster Retail Park, Shrewsbury	0.31	0.05	0.05	0.06	0.00	0.10	0.04
Sundome Retail Park, Shrewsbury	0.97	0.32	0.11	0.12	0.14	0.10	0.18
Harlescott	0.23	0.09	0.00	0.00	0.05	0.00	0.09
Sub-Total	1.50	0.46	0.16	0.18	0.18	0.21	0.31
SUB TOTAL	26.02	5.28	2.35	3.74	3.59	6.09	4.95
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.35	0.00	0.05	0.00	0.09	0.16	0.04
Sub-Total	0.35	0.00	0.05	0.00	0.09	0.16	0.04
Cheshire West & Chester Council							
Chester	0.26	0.05	0.00	0.06	0.05	0.10	0.00
Sub-Total	0.26	0.05	0.00	0.06	0.05	0.10	0.00
Herefordshire Council							
Hereford	0.18	0.00	0.00	0.18	0.00	0.00	0.00
Sub-Total	0.18	0.00	0.00	0.18	0.00	0.00	0.00
Powys County Council							
Newtown	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Welshpool	0.10	0.00	0.00	0.06	0.05	0.00	0.00
Sub-Total	0.15	0.00	0.00	0.06	0.09	0.00	0.00
Sandwell Metropolitan Borough Council							
Wednesbury	0.33	0.05	0.00	0.00	0.09	0.10	0.09
Sub-Total	0.33	0.05	0.00	0.00	0.09	0.10	0.09
Shropshire Council							
Bridgnorth	0.10	0.00	0.05	0.00	0.05	0.00	0.00
Ellesmere	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Oswestry	0.47	0.00	0.00	0.00	0.41	0.05	0.00
Whitchurch	0.46	0.46	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.08	0.51	0.05	0.00	0.46	0.05	0.00
Stoke-on-Trent City Council							
Hanley	0.14	0.09	0.00	0.00	0.05	0.00	0.00
Sub-Total	0.14	0.09	0.00	0.00	0.05	0.00	0.00
Telford & Wrekin Borough Council							
Telford	1.92	0.46	0.91	0.12	0.09	0.21	0.13
Telford Bridge Retail Park, Telford	0.19	0.14	0.00	0.00	0.05	0.00	0.00
Telford Forge Retail Park, Telford	0.21	0.00	0.11	0.06	0.05	0.00	0.00
Wellington	0.64	0.00	0.64	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.27	0.00	0.27	0.00	0.00	0.00	0.00
Sub-Total	3.23	0.60	1.92	0.18	0.18	0.21	0.13
Walsall Council							
Walsall	0.20	0.09	0.05	0.00	0.00	0.05	0.00
Sub-Total	0.20	0.09	0.05	0.00	0.00	0.05	0.00
Wolverhampton City Council							
Wolverhampton	0.10	0.00	0.05	0.00	0.05	0.00	0.00
Sub-Total	0.10	0.00	0.05	0.00	0.05	0.00	0.00
Wrexham County Borough Council							
Wrexham	0.23	0.23	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.23	0.23	0.00	0.00	0.00	0.00	0.00
Other							
Other	0.63	0.23	0.16	0.00	0.05	0.10	0.09
Sub-Total	0.63	0.23	0.16	0.00	0.05	0.10	0.09
SUB TOTAL	6.86	1.85	2.30	0.47	1.11	0.78	0.35
Internet / mail order / catalogue	1.63	0.28	0.21	0.29	0.28	0.26	0.31
TOTAL	34.51	7.41	4.87	4.50	4.98	7.14	5.62

Notes:
a. Market shares derived from Household Survey

AT 2010 PRICES

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. (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
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
Sub-Total	3.6	17.5	0.0	0.0	0.0	0.0	0.0
2. Shrewsbury East							
Much Wenlock	0.2	0.0	1.3	0.0	0.0	0.0	0.0
Sub-Total	0.2	0.0	1.3	0.0	0.0	0.0	0.0
3. Shrewsbury South							
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
Sub-Total	1.0	0.0	1.3	5.9	1.1	0.0	0.0
5. Shrewsbury Central West							
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
Sub-Total	69.1	39.2	50.6	73.5	73.6	87.3	89.0
6. Shrewsbury Central East							
Sundorne Retail Park, Shrewsbury	0.5	0.0	1.3	1.5	1.1	0.0	0.0
Sub-Total	0.5	0.0	1.3	1.5	1.1	0.0	0.0
SUB TOTAL	74.4	56.7	54.5	80.9	75.8	87.3	89.0
OUTSIDE STUDY AREA							
Cheshire West & Chester Council							
----- Chester	0.5	0.8	1.3	1.5	0.0	0.0	0.0
Sub-Total	0.5	0.8	1.3	1.5	0.0	0.0	0.0
Dudley Metropolitan Borough Council							
----- Dudley	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Sub-Total	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Herefordshire Council							
----- Hereford	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Sub-Total	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Powys County Council							
----- Newtown	0.3	0.8	0.0	0.0	1.1	0.0	0.0
Sub-Total	0.3	0.8	0.0	0.0	1.1	0.0	0.0

Shropshire Council							
Oswestry	1.2	0.0	0.0	0.0	7.7	0.0	0.0
Whitchurch	1.5	7.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	2.7	7.5	0.0	0.0	7.7	0.0	0.0
Stafford Borough Council							
Stafford	0.3	0.8	1.3	0.0	0.0	0.0	0.0
Sub-Total	0.3	0.8	1.3	0.0	0.0	0.0	0.0
Stoke-on-Trent City Council							
Hanley	0.5	2.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.5	2.5	0.0	0.0	0.0	0.0	0.0
Telford & Wrekin Borough Council							
Telford	5.3	10.8	16.9	1.5	1.1	1.7	0.9
Telford Bridge Retail Park, Telford	0.3	0.8	1.3	0.0	0.0	0.0	0.0
Telford Forge Retail Park, Telford	0.3	0.0	2.6	0.0	0.0	0.0	0.0
Wellington	0.9	0.0	6.5	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	0.3	0.0	2.6	0.0	0.0	0.0	0.0
Sub-Total	7.2	11.7	29.9	1.5	1.1	1.7	0.9
Wrexham County Borough Council							
Wrexham	0.2	0.8	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.2	0.8	0.0	0.0	0.0	0.0	0.0
Wyre Forest District Council							
Kidderminster	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Sub-Total	0.2	0.0	0.0	1.5	0.0	0.0	0.0
Other							
Other	1.2	3.3	0.0	0.0	1.1	0.8	0.9
Sub-Total	1.2	3.3	0.0	0.0	1.1	0.8	0.9
SUB TOTAL	13.6	28.3	32.5	7.4	11.0	2.5	1.8
Internet / mail order / catalogue	12.0	15.0	13.0	11.8	13.2	10.2	9.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	2.29	2.29	0.00	0.00	0.00	0.00	0.00
Wem	0.54	0.54	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.82	2.82	0.00	0.00	0.00	0.00	0.00
2. Shrewsbury East							
Much Wenlock	0.13	0.00	0.13	0.00	0.00	0.00	0.00
Sub-Total	0.13	0.00	0.13	0.00	0.00	0.00	0.00
3. Shrewsbury South							
Church Stretton	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Ludlow	0.67	0.00	0.13	0.42	0.12	0.00	0.00
Sub-Total	0.81	0.00	0.13	0.56	0.12	0.00	0.00
5. Shrewsbury Central West							
Meole Brace Retail Park, Shrewsbury	12.92	1.08	0.92	2.81	1.82	3.46	2.83
Shrewsbury	37.90	5.24	4.20	4.22	6.31	8.83	9.10
Sub-Total	50.82	6.32	5.12	7.03	8.13	12.30	11.92
6. Shrewsbury Central East							
Sundome Retail Park, Shrewsbury	0.39	0.00	0.13	0.14	0.12	0.00	0.00
Sub-Total	0.39	0.00	0.13	0.14	0.12	0.00	0.00
SUB TOTAL	54.98	9.14	5.51	7.73	8.38	12.30	11.92
OUTSIDE STUDY AREA							
Cheshire West & Chester Council							
Chester	0.41	0.13	0.13	0.14	0.00	0.00	0.00
Sub-Total	0.41	0.13	0.13	0.14	0.00	0.00	0.00
Dudley Metropolitan Borough Council							
Dudley	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Sub-Total	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Herefordshire Council							
Hereford	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Sub-Total	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Powys County Council							
Newtown	0.26	0.13	0.00	0.00	0.12	0.00	0.00
Sub-Total	0.26	0.13	0.00	0.00	0.12	0.00	0.00
Shropshire Council							
Oswestry	0.85	0.00	0.00	0.00	0.85	0.00	0.00
Whitchurch	1.21	1.21	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.06	1.21	0.00	0.00	0.85	0.00	0.00
Stafford Borough Council							
Stafford	0.27	0.13	0.13	0.00	0.00	0.00	0.00
Sub-Total	0.27	0.13	0.13	0.00	0.00	0.00	0.00
Stoke-on-Trent City Council							
Hanley	0.40	0.40	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.40	0.40	0.00	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							
Telford	4.08	1.75	1.71	0.14	0.12	0.24	0.12
Telford Bridge Retail Park, Telford	0.27	0.13	0.13	0.00	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.26	0.00	0.26	0.00	0.00	0.00	0.00
Wellington	0.66	0.00	0.66	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.26	0.00	0.26	0.00	0.00	0.00	0.00
Sub-Total	5.52	1.88	3.02	0.14	0.12	0.24	0.12
Wrexham County Borough Council							
Wrexham	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Sub-Total	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Other							
Other	0.90	0.54	0.00	0.00	0.12	0.12	0.12
Sub-Total	0.90	0.54	0.00	0.00	0.12	0.12	0.12
SUB TOTAL	10.37	4.57	3.28	0.70	1.21	0.36	0.25
Internet / mail order / catalogue	8.98	2.42	1.31	1.12	1.46	1.43	1.23
TOTAL	74.33	16.13	10.11	9.56	11.05	14.09	13.40

