Borough of Broxbourne Council

Broxbourne Retail & Leisure Study

July 2015

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Executive Summary

Context

WYG was commissioned by the Borough of Broxbourne Council in September 2014 to undertake a Retail and Leisure Study. This study replaces the previous 2008 Retail Study and forms part of the evidence base informing the production of the Local Plan (2015-2030). The Study draws on new empirical research in the form of a telephone survey (October 2014) of 1,000 households covering Broxbourne and the surrounding area to assess shopping patterns within the sub-region.

Vitality and Viability

The Study has evaluated the vitality and viability of Waltham Cross and Hoddesdon Town Centres, Cheshunt District Centre, Brookfield, Neighbourhood Centres and Local Centres and Parades drawing on a number of key indicators. The Study assesses how the designated centres have performed since the previous retail study update in 2008.

Hoddesdon Town Centre in particular is performing well, despite the challenging economic conditions and national outlook with respect to the retail sector. There has been a significant reduction in the number of vacant units in recent years following the publication of the Hoddesdon Town Centre Strategy in 2010 and the redevelopment of the Tower Centre in 2013.

Whilst Waltham Cross Town Centre's vacancy rate is below the national average, the number of vacant units has grown significantly since earlier surveys, prior to the recession, particularly to the north of the high street, where activity and footfall are low.

Cheshunt District Centre is healthy and performing well, although there is scope for improvements to the general street environment.

The survey identified Brookfield as the most frequently visited retail destination in Broxbourne and it continues to show a significant level of activity and footfall.

WYG has also reviewed Broxbourne's existing Neighbourhood and Local Centres and Parades in order to identify the most appropriate role for those centres in a consolidated local hierarchy. This review has included a health check assessment of each centre.

The majority of the Borough's existing centres are considered to be able to continue to meet their role in serving the local population going forward. However, WYG consider Crossbrook Street (No's 99-137) and Rye Road Neighbourhood Centres should be downgraded to Local Centre status. WYG also do not consider the centre at Flamstead End Road (Whitefields) to be feasible as a local centre or parade at present.

Available Expenditure

The Study Area is made up of Zones 1-12, as previously adopted by GVA in the survey carried out in 2008, and has been updated to include Zone 13, incorporating Harlow.

The Study Area has a resident population of approximately 412,116 in 2015, rising to 425,680 by 2020, to 439,069 by 2025 and to 451,186 by 2030. This represents an increase in population within the Study Area of 9.4% between 2015 and 2030.

Using local expenditure data provided by Experian Micromarketer G3 data and forecasts in Experian Retail Planner 12.1 it is estimated that, at 2015, the resident population of the Study Area generates some £774m of convenience goods expenditure. This is forecast to increase to £900m by 2030, which represents an increase of £126m (or 16%). For Broxbourne Borough itself, represented by Zones 1-4 of the Study Area, the estimated total available convenience goods expenditure at 2015 is £186m, which is forecast to increase to £216m at 2030 (16%).

In 2015, the resident population within the Study Area is identified as generating £1,069m of comparison goods expenditure. This is expected to increase to £1,867m by 2030. This represents an increase of £798m (or 75%). This increase is a result of the forecast increase in catchment population and, in particular, the forecast level of comparison goods expenditure growth over forthcoming years. For Broxbourne Borough, the total available comparison goods expenditure is £265m at 2015, increasing to £462m at 2030 (74%).

Market Share

Broxbourne's market share of Study Area convenience goods spending has increased from 28% in 2008, to 34% in 2014, primarily due to an increase in Hoddesdon's convenience market share from 8% to 13%. Waltham Cross, Cheshunt and Brookfield's market shares remained relatively constant at 3%, 2% and 14% respectively.

The Borough's market share of comparison goods spending within the Study Area has risen from 16% in 2008 to 24% in 2014[1]. Waltham Cross, Hoddesdon and Cheshunt show a market share of 6% (no change since 2008), 3% (1% increase) and 2% (1% increase) respectively, while Brookfield's market share has increased from 8% to 12%.

Retail Capacity

Based on current shopping patterns and the performance of the town centre, there is a demonstrable capacity for further convenience retail floorspace within Broxbourne. Having assessed the performance of each foodstore, the Study has identified that certain facilities are trading much better than expected (notably the Tesco Extra in the Brookfield Centre) and therefore, this suggests capacity for greater competition and choice. Based on forecast increases in expenditure and current 'overtrading', and accounting for commitments, there is assessed to be an immediate convenience goods expenditure capacity within Broxbourne of £83m. This is forecast to increase to £99m by 2020, to £113m by 2025 and to £128m by 2030.

Applying separate sales densities to the identified residual expenditure to reflect the differing trading characteristics of convenience operators highlights a capacity to accommodate between 7,100 sq m net and 10,000 sq m net of new convenience goods floorspace at 2020, and between 9,400 sq m net and 13,200 sq m net by 2030.

Turning to consider comparison goods — assuming that the future performance of Broxbourne's facilities will be commensurate with its current market share (24.4%) — the surplus expenditure capacity from the Borough of Broxbourne's survey derived turnover is identified as £15.1m by 2020. This is forecast to increase to £49.1m in 2025 and £94.8m in 2030.

Taking separate sales densities to account for difference in comparison operators identifies a constant market share capacity of between 600 sq m and 1,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 6,600 sq m net and 11,900 sq m net by 2025, and between 13,300 sq m net and 23,900 sq m net by 2030.

However, if the popularity of comparison goods shopping within the Borough continues to grow, allied to the expansion of comparison goods floorspace, then a realistic and gradual market share

[1] figures are rounded

'uplift' to 28% by 2030 seems feasible, and would result in surplus comparison goods capacity of £31.6m by 2020, increasing to £88.9m by 2025, and to £167.2m by 2030.

Under the market share 'uplift' scenario, there is an identified market share capacity of between 3,900 sq m and 7,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 13,800 sq m net and 24,800 sq m net by 2025, and between 25,000 sq m net and 45,000 sq m net by 2030.

Leisure

The Study has considered Broxbourne's existing leisure provision against accepted 'benchmarks' in order to ascertain whether there are any shortfalls in respect of existing facilities. Visiting restaurants was identified as the most popular activity for residents of the Borough, followed by visiting the cinema, pubs and clubs and then theatres and concert halls. Visiting nightclubs, bingo halls and social clubs were less popular.

There are no dedicated cinema screens in the Borough of Broxbourne and, as such, the Enfield and Harlow Cineworld complexes attract 85% of all cinema trips made by residents of the Borough. Residents make around 37% of their restaurant trips to restaurants in the Borough itself, and the Borough retains 66.6% of its own resident's trips to health and fitness facilities. The Hollywood Bowl in Stevenage was identified as the most popular bowling facility, attracting over 72% of trips from residents of the Borough.

Based on the benchmarks identified, it was calculated that the Borough could support a number of new health and fitness clubs at 2030 as well as an additional ten pin bowling alley. There was no quantitative shortfall in the provision of cinema screens at 2030, although there is a qualitative case for developing a cinema in Broxbourne on the basis of the distance from Broxbourne to the nearest multiplex offerings.

Recommendations

The Study has sought to assess where the forecast capacity and growth identified could be located in the future to help inform the Council's future policy direction. With the exception of the site at the northern High Street (Waltham Cross), WYG has not identified any new opportunities for retail or leisure developments within or on the edge of the town centres and conclude that there is very little physical capacity to accommodate all of the assessed convenience and comparison floorspace capacity over the period, within the designated centres.

In the absence of suitable town centre locations, the NPPF requires that local planning authorities adopt a sequential approach to the consideration of planning applications for main town centre uses and the potential for the proposal to be accommodated in a sequentially superior location.

In WYG's view, as a long established retail destination in its own right, Brookfield (and the Greater Brookfield area) would be considered the sequentially preferable location to accommodate any residual large-scale retail and leisure development within the Borough, subject to compliance with the sequential approach and a full assessment of impact of the proposal on the vitality and viability of protected centres in the Borough and in neighbouring authority areas.

1.0 Introduction

1.1 Instruction

1.1.1 WYG Planning (hereafter 'WYG') was commissioned by the Borough of Broxbourne Council ('the Council') in September 2014 to undertake a Retail and Leisure Study for Broxbourne Council. The Study acts to update the previous Broxbourne Retail Study (2008) and the Retail Need and Impact Study (2010) and will support the emerging Broxbourne Local Plan 2015-2030.

1.1.2 A key purpose of this Study is to provide an assessment of retail and leisure needs and capacity in the period to 2030, and to review the current performance of Waltham Cross and Hoddesdon Town Centres, Cheshunt District Centre and other neighbourhood and local centres across the Borough. This is of particular importance given recent fluctuations in the UK economy which have had a notable impact on many town centres and the retail and leisure sectors in general.

1.1.3 The Council had previously submitted its Core Strategy Development Document Plan to the Secretary of State for examination in public (EiP) in 2010. The Inspector issued his report on 7th December 2011, recommending a review of the Council's retail and town centre policies and the role of Brookfield. The aims and objectives for this Study therefore include consideration of the following:

- Appraise the quantity and quality of existing convenience retail, comparison retail, and leisure provision in the Borough, and comment on the future developments/Local Plan allocations/ proposals in surrounding towns;
- Conduct primary shopper and household surveys to establish existing retail and leisure habits, market shares and inflow/ outflows;
- Produce convenience and comparison retail expenditure floorspace capacity projections for the period to 2030;
- Produce commercial leisure expenditure and floorspace projections for the period to 2030;
- Comment on emerging shifts in retail and leisure spending;
- Comment on the employment and other socio-economic benefits which might be created through the delivery of new retail, leisure and associated floorspace;

- Conduct a search of existing centres to identify any potentially suitable sites which conform to the sequential test to site selection, taking account of the findings of the latest Strategic Land Availability Assessment. In particular, the assessment should also comment on:

    - The function and classification of each centre within the retail hierarchy.
    - The role and function of Brookfield as a "borough centre".
    - The retail evidence prepared by nearby authorities where cross-boundary issues might be engaged under the duty to co-operate.

1.1.4 The Study draws upon new empirical research, with NEMS Market Research Limited (NEMS) undertaking surveys of 1,000 households within a defined Study Area in October 2014. The Study Area for the household survey comprises thirteen zones which are based on postcode sectors grouped to reflect areas which are likely to exhibit similar patterns of shopping behaviour. The Study is informed by a comprehensive survey of existing operators within the borough and examines the existing published data sources, such as Experian Goad, Venuescore and Estates Gazette. The Study also draws upon the latest Experian population and expenditure data (published in February 2014) in order to establish the up-to-date position with regard to both convenience and comparison goods capacity.

1.2 Structure of Report

1.2.1 Our report is structured as follows:

- Section 2 provides a context for the Retail Study by providing an analysis of key retail trends;
- Section 3 considers the up-to-date position in respect of relevant national, regional and local retail planning policy;
- Section 4 sets out an overview of the vitality and viability of the Borough's town, district, neighbourhood and local centres;
- Section 5 identifies current and future population and expenditure levels within the Study Area;
- Section 6 sets out a review of the survey research and considers the key findings with regard to shopping trip patterns across the Study Area;

- Section 7 provides our assessment of the quantitative and qualitative need for further convenience and comparison goods retail floorspace over the assessment period;
- Section 8 considers future leisure capacity over the plan period; and
- Section 9 sets out recommendations in respect of the Council's future retail, town centre and leisure strategy.

2.0 Current and Emerging Trends

2.1 Introduction

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

2.1.2 The retail market and the need for new development is continually evolving as a result of numerous factors including demographics, consumer demands, car ownership, planning policy and technological advancements. The share of retail spending has undergone a significant shift in the decade since 2002, with Verdict identifying that town centre spending as a proportion of overall spending declined from 47.7% to 39.9% at 2012. In contrast, spending in out of centre locations has increased over the same period by 2.1% and non-store locations (principally internet retailers) by 6.6%[2]. These changes have had a major impact on the format and location of retail and leisure floorspace, which has led to recent Governments reaffirming their commitment to the 'town centre first' policy approach which is now outlined in the National Planning Policy Framework (NPPF) (March 2012).

2.2 Current Retail Picture

2.2.1 Recent research undertaken by Colliers[3] provides information on recent trends, together with forecasts for the future of retailing in the UK. The findings confirm that the retail sector has been significantly affected by the wider economic climate but that in the past year the economy has received a boost, consumer confidence has increased and retailer expansion is filling the void of vacant UK retail space. While the high street has suffered a large hit, the online sector flourished during the recession. Despite recent positive economic indicators, the retail sector remains

[2] 'UK Out of Town Retailing,' Verdict Datamonitor, April 2012
[3] 'National Retail Barometer: Summer 2014,' Colliers, September 2014

uncertain. It is noted that whilst sales volumes and footfall were high at the start of 2011, the UK economy was close to a double dip recession in the latter months of 2011 and the retail market has since continued to fluctuate. With significant reduction in Government spending impacting on economic growth, the UK unemployment rate was recorded as being 5.7% between October and December 2014, compared to 6.0% between July and September 2014[4] and that average pay for employees in Great Britain increased 2.1% between October and December 2014 compared to the same period 12 months earlier[5].

2.2.2 These factors have had a significant impact on the public's general confidence, thereby reducing their propensity to spend their earnings on retail goods. Since 2010 there have also been increases in taxation (for example in VAT, national insurance contributions and capital gains tax) which also impact upon households' spending. Furthermore, in recent years inflation has consistently been at a level beyond average earnings growth and a delay in reviewing business rates is also identified in both the Portas[6] and Grimsey Reviews[7] as a key factor affecting the success of many operators.

2.2.3 Recent economic conditions have resulted in significant structural changes to the high street, whereby the pressure on retailers to remain solvent has meant that many are showing increased signs of caution in investment decisions. In particular, retailers are rationalising their physical store portfolios by reducing their number of stores, abandoning their representation in weaker centres and concentrating on acquiring sites in city centres and major regional shopping centres. The Grimsey Review identified that the national vacancy rate at 2013 equates to over 22,000 empty shops in the top 650 town centres. The Centre for Retail Research also predicts that overall store numbers are expected to fall by 61,930 (-22.0%) between 2012 and 2018, with the main impact falling on non-food stores. The report also estimates that 316,000 people will become unemployed, permanently or temporarily, as a result of these store closures[8].

2.2.4 To address this, many retailers are re-negotiating their lease terms with landlords in order to enable them to switch from quarterly rents to monthly agreements, with several high street firms (including Monsoon and New Look) trying to ease the cash flow burden of paying rent three months in advance. Furthermore, some retailers are finding it increasingly difficult to justify being represented in every town in the UK and in less profitable markets. As a consequence, demand has

[4] 'Labour Market Statistics Summary Data Tables', Office for National Statistics, February 2015
[5] Ibid
[6] 'The Portas Review,' December 2011 & 'Why Our High Streets Still Matter', Mary Portas, May 2014
[7] 'The Grimsey Review – An Alternative Future for the High Street,' September 2013
[8] 'Retail Futures 2018,' Centre for Retail Research, May 2013

reduced considerably for 'poorer quality premises' in secondary locations and in many smaller towns with a commensurate drop in value (and often rent). Large cities and towns are likely to suffer less compared to smaller centres, given that they provide an enhanced choice for customers and offer the greater retail and leisure (and tourist) 'experience' that consumers increasingly desire.

2.2.5 In summary, there has been a marked polarisation and divergence in retailer spending, characterised by diminishing demand for secondary premises in smaller peripheral centres and increasing interest for well located and appropriately configured floorspace in key centres. It is evident that whilst Central London, regional city centres and regional shopping malls are relatively stable, as these are locations that are still viable due to critical mass, a significant number of small and medium sized towns will need to implement innovative ideas in order to improve spending rates and reduce trade leakage.

2.2.6 Experian, which monitors and forecasts retail consumer expenditure in the UK, has reviewed its forecast growth rates for both convenience and comparison goods expenditure in recent years. Experian's forecast[9] annual per capita convenience goods growth rate is now -0.5% at 2014, +0.5% at 2015 and +0.4% at 2016. Forecast annual per capita comparison goods growth rates are more positive than in previous years, with growth of +5.6% forecast at 2014, +4.4% at 2015 and +3.1% at 2016 and 3.3% thereafter. Whilst these increased forecasts are encouraging and show signs that confidence in spending is returning, it is evident that these forecast growth rates are still well below the annual growth (4% to 6%) which was recorded prior to the economic downturn, but do show increased signs of stabilisation.

2.2.7 Despite the past difficulties outlined above and the general decline in the comparison goods sector, other specific types of goods continue to perform well. The market for recreational goods has, on the whole, performed well in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year on year. However, the manner in which such purchases are made has changed considerably, with the increasing popularity of the internet to purchase books and music having a notable impact on the composition of town centres, with such stores all but disappearing from the high street. Other businesses have experienced growth in the last two years, with a 12.4% increase (over 1,100 stores) in 'value-related retailing' outlets, including second-hand, discount and charity

[9] Experian Retail Planner Briefing Note 12.1, October 2014

shops. The Grimsey Review[10] also makes reference to the expansion of pawnbrokers, pay-day lenders and betting shops which have collectively experienced a 17% growth in the number of outlets since 2011.

2.3 Trends in Comparison Goods Shopping

2.3.1 Whilst it is not anticipated that growth in retail spending over the next ten years will mirror that achieved after the turn of the millennium, there is expected to be some growth in comparison goods expenditure in coming years. Consequently, there is an increasing focus from retailers on achieving more efficient use of their floorspace, particularly given the recent poor performance of certain national multiples, many of which have been affected by the significant increase in e-tailing and increases in rental levels secured before 2008. As a result of the current economic climate, retailers are more reluctant to commit to new development than they have been in previous decades. Instead, they are more selective and are holding out for accommodation that is appropriate both in terms of location and the type of premises provided. Indeed, retailers are seeking to occupy larger units in order to achieve more efficient use of floorspace and attract shoppers from a wider area. These larger floor plates enable operators to provide a greater range of goods; for example, in 2011, Primark opened one million sq ft of new retail space.

2.3.2 International market conditions and price deflation in some key sectors have also meant that many high street names are becoming increasingly vulnerable to takeover. This is being pursued through disposals, company voluntary administrations (CVAs), informal arrangements with landlords, lease expiries and break options. More generally, whilst there is likely to be continued demand for larger, modern retail units in the future, increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will increasingly be rejected. Many national retailers, who would have previously considered smaller/lower order centres in order to increase their market share, are now assessing their future strategies. Consequently, many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes if they are to attract high quality retailers.

[10] 'The Grimsey Review – An Alternative Future for the High Street,' September 2013

2.4 Trends in Food Retailing

2.4.1 In the aftermath of the growth in the number of edge and out of centre large format supermarkets during the 1990s, development of such facilities is now more limited due to stricter planning laws (following the publication of the NPPF and subsequently the NPPG) and a lack of suitable sites. As a result, the national multiples in the food retailing sector are finding a range of other measures to improve their market share. These include:

- Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
- Developing a wide range of retail models, for example small-format convenience stores in town centres (e.g. Sainsbury's Local, Tesco Express), smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores (e.g. Tesco) and hypermarkets (e.g. Tesco Extra, Asda Supercentres);
- Extended opening hours;
- Offering cheap products and no-frills service;
- Providing an attractive and powerful brand image; and
- Offering a home delivery and/or click and collect services.

2.4.2 Mintel[11] identifies that the recession – allied with a period of higher inflation – has had an impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers and more and more shoppers are assessing whether purchases represent value for money. Shoppers now realise that they are able to 'trade down' and switch to own-label ranges to save money without sacrificing on quality. Indeed, customers are mixing value and premium in the same basket. It is noted that as weekly food budgets fall and consumers alter their shopping habits, growth will be limited and the battle for market share will intensify further. Winning a share of consumer spend will require more than low prices, with shoppers increasingly seeking to source high-quality, good value food.

[11] 'Food & Drink Retailing,' Mintel, March 2013

2.4.3 Verdict also states that changing UK demographics are having a major impact on the food and grocery sector. For example, there has been a rise in single occupancy young professional households who are 'time poor' and relatively 'cash rich'. Though their baskets might be small, they tend to buy higher value items, therefore providing an opportunity to boost volume and value growth. Elsewhere, an ageing population profile is leading to a rise in time rich consumers who are likely to make more frequent small trips rather than do large weekly shops. The contrasting requirements of these markets means that retailers are seeking to open a variety of stores with a particular current focus on small convenience stores. Verdict indicates that, as the race for space intensifies, format flexibility will be essential.

2.4.4 Verdict[12] estimates that the food and grocery sector was worth an £139.5 billion in 2014, equating to an annual growth of 2.8% The four key supermarket chains in the UK have respective market shares of 29.1% (Tesco), 16.9% (Sainsbury's), 16.8% (Asda) and 11.3% (Morrisons)[13]. National multiple retailers, including the Co-operative Food (5.9%), Waitrose (5.1%), Aldi (4.8%), Lidl (3.5%) and Iceland (2.2%) amongst others, represent a total grocery market share of 98.2%.

2.4.5 More recently, there has been a slowdown in the growth plans of the majority of the principal supermarket operators. Tesco, for example, has indicated in January 2015 that it would scrap plans for 49 new store developments and will close 43 unprofitable stores.

2.4.6 Asda is the second largest supermarket retailer in the UK, with more than 500 stores nationwide. In 2011, Asda opened 22 new stores and acquired 193 Netto stores which allowed the company to increase its smaller store portfolio. However, as a result of Competition Commission laws, it was later required to sell 47 of the stores to other retailers, including Morrisons. Asda has recently announced £600 million of investment, with the company having aspirations to revamp 62 stores and deliver 17 new stores.

2.4.7 Morrisons announced its intention to raise £1 billion through the sale and leaseback of property in 2014. Its recent focus has been on developing the small-scale M Local convenience format store, which has significantly fewer stores than either Tesco Express or Sainsbury's Local. However, the retailer posted disappointing results for the year to 1 February 2015 and announced the closure of 23 M Local store with the loss of 300 jobs.

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[12] 'UK Food & Grocery – Verdict Sector Report', Verdict, October 2014
[13] 'Grocery Market Share,' Kantar Worldpanel, 13th January 2015

2.4.8 Sainsbury's announced in October 2014 its intention to further develop the Sainsbury's Local format and to improve its online offering. However, its most significant move is to enter the discount market under the Netto fascia, with Sainsbury's owning a half share in Netto's UK operation. Netto announced the trialling of 15 stores in November 2014 clustered around the M62 corridor between Liverpool and Hull in order to 'test the water'. Two new build openings were announced in March 2015 in Lymm and Hull, which appears to suggest confidence in the venture.

2.4.9 Emboldened by changing convenience goods shopping patterns and significant increases in their market share, Aldi and Lidl have both announced ambitious store opening targets that, if met, will further increase pressure on the 'main four' operators (these being Asda, Morrisons, Sainsbury's and Tesco). Recent announcements suggest that Aldi is seeking to add more than 1 million sq ft of additional floorspace in 2015 through the opening of around 60 stores and that Lidl will also add around 340,000 sq ft this year.

2.4.10 The role of supermarkets also continues to develop, with the large operators now offering a greater diversity of goods and services, via a larger number of formats and locations. Food and non-food sales are also increasingly being driven by large supermarket growth, with half of town centres now competing with five or more supermarkets within a two mile radius[14]. Whilst the exact impacts which will arise from the opening of a new supermarket are dependent on local circumstances, BCSC notes that there has been a significant decline in the number of independent food retailers over recent years, including a reduction of 45% between 1996 and 2007 in the number of greengrocers. Over the same time period the market share of total retail sales secured by supermarkets has increased from 38% to 42%.

2.5 Out of Centre

2.5.1 Despite the 'town centre first' planning policies which have been adopted by recent Governments, research undertaken by Verdict[15] indicates that between 2007 and 2012, the amount of out of centre floorspace increased by 23%. However, in very recent years, Colliers notes that the demand for out of centre representation has been limited, with those retailers seeking to acquire stores having a pick of vacant stock which has been made available through the administration of MFI (in November 2008), Land of Leather (in January 2009) and Focus DIY (in May 2011), amongst others.

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[14] 'What Does the Future Hold for Town Centres?', BCSC, September 2011
[15] 'UK Out of Town Retailing,' Verdict Datamonitor, April 2012

However, only five major out-of-town retailers have failed since June 2011, these being Allied Carpets, Clintons, Comet, GAME and Peacocks.

2.5.2 The national average vacancy rate in out of centre retail warehouses in 2014 is 8.9%, an increase of 5% since 2012[16]. Some of the voids created by the administrations remain un-let and the flooding of the market with so much unwanted space has acted to reduce rents. Retailers who have had their pick of the best stores include Dunelm, Pets at Home, Dreams, Matalan, Dixons Group, Go Outdoors, B&M, Mothercare, Next Home and TK Maxx.