Notes:
a. Market shares derived from Household Survey

AT 2010 PRICES

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 (%)
WITHIN STUDY AREA							
<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
Sub-Total	9.4	42.9	0.0	0.0	0.0	0.0	0.0
<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
Sub-Total	1.7	0.0	12.2	0.0	0.0	0.0	0.0
<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
Sub-Total	6.2	0.0	0.0	47.2	0.7	0.0	0.0
<u>4. Shrewsbury West</u>							
Bishops Castle	1.4	0.0	0.0	0.0	9.6	0.0	0.0
Sub-Total	1.4	0.0	0.0	0.0	9.6	0.0	0.0
<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
Sub-Total	62.1	25.2	40.5	48.8	64.4	94.6	96.0
<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
Sub-Total	0.4	0.5	0.0	0.0	0.7	0.5	0.6
SUB TOTAL	81.1	68.6	52.7	95.9	75.6	95.1	96.6
Cheshire West & Chester Council							
----- Chester	0.1	0.0	0.0	0.0	0.0	0.5	0.0
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.5	0.0

Herefordshire Council							
Hereford	0.1	0.0	0.0	0.8	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	0.8	0.0	0.0	0.0
Manchester City Council							
Manchester	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Powys County Council							
Newtown	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Welshpool	0.3	0.0	0.0	0.0	2.2	0.0	0.0
Sub-Total	0.4	0.5	0.0	0.0	2.2	0.0	0.0
Shropshire Council							
Ellesmere	0.2	1.0	0.0	0.0	0.0	0.0	0.0
Oswestry	2.4	0.0	0.0	0.0	15.6	1.1	0.0
Whitchurch	3.9	17.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	6.5	18.6	0.0	0.0	15.6	1.1	0.0
Stoke-on-Trent City Council							
Hanley	0.2	1.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.2	1.0	0.0	0.0	0.0	0.0	0.0
Telford & Wrekin Borough Council							
Newport	0.4	1.4	0.8	0.0	0.0	0.0	0.0
Telford	4.9	5.7	22.1	0.8	1.5	0.0	1.7
Telford Forge Retail Park, Telford	0.2	0.0	0.8	0.0	0.7	0.0	0.0
Wellington	2.1	0.0	15.3	0.0	0.0	0.0	0.0
Wrekin Retail Park, Telford	1.0	1.0	5.3	0.0	0.7	0.0	0.0
Sub-Total	8.7	8.1	44.3	0.8	3.0	0.0	1.7
Wrexham County Borough Council							
Wrexham	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Other							
Other	0.8	0.5	0.0	0.0	3.0	1.6	0.0
Sub-Total	0.8	0.5	0.0	0.0	3.0	1.6	0.0
SUB TOTAL	17.0	29.5	44.3	1.6	23.7	3.2	1.7
Internet / mail order / catalogue	1.9	1.9	3.1	2.4	0.7	1.6	1.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	4.92	4.92	0.00	0.00	0.00	0.00	0.00
Wem	1.41	1.41	0.00	0.00	0.00	0.00	0.00
Sub-Total	6.33	6.33	0.00	0.00	0.00	0.00	0.00
2. Shrewsbury East							
Much Wenlock	0.95	0.00	0.95	0.00	0.00	0.00	0.00
Shawburch	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Sub-Total	1.17	0.00	1.17	0.00	0.00	0.00	0.00
3. Shrewsbury South							
Bayston Hill	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Church Stretton	1.93	0.00	0.00	1.93	0.00	0.00	0.00
Craven Arms	0.28	0.00	0.00	0.21	0.07	0.00	0.00
Ludlow	1.86	0.00	0.00	1.86	0.00	0.00	0.00
Sub-Total	4.21	0.00	0.00	4.14	0.07	0.00	0.00
4. Shrewsbury West							
Bishops Castle	0.92	0.00	0.00	0.00	0.92	0.00	0.00
Sub-Total	0.92	0.00	0.00	0.00	0.92	0.00	0.00
5. Shrewsbury Central West							
Bixton Heath	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Meole Brace Retail Park, Shrewsbury	6.24	0.63	0.36	2.07	1.13	1.36	0.68
Radbrook Green	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Shrewsbury	36.10	3.09	3.50	2.21	5.01	11.57	10.72
Sub-Total	42.64	3.73	3.86	4.29	6.14	13.23	11.40
6. Shrewsbury Central East							
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	0.07	0.00	0.00	0.00	0.00	0.07
Sub-Total	0.28	0.07	0.00	0.00	0.07	0.08	0.07
SUB TOTAL	55.55	10.12	5.02	8.43	7.20	13.31	11.46
Cheshire West & Chester Council							

Chester	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Sub-Total	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Herefordshire Council							

Hereford	0.07	0.00	0.00	0.07	0.00	0.00	0.00
Sub-Total	0.07	0.00	0.00	0.07	0.00	0.00	0.00
Manchester City Council							

Manchester	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Powys County Council							

Newtown	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Welshpool	0.21	0.00	0.00	0.00	0.21	0.00	0.00
Sub-Total	0.28	0.07	0.00	0.00	0.21	0.00	0.00
Shropshire Council							

Ellesmere	0.14	0.14	0.00	0.00	0.00	0.00	0.00
Oswestry	1.63	0.00	0.00	0.00	1.48	0.15	0.00
Whitchurch	2.60	2.60	0.00	0.00	0.00	0.00	0.00
Sub-Total	4.37	2.74	0.00	0.00	1.48	0.15	0.00
Stoke-on-Trent City Council							

Hanley	0.14	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.14	0.14	0.00	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							

Newport	0.28	0.21	0.07	0.00	0.00	0.00	0.00
Telford	3.37	0.84	2.11	0.07	0.14	0.00	0.20
Telford Forge Retail Park, Telford	0.14	0.00	0.07	0.00	0.07	0.00	0.00
Wellington	1.46	0.00	1.46	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.72	0.14	0.51	0.00	0.07	0.00	0.00
Sub-Total	5.98	1.19	4.22	0.07	0.28	0.00	0.20
Wrexham County Borough Council							

Wrexham	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Other							

Other	0.58	0.07	0.00	0.00	0.28	0.23	0.00
Sub-Total	0.58	0.07	0.00	0.00	0.28	0.23	0.00
SUB TOTAL	11.64	4.36	4.22	0.14	2.26	0.45	0.20
Internet / mail order / catalogue	1.29	0.28	0.29	0.21	0.07	0.23	0.20
TOTAL	68.48	14.76	9.54	8.79	9.53	13.99	11.87