2.5.3 Looking forward, Colliers[17] indicates future out of centre development will fall into two main categories. The first relates to the adaptation and refurbishment of existing stock. Colliers states that between 80% and 90% of the retail warehousing stock that the UK requires to service demand has already been built. Accordingly, most development activity will see landlords seeking to improve the suitability of their property for the latest retailers and also make improvements to improve dwell time on retail parks (for example, by seeking to introduce coffee shops and restaurants). Older schemes may be remodelled or redeveloped to meet current needs. According to Colliers, the other main strand of out of centre retail development relates to opportunities in areas where there has not been a great deal of retail warehousing in the past.

2.6 Shopping Centre Development

2.6.1 It is evident that shopping centre retail development is starting to see signs of progress following 4 years of a virtual standstill with the British Council of Shopping Centres (BCSC) (2013) showing that 2013 has seen a significant improvement on 2012 in terms of new centres opening. Colliers suggests that the UK may never see a return to the level of shopping centre openings that was evident in recent times. The Trinity development in Leeds City Centre opened in March 2013 with 90% of the units pre-let was the most widely anticipated mall opening in 2013, however, other schemes (Whiteley Village and Jubilee Place) and extensions also opened in 2013 showing improved confidence in the retail market. Levels of shopping centre completion was 1.34 million sq ft in 2014, less than half the total added in 2013, which had seen a reduction from the average over the previous five years[18]. In 2008, for example, almost 8 million sq ft of new floorspace opened across 14 new schemes nationwide. Cushman & Wakefield estimate that 2015 will show an

[16] 'UK Vacancy Rate Report,' The Guardian, February 2015
[17] 'Midsummer Retail Report 2014: Coming Up for Air', Colliers, July 2014
[18] 'Shopping Centre Development Report,' Cushman & Wakefield, September 2014

improvement on the limited level of activity seen in the past few years, and shopping centre openings are expected to exceed previous levels when delayed projects such as the 51,100 sq m Westfield Bradford are scheduled to open. It is anticipated that around 1.93 million sq ft of floorspace will be delivered per year in 2017, demonstrating increased confidence in delivering new floorspace.

2.6.2 Despite a more confident mood in recent times, viability is still considered to be challenging. There are three types of scheme which may be successfully delivered in the current challenging economic climate. The first of these will be where a town has a large, affluent catchment and an acknowledged undersupply of retail floorspace in both town centre and out-of-town locations. The second scenario relates to schemes which were very close to happening before the recession took hold, which may be revised to better meet the current needs of the market. Barnsley, Macclesfield, Bradford and Lichfield are examples of such schemes, and from our own involvement, we can confirm that both Bradford and Macclesfield are now being actively promoted after a difficult period due to increased confidence in the retail market. The third opportunity relates to development where the key anchor is a foodstore and, as a result, demand remains strong due to increased footfall.

2.6.3 Proposed schemes which will conform to one of these models are considered to be few and far between, and for development to begin again in earnest, it will be necessary for marked improvements in retailer demand, a strengthening of rental levels, further improvement in the investment market and, critically, the availability of finance at viable levels to occur. For those towns without an oversupply of floorspace and with sites which can be brought forward without excessive levels of cost, some development may be able to be brought forward within the next five years. However, such opportunities may be the exception rather than the rule.

2.6.4 In addition to their retail offer, consumers are increasingly travelling to larger centres for their overall experience and to use the leisure facilities. Colliers notes that the largest destinations draw from a wide catchment, hence the need to retain consumers for as long as possible. In the past, it was recognised that non-retail uses typically occupied less than 10% of the space, though this has increased in recent schemes, including Westfield in Stratford where catering and leisure units occupy over 20% of the space. The Grimsey Review also noted that town centre and high street plans must seek to create a complete community hub which can incorporate a variety of units, including housing, education, and leisure uses, as well as developing day time, evening and night time cultures. Therefore successful shopping developments need to ensure they comprise a wider variety of uses which are not necessarily reliant on comparison goods floorspace, but also that the floorspace is designed with flexibility to ensure that it can respond promptly to changes in the market

2.7 Neighbourhood Shopping

2.7.1 There is limited national information and comparative assessment in terms of the performance of 'neighbourhood parades'[19] (as referred by DCLG). In fact, there is a common ambiguity of terms and definitions at this tier of shopping. What research there is makes reference, inter-changeably, to 'neighbourhood retailing', 'local shops', 'small shops', 'local centres', 'convenience retailing', 'parades of shops', 'secondary retailing', and other typologies[20].

2.7.2 Whereas this tier of shopping was largely the domain of local authorities when developing planning policies on centre hierarchies below the level of town and district centres, neighbourhood parades are of increasing national interest given the policy priority afforded to local entrepreneurship as a key driver of economic growth, in terms of local employment and productivity.

2.7.3 DCLG notes one of the main difficulties in considering this sector as a whole is that parades of shops appear to have very diverse performance trajectories and are often driven by highly localised factors. Local shops are largely defined by how people use them and their relation to other centres: this means that the number of shops in a parade can vary from 5 up to as many as 70 shops; have a mainly local customer base, with strong local links and local visibility, rather than being somewhere people would travel significant distance to shop.

2.7.4 They tend not to attract the discretionary, comparison and bulk purchasing which is typically the preserve of town centres and out of town provision[21]. Comparatively low levels of spend per visit are typical i.e. small, basket shopping (typically less than £10), often to fill gaps between main food shopping trips to larger outlets[22].

[19] 'Parades of shops,' DCLG, 2012
[20] 'Local Shopping in the UK: towards a synthesis of business and place,' International Journal of Retail & Distribution Management Vol. 38, No. 11/12, Bennison, Warnaby and Pal, 2010
[21] Bennison et al, 2010; Megicks and Warnaby, 2008
[22] GenEcon research, 2012

2.7.5 In addition they provide vital community services and are key parts of local areas. The Association of Convenience Stores (2011) has identified three roles for local shops: as social hubs; personalised service providers; and community regulators / ambassadors[23].

2.7.6 Broad indicators, as set out in the Portas Review, demonstrate a decline in town centre and high street performance. Changing consumer demands, increased mobility, internet shopping are all factors impacting on the performance of all forms of retail provision. However the highly localised nature of their catchments, the need-driven basis for much of their trade and the ability of independent traders, at least in principle, to adapt flexibly to new circumstances, suggests that neighbourhood parades are to some extent insulated from macroeconomic shifts[19].

2.7.7 Verdict research shows that the share of retail spend in neighbourhood locations has held steady in the last ten years at around 16 per cent[5]. It is considered the main feature in neighbourhood parades during this time has been the introduction of local format national convenience stores (e.g. Tesco Metro & Sainsbury's Local) in local parades. GenEcon estimate that there are approximately 5,000 of these stores nationally, and Verdict predicts that their numbers will increase[5].

2.7.8 What is clear is that convenience retail continues to play an important role at the local level. Verdict estimate that almost 55% of neighbourhood level retail expenditure is in convenience stores. Food-based outlets, including convenience stores are estimated to account for 70% of expenditure. Neighbourhood retailing as a whole is predicted to grow but it is expected that there will remain considerable pressure on independent shops.

2.7.9 DCLG research and other academic research has identified the possibility for local parades of shops to become "hubs" for communities, through a combination of retail, services and social provision, including health centres, community centres and libraries to name a few examples. It would appear that a critical mass of number and variety of shops is important for achieving this.

2.8 Growth in E-tailing ('E-commerce')

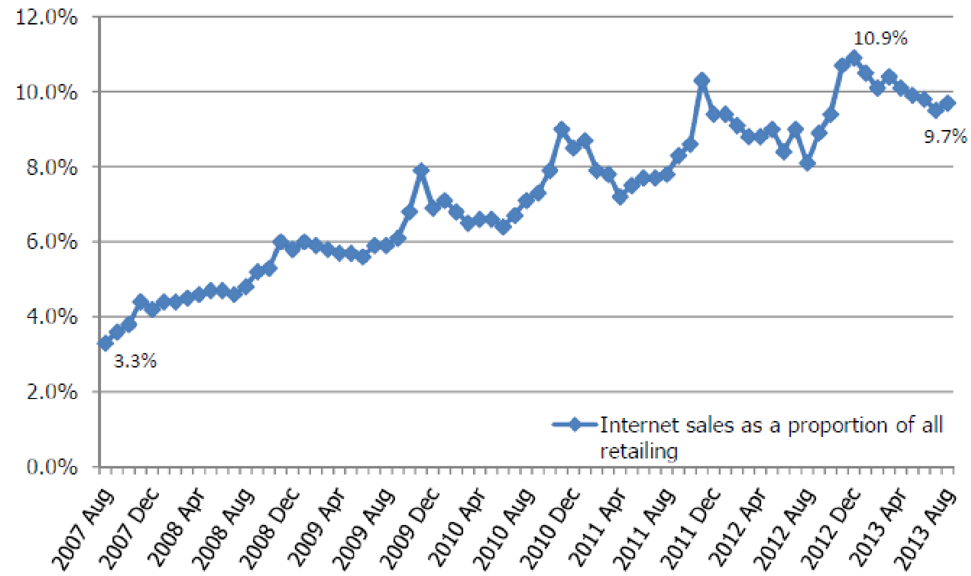
2.8.1 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. It is estimated that internet sales accounted for 11.5% of all

[23] 'Re-asserting a sense of place: the community role of small shops', Hastings, T on behalf of the Association of Convenience Stores, 2011

UK retail spending at November 2014[24] and this trend is set to continue. Experian forecast that internet sales (non store) accounted for 10.7% of all UK retail spending at November 2014[24] and Experian[25] predict that all non-store purchases will account for 19.9% of total retail expenditure at 2028. Experian estimates that non-store sales in the UK will be £45.4 billion in 2014, with internet sales at £32.1bn and non internet sales (mail order, market, catalogue) at £7.3bn[26].

2.8.2 The rise in recent years of e-commerce has had a major impact upon retailers, developers and investors alike, with the top 10 e-retailers in 2012 including Amazon UK (16%), Shop Direct (5%), and Next (4%)[26]. As access to the internet/online shopping continues to grow through digital televisions, tablets and mobile phones, proportionally less money is anticipated to be spent on the high street or at retail parks.

Figure 2.1: Internet Sales as a Proportion of All Retailing



Source: 'Retail Sales,' Office for National Statistics, August 2013

2.8.3 The growth in internet as a sales medium has been enabled by the increase in access to the internet by households, which has reportedly[27] risen from 57% at 2006, to 77% at 2011, 80% at 2012 and 84% in 2014. A total of 22 million households in Great Britain now have internet access,

[24] 'Retail Sales', Office for National Statistics, December 2014
[25] Experian Retail Planner Briefing Note 12.1, October 2014
[26] 'E-Commerce,' Mintel, July 2013
[27] 'Statistical Bulletin: Internet Access Households and Individuals,' Office for National Statistics, 2014

an increase of 57% since 2006. Experian (2013) identify that there are 52.7 million internet users in the UK, representing 84.1% of the population.

2.8.4 Office for National Statistics (ONS)[5] data indicates that the number of people using the internet to purchase goods continues to rise, with 74% of the UK population purchasing products over the internet in 2014, compared to 53% in 2008. The most popular online purchases were clothes/sports goods, with 49% of internet users buying these items. In addition, 42% of users bought household goods and 37% purchased travel arrangements. Additional research conducted by the Interactive Media in Retail Group (IMRG) and analysts Capgemini[28] indicates that British shoppers spent £7.8 billion online in March 2014, a year-on-year growth of 16%. IMRG also states that all key retail sectors experienced improved sales between January to April 2014, particularly in the accessories (+30%), footwear (+22%), health and beauty (+23%), and home and garden (+21%) sectors.

2.8.5 In addition, the proportion of households with access to the internet is expected to increase further over the coming years, alongside the growth in mobile phone and tablets with access via the new 4G spectrum. The ONS states that access to the internet using a mobile phone more than doubled between 2010 and 2014, from 24% to 58%. This has supported the strong growth recorded, together with improved consumer confidence in the security of online payment, deliveries and heavy demand for expensive electrical products available online. The option of using the internet to 'click and collect' in-store is also increasing in popularity, with the service accounting for a fifth of John Lewis internet orders. Online spending continues to be the key growth opportunity for national and independent retailers, accounting for increasing proportions of total sales. Such multi-channelling development strategies are actually driving demand for traditional outlets, whereby retailers are using bricks and mortar store as a showroom for their products with service locations for collection and drop off points for their online orders.