Notes:
a. Market shares derived from Household Survey

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 (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
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
Sub-Total	7.1	31.1	0.0	0.0	1.5	0.0	0.0
3. Shrewsbury South							
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
Sub-Total	2.8	0.0	0.0	22.1	0.0	0.0	0.0
4. Shrewsbury West							
Bishops Castle	0.3	0.0	0.0	0.0	2.3	0.0	0.0
Sub-Total	0.3	0.0	0.0	0.0	2.3	0.0	0.0
5. Shrewsbury Central West							
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
Sub-Total	58.5	29.5	35.6	52.2	70.0	77.2	86.9
6. Shrewsbury Central East							
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
Sub-Total	1.4	2.6	1.7	0.9	0.0	1.8	0.7
SUB TOTAL	70.2	63.2	37.3	75.2	73.8	78.9	87.6
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Cheshire West & Chester Council							
Chester	0.5	0.5	0.0	0.9	0.0	1.2	0.0
Sub-Total	0.5	0.5	0.0	0.9	0.0	1.2	0.0
Herefordshire Council							
Hereford	0.5	0.0	0.0	3.5	0.0	0.0	0.0
Sub-Total	0.5	0.0	0.0	3.5	0.0	0.0	0.0
Manchester City Council							

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

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Market Drayton	2.78	2.78	0.00	0.00	0.00	0.00	0.00
Wem	2.13	1.99	0.00	0.00	0.15	0.00	0.00
Sub-Total	4.91	4.76	0.00	0.00	0.15	0.00	0.00
3. Shrewsbury South							
Church Stretton	1.48	0.00	0.00	1.48	0.00	0.00	0.00
Craven Arms	0.15	0.00	0.00	0.15	0.00	0.00	0.00
Ludlow	0.22	0.00	0.00	0.22	0.00	0.00	0.00
Sub-Total	1.85	0.00	0.00	1.85	0.00	0.00	0.00
4. Shrewsbury West							
Bishops Castle	0.22	0.00	0.00	0.00	0.22	0.00	0.00
Sub-Total	0.22	0.00	0.00	0.00	0.22	0.00	0.00
5. Shrewsbury Central West							
Meole Brace Retail Park, Shrewsbury	21.39	2.06	1.71	2.37	2.96	7.16	5.13
Shrewsbury	20.77	2.46	1.71	2.00	3.78	4.96	5.87
Sub-Total	42.16	4.53	3.42	4.36	6.74	12.12	11.00
6. Shrewsbury Central East							
Lancaster Retail Park, Shrewsbury	0.51	0.08	0.16	0.00	0.00	0.18	0.08
Sundome Retail Park, Shrewsbury	0.40	0.24	0.00	0.07	0.00	0.09	0.00
Harlescott	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.99	0.40	0.16	0.07	0.00	0.28	0.08
SUB TOTAL	50.14	9.69	3.58	6.29	7.11	12.39	11.08
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Sub-Total	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Cheshire West & Chester Council							
Chester	0.34	0.08	0.00	0.07	0.00	0.18	0.09
Sub-Total	0.34	0.08	0.00	0.07	0.00	0.18	0.09
Herefordshire Council							
Hereford	0.30	0.00	0.00	0.30	0.00	0.00	0.00
Sub-Total	0.30	0.00	0.00	0.30	0.00	0.00	0.00
Manchester City Council							
Manchester	0.09	0.00	0.00	0.00	0.00	0.00	0.09
Sub-Total	0.09	0.00	0.00	0.00	0.00	0.00	0.09
Powys County Council							
Newtown	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Welshpool	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Sub-Total	0.15	0.00	0.00	0.00	0.15	0.00	0.00
Shropshire Council							
Oswestry	0.89	0.08	0.00	0.00	0.81	0.00	0.00
Whitchurch	1.19	1.19	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.08	1.27	0.00	0.00	0.81	0.00	0.00
Stafford Borough Council							
Stafford	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Stoke-on-Trent City Council							
Hanley	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							
Telford	3.25	0.71	1.95	0.15	0.07	0.28	0.08
Telford Bridge Retail Park, Telford	1.05	0.16	0.89	0.00	0.00	0.00	0.00
Telford Forge Retail Park, Telford	0.32	0.08	0.16	0.00	0.00	0.00	0.08
Wellington	0.33	0.00	0.33	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	0.57	0.16	0.41	0.00	0.00	0.00	0.00
Sub-Total	5.52	1.11	3.74	0.15	0.07	0.28	0.17
Wolverhampton City Council							
Wolverhampton	0.25	0.08	0.08	0.00	0.00	0.09	0.00
Sub-Total	0.25	0.08	0.08	0.00	0.00	0.09	0.00
Wrexham County Borough Council							
Wrexham	0.39	0.32	0.00	0.00	0.07	0.00	0.00
Sub-Total	0.39	0.32	0.00	0.00	0.07	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.22	0.00	0.00	0.22	0.00	0.00	0.00
Sub-Total	0.22	0.00	0.00	0.22	0.00	0.00	0.00
Other							
Other	1.12	0.56	0.08	0.15	0.15	0.18	0.00
Sub-Total	1.12	0.56	0.08	0.15	0.15	0.18	0.00
SUB TOTAL	10.70	3.57	3.90	0.89	1.26	0.83	0.25
Internet / mail order / catalogue	10.42	2.06	2.11	1.18	1.26	2.48	1.32
TOTAL	71.26	15.33	9.60	8.36	9.62	15.70	12.66

Notes:
a. Market shares derived from Household Survey

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 (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
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
Sub-Total	7.4	30.2	0.0	0.0	1.0	0.8	0.0
3. Shrewsbury South							
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
Sub-Total	2.1	0.0	0.0	17.9	0.0	0.0	0.0
4. Shrewsbury West							
Bishops Castle	0.3	0.0	0.0	0.0	1.9	0.0	0.0
Sub-Total	0.3	0.0	0.0	0.0	1.9	0.0	0.0
5. Shrewsbury Central West							
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
Sub-Total	60.0	39.0	38.5	55.1	67.3	74.6	85.2
6. Shrewsbury Central East							
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
Sub-Total	7.4	6.3	7.7	6.4	3.8	11.1	8.2
SUB TOTAL	77.1	75.5	46.2	79.5	74.0	86.5	93.4
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.4	0.0	0.0	2.6	1.0	0.0	0.0
Sub-Total	0.4	0.0	0.0	2.6	1.0	0.0	0.0
Cheshire West & Chester Council							
Chester	0.9	0.6	1.1	1.3	0.0	2.4	0.0
Sub-Total	0.9	0.6	1.1	1.3	0.0	2.4	0.0
Manchester City Council							
Manchester	0.1	0.0	1.1	0.0	0.0	0.0	0.0