2.8.6 With regard to foodstore operators, food accounts for 20.5% of all internet sales, which equates to 3.1% of all food retailing[29]. Verdict's research identifies that, with the exception of Morrisons (subject to a deal with Ocado to allow them to trade online), major retailers have seen their online business grow as online shopping has increased and, as a result, the likes of Asda and Sainsbury's have improved their geographical coverage and capacity. In particular, online sales at Tesco currently exceed £2 billion, with Colliers noting that the operator has a reported 48% online grocery

[28] 'IMRG Capgemini E-retail Sales Index,' April 2014
[29] 'Shop Expansion and the Internet,' CBRE, May 2012

market share. The grocery market is focusing on multi-channel retailing as a main driver to increased sales, with Tesco's expansion into click and collect format for its non-food items at 600 stores and Sainsbury's selling over 15,000 products online for local pick up or delivery, as well as Waitrose operating a very successful click and collect system. However, at present foodstore operators prefer to opt to distribute from stores rather than from centralised warehouses (commonly referred to as dark stores). However, this may change over time if pressure on stores becomes too much whereby operators may decide to move to centralised warehousing which would ultimately reduce demand for retail floorspace.

2.8.7 It is evident that internet shopping as a whole is having an impact upon traditional high streets, in light of increased competition and lower prices. Consequently, there is a possibility that online retailing will put some pressure on retail rental growth over the next five to ten years. However, it will be difficult to understand the true impact as the economic downturn has also had a significant impact on rental levels. Having said that, it would appear that the smaller the centre, the greater the impact will be felt from online retailing. Within small shopping centres (sized between 5,000 sq.m and 20,000 sq.m), including those in market towns, it is likely that the growth of online shopping could reduce turnover notwithstanding any future growth in disposable income.

2.8.8 Despite some variance in the estimated future growth of online shopping, it is clear that e-tailing will not replace the 'shopping experience' as shopping is a social activity. In this regard, retailers are already adopting innovative approaches to encourage people to visit their store through 'try before you buy' concepts. For example, Ellis Brigham has installed Vertical Chill indoor ice climbing walls at five stores for customers to try equipment and to interact with products. For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand generated through physical channels whilst high-street outlets can benefit from reaching a wider customer base through the internet as well as through actual footfall. Those retailers who are likely to have a healthy future are those who are able to combine a strong high street presence with an interesting and closely related e-tail offer this can only be achieved through a well considered multichannelling strategy.

2.9 Conclusion

2.9.1 In conclusion, the retail market has undergone significant changes in recent years. Wider economic conditions facing the UK have led to a marked decline in established town centres as well as other retail formats. This has principally been caused by a decline in available expenditure due to suppressed disposable incomes. However, 2014 has seen an increase in confidence, mainly driven by an improved economic outlook as a result of falling unemployment and the availability of credit, which has seen improved expenditure growth rates forecasts moving forward. Whilst forecasts are still below pre-recession levels, they are significantly higher than those recorded over the last 3 to 4 years. The growth in online sales has also impinged on the need for new tangible floorspace in recent years. However, improved growth forecast coupled with improving retailing sales and the retail industry embracing innovative multi-channelling strategies, provides an opportunity for town centres to widen their audience in the future. To deliver on this, it will be critical that town centres are flexible enough to both embrace digital solutions whilst also providing appropriate and well managed retail floorspace that can showcase products and services. Only by adopting a well considered holistic strategy will their future vitality and viability be secured.

3.0 Planning Policy Context

3.1 Introduction

3.1.1 This study will be an important evidence document to the production of the Broxbourne Local Plan, and as such it is important to review key policy advice and explore how the current and emerging national planning documentation may impact upon the content of Local Plan policy.

3.1.2 A glossary of definitions of relevant retail terms is included at the end of the study.

3.2 National Planning Policy Framework

3.2.1 The National Planning Policy Framework (NPPF, 2011) was published on 27th March 2012. In March 2014, National Planning Policy Guidance was published in an online format, to replace all the Planning Policy Statements, Planning Policy Guidance Notes and some Circulars.

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

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

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

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

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

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

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

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

3.2.8 Paragraph 24 requires local planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up to date Local Plan.

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

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

3.3 Ensuring the Vitality of Town Centres Planning Practice Guidance

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

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

3.3.3 Such strategies should seek to address the following matters:

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

3.3.4 Paragraph 005 of the Practice Guidance identifies a series of key indicators which are of relevance in assessing the health of a centre over time. Paragraph 005 goes on to state that not all successful town centre regeneration initiatives have been retail led or focused on substantial new development, but have instead involved improvements such as renewed public realm, parking, and accessibility and other partnership mechanisms. Paragraph 007 identifies the importance of planning for tourism as an important component of any overall vision and indicates that local planning authorities should consider specific tourism needs (including locational or operational requirements) and opportunities for tourism to support local services, vibrancy and the built environment.

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

3.4 The Portas Review - An Independent Review into the Future of Our High Streets

3.4.1 The Portas Review was published in December 2011. It is an independent review undertaken by Mary Portas into the state of Britain's high streets and town centres. The review considers the reasons why retail spending on the high street is falling, why there has been a decline of Britain's high streets, and the benefits that can be brought about through the protection of Britain's high streets. Portas puts forward 28 recommendations which include actions that Government, businesses and other organisations should take in order to create diverse, sustainable high streets where retailers can thrive.

3.4.2 The Government published a response to the Portas Review in March 2012. The response acknowledges that in response to the challenges facing the high street, including out-of-centre retail development and online retailing, the high street will have to offer something new and different in order to create a diverse and competitive environment. In its response, the Government accepts a number of recommendations put forward in the Portas Review, including: the implementation of Town Teams (described as visionary, strategic and strong operational management teams for high streets); the provision of funding for pilot areas who are judged to have the best ideas for improving their town centres and high streets; investing in Business Improvement Districts; and support for a new National Market Day. The Government's response seeks to encourage areas to think creatively about how their town centres can be enhanced in order to entice people back, including improvements which could be secured through the redesign of high streets, and the promotion of the evening and night time economy.

3.5 Relaxation of Permitted Development Rights

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

3.5.2 The Town and Country Planning (General Permitted Development) (Amendment) (England) Order 2013 came into force on 30 Mary 2013. It provides, for a period of three years, for the change of use of Use Class B1 offices to residential without the need for planning permission. The Order also provides for the temporary change of use (for up to two years) of uses falling within Use Classes

A1, A2, A3, A4, A5, B1, D1 and D2 to uses falling within Classes A1, A2, A3 and B1, subject to the use relating to no more than 150 sq m of floorspace and subject to the temporary provision not previously being relied upon.

3.5.3 From 6 April 2014, permitted development rights have been further extended to provide for certain additional changes of use without the need for planning permission. The changes come into force under the Town and Country Planning (General Permitted Development) (Amendment and Consequential Provisions) (England) Order 2014 and result in the introduction of two new classifications that affect commercial premises.

3.5.4 The first provides for the change of use of premises and land from Use Class A1 to use as a 'deposit taker' (effectively comprising banks, building societies, credit unions and friendly societies). The second provides for the change of use from Use Classes A1 and A2 to residential. There are certain restrictions as to where and when the rights can be exercised. The intended consequence of such measures is to secure the redevelopment and reuse of premises.

3.6 Broxbourne Local Plan Second Review 2001-2011

3.6.1 The Broxbourne Local Plan was adopted in December 2005, and a number of policies were "saved" in 2008 following the Direction of the Secretary of State until such time as they are replaced. The Plan outlines the Council's land use policies and states how it will control and manage development in the local area. Chapter Five of the Plan outlines the Retail and Town Centre policies.

3.6.2 **Saved Policy RTC1** states that new retail development should be located in centres within the retail hierarchy and that developments should pass the sequential test before being directed to edge of centre or out of centre sites. Reference is made to the qualitative and quantitative needs tests, which have since been omitted from the latest national policy (NPPF).

3.6.3 Paragraph 5.12 identifies a hierarchy of town, district, neighbourhood and local centres and parades to assist in the consideration of proposals appropriate to the particular centre's position in the hierarchy.

Figure 3.1: Hierarchy of Shopping Centres

Town Centres	Waltham Cross
	Hoddesdon
District Centres	Cheshunt Old Pond (hereafter referred to as Cheshunt)
Neighbourhood Centres	High Street, Cheshunt
	High Road Broxbourne
	High Street, Waltham Cross (No's 228-286 and 229-267)
	Crossbrook Street (No's 99-137)
	Goff's Oak
	Wormley
	Rye Road
Local Centres and Parades	Stanstead Road
	Windmill Lane
	Ware Road
	Clarendon Parade
	Chaucer Way
	Cheshunt Wash
	Cromwell Avenue
	Great Cambridge Road
	Flamstead End Road
	251-259 High Road Broxbourne
	Holdbrook Court
	Roundmoor Drive
	The Drive
	Turners Hill

3.6.4 **Saved Policy RTC2** identifies the Council's requirement to provide Town Centre Frameworks for Hoddesdon and Waltham Cross Town Centres and to ensure an appropriate range of uses in Cheshunt District Centre

3.6.5 **Saved Policy RTC4** requires that applications for new retail developments in designated centres be determined in accordance with the compatibility of the proposed massing, scale, layout, appearance and highways facilities with the character of the centre.

3.6.6 **Saved Policy RTC5** resists the change of use to non-retail uses that will have a materially adverse impact along core frontages within town centres within certain parameters. Retail presence is to remain at 60% and the concentration of non-retail units should be avoided unless it can be documented that a unit has remained vacant for a considerable period or is unattractive to retail occupants.

3.6.7 **Saved Policy RTC6** states that the change of use from retail units to non-retail uses outside of the core frontages within designated centres will be permitted, subject to certain provisions. Changes to other uses may be permitted where a unit has been vacant for a considerable period, will not undermine the vitality of local services and will have no material impact on residential amenity.

3.6.8 **Saved Policy RTC7** resists applications for class A3, A4, A5 and other similar or entertainment uses where there would be an adverse impact on traffic, parking or residential amenity.

3.6.9 Chapter 6 identifies the Greater Brookfield area for a comprehensive mixed used development incorporating retail, leisure, business, community and housing uses within an agreed master plan. Paragraph 6.4.7 emphasises that, subject to passing the sequential test and suitable noise attenuation measures, leisure uses, restaurant and public houses will be welcomed within the Greater Brookfield centre. Of note:

- **Saved Policy BFC3** supports the continued use of the Brookfield Retail Park for retail use, as well as the expansion of the park for subordinate A2, A3 and D2 uses.
- **Saved Policy BFC5** identifies the former household waste site and highway depot for a comprehensive redevelopment incorporating hotel, leisure and restaurant uses providing that associated sequential test and sustainability requirements are met, and that any restaurants remain complementary to a larger mixed use scheme.
- **Saved Policy BFC6** allocates land to the west of Halfhide Lane for the provision of up to 8,000 sq m of additional retail floorspace, with sales restricted to bulky goods only (i.e. retail warehousing).

3.7 Broxbourne Core Strategy

3.7.1 The Council had submitted a Core Strategy Development Plan Document to the Secretary of State in December 2010. Following independent examination the Core Strategy was found to be sound subject to major amendments including the deletion of Greater Brookfield from the Strategy. This can be found in the Inspector's report, dated 7th December 2011. Issue 5 of that report outlined the Inspector's thoughts in respect of whether proposals to expand Brookfield were justified and supported by sound evidence. The intention was to expand the centre to include up to 50,000 sq m gross of comparison retail floorspace, together with an additional 15,000 sq m gross of leisure development, and elements of new housing.

3.7.2 The Inspector concluded that the expanded centre would significantly alter the retail hierarchy. He was nervous that the evidence base, produced at a time of economic unrest, was likely to be "unduly optimistic", particularly in terms of forecast expenditure growth. The Inspector also conjured with the issues of turnover and market share forecasting, assessing that the overall margin for error should lead to caution. Overall, the Inspector concluded that the likely impact on a number of centres, particularly Waltham Cross and Harlow, *could* be significantly detrimental given their vitality and viability at that time. He also raised concern over the potential impacts of the proposals on the evening economies of Hoddesdon and Waltham Cross.

3.7.3 The Council subsequently decided against adopting the Core Strategy and instead decided to prepare a Local Plan, combining strategic policies with site allocations.

3.8 Core Strategy Evidence Base

3.8.1 The Evidence Base Bridging Report was prepared by GVA in 2010 to support the Council's Core Strategy, building upon earlier Broxbourne and Greater Brookfield retail studies dated 2008 and 2006 respectively. This report contained a review of the local policy framework, an analysis of household telephone surveys, qualitative health checks, economic capacity forecasts, a quantitative impact appraisal for the Greater Brookfield proposal and the scope for new development at Greater Brookfield.

3.8.2 The capacity retail floorspace was estimated for the periods 2008, 2013, 2018, 2023 and 2026. The household survey was undertaken by NEMS in April 2008 and covered 1,000 households over 12 survey zones; Zones 1, 2, 3 and 4 broadly covered the Broxbourne Borough area.

3.8.3 The results of the 2008 household survey showed that, at the time, the Borough of Broxbourne had a convenience goods market share of 26% of the survey area. Waltham Cross retained 3% of convenience goods trade within the survey area, Hoddesdon retained 8%, Cheshunt retained 3% and Brookfield retained 13%. These market share results informed the convenience goods capacity in the Borough.

Figure 3.2: Convenience Goods Trade Expenditure/Capacity (Broxbourne Retail Study, 2008)

	2013	2018	2023	2026
Convenience Goods Residual Expenditure				
Waltham Cross	-£2.7m	-£1.8m	-£0.8m	-£0.1m
Hoddesdon	£15.1m	£18.0m	£21.3m	£23.5m
Cheshunt	£1.4m	£2.4m	£3.5m	£4.3m
Brookfield (out of centre)	*£14.9m*	*£19.3m*	*£24.4m*	*£27.9m*
Borough of Broxbourne	**£28.7m**	**£37.9m**	**£48.5m**	**£55.6m**

	2013	2018	2023	2026
Convenience Goods Floorspace Capacity (sq m net)				
Waltham Cross	-268	-182	-80	-11
Hoddesdon	1,514	1,805	2,134	2,351
Cheshunt	135	236	352	433
Brookfield (out of centre)	*1,489*	*1,933*	*2,444*	*2,790*
Borough of Broxbourne	**2,871**	**3,792**	**4,850**	**5,563**

3.8.4 The study concluded that by 2026, Broxbourne would have a capacity of 5,563 sq m convenience goods floorspace, based on £55.6m of residual expenditure. There was a predicted shortfall in expenditure in Waltham Cross and as such, a negative capacity for additional convenience floorspace in the town. Whilst Hoddesdon and Cheshunt were forecast as having capacity for 2,351 sq m and 433 sq m of new convenience floorspace respectively. Based on the existing market share, Brookfield was identified as having residual surplus expenditure of £27.9m by 2026, to support an estimated 2,790 sq m new convenience floorspace.

3.8.5 For comparison trade, the household survey identified the Borough of Broxbourne's market share as 16% of the survey area. Of this, Waltham Cross had a market share of 6%, Hoddesdon had a market share of 2%, Cheshunt had a market share of 1% and Brookfield had a market share of 8%.

Figure 3.3: Comparison Goods Trade Expenditure/Capacity (Broxbourne Retail Study, 2008)

	2013	2018	2023	2026
Comparison Goods Residual Expenditure				
Waltham Cross	£7.3m	£17.3m	£32.4m	£44.0m
Hoddesdon	£1.8m	£4.5m	£8.3m	£11.2m
Cheshunt	£0.3m	£2.7m	£4.9m	£6.7m
Brookfield (out of centre)	*£8.3m*	*£21.2m*	*£39.6m*	*£53.7m*
Borough of Broxbourne	**£16.9m**	**£43.7m**	**£81.7m**	**£110.7m**

	2013	2018	2023	2026
Comparison Goods Floorspace Capacity (sq m net)				
Waltham Cross	1,894	4,054	6,880	8,793
Hoddesdon	455	1,049	1,766	2,249
Cheshunt	76	622	1,048	1,340
Brookfield (out of centre)	*2,141*	*4,964*	*8,412*	*10,740*
Borough of Broxbourne	**4,364**	**10,238**	**17,341**	**22,145**

3.8.6 The retail study identified a capacity for new comparison floorspace within each of Waltham Cross, Hoddesdon, Cheshunt and Brookfield. At the time of publication the Study identified that the Borough of Broxbourne had a theoretical capacity to support an additional 4,364 sq m of net comparison floorspace by 2013; increasing to 10,238 sq m by 2018; 17,341 sq m by 2023 and increasing again to 22,145 sq m by 2026 with a residual surplus expenditure of £110.7m.

3.8.7 Notably, the study showed £53.7m residual expenditure in Brookfield (based upon a constant 8% comparison market share), which equated to a capacity for 10,740 sq m convenience floorspace. By way of comparison, Waltham Cross and Hoddesdon Town Centres were shown as having capacity for 8,793 sq m and 2,249 sq m new comparison floorspace respectively.

3.9 Conclusion

3.9.1 National planning policy highlights the need to promote the vitality and viability of town centres through a town centre first approach and a defined retail hierarchy. Applicants for main town centre uses are required to pass the sequential approach to site selection and provide a full assessment of the impact of the proposal on the vitality and viability of protected centres (for applications greater than 2,500 sq m, or a locally set threshold).

3.9.2 The Council's development plan consists of saved policies from the 2005 Broxbourne Local Plan. The policies follow the general trend of the most recent national policy guidance, identifying a retail hierarchy and town centre first approach and requires the Council to prepare Town Centre Frameworks for both Hoddesdon (published 2010) and Waltham Cross (adopted March 2015). The Plan identifies the Greater Brookfield area for a comprehensive mixed used development incorporating retail, leisure, business, community and housing uses within an agreed master plan.

3.9.3 A Core Strategy had been prepared and submitted for independent examination in 2010 and was found to be sound, subject to major amendments including the revision of the retail and town centres chapter and the deletion of Greater Brookfield from the Strategy. The Core Strategy evidence base consisted of a Bridging Report (2010), which followed Broxbourne (2008) and Greater Brookfield (2006) retail studies and an April 2008 household survey. The household survey evidence found that, at the time, Broxbourne had a convenience and comparison market share from residents across the Study Area of 26% and 16% respectively. This identified a residual convenience expenditure of £56m in 2026, which would support an estimated 5,563 sq m new convenience floorspace across the Borough of Broxbourne. For comparison trade, a residual expenditure of £111m in Broxbourne was shown as supporting capacity for 22,145 sq m new comparison floorspace.

4.0 Assessment of Key Retail Centres

4.1 Introduction

4.1.1 The National Planning Policy Framework (NPPF) of March 2012 states that local authorities should set out policies for the management and growth of centres over the plan period. The NPPF requires local authorities to recognise town centres as the heart of their communities and to pursue policies to support their viability and vitality. It is recognised that competitive town centre environments should be promoted in order to ensure customer choice, a diverse retail offer and to reflect the individuality of town centres.

4.1.2 Whilst the NPPF does not provide a list of indicators to be used to assess the health of a centre, such criteria has recently been published in the Government's 'Ensuring the Vitality of Town Centres' Planning Practice Guidance (NPPG) of March 2014. Indicators which should be monitored on a regular basis in order to judge the health of a centre and its performance over time include the following:

- **Diversity of uses** | Data on the diversity of uses in the town centre and the district and local centres was collated during our surveys in December 2014 and January 2015.
- **Proportion of vacant street level property** | Vacant properties were identified during the undertaking of the surveys.
- **Commercial yields on non-domestic property** | Data on commercial yields is not available publically at this time.
- **Customers' views and behaviour** | Information on customers' views is based on the NEMS household survey results.
- **Retailer representation and intentions to change representation** | Information on the current strength of centres, retailer representation and retailer requirements has been derived from Venuescore's UK Shopping Venue Rankings and from other published sources.
- **Commercial rents** | Zone A rental data has been sourced from Estates Gazette Interactive (EGi) and Colliers International, who are widely recognised sources of such data.
- **Pedestrian flows** | General footfall and pedestrian flows were observed during the undertaking of the centre surveys.
- **Accessibility** | Consideration of access to and around each centre is informed by WYG's surveys.

- **Perceptions of safety and occurrence of crime** | A general perception of safety was gathered during the undertaking of the surveys and is supplemented by the NEMS household survey results.

- **State of town centre environmental quality** | Consideration of the quality of the buildings and public realm in each of the centres has also been informed by WYG's 'on the ground' observations.

4.1.3 The commentary below provides an overview of our analysis of the health of Broxbourne's centres in respect of each of the above indicators. We have also visited each defined town, district, neighbourhood and local centre and parade in Broxbourne and, whilst not all of the above indicators are applicable to smaller centres, we also provide our assessment of the health of these centres in this section of our report and at **Appendix D**.

4.1.4 We commence our assessment by considering the role of Broxbourne's centres in the sub-regional shopping hierarchy.

4.2 Sub Regional Hierarchy

4.2.1 A plan showing the location of the Study Area relative to the main settlements in the sub-region is included at **Appendix B**.

4.2.2 Figure 4.1 illustrates the position of the sub-region's principal centres based on the Venuescore's UK Shopping Venue Rankings 2013-14. Venuescore's index ranks 2,711 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlet centres) based on the strength of 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. It is worth noting that this index does not take independent operators or other town centre health indicators identified in the NPPG into consideration.

4.2.3 Venuescore allocates each centre within a tier, reflecting its level of retail provision. The eight tiers comprise (highest to lowest): 'Major City', 'Major Regional', 'Regional', 'Sub-Regional', 'Major District', 'District', 'Minor District' and 'Local'. The rankings in the table represent the position of the centres at the time of the most recent 2013 Rankings, as well as competing surrounding destinations. The market position index and classification, as set out in the below table provides an indication as to whether a retail venue's focus is upmarket (luxury goods) or more downmarket (discount stores).

4.2.4 As illustrated in the table below, Waltham Cross is the highest ranked centre in the Borough. It is classed as a major district centre by Venuescore and is ranked 522nd of all the centres surveyed, dropping 38 places since 2010. Brookfield and Hoddesdon are both classified as district centres (ranked 612th and 735th respectively), while Cheshunt is classed as a local centre.

4.2.5 The three centres in Broxbourne (plus Brookfield) remain relatively low in the rankings compared to traditionally competing regional and sub-regional centres, notably Harlow and Enfield (located approximately 6 miles and 4 miles from the Borough of Broxbourne boundary by road). Whilst the centres in Broxbourne occupy a higher position than Waltham Abbey and (with the exception of Cheshunt) Hatfield and Ware, they are ranked below the larger centres of Welwyn Garden City, Stevenage and Hertford. It is also worth noting that shopping centre destinations such as Westfield, Stratford City and Lakeside place highly within the UK shopping venues considered in the rankings and are classed as major regional centres accordingly. Shopping patterns in the Study Area are therefore influenced to some degree by the greater strength, diversity and attractiveness of the retail offer at these higher-order centres.

Figure 4.1: Venuescore Sub-Regional Shopping Hierarchy

Centre	Classification	Score	Rank 2010	Rank 2013	Market Position Classification	Market Position Index (Average 100)
Westfield, Stratford	Major Regional	288	-	30	Upscale	132
Lakeside, Grays	Major Regional	237	50	49	Upper Middle	110
Welwyn Garden City	Regional	144	141	147	Middle	105
Stevenage	Regional	143	141	149	Lower Middle	84
Harlow	Sub-Regional	133	176	168	Lower Middle	86
Enfield	Sub-Regional	127	188	182	Middle	103
Hertford	Major District	69	427	365	Middle	108
Waltham Cross	**Major District**	**51**	**488**	**522**	**Lower**	**72**
Brookfield	**District**	**44**	**580**	**612**	-	-
Hoddesdon	**District**	**36**	**609**	**735**	-	-
Hatfield	Minor District	25	913	1061	-	-
Ware	Local	17	1336	1524	-	-
Cheshunt	**Local**	**12**	**1872**	**2061**	-	-
Waltham Abbey	Local	11	2683	2216	-	-

Source: Venuescore, 2013-14.
Centres in Broxbourne shown in bold

4.3 Waltham Cross Town Centre

4.3.1 Waltham Cross is the largest town centre in Broxbourne (by number of units), located towards the southern boundary of the Borough, adjoining the London Borough of Enfield. It is a well connected centre with direct connections to the A121, which encloses the centre along the northern and western boundaries. The Council has recently adopted a town centre strategy for Waltham Cross (March 2015).

Diversity of Uses

4.3.2 The town centre comprises around 147 units totalling 33,780 sq m of floorspace. The centre is organised in linear manner along the High Street, with the notable exception of the Pavilions Shopping Centre, which features a High Street frontage as well as enclosed units. The key convenience retail and service activity is concentrated to the south of the High Street, whilst the pedestrianised north is dominated by comparison uses. Waltham Cross holds a relatively buoyant street market throughout the year on Mondays and Fridays.