Sub-Total	0.1	0.0	1.1	0.0	0.0	0.0	0.0
Powys County Council							
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
Sub-Total	0.9	0.0	0.0	1.3	3.8	0.8	0.0
Shropshire Council							
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
Sub-Total	4.3	9.4	0.0	0.0	10.6	1.6	0.8
Stoke-on-Trent City Council							
Hanley	0.7	2.5	0.0	0.0	0.0	0.8	0.0
Sub-Total	0.7	2.5	0.0	0.0	0.0	0.8	0.0
Telford & Wrekin Borough Council							
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
Sub-Total	9.1	5.0	46.2	3.8	1.9	1.6	4.1
Walsall Council							
IKEA, Park Lane, Wednesbury	0.9	1.3	1.1	0.0	0.0	2.4	0.0
Sub-Total	0.9	1.3	1.1	0.0	0.0	2.4	0.0
Wolverhampton City Council							
Wolverhampton	0.1	0.0	1.1	0.0	0.0	0.0	0.0
Sub-Total	0.1	0.0	1.1	0.0	0.0	0.0	0.0
Wrexham County Borough Council							
Wrexham	0.3	1.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.3	1.3	0.0	0.0	0.0	0.0	0.0
Wyre Forest District Council							
Kidderminster	0.7	0.6	0.0	3.8	0.0	0.0	0.8
Sub-Total	0.7	0.6	0.0	3.8	0.0	0.0	0.8
Other							
Other	0.9	1.3	1.1	0.0	1.9	0.8	0.0
Sub-Total	0.9	1.3	1.1	0.0	1.9	0.8	0.0
SUB TOTAL	19.4	22.0	51.6	12.8	19.2	10.3	5.7
Internet / mail order / catalogue	3.5	2.5	2.2	7.7	6.7	3.2	0.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Homebase, N4 Axis Centre, Market Drayton	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Market Drayton	2.27	2.27	0.00	0.00	0.00	0.00	0.00
Wem	0.93	0.78	0.00	0.00	0.07	0.08	0.00
Sub-Total	3.26	3.11	0.00	0.00	0.07	0.08	0.00
3. Shrewsbury South							
Church Stretton	0.40	0.00	0.00	0.40	0.00	0.00	0.00
Craven Arms	0.32	0.00	0.00	0.32	0.00	0.00	0.00
Ludlow	0.40	0.00	0.00	0.40	0.00	0.00	0.00
Sub-Total	1.12	0.00	0.00	1.12	0.00	0.00	0.00
4. Shrewsbury West							
Bishops Castle	0.13	0.00	0.00	0.00	0.13	0.00	0.00
Sub-Total	0.13	0.00	0.00	0.00	0.13	0.00	0.00
5. Shrewsbury Central West							
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	2.51	0.19	0.22	0.40	0.60	0.24	0.86
Shrewsbury	26.53	3.83	2.34	3.03	3.97	7.34	6.03
Sub-Total	29.11	4.02	2.56	3.43	4.63	7.58	6.89
6. Shrewsbury Central East							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	0.63	0.13	0.07	0.00	0.00	0.16	0.27
Homebase, Sundorne Retail Park, Shrewsbury	0.06	0.06	0.00	0.00	0.00	0.00	0.00
Lancaster Retail Park, Shrewsbury	0.65	0.06	0.15	0.08	0.07	0.16	0.13
Sundorne Retail Park, Shrewsbury	1.64	0.19	0.15	0.16	0.20	0.81	0.13
Harlescott	0.42	0.19	0.00	0.16	0.00	0.00	0.07
Wickes, Kendal Road, Shrewsbury	0.21	0.00	0.15	0.00	0.00	0.00	0.07
Sub-Total	3.61	0.65	0.51	0.40	0.26	1.13	0.66
SUB TOTAL	37.23	7.78	3.07	4.94	5.09	8.79	7.55
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	0.23	0.00	0.00	0.16	0.07	0.00	0.00
Sub-Total	0.23	0.00	0.00	0.16	0.07	0.00	0.00
Cheshire West & Chester Council							
Chester	0.46	0.06	0.07	0.08	0.00	0.24	0.00
Sub-Total	0.46	0.06	0.07	0.08	0.00	0.24	0.00
Manchester City Council							
Manchester	0.07	0.00	0.07	0.00	0.00	0.00	0.00
Sub-Total	0.07	0.00	0.07	0.00	0.00	0.00	0.00
Powys County Council							
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
Sub-Total	0.42	0.00	0.00	0.08	0.26	0.08	0.00
Shropshire Council							
Homebase, Penda Retail Park, Oswestry	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Oswestry	0.89	0.00	0.00	0.00	0.66	0.16	0.07
Whitchurch	0.97	0.97	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.93	0.97	0.00	0.00	0.73	0.16	0.07
Stoke-on-Trent City Council							
Hanley	0.34	0.26	0.00	0.00	0.00	0.08	0.00
Sub-Total	0.34	0.26	0.00	0.00	0.00	0.08	0.00
Telford & Wrekin Borough Council							
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.07	0.00	0.07	0.00	0.00	0.00	0.00
Newport	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Telford	2.24	0.32	1.32	0.24	0.13	0.16	0.07
Telford Bridge Retail Park, Telford	0.35	0.00	0.22	0.00	0.00	0.00	0.13
Telford Forge Retail Park, Telford	0.34	0.06	0.15	0.00	0.00	0.00	0.13
Wellington	1.24	0.00	1.24	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
Sub-Total	4.45	0.52	3.07	0.24	0.13	0.16	0.33
Walsall Council							
IKEA, Park Lane, Wednesbury	0.44	0.13	0.07	0.00	0.00	0.24	0.00
Sub-Total	0.44	0.13	0.07	0.00	0.00	0.24	0.00
Wolverhampton City Council							
Wolverhampton	0.07	0.00	0.07	0.00	0.00	0.00	0.00
Sub-Total	0.07	0.00	0.07	0.00	0.00	0.00	0.00
Wrexham County Borough Council							
Wrexham	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.37	0.06	0.00	0.24	0.00	0.00	0.07
Sub-Total	0.37	0.06	0.00	0.24	0.00	0.00	0.07
Other							
Other	0.42	0.13	0.07	0.00	0.13	0.08	0.00
Sub-Total	0.42	0.13	0.07	0.00	0.13	0.08	0.00
SUB TOTAL	9.34	2.27	3.44	0.80	1.32	1.05	0.46
Internet / mail order / catalogue	1.74	0.26	0.15	0.48	0.46	0.32	0.07
TOTAL	48.30	10.31	6.65	6.21	6.88	10.16	8.08

Notes:
a. Market shares derived from Household Survey

AT 2010 PRICES

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 (%)
WITHIN STUDY AREA							
<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
Sub-Total	8.8	37.1	0.0	0.0	0.0	0.0	0.0
<u>2. Shrewsbury East</u>							
Much Wenlock	0.5	0.0	3.6	0.0	0.0	0.0	0.0
Sub-Total	0.5	0.0	3.6	0.0	0.0	0.0	0.0
<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
Sub-Total	2.3	0.0	0.0	18.6	0.0	0.0	0.0
<u>4. Shrewsbury West</u>							
Bishops Castle	0.8	0.0	0.0	0.0	5.4	0.0	0.0
Sub-Total	0.8	0.0	0.0	0.0	5.4	0.0	0.0
<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
Sub-Total	36.2	15.1	11.8	47.4	55.0	62.1	34.7
<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
Sub-Total	34.0	24.2	34.5	21.6	19.8	35.7	63.9
SUB TOTAL	82.5	76.3	50.0	87.6	80.2	97.9	98.6
OUTSIDE STUDY AREA							
<u>Herefordshire Council</u>							
Hereford	0.8	0.5	0.0	4.1	0.0	0.0	0.7
Sub-Total	0.8	0.5	0.0	4.1	0.0	0.0	0.7
<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
Sub-Total	0.9	0.0	0.0	0.0	5.4	0.7	0.0
Sandwell Metropolitan Borough Council							
Wednesbury	0.1	0.0	0.0	1.0	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.0	0.0	0.0	0.0
Shropshire Council							
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
Sub-Total	5.7	16.1	0.9	0.0	12.6	0.0	0.0
Stafford Borough Council							
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
Sub-Total	0.3	0.5	0.9	0.0	0.0	0.0	0.0
Telford & Wrekin Borough Council							
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
Sub-Total	8.0	3.8	47.3	3.1	0.0	0.7	0.0
Walsall Council							
IKEA, Park Lane, Wednesbury	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Wolverhampton City Council							
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Sub-Total	0.1	0.0	0.0	0.0	0.9	0.0	0.0
Wrexham County Borough Council							
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
Sub-Total	0.3	1.1	0.0	0.0	0.0	0.0	0.0
Wyre Forest District Council							
Kidderminster	0.3	0.0	0.0	2.1	0.0	0.0	0.0
Sub-Total	0.3	0.0	0.0	2.1	0.0	0.0	0.0
Other							
Other	0.3	0.5	0.0	1.0	0.0	0.0	0.0
Sub-Total	0.3	0.5	0.0	1.0	0.0	0.0	0.0
SUB TOTAL	16.8	22.6	49.1	11.3	18.9	1.4	1.4
Internet / mail order / catalogue	0.8	1.1	0.9	1.0	0.9	0.7	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Homebase, N4 Axis Centre, Market Drayton	1.47	1.47	0.00	0.00	0.00	0.00	0.00
Market Drayton	0.83	0.83	0.00	0.00	0.00	0.00	0.00
Wem	0.44	0.44	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.74	2.74	0.00	0.00	0.00	0.00	0.00
2. Shrewsbury East							
Much Wenlock	0.16	0.00	0.16	0.00	0.00	0.00	0.00
Sub-Total	0.16	0.00	0.16	0.00	0.00	0.00	0.00
3. Shrewsbury South							
Church Stretton	0.27	0.00	0.00	0.27	0.00	0.00	0.00
Craven Arms	0.13	0.00	0.00	0.13	0.00	0.00	0.00
Ludlow	0.40	0.00	0.00	0.40	0.00	0.00	0.00
Sub-Total	0.80	0.00	0.00	0.80	0.00	0.00	0.00
4. Shrewsbury West							
Bishops Castle	0.28	0.00	0.00	0.00	0.28	0.00	0.00
Sub-Total	0.28	0.00	0.00	0.00	0.28	0.00	0.00
5. Shrewsbury Central West							
Focus, Meole Brace Retail Park, Shrewsbury	2.54	0.12	0.12	0.67	0.37	1.00	0.26
Meole Brace Retail Park, Shrewsbury	2.96	0.16	0.04	0.76	0.83	0.95	0.23
Shrewsbury	6.65	0.83	0.37	0.62	1.61	1.82	1.39
Sub-Total	12.15	1.11	0.53	2.05	2.80	3.77	1.88
6. Shrewsbury Central East							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	7.57	1.27	0.95	0.71	0.60	1.60	2.44
Homebase, Sundorne Retail Park, Shrewsbury	1.65	0.28	0.33	0.04	0.14	0.22	0.64
Lancaster Retail Park, Shrewsbury	0.17	0.08	0.04	0.00	0.05	0.00	0.00
Sundorne Retail Park, Shrewsbury	0.26	0.04	0.04	0.09	0.00	0.09	0.00
Harlescote	0.17	0.04	0.00	0.04	0.05	0.00	0.04
Wickes, Kendal Road, Shrewsbury	1.11	0.08	0.21	0.04	0.18	0.26	0.34
Sub-Total	10.92	1.79	1.56	0.94	1.01	2.17	3.46
SUB TOTAL	27.05	5.64	2.26	3.79	4.08	5.94	5.34
OUTSIDE STUDY AREA							
Herefordshire Council							
Hereford	0.26	0.04	0.00	0.18	0.00	0.00	0.04
Sub-Total	0.26	0.04	0.00	0.18	0.00	0.00	0.04
Powys County Council							
Newtown	0.09	0.00	0.00	0.00	0.09	0.00	0.00
Welshpool	0.23	0.00	0.00	0.00	0.18	0.04	0.00
Sub-Total	0.32	0.00	0.00	0.00	0.28	0.04	0.00
Sandwell Metropolitan Borough Council							
Wednesbury	0.04	0.00	0.00	0.04	0.00	0.00	0.00
Sub-Total	0.04	0.00	0.00	0.04	0.00	0.00	0.00
Shropshire Council							
Broseley	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Homebase, Penda Retail Park, Oswestry	0.28	0.00	0.00	0.00	0.28	0.00	0.00
Homebase, Waymills Road, Whitchurch	0.52	0.52	0.00	0.00	0.00	0.00	0.00
Oswestry	0.37	0.00	0.00	0.00	0.37	0.00	0.00
Whitchurch	0.68	0.68	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.88	1.19	0.04	0.00	0.64	0.00	0.00
Stafford Borough Council							
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
Sub-Total	0.08	0.04	0.04	0.00	0.00	0.00	0.00
Telford & Wrekin Borough Council							
B&Q Supercentre, Telford Bridge Retail Park, Telford	0.95	0.00	0.82	0.09	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	0.74	0.04	0.70	0.00	0.00	0.00	0.00
Newport	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Telford	0.37	0.08	0.25	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	0.29	0.00	0.29	0.00	0.00	0.00	0.00
Sub-Total	2.59	0.28	2.14	0.13	0.00	0.04	0.00
Walsall Council							
IKEA, Park Lane, Wednesbury	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Sub-Total	0.04	0.00	0.00	0.00	0.00	0.00	0.04
Wolverhampton City Council							
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Sub-Total	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Wrexham County Borough Council							
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
Sub-Total	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Wyre Forest District Council							
Kidderminster	0.09	0.00	0.00	0.09	0.00	0.00	0.00
Sub-Total	0.09	0.00	0.00	0.09	0.00	0.00	0.00
Other							

Other	0.08	0.04	0.00	0.04	0.00	0.00	0.00
Sub-Total	0.08	0.04	0.00	0.04	0.00	0.00	0.00
SUB TOTAL	5.50	1.67	2.22	0.49	0.96	0.09	0.08
Internet / mail order / catalogue	0.25	0.08	0.04	0.04	0.05	0.04	0.00
TOTAL	32.81	7.39	4.52	4.32	5.09	6.07	5.42

Notes:

a. Market shares derived from Household Survey

AT 2010 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 (%)
WITHIN STUDY AREA							
1. Shrewsbury North							
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
Sub-Total	4.3	18.4	3.2	1.4	1.4	1.0	0.0
2. Shrewsbury East							
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
Sub-Total	7.7	5.7	36.5	0.0	1.4	3.1	6.3
3. Shrewsbury South							
Dobbies Garden World, Hereford Road, Bayston Hill	34.8	17.2	15.9	51.4	35.1	40.8	43.8
Sub-Total	34.8	17.2	15.9	51.4	35.1	40.8	43.8
4. Shrewsbury West							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.2	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	0.2	0.0	0.0	0.0	0.0	1.0	0.0
5. Shrewsbury Central West							
Focus, Meole Brace Retail Park, Shrewsbury	0.2	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	0.2	0.0	0.0	0.0	1.4	0.0	0.0
6. Shrewsbury Central East							
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
Sub-Total	36.2	14.9	28.6	31.1	37.8	52.0	46.9
SUB TOTAL	83.3	56.3	84.1	83.8	77.0	98.0	96.9
OUTSIDE STUDY AREA							
Cheshire East Council							
Bridgemere Garden Centre, Bridgemere, Cheshire	5.9	32.2	0.0	0.0	0.0	0.0	1.0
Sub-Total	5.9	32.2	0.0	0.0	0.0	0.0	1.0
Powys County Council							
Derwen Garden Centre & Farm Shop, Guilsfield, Welshpool	3.3	0.0	0.0	2.7	14.9	2.0	1.0
Sub-Total	3.3	0.0	0.0	2.7	14.9	2.0	1.0