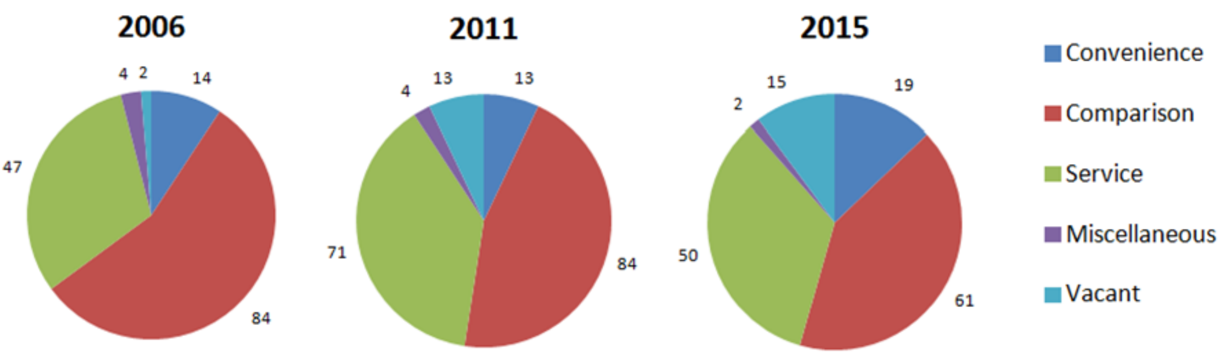
4.3.3 We have reviewed the diversity of retail and leisure uses accommodated in the town centre (by number, type and quantum of floorspace provided) and provide our findings below. A plan illustrating the location and use of each unit in the town centre (as defined by Experian Goad) is provided at **Appendix C**.

Figure 4.2: Waltham Cross Town Centre Composition

	Units (no.)	Units (%)	Units UK Avg. (%)	Floorspace (sq m)	Floorspace (%)	Floorspace UK Avg. (%)
	January 2015					
Convenience	19	12.93%	9.05%	5,530	16.37%	18.17%
Comparison	61	41.50%	40.34%	18,710	55.39%	45.41%
Service	50	34.01%	37.01%	7,090	20.99%	24.91%
Miscellaneous	2	1.36%	1.15%	120	0.36%	1.00%
Vacant	15	10.20%	12.45%	2,330	6.90%	10.51%
TOTAL	**147**			**33,780**		

4.3.4 The figure below shows the change in Waltham Cross' composition before the recession in 2006, immediately following the recession in 2011 and the most recent survey undertaken in January 2015. This data has come from Experian Goad historic data sets.

Figure 4.3: Waltham Cross Town Centre Composition in 2006, 2011 and 2015



Source: Experian Goad, historic data sets

4.3.5 Figures 4.2 and 4.3 indicates that the current level of convenience stores in the town centre is above the national average level of provision, with the 19 units comprising 12.93% of the stock and providing a total floorspace of 5,530 sq m. This is an increase in the number of food stores, which had previously remained relatively constant since 2006 and is higher than the national average. The existing provision in the centre consists of national convenience goods retailers Sainsbury's, Iceland, Lidl and Holland & Barrett and Greggs, as well as a significant number of convenience stores run by independent traders. The Pavilions indoor Shopping Centre accommodates a variety of local convenience and comparison businesses, anchored by the medium sized Sainsbury's foodstore.

4.3.6 The level of comparison goods units and floorspace in Waltham Cross Town Centre, at slightly above the national average, reflects its role as a mid-level 'major district' centre in the regional retail hierarchy. The number of comparison units has significantly reduced from 84 prior to the recession to 61 in 2015. Only a small number of high street retailers, such as New Look and Peacocks are present, indicating that Waltham Cross does not serve as a destination for clothes shopping but competes with larger centres. Other large outlets in the town centre include Homebase and Wickes to the north. However, as 'big box' bulky goods retailers, these stores lend themselves to visitors by car and are unlikely to generate a significant number of linked trips across the town centre. The Fishpools furniture store occupies a prime central location along the High

Street, drawing trade to the centre. Waltham Cross also has a strong and varied mix of independent comparison retailers offering clothes stores, florists, pharmacies, shoe stores, and jewellers. Waltham Cross accommodates a number of lower order stores, including 6 charity shops and discount goods store all located towards the northern end of the centre.

4.3.7 There has been a significant reduction in the provision of service outlets to 61 units, which at 34% is slightly below the national average of 37%. This is closer to pre-recession (2006) levels of 47 units, following a significant increase to 71 units immediately following the recession (2011). There is a particular concentration of service units along the southern stretch of the High Street, accommodating a bingo hall, public house, betting stores, takeaway units, offices and a library.

Vacancies

4.3.8 The number of vacant units within a centre can provide a good indication of how a town is performing. However, care should be taken when interpreting figures as vacant units will be found in even the strongest of town centres as it is to be expected that there is some 'churn' in the market with units changing representation. For example, between the 2011 and 2015 study dates, a Morrisons local convenience foodstore opened and subsequently closed at a former Blockbusters video store at 80-82 High Street, Waltham Cross, leaving the unit vacant over both survey dates. However, on other occasions properties may lay vacant because they are poorly maintained, unsuited to modern retailing requirements or are simply not being actively marketed. Conversely, a low vacancy rate does not necessarily mean that a centre is performing well. For example, if there is a proliferation of charity shops and other uses not usually associated with a town centre it may be a sign of decline, particularly where these uses are located in prime locations.

4.3.9 Our site visit of January 2015 identified approximately 2,330 sq m of vacant floorspace across 15 units within the centre. There are 8 vacant units fronting the pedestrianised northern stretch of the High Street, 4 to the south of the town centre and 3 within the Pavilions Shopping Centre. There is also a particular concentration of vacant units connected to the Pavilions Shopping Centre and fronting on to the pedestrianised High Street to the north of the town centre. Although the number of vacant units has only increased marginally from 13 in 2011, there has been a significant increase since 2006 when only 2 units were recorded as being vacant.

4.3.10 Whilst the number and proportion of town centre vacancies is below the national average, and is not considered particularly problematic given recent wider economic conditions, it is evident that certain units have been vacant for a considerable period. This suggests that these units may either fail to appropriately meet the needs of modern retailers or that the premises are not sufficiently visible in the centre (or are not sufficiently integrated into the centre's 'retail circuit'). Whilst the vacancy level is not considered exceptional, long term vacant units adversely impacts on users' perception of a centre and appropriate proposals to bring such units back into active use should be welcomed.

Customers Views and Behaviour

4.3.11 The household survey undertaken by NEMS sought to identify how frequently respondents visited particular centres and what their views were in respect of the centres they did visit. We summarise the principal findings of the survey in respect to those questions of relevance to the health of Waltham Cross Town Centre below.

Figure 4.4: Proportion and Frequency of Visits

Centres	Proportion of Respondents who have Visited	Centre Respondents Visit Most Frequently
Waltham Cross	38.0%	15.6%
Hoddesdon	29.9%	20.9%
Cheshunt	24.6%	7.9%
Brookfield	65.5%	55.6%
(Don't visit any of these centres)	*22.9%*	-

Source: Question 26 and 27 of Household Survey, Appendix A

4.3.12 With the exception of the undesignated Brookfield Centre, Waltham Cross Town Centre was the centre frequented by the highest number of respondents with 38.0% of those questioned across the Study Area stating that they visited at least on occasion.

4.3.13 As would be expected, the likelihood of respondents visiting Waltham Cross was directly proportionate to their proximity to the centre, with Zone 4 providing the highest positive response rate (84.8% of all respondents in this zone visited Waltham Cross). However, only 11.1% visited Waltham Cross the most frequently with 50.2% and 31% respectively, visiting Brookfield and Cheshunt more frequently. This is to be expected as the smaller centres and more convenient centres generally meet day to day convenience and service needs.

4.3.14 A significant number of respondents from Zones 6 and 7 visited Waltham Cross more frequently than other centres (50.6% and 56.3% respectively), suggesting that Waltham Cross provides a significant day to day function to respondents from these neighbouring zones.

4.3.15 The primary reason for visiting Waltham Cross across the survey area was identified as the choice and range of shops (47.6% of respondents), while 15.9% of respondents suggested that an increase in the choice and range of shops would encourage them to visit Waltham Cross more frequently, followed by 7.4% suggesting improvements to parking availability and prices.

Retailer Representation

4.3.16 The retailer representation indicator is an important sign of the vitality and viability of a centre as it demonstrates the existing and potential future level of operators in the locality. We have reviewed the number of national and independent retailers which are present within Waltham Cross Town Centre, recognising that multiple retailers (such as Boots, Marks & Spencer and Primark) can act as anchor tenants in the centre and can add to its appeal and create additional pedestrian footfall.

4.3.17 The Venuescore UK Shopping Venue Rankings has also already been used to identify the retail hierarchy of Waltham Cross and other nearby centres, using a weighted scoring system that takes account of the presence in each location of multiple retailers. The Venuescore ranking identifies Waltham Cross as being a mid-level 'major district' centre in the region with a high street retail offer bettered by Welwyn Garden City, Stevenage, Harlow, Enfield and Hertford, as well as Westfield and Lakeside shopping centres. Venuescore classified the centre as having a 'lower' market position, suggesting that the centre provides a downmarket retail offering.

4.3.18 Waltham Cross accommodates 7 of the top 31 Experian Goad defined major retailers (being Argos, Boots, New Look, Sainsbury's, Superdrug, Vodafone and WH Smiths), with a number located within the Pavilions Shopping Centre reflecting its important role within the town centre. The town centre also accommodates Iceland, Lidl, Holland & Barrett and Greggs convenience stores; Peacocks, EE, Wickes and Homebase comparison goods stores, as well as Nationwide, Natwest and Barclays banks and building societies.

4.3.19 In assessing the health of centres, it is also relevant to consider which retailers may be intending to seek representation in Waltham Cross in the future. EGi's records set out retailer requirements for additional floorspace in particular town centres, including Waltham Cross. It should be noted that each retailer will have particular size, layout and format requirements and that some retailers may not have specifically identified town centres for representation, instead targeting regions or even nationwide expansion. Whilst EGi principally records the requirements of high street multiple operators, it is of relevance in identifying the type and broad number of retailers currently seeking representation. EGi records a total of 41 retail and leisure operators currently seeking premises in the town centre, including Accessorize, Waitrose and Budgens.

Commercial Rents

4.3.20 EGi provides estimated Zone A rents across a number of town centres, based on Colliers International data. Zone A rents relate to the first six metres of floorspace from the shop window.

4.3.21 There has been a general decline in rents over the past five or six years. However, the decline in rents has not been nearly as marked in other nearby regional centres as in Waltham Cross. Figure 4.5 indicates that rents in Enfield reduced from a high of £150 per sq ft in 2008 to £120 per sq ft in 2013 (representing a reduction of 20%). However, even this reduction compares favourably to that experienced in Stevenage (a reduction of 34.8%) and Harlow (a reduction of 35%), whilst Hertford proved more resilient (with a reduction of 16.7%).

4.3.22 In Waltham Cross, Zone A rents reduced from a high of £100 per sq ft in 2008 to £75 per sq ft in 2013 (equating to a reduction of 25.0%). Zone A rents in Waltham Cross have proved to be less resilient than those in many nearby centres, which may not only be reflective of ongoing demand in the other centres, but also of the fact that there is an increasing stock of vacant retail space in prime locations along the High Street.

Figure 4.5: Zone A Rents in Waltham Cross and Neighbouring Centres Between 2005 and 2013

Centres	2005	2006	2007	2008	2009	2010	2011	2012	2013	Change Between 2008 - 2013
Waltham Cross	**£55**	**£55**	**£60**	**£60**	**£50**	**£50**	**£40**	**£35**	**£35**	**-41.6%**
Enfield	£145	£150	£150	£150	£130	£130	£130	£120	£120	-20%
Stevenage	£110	£110	£115	£115	£80	£80	£80	£80	£75	-34.8%
Harlow	£100	£100	£100	£100	£70	£70	£70	£65	£65	-35%
Hertford	£50	£55	£60	£60	£55	£55	£55	£55	£50	-16.7%

Source: EGi Town Reports based on Colliers International data, July 2013

Pedestrian Flows

4.3.23 During our survey of the centre in January 2015 and subsequent visits, we have observed pedestrian activity and considered the levels of footfall across Waltham Cross Town Centre. The greatest levels of pedestrian traffic are evident along the non-pedestrianised routes of the High Street, with lower levels noted to the north of the centre. It is evident that, whilst centrally located, the Pavilions Shopping Centre benefits from lesser footfall than might be anticipated, which is exacerbated by its relatively high proportion of vacancies.