Shropshire Council							
Ludlow Home Care, Ludford Bridge, Ludlow	1.4	0.0	0.0	9.5	0.0	0.0	0.0
Moreton Park Garden Centre, Gledrid, Wrexham	2.2	2.3	1.6	1.4	8.1	0.0	1.0
Whitchurch	0.2	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	3.9	3.4	1.6	10.8	8.1	0.0	1.0
Telford & Wrekin Borough Council							
Mere Park Garden Centre, Stafford Road, Newport	0.8	4.6	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centres, Station Road, Donnington, Telford	2.2	3.4	12.7	0.0	0.0	0.0	0.0
Sub-Total	3.0	8.0	12.7	0.0	0.0	0.0	0.0
Other							
Other	0.6	0.0	1.6	2.7	0.0	0.0	0.0
Sub-Total	0.6	0.0	1.6	2.7	0.0	0.0	0.0
SUB TOTAL	16.7	43.7	15.9	16.2	23.0	2.0	3.1
Internet / mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Country Garden Plant Centre, Black Birches, Shrewsbury	0.08	0.00	0.03	0.03	0.00	0.02	0.00
Heathwood Nurseries, Higher Heath, Whitchurch	0.09	0.06	0.03	0.00	0.00	0.00	0.00
Holly Farm Nurseries, Whitchurch Road, Whitchurch	0.48	0.45	0.00	0.00	0.03	0.00	0.00
Sub-Total	0.65	0.52	0.06	0.03	0.03	0.02	0.00
2. Shrewsbury East							
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
Oakgate Plant Centre, Ellerdine Heath, Telford	0.52	0.16	0.34	0.00	0.00	0.02	0.00
Roden Nurseries, Roden Lane, Roden, Telford	0.45	0.00	0.28	0.00	0.03	0.02	0.11
Sub-Total	1.02	0.16	0.64	0.00	0.03	0.07	0.11
3. Shrewsbury South							
Dobbies Garden World, Hereford Road, Bayston Hill	4.19	0.48	0.28	0.96	0.71	0.96	0.80
Sub-Total	4.19	0.48	0.28	0.96	0.71	0.96	0.80
4. Shrewsbury West							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Sub-Total	0.02	0.00	0.00	0.00	0.00	0.02	0.00
5. Shrewsbury Central West							
Focus, Meole Brace Retail Park, Shrewsbury	0.03	0.00	0.00	0.00	0.03	0.00	0.00
Sub-Total	0.03	0.00	0.00	0.00	0.03	0.00	0.00
6. Shrewsbury Central East							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	0.05	0.00	0.00	0.00	0.03	0.02	0.00
Charlie's, Brixton Way, Shrewsbury	0.20	0.03	0.00	0.00	0.11	0.00	0.06
Percy Thrower's Gardening & Leisure, Oteley Road, Shrew	4.10	0.39	0.50	0.58	0.63	1.20	0.80
Sub-Total	4.35	0.42	0.50	0.58	0.76	1.22	0.86
SUB TOTAL	10.25	1.58	1.49	1.56	1.56	2.30	1.77
OUTSIDE STUDY AREA							
Cheshire East Council							
Bridgemere Garden Centre, Bridgemere, Cheshire	0.92	0.90	0.00	0.00	0.00	0.00	0.02
Sub-Total	0.92	0.90	0.00	0.00	0.00	0.00	0.02
Powys County Council							
Derwen Garden Centre & Farm Shop, Guilsfield, Welshpool	0.42	0.00	0.00	0.05	0.30	0.05	0.02
Sub-Total	0.42	0.00	0.00	0.05	0.30	0.05	0.02
Shropshire Council							
Ludlow Home Care, Ludford Bridge, Ludlow	0.18	0.00	0.00	0.18	0.00	0.00	0.00
Moreton Park Garden Centre, Gledrid, Wrexham	0.30	0.06	0.03	0.03	0.16	0.00	0.02
Whitchurch	0.03	0.03	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.51	0.10	0.03	0.20	0.16	0.00	0.02
Telford & Wrekin Borough Council							
Mere Park Garden Centre, Stafford Road, Newport	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Wyevale Garden Centres, Station Road, Donnington, Telford	0.32	0.10	0.22	0.00	0.00	0.00	0.00
Sub-Total	0.45	0.23	0.22	0.00	0.00	0.00	0.00
Other							
Other	0.08	0.00	0.03	0.05	0.00	0.00	0.00
Sub-Total	0.08	0.00	0.03	0.05	0.00	0.00	0.00
SUB TOTAL	2.38	1.23	0.28	0.30	0.46	0.05	0.06
Internet / mail order / catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	12.63	2.81	1.77	1.86	2.02	2.35	1.82

Notes:
a. Market shares derived from Household Survey

AT 2010 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)
WITHIN STUDY AREA							
1. Shrewsbury North							
Country Garden Plant Centre, Black Birches, Shrewsbury	0.08	0.00	0.03	0.03	0.00	0.02	0.00
Heathwood Nurseries, Higher Heath, Whitchurch	0.09	0.06	0.03	0.00	0.00	0.00	0.00
Holly Farm Nurseries, Whitchurch Road, Whitchurch	0.48	0.45	0.00	0.00	0.03	0.00	0.00
Homebase, N4 Axis Centre, Market Drayton	1.53	1.53	0.00	0.00	0.00	0.00	0.00
Market Drayton	17.59	17.43	0.15	0.00	0.00	0.00	0.00
Wem	5.70	5.36	0.00	0.00	0.21	0.08	0.04
Sub-Total	25.47	24.85	0.21	0.03	0.24	0.10	0.04
2. Shrewsbury East							
Claire Austin Plant Centre & Garden Shop, Edgebolton, Shrewsbury	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	1.55	0.21	1.34	0.00	0.00	0.00	0.00
Oakgate Plant Centre, Ellerdine Heath, Telford	0.52	0.16	0.34	0.00	0.00	0.02	0.00
Roden Nurseries, Roden Lane, Roden, Telford	0.45	0.00	0.28	0.00	0.03	0.02	0.11
Shawbirch	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Sub-Total	2.79	0.37	2.21	0.00	0.03	0.07	0.11
3. Shrewsbury South							
Bayton Hill	0.20	0.00	0.00	0.20	0.00	0.00	0.00
Church Stretton	5.71	0.00	0.00	5.71	0.00	0.00	0.00
Craven Arms	1.00	0.00	0.00	0.93	0.07	0.00	0.00
Dobbies Garden World, Hereford Road, Bayston Hill	4.19	0.48	0.28	0.96	0.71	0.96	0.80
Ludlow	5.50	0.00	0.13	5.05	0.27	0.05	0.00
Sub-Total	16.60	0.48	0.41	12.85	1.05	1.01	0.80
4. Shrewsbury West							
Barncroft Nurseries, Olden Lane, Shrewsbury	0.02	0.00	0.00	0.00	0.00	0.02	0.00
Bishops Castle	2.04	0.00	0.00	0.00	2.04	0.00	0.00
Sub-Total	2.07	0.00	0.00	0.00	2.04	0.02	0.00
5. Shrewsbury Central West							
Bicton Heath	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Focus, Meole Brace Retail Park, Shrewsbury	2.63	0.12	0.12	0.67	0.46	1.00	0.26
Meole Brace Retail Park, Shrewsbury	55.25	5.27	3.52	9.80	9.62	15.70	11.33
Radbrook Green	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Shrewsbury	261.69	36.47	23.93	27.72	40.38	70.57	62.62
Sub-Total	319.87	41.86	27.57	38.19	50.46	87.58	74.22
6. Shrewsbury Central East							
B&Q Mini Warehouse, Featherbed Lane, Shrewsbury	8.25	1.40	1.02	0.71	0.62	1.79	2.71
Charlie's, Brixton Way, Shrewsbury	0.20	0.03	0.00	0.00	0.11	0.00	0.06
Harlescott	1.39	0.63	0.00	0.26	0.24	0.00	0.26
Homebase, Sundorne Retail Park, Shrewsbury	1.71	0.34	0.33	0.04	0.14	0.22	0.64
Lancaster Retail Park, Shrewsbury	2.34	0.42	0.40	0.14	0.18	0.79	0.40
Percy Thrower's Gardening & Leisure, Oteley Road, Shrewsbury	4.10	0.39	0.50	0.58	0.63	1.20	0.80
Sundorne Retail Park, Shrewsbury	3.89	0.80	0.43	0.73	0.46	1.16	0.31
Wickes, Kendal Road, Shrewsbury	1.32	0.08	0.35	0.04	0.18	0.26	0.40
Sub-Total	23.20	4.09	3.03	2.52	2.56	5.42	5.58
SUB TOTAL	389.99	71.64	33.43	53.58	56.38	94.20	80.75
OUTSIDE STUDY AREA							
Birmingham City Council							
Birmingham City Centre	1.68	0.00	0.26	0.47	0.16	0.67	0.13
Sub-Total	1.68	0.00	0.26	0.47	0.16	0.67	0.13
Cheshire East Council							
Bridgemere Garden Centre, Bridgemere, Cheshire	0.92	0.90	0.00	0.00	0.00	0.00	0.02
Sub-Total	0.92	0.90	0.00	0.00	0.00	0.00	0.02
Cheshire West & Chester Council							
Cheshire Oaks, Ellesmere Port	0.48	0.15	0.00	0.00	0.15	0.00	0.18
Chester	4.35	1.04	0.82	0.66	0.19	1.63	0.00
Sub-Total	4.82	1.19	0.82	0.66	0.34	1.63	0.18
Dudley Metropolitan Borough Council							
Dudley	0.14	0.00	0.00	0.14	0.00	0.00	0.00
Merry Hill Shopping Centre, Dudley	0.20	0.00	0.00	0.06	0.00	0.00	0.14
Sub-Total	0.34	0.00	0.00	0.20	0.00	0.00	0.14
Herefordshire Council							
Hereford	2.39	0.04	0.00	2.31	0.00	0.00	0.04
Sub-Total	2.39	0.04	0.00	2.31	0.00	0.00	0.04
Manchester City Council							
Manchester	0.60	0.13	0.07	0.00	0.00	0.26	0.14
Sub-Total	0.60	0.13	0.07	0.00	0.00	0.26	0.14
Powys County Council							
Derwen Garden Centre & Farm Shop, Guilsfield, Welshpool	0.42	0.00	0.00	0.05	0.30	0.05	0.02
Newtown	0.75	0.20	0.00	0.00	0.55	0.00	0.00
Welshpool	1.03	0.00	0.00	0.14	0.77	0.12	0.00
Sub-Total	2.20	0.20	0.00	0.19	1.62	0.17	0.02
Sandwell Metropolitan Borough Council							
Wednesbury	0.38	0.05	0.00	0.04	0.09	0.10	0.09
Sub-Total	0.38	0.05	0.00	0.04	0.09	0.10	0.09
Shropshire Council							
Bridgnorth	0.61	0.00	0.57	0.00	0.05	0.00	0.00
Broseley	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Ellesmere	0.24	0.24	0.00	0.00	0.00	0.00	0.00
Homebase, Penda Retail Park, Oswestry	0.34	0.00	0.00	0.00	0.34	0.00	0.00
Homebase, Waymills Road, Whitchurch	0.52	0.52	0.00	0.00	0.00	0.00	0.00

Ludlow Home Care, Ludford Bridge, Ludlow	0.18	0.00	0.00	0.18	0.00	0.00	0.00
Moreton Park Garden Centre, Gledrid, Wrexham	0.30	0.06	0.03	0.03	0.16	0.00	0.02
Oswestry	7.31	0.14	0.00	0.21	6.04	0.71	0.21
Whitchurch	9.38	9.38	0.00	0.00	0.00	0.00	0.00
Sub-Total	18.91	10.34	0.64	0.41	6.59	0.71	0.23
Stafford Borough Council							
Homebase, Greyfriars Business Park, Stafford	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Stafford	0.93	0.63	0.13	0.00	0.00	0.17	0.00
Wickes, Madford Retail Park, Stafford	0.04	0.00	0.04	0.00	0.00	0.00	0.00
Sub-Total	1.01	0.67	0.17	0.00	0.00	0.17	0.00
Stoke-on-Trent City Council							
Hanley	2.26	2.14	0.00	0.00	0.05	0.08	0.00
Sub-Total	2.26	2.14	0.00	0.00	0.05	0.08	0.00
Telford & Wrekin Borough Council							
B&Q Supercentre, Telford Bridge Retail Park, Telford	1.03	0.00	0.90	0.09	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	0.74	0.04	0.70	0.00	0.00	0.00	0.00
Mere Park Garden Centre, Stafford Road, Newport	0.13	0.13	0.00	0.00	0.00	0.00	0.00
Newport	0.99	0.87	0.07	0.00	0.00	0.00	0.04
Telford	32.56	8.82	16.29	1.50	1.35	1.96	2.65
Telford Bridge Retail Park, Telford	2.82	0.58	1.90	0.15	0.05	0.00	0.13
Telford Forge Retail Park, Telford	1.83	0.44	0.79	0.12	0.26	0.00	0.22
Wellington	5.58	0.00	5.58	0.00	0.00	0.00	0.00
Wrekin Retail Park, Telford	2.91	0.45	2.39	0.00	0.07	0.00	0.00
Wyevale Garden Centres, Station Road, Donnington, Telford	0.32	0.10	0.22	0.00	0.00	0.00	0.00
Sub-Total	48.98	11.51	28.85	1.86	1.73	2.00	3.04
Walsall Council							
IKEA, Park Lane, Wednesbury	0.48	0.13	0.07	0.00	0.00	0.24	0.04
Walsall	0.41	0.15	0.21	0.00	0.00	0.05	0.00
Sub-Total	0.89	0.28	0.28	0.00	0.00	0.29	0.04
Wolverhampton City Council							
B&Q Warehouse, Spring Vale Business Park, Wolverhampton	0.05	0.00	0.00	0.00	0.05	0.00	0.00
Wolverhampton	0.57	0.08	0.21	0.00	0.19	0.09	0.00
Sub-Total	0.62	0.08	0.21	0.00	0.24	0.09	0.00
Wrexham County Borough Council							
B&Q Mini Warehouse, Berse Road, Wrexham	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Wrexham	2.68	2.35	0.00	0.00	0.33	0.00	0.00
Sub-Total	2.72	2.39	0.00	0.00	0.33	0.00	0.00
Wyre Forest District Council							
Kidderminster	1.50	0.06	0.00	1.37	0.00	0.00	0.07
Sub-Total	1.50	0.06	0.00	1.37	0.00	0.00	0.07
Other							
Other	8.82	2.99	1.16	1.29	1.23	1.15	1.00
Sub-Total	8.82	2.99	1.16	1.29	1.23	1.15	1.00
SUB TOTAL	99.05	32.96	32.46	8.79	12.37	7.35	5.12
Internet / mail order / catalogue	41.58	9.96	6.57	5.14	7.05	7.70	5.16
TOTAL	530.61	114.56	72.45	67.51	75.80	109.25	91.03

Notes:

a. Market shares derived from Household Survey

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)
WITHIN STUDY AREA								
1. Shrewsbury North								
Co-op, Morris Central Shopping Park, Wem	IGD	1115	932	83	774	8,264	6.39	4.13
Co-op Food, Shrewsbury Road, Bomere Heath	IGD	Unknown	186	83	154	8,264	1.28	0.48
Iceland, Cheshire Street, Market Drayton	IGD	Unknown	307	93	286	6,167	1.76	2.11
Lidl, Towers Lawn, Market Drayton	IGD	2913	1764	80	1411	3,485	4.92	1.72
Local Shops, Bomere Heath								0.08
Local Shops, Clive								0.16
Local Shops, Hinstock								0.32
Local Shops, Market Drayton								1.74
Local Shops, Wem								0.78
Local Shops, Prees								0.16
Market, Market Drayton								0.32
Market, Wem								0.24
Netto (now Asda), Stafford Street, Market Drayton	IGD	Unknown	743	83	617	13,470	8.31	2.01
WM Morrisons, Maer Lane, Market Drayton	IGD	3484	1672	80	1338	12,035	16.10	22.79
2. Shrewsbury East								
Co-op Food, Market Drayton Road, Shawbury	Promap	149	112	83	93	8,264	0.77	0.53
Local Shops, Much Wenlock								2.49
Local Shops, High Ercall								0.15
Local Shops, Shawbury								0.53
3. Shrewsbury South								
Co-op, High Street, Church Stretton	IGD	762	609	83	505	8,264	4.18	5.91
Harry Tuffins, Craven Centre, Craven Arms				100				3.60
Local Shops, Aston Munslow								0.08
Local Shops, Bayston Hill								0.33
Local Shops, Church Stretton								1.15
Local Shops, Craven Arms								0.65
Local Shops, Ludlow								1.14
Market, Church Stretton								0.08
Market, Ludlow								0.40
Spar, Landsown Road, Shrewsbury	Promap	270	203	95	193	7,319	1.41	0.65
Tesco, Station Drive, Ludlow	IGD	2787	1481	66	977	11,942	11.67	7.32
4. Shrewsbury West								
Co-op, Church Street, Bishops Castle	IGD	Unknown	170	83	141	8,264	1.17	1.53
Local Shops, Baschurch								0.26
Local Shops, Bishops Castle								1.00
Local Shops, Hanwood								0.06
Local Shops, Kinnerley								0.19
Local Shops, Knockin								0.06
Local Shops, Ministerley								0.45
Local Shops, Montford Bridge								0.06
Local Shops, Pontesbury								0.32
Local Shops, Westbury								0.06
5. Shrewsbury Central West								
Asda, Old Potts Way, Shrewsbury	IGD	4400	2582	58	1498	13,470	20.17	28.02
Co-op Food, Bank Farm Road, Radbrook Green	IGD	1022	743	83	617	8,264	5.10	2.61
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	IGD	Unknown	929	83	771	8,264	6.37	2.38
Co-op Food, Mytton Oak Road, Copthorne	IGD	636	497	83	413	8,264	3.41	1.66
Local Shops, Shrewsbury	Goad	3480	2436	95	2314	3,500	8.10	4.67
Market, Shrewsbury	Goad	310	279	50	140	3,000	0.42	2.02
Marks & Spencer, Castle Street, Shrewsbury	IGD	8169	1082	95	1028	10,536	10.83	4.81
Sainsbury's Local, Whitecroft Road, Shrewsbury	IGD	623	407	85	346	11,520	3.99	6.49
Sainsbury's, Meole Brace Retail Park, Shrewsbury	IGD	6709	5214	75	3911	11,520	45.05	57.63
Somerfield (now Co-op), Riverside Shopping Centre, Shrewsbury	Goad/IGD	920	776	82	636	8,264	5.26	1.35
Spar, New Park Street, Shrewsbury	Promap	176	132	95	125	7,319	0.92	0.08
6. Shrewsbury Central East								
Aldi, Arlington Way, Shrewsbury	IGD	Unknown	808	69	558	4,670	2.60	4.33
Co-op Food, Mount Pleasant Road, Heath Farm	Promap	143	107	83	89	8,264	0.73	0.28
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury	Promap	529	397	83	330	8,264	2.72	2.36
Iceland, Lancaster Retail Park, Shrewsbury	IGD	Unknown	475	93	442	6,167	2.72	1.68
Lidl, Harlescote Lane, Shrewsbury	Promap	1475	1033	80	826	3,485	2.88	1.35
Netto (to re-open as Asda), Abbey Foregate, Shrewsbury	IGD	Unknown	990	83	822	13,470	11.07	2.11
Spar, Conway Drive Telford Estate, Shrewsbury	Promap	356	267	95	254	7,319	1.86	0.14
Tesco Express, Ditherington Road, Shrewsbury	IGD	286	169	85	144	11,942	1.72	7.72
Tesco Extra, Cattle Market, Shrewsbury	IGD	8189	4771	66	3149	11,942	37.60	40.73
WM Morrisons, Whitchurch Street, Shrewsbury	IGD	6581	3099	80	2479	12,035	29.84	48.49
TOTAL							261.30	286.99