4.3.24 The southern stretch of the High Street benefits from steady pedestrian traffic throughout the day and into the evening as a consequence of its food, drink and service offer. The pedestrianised section of the High Street appears less well integrated than we would expect. This area currently lacks the type of 'big name' high street multiple retailer, which can act as a driver of footfall.

Accessibility

4.3.25 The accessibility of a centre is determined by the ease and convenience of access by a choice of means of travel – including that which is provided to pedestrians, cyclists and disabled people – and the ease of access from the main arrival points to the principal attractions in the centre.

4.3.26 The main centre car parks are located within the 5 storey Pavilions Shopping Centre (which provides approximately 400 spaces), Homebase (200 space) and Wickes (100 spaces), with additional off-street parking areas available in other areas including the High Street (180 spaces) and Eleanor Cross Road (100 spaces). Other smaller car parks are located at Swan Road (60 spaces), Sturlas Road (50 spaces) and the Iceland (30 spaces). On-street parking is available along the southern stretch of the High Street.

4.3.27 Waltham Cross train station and bus station are within walking distance of the town centre and provide services throughout Broxbourne, north and central London. The NEMS household survey identified that 11.4% of respondents across the survey area travel to the centre by bus, minibus or coach and a further 9.5% walk.

Perception of Safety

4.3.28 The High Street offers wide pedestrianised footways, and street lighting, although vacancies and a lack of footfall to the north of the High Street reduce the buoyancy and natural surveillance in the area. Visible public CCTV installations help to reassure visitors, however these can also heighten unease. During site visits police notices were observed within the Pavilions Shopping Centre, which appears to be particularly vulnerable to crime and anti-social behaviour.

4.3.29 Natural surveillance from footfall is high to the south throughout daylight hours. A good mix of community facilities and restaurants/takeaways help the centre maintain a degree of activity during evening hours.

Environmental Quality

4.3.30 The other central pedestrianised areas along the High Street are generally tidy, free from litter and tree-lined, with conveniently located street furniture. However, further north the area does appear somewhat 'tired' by comparison, primarily due the lack of footfall and less maintained shopping frontages.

4.3.31 The car parks are not visible from the High Street, avoiding any 'ugly' streetscapes, however the Pavilions Shopping Centre is visible along the High Street and there are few notable buildings of architectural merit. The Fishpools building and the Four Swannes Gantry are well-maintained iconic buildings that contribute positively to Waltham Cross' image. As there is no dedicated public plaza in Waltham Cross, the pedestrianised walkways and the Eleanor Cross Memorial functions as public space.

Summary

4.3.32 Waltham Cross has experienced a significant reduction in rental values in the past five years compared to neighbouring retail destinations and there are a number of vacant units concentrated to the north of the centre — fronting the High Street — where lower levels of activity were observed during our site visits. This detracts from the overall shopping environment and would benefit from a potential future anchor development to encourage an increase in footfall through the area.

4.3.33 Waltham Cross' retail offer comprises a range of national multiple and independent convenience units and the centre is well represented by independent comparison traders serving a town centre function in the Borough.

4.4 Hoddesdon Town Centre

4.4.1 Hoddesdon Town Centre is located towards the north of the borough, between the A10 and the A1170 which run the length of the borough. Hoddesdon is a traditional market town with frequent town centre events and is surrounded by several large foodstores on the outskirts of the town. The Council published the Hoddesdon Town Centre Strategy in 2010, focussing on increasing accessibility to retail and service units through the de-pedestrianisation of the High Street and reducing vacancy rates, as well as recommendations for the redevelopment of the Tower Centre (now Morrisons).

Diversity of Uses

4.4.2 The town centre comprises around 140 units totalling 34,040 sq m of floorspace; very similar in scale to Waltham Cross. The centre is organised in a linear manner along the High Street, with tributaries running along Brewery Road, Conduit Lane and Fawkon Walk.

4.4.3 Hoddesdon accommodates a series of specialist markets and outdoor events throughout the year. Each Wednesday and Friday, an outdoor market is held selling food, clothing, household goods, furnishings and so on. These regular markets are supplemented by a French market, a farmers market and a charter fair each year, as well as events focussing on running, cycling and a 'healthy fun day'.

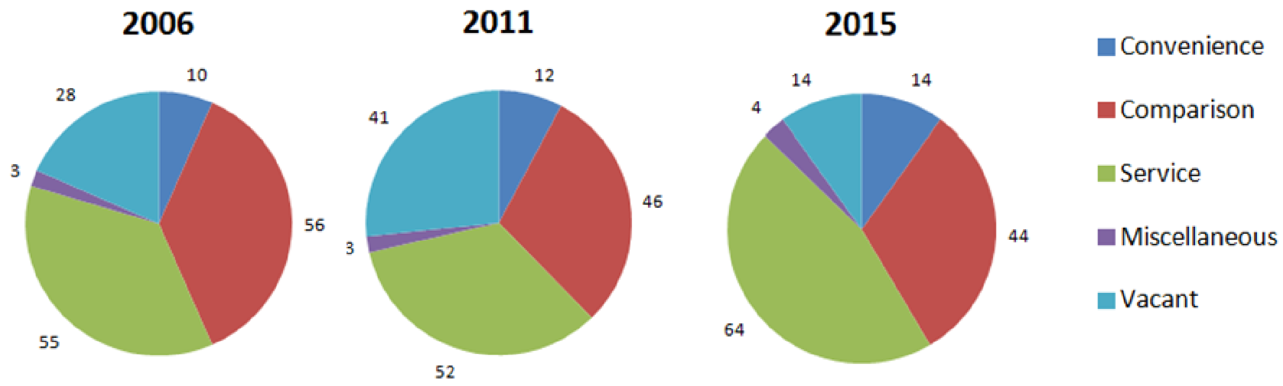
4.4.4 An Experian Goad plan illustrating the location and use of each unit in the town centre is provided at **Appendix C**.

Figure 4.6: Hoddesdon Town Centre Composition

	Units	Units (%)	Units UK Avg. (%)	Floorspace (sq m)	Floorspace (%)	Floorspace UK Avg. (%)
	January 2015					
Convenience	14	10.00%	9.05%	16,490	48.44%	18.17%
Comparison	44	31.43%	40.34%	8,510	25.00%	45.41%
Service	64	45.71%	37.01%	6,330	18.60%	24.91%
Miscellaneous	4	2.86%	1.15%	350	1.03%	1.00%
Vacant	14	10.00%	12.45%	2,360	6.93%	10.51%
TOTAL	**140**			**34,040**		

4.4.5 The figure below identifies the change in the composition of Hoddesdon Town Centre in 2006, 2011 and January 2015 from Experian Goad historic data sets and surveys carried out during WYG site visits.

Figure 4.7: Hoddesdon Town Centre Composition in 2006, 2011 and 2015



Source: Experian Goad, historic data sets

4.4.6 It can be seen in Figures 4.6 and 4.7 above that the number of convenience retail units in Hoddesdon has been increasing since 2006 and currently stands at 10% (14 units), higher than the national average of 9.05%. The centre is currently well stocked, comprising Morrisons, Sainsbury's, Asda, Aldi, Iceland and Tesco Express stores, which anchor the centre. There is a good mix of national multiple and independent units, with independent butchers, bakers and delis all represented.

4.4.7 Hoddesdon is classified as a 'district' centre within the Venuescore sub-regional shopping hierarchy, which is reflected in its relative lack of comparison units. In 2006, prior to the recession, Hoddesdon had 56 comparison goods units. This dropped significantly to 46 units following the recession in 2011 and has fallen again in 2015 to 44 units, which at 31.4% is significantly below the national average of 40.3%. Very few national multiple high street retailers are represented, indicating that Hoddesdon does not serve as a comparisons goods destination within the larger Borough of Broxbourne. The comparison provision within the centre appears more suitable for meeting a day to day comparison goods and services need.

4.4.8 The provision of service outlets has increased significantly from 52 units in 2011 to 64 units in January 2015, which equates to 45.7%, significantly greater than the national average of 37.0%. The centre is well represented by hairdressers, solicitors, travel agents, estate agents, takeaways, high street banks and other financial services. The centre also benefits from numerous community facilities including a health centre, a dentist, places of worship, a library and a children's soft play area.

Vacancies

4.4.9 As of WYG's site visits in January 2015, Hoddesdon has a vacancy rate of 10%, comprising 14 units over 2,360 sq m floorspace. This is notably lower than the national average of 12.4% and a substantial reduction from historic peaks. Prior to the recession, the 2006 Goad data shows that Hoddesdon had 28 vacancies, which rose to 41 following the recession in 2011.

4.4.10 Hoddesdon has recovered drastically from the poor vacancy levels seen immediately following the recession. This likely the result of the demolition of the Tower Centre — which had a number of medium and small sized vacant units — to make way for the development of the Morrisons foodstore.

4.4.11 In addition, there has been a concerted effort between the Council and retailers (specifically through the Hoddesdon Business Forum) to organise town centre markets and events and encourage a noticeable increase in visitors to the centre, increasing the vibrancy and footfall. Further, the Council has made particular effort to reduce vacancies through their involvement in the stalled Fawkon Walk development following the withdrawal of the original developers.

Customers Views and Behaviour

4.4.12 The NEMS household survey identifies that, as expected, respondents from Zone 1 (the centre containing Hoddesdon) visited Hoddesdon the most often. Hoddesdon was shown to be the most frequented centre (with the exception of Brookfield) with 20% of respondents, compared to 15.6% and 7.9% for Waltham Cross and Cheshunt respectively. This suggests that Hoddesdon provides a greater day to day function to a greater proportion of the survey area than the other centres in the Borough of Broxbourne.

4.4.13 Respondents noted that their main reasons for visiting Hoddesdon were the choice and range of shops (36.3%), its proximity to their home (17.7%) and the strength of the supermarket provision (17.3%).

Stakeholder Engagement

4.4.14 When conducting town centre health checks, WYG undertook formal stakeholder engagement with local businesses representatives to understand our observations more fully in a local context. We met with the chairman of the Hoddesdon Business Forum in January 2015 to discuss the vitality and viability of the town centre, vacancies, mix of retail, parking, street environment, crime and security and the emergence of Town Centre events.

4.4.15 It was noted that Hoddesdon has steadily increased in vibrancy over the past 5-6 years, which is largely recognized as a result of the increase in local events and publicity. A series of town centre events have raised the profile of the town and attracted significant footfall, as well as raising money for charity. These events began with an initial Charter Fair in 2010. There is currently an ongoing 'Love Hoddesdon' town centre campaign and up to 12 events annually including a European market, a farmers market and a Christmas market.

4.4.16 The Morrisons store has been seen as a success since opening in December 2013, revitalizing northern Hoddesdon and providing 3 hours free parking. However, this success appears to have come at the expense of business for a few established independent butchers and bakers, with others reporting an increase in sales through linked trips.

4.4.17 The Library Walk pathway between Sainsbury's and the town centre is vibrant and well used, despite being located off of the primary High Street.

4.4.18 The Council has purchased Fawkon Walk in an effort to attract tenants and revitalize the development. Larger units within the development are being divided, and a health centre is planned to increase footfall. Additionally, Morrisons — who own the vacant units along Burford Street — has confirmed that agreements are already in place for the occupation of the units. New and existing tenants such as Costa Coffee and Vintage Rock hairdressers (relocated from Stanstead Abbotts) have boosted the area, bringing existing and new clientele to town.

4.4.19 Supermarket parking is well used for linked trips to the centre, and the de-pedestrianisation of the High Street is seen as a success for business within the town. There are also no parking restrictions at night and it is anticipated that restaurants (including proposed developments at the Conservative Association Social Club, Cannon Travel and the former Co-operative building) will bring an evening vibrancy to area.

4.4.20 There are opportunities in the market for a local cinema for teenagers and young adults, since travelling to Harlow, Enfield or Stevenage is considered inconvenient and unsustainable. However, there are no obvious locations for such development within the centre. Equally, it was felt that Hoddesdon is missing a local bowling alley.

4.4.21 In summary, Hoddesdon was said to provide plenty of car parking, easy access and a wide range of shops and services. The forum representative also recognised the recent upgrades to lighting and street furniture in the town. However, it was noted that existing retailers require additional loading bays throughout the town centre.