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 2011
5. Shrewsbury Central West										
Asda, Old Potts Way, Shrewsbury	IGD	4400	2,582	59	1,523	13,470	20.52	90	18.47	28.02
Co-op Food, Bank Farm Road, Radbrook Green	IGD	1022	743	86	639	8,264	5.28	95	5.02	2.61
Co-op Food, Bicton Heath Shopping Centre, Bicton Heath	IGD	Unknown	929	86	799	8,264	6.60	95	6.27	2.38
Co-op Food, Mytton Oak Road, Copthorne	IGD	636	497	86	427	8,264	3.53	95	3.36	1.66
Local Shops, Shrewsbury*	Goad	3480	2,436	95	2,314	3,500	8.10	95	7.69	4.67
Market, Shrewsbury*	Goad	310	279	50	140	3,000	0.42	95	0.40	2.02
Marks & Spencer, Castle Street, Shrewsbury	IGD	8169	1,082	95	1,028	10,536	10.83	90	9.75	4.81
Sainsbury's Local, Whitecroft Road, Shrewsbury	IGD	623	407	74	301	11,520	3.47	95	3.30	6.49
Sainsbury's, Meole Brace Retail Park, Shrewsbury	IGD	6709	5,214	74	3,858	11,520	44.45	90	40.00	57.63
Co-op (Somerfield at time of Survey), Riverside Shopping Centre, Shrewsbury**	Goad/IGD	1250	776	86	667	8,264	5.51	95	5.24	1.35
Spar, New Park Street, Shrewsbury***	Promap	176	132	95	125	7,319	0.92	95	0.87	0.08
6. Shrewsbury Central East										
Aldi, Arlington Way, Shrewsbury	IGD	Unknown	808	69	558	4,670	2.60	95	2.47	4.33
Co-op Food, Mount Pleasant Road, Heath Farm***	Promap	143	107	86	92	8,264	0.76	95	0.72	0.28
Co-op Food, Sutton Farm Shopping Centre, Shrewsbury***	Promap	529	397	86	341	8,264	2.82	95	2.68	2.36
Iceland, Lancaster Retail Park, Shrewsbury	IGD	Unknown	475	98	466	6,167	2.87	95	2.73	1.68
Lidl, Harlescott Lane, Shrewsbury***	Promap	1475	1,033	79	816	3,485	2.84	95	2.70	1.35
Former Netto (shortly to reopen as an Asda store), Abbey Foregate, Shrewsbury****	IGD	Unknown	990	59	584	13,470	7.87	95	7.47	2.11
Spar, Conway Drive Telford Estate, Shrewsbury****	Promap	356	267	95	254	7,319	1.86	95	1.76	0.14
Tesco Express, Ditherington Road, Shrewsbury	IGD	286	169	66	112	11,942	1.33	95	1.27	7.72
Tesco Extra, Cattle Market, Shrewsbury	IGD	8189	4,771	66	3,149	11,942	37.60	90	33.84	40.73
WM Morrisons, Whitchurch Street, Shrewsbury	IGD	6581	3,099	79	2,448	12,035	29.46	90	26.52	48.49
TOTAL			27193		20642		199.66		182.53	220.93

* 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

**** Store is shortly to reopen as an Asda and the assumed convenience goods sales area and benchmark turnover is based on this operator

Table 27.1: Estimated 'Capacity' for Convenience Goods Facilities - Shrewsbury

Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	182.53	220.93	38.40
2016	182.32	224.32	42.00
2021	184.88	234.34	49.46
2026	186.74	244.97	58.23

Table 27.2: Quantitative Need for Additional Floorspace in Shrewsbury

Year	Convenience Goods				
	£m	Commitments		Floorspace Requirement	
		Residual	Min ¹	Max ²	
2011	38.40	4.28	34.12	2,840	6,824
2016	42.00	4.27	37.73	3,144	7,555
2021	49.46	4.33	45.13	3,708	8,910
2026	58.23	4.37	53.86	4,381	10,528

Table 27.3: Convenience Goods Commitments

Proposal	Reference	Gross Floorspace	Net Floorspace	Estimate Turnover per sq.m	Turnover (£m)
Waitrose, Pride Hill	-	490	259	11,113	2.88
Demolition of Six Bells public house and erection of convenience store	11/01614/FUL	460	280	5,000	1.40

AT 2010 PRICES

TABLE 28: NEED FOR ADDITIONAL COMPARISON GOODS PROVISION WITHIN ZONES 5 & 6 (PCA)

Table 28.1: Estimated 'Capacity' for Comparison Goods Facilities - Shrewsbury

Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	343.06	343.06	0.00
2016	372.86	383.74	10.88
2021	405.65	455.40	49.75
2026	441.33	540.31	98.98

Table 28.2: Quantitative Need for Additional Floorspace in Shrewsbury

Year	Convenience Goods				
	£m	Commitments	Residual	Floorspace Requirement	
				Min ^{1*}	Max ^{2*}
2011	0.00	50.74	-50.74	0	0
2016	10.88	55.15	-44.27	0	0
2021	49.75	60.00	-10.25	0	0
2026	98.98	65.28	33.71	5,240	8,734

Table 28.3: Comparison Goods Commitments and Implemented Floorspace

Proposal	Reference	Gross Floorspace	Net Floorspace	Estimate Turnover per sq. m	Turnover (£m)
Junction of Barker Street and Claremont Street	09/02760/F	387	271	5,000	1.36
The Gap Site, Raven Meadows	06/1170/RM	7,435	5,948	5,000	29.74
Mezzanine Floor, Currys, Unit 4, Meole Brace Retail Park	10/00057/F	618	578	6,241	3.61
Mezzanine Floor, Unit 8, Meole Brace Retail Park	08/1280/VAR	2,950	2,360	3,000	7.08
Mezzanine Floor, Building 4, Unit 1, Sundorne Retail Park	08/00660/F	648	454	3,000	1.36
Dobbies Garden Centre, Bayston Hill	10/02566/FUL	755	529	3,000	1.59
Implemented Floorspace, Units 1 & 2, Sundorne Retail Park	07/01144/F	2,506	2,004	3,000	6.01

AT 2010 PRICES