Retailer Representation

4.4.22 The Venuescore UK Shopping Venue Rankings classifies Hoddesdon as a 'district' centre in the region, ranked 735th of all the centres surveyed (dropping 126 places since 2010). This is a weighted ranking that takes into account the proportion of national multiple retailers represented in each centre, which would likely explain Hoddesdon's apparent decline.

4.4.23 Hoddesdon currently accommodates 5 of the top 31 Experian Goad defined major retailers (Boots, Clintons, New Look, Sainsbury's and Tesco), the majority of which are located centrally, to the south of the pedestrianised zone. The town centre also accommodates Morrisons, Asda, Aldi and Iceland convenience stores, as well as Nationwide, Natwest, HSBC, Santander and Barclays banks and building societies.

4.4.24 EGi has been used to identify current retailer requirements in Hoddesdon. Currently, the EGi database indicates that there are 46 outstanding requirements for a presence in Hoddesdon from national retailers, including BrightHouse, Farmfoods, Subway and Lidl.

Commercial Rents

4.4.25 The Estates Gazette and Valuation Office Agency do not have any data for rental values in Hoddesdon.

Pedestrian Flows

4.4.26 The comments below are based on observations on different days during the week, at different times during the working day.

4.4.27 A healthy footfall was observed throughout the centre during site visits. Whilst the centre was less vibrant towards the outskirts of the centre — to the east and west — there was ample footfall between the Sainsbury's to the east and the High Street via the library footpath. Fawkon Walk appeared less active, largely due to the number of vacant units, although the anchor Aldi foodstore managed to attract a significant number of visitors. Footfall was observed to be highest along the pedestrianised section north of the High Street. Pedestrians appeared to frequent this central area, particularly the market square, using the alleyways to the north and south to return to their cars in the Morrisons and Sainsbury's car parks or to link their trips to other stores and activities.

Accessibility

4.4.28 There are a number of existing and proposed residential developments within and immediately adjoining the town centre, although Hoddesdon is predominantly accessed by car. The NEMS household survey identified that 84.7% of respondents across the survey area travel to the centre by car/ van (either as a driver or passenger) and a further 8.5% walk. Due to the lack of a nearby train station, buses provide public transport links to neighbouring settlements with 4.3% of those surveyed travelling to Hoddesdon by bus, minibus or coach.

4.4.29 The main centre car parks are located at supermarket foodstores such as Morrisons (which provides approximately 250 spaces), Sainsbury's (400 space), Asda (100 spaces), Aldi (100 spaces) and Iceland (40 spaces), with additional off-street parking areas available in other areas including Burford Street (50), Taveners Way North (40 spaces) and Taveners Way South (30 spaces).

Perception of Safety

4.4.30 The perception of safety in Hoddesdon Town Centre is generally high. The centre is active, well lit and has plenty of natural surveillance from footfall, active frontages and the development of residential units at higher levels overlooking the centre.

4.4.31 This is further supported by the frequency of town centre events, which attracts additional 'eyes on the street' and contributes to the feeling of community amongst retailers and business owners.

Environmental Quality

4.4.32 Hoddesdon provides an attractive and well maintained shopping environment and the length of the Hoddesdon High Street is designated as a Conservation Area, containing a number of locally and nationally Listed Buildings.

4.4.33 There is evidence of recent refurbishment and investment in new street furniture. The streets are clean and litter-free. A few benches mark the pavement where it widens towards the centre of the High Street with signage advertising recent and upcoming town centre events.

Summary

4.4.34 Overall, Hoddesdon is suitably designated as a town centre and features a healthy representation of national multiple and independent convenience and service retailers but has a weaker comparison offering, which has dropped since the recession.

4.4.35 Hoddesdon is attractive and well maintained with a vibrant and healthy level of activity. Local retailers have worked with the Council to improve the town centre in recent years through the provision of annual markets and event. The vacancy rate has subsequently fallen below the national average, since peaking in 2011.

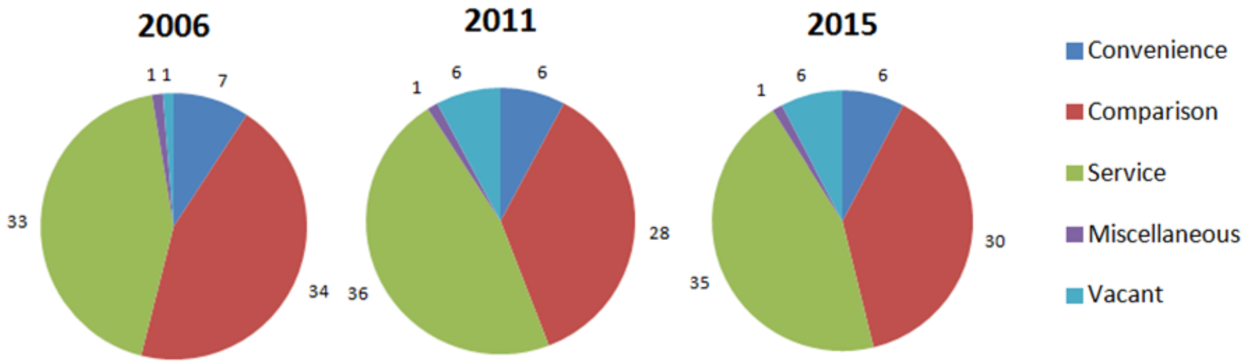
4.5 Cheshunt District Centre

4.5.1 Cheshunt District Centre is the third largest centre in Broxbourne by both floorspace and number of units. It is located at the Turners Hill/ College Road roundabout junction, a mile north of Waltham Cross Town Centre along the B176 (Turners Hill).

Diversity of Uses

4.5.2 The centre comprises around 78 units totalling 13,060 sq m of floorspace. The centre is based around the roundabout junction where College Road meets Turners Hill, extending along Windmill Lane to the east. An Experian Goad plan illustrating the composition of Cheshunt District Centre is provided at **Appendix C**.

Figure 4.9: Cheshunt District Centre Composition in 2006, 2011 and 2015



Source: Experian Goad, historic data sets

4.5.3 Figure 4.9 identifies the change in the composition of Cheshunt District Centre in 2006, 2011 and January 2015 from Experian Goad historic data sets and surveys carried out during WYG site visits.

Figure 4.10: Cheshunt District Centre Composition

	Units	Units (%)	Units UK Avg. (%)	Floorspace (sq m)	Floorspace (%)	Floorspace UK Avg. (%)
	January 2015					
Convenience	6	7.69%	9.05%	3,280	25.11%	18.17%
Comparison	30	38.46%	40.34%	4,650	35.60%	45.41%
Service	35	44.87%	37.01%	4,500	34.46%	24.91%
Miscellaneous	1	1.28%	1.15%	90	0.69%	1.00%
Vacant	6	7.69%	12.45%	540	4.13%	10.51%
TOTAL	**78**			**13,060**		

4.5.4 Figures 4.9 and 4.10 illustrate that the number of convenience goods retailers has remained pretty much constant at 6 units since 2011, dropping by 1 unit from before the recession in 2006. At 7.7%, Cheshunt's convenience retail provision is below the national average of 9.0%. The centre comprises a Tesco Metro foodstore, a One Stop convenience store, a Simmons and a Greggs bakers, as well as independent traders LW Ripley butcher and Yilmaz foodstore.

4.5.5 Comparison provision has significantly reduced from 34 units in 2006 to 28 units in 2011, likely as a result of the global recession. This has since increased to 30 units, although at 38.5% is still below the national average of 40.3%. The majority of comparison goods units are independent traders comprising furniture stores, pharmacies, opticians, sporting goods stores, DIY and craft stores, news agents and charity shops. There are very few national multiple high street retailers represented within Cheshunt.

4.5.6 At 44.9% (35 units) Cheshunt accommodates a significantly greater service provision than the national average of 37.0%, reflecting its day to day local function which has remained relatively constant over 2006 and 2011 (at 33 and 36 units respectively). The centre is well represented by cafes, takeaways, restaurants, hairdressers, estate agents, banks and other financial services.

Vacancies

4.5.7 As of WYG's site visits in January 2015, Cheshunt had 6 vacant units over 540 sq m, which equates to a vacancy rate of 7.7% (significantly lower than the national average of 12.4%). Prior to the recession the 2006 historic Experian Goad data sets identify that Cheshunt had just a single vacancy, which subsequently rose to 6 units following the recession in 2011.

4.5.8 However, it is noted that the two vacant units at 27-29 College Road are currently undergoing construction to provide a mixed use development consisting of 3 retail units and an office at ground floor level (ref: 07/13/0955/F). Additionally, the former Cheshunt Town Post Office at 13 Newnham Parade, College Road benefits from extant permission for the change of use to provide a dental hygiene surgery/ gymophobics/ beauty and nail salon (ref: 07/14/0259/F). Should both permissions be implemented, the vacancy rate would effectively half, suggesting an increasing demand for space within Cheshunt District Centre.

Customers Views and Behaviour

4.5.9 The household survey showed that only 7.9% of all respondents across the survey area visited Cheshunt most often, compared to 55.6%, 20.9% and 15.6% for Brookfield, Hoddesdon and Waltham Cross respectively. More than half (54.2%) of visitors to Cheshunt visited more often than once per week. The centre is focused around the Tesco Metro foodstore, which has twelve checkout tills and a gross floorspace of 2,990 sq m and attracts trade from five of the thirteen survey area zones (being Zones 1, 2, 3, 4 and 6).

4.5.10 Respondents noted that their main reasons for visiting Cheshunt were the choice and range of shops (42.9%), the strength of the supermarket provision (20.8%) and its proximity to their home (14.7%).

Retailer Representation

4.5.11 Venuescore classifies Cheshunt as a 'local' centre in the region with a score of 12, significantly lower than Waltham Cross and Hoddesdon with 51 and 36 respectively. Cheshunt's overall centre ranking dropped 189 places since 2010 to 2,061st. The Venuescore ranking is weighted to take into account the overall retail provision within a centre and Cheshunt's score is reflective of its relative lack of comparison retailers and national multiples. The Tesco Metro store is the only one of the top 31 Experian Goad defined major retailers currently present in the centre.

4.5.12 EGi databases identify current retailer requirements and indicate that there are 45 national retailers who require a presence in Cheshunt, including Budgens, Domino's Pizza and This Is It.

Commercial Rents

4.5.13 The Estates Gazette and Valuation Office Agency do not have any data for rental values in Cheshunt.

Pedestrian Flows

4.5.14 Cheshunt District Centre is based around a central road junction and gives the impression that vehicular traffic is prioritised.

4.5.15 Whilst the Tesco Metro and service units are undoubtedly a draw to local residents — footfall was noticeably higher along Turners Hill, outside of the Tesco Metro store — the centre is dissected by main roads which significantly impede pedestrian flows despite there being a number of pedestrian crossings. The road layout can be difficult to navigate at times causing congestion and discouraging pedestrian trips.

Accessibility

4.5.16 Cheshunt is located along a major thoroughfare and is easily accessed by car. The main centre car parks are located at the Tesco Metro (which provides approximately 250 spaces) and the Laura Trott Leisure Centre (130 space), with additional off-street parking available in other areas including Windmill Lane (50), Newnham Parade (90 spaces) and Lynton Parade (20 spaces). It was evident during our site visits that car parks are poorly signposted, which can deter drive-by custom.

4.5.17 Cheshunt train station is located around 9 minutes from the centre, complemented by a number of bus stops providing 8 routes across the local area. The NEMS household survey identified that 85.1% of respondents across the survey area travel to the centre by car/ van (either as a driver or passenger) and a further 9.8% walk.

Perception of Safety

4.5.18 Turners Hill road is well used and provides significant natural surveillance, in conjunction with public CCTV installations, whilst also appearing to discourage trips on foot. The urban nature of the centre and the dated and poorly maintained shopping frontages lower the general perception of safety in the centre. Nonetheless, the centre is well lit with wide pavements and there are no obvious areas that appear vulnerable to anti-social behaviour.

Environmental Quality

4.5.19 Cheshunt is dissected by main roads and the central island at the junction of College Road and Turners Hill features a fountain and landscaping. However, the shop frontages are dated and poorly maintained, which detracts from the overall quality of the centre.

4.5.20 A few benches and trees are provided where the pavement widens along Turners Hill, although both the quality and quantity of the street furniture and the general environment could be improved.

Summary

4.5.21 Cheshunt District Centre has had a steady vacancy rate, consistently below the national average. Ongoing development within the centre indicates that Cheshunt is healthy and performing well, although there is scope for improvements to the general street environment.

4.5.22 The centre is anchored by a Tesco Metro foodstore and has a relatively limited comparison goods provision. The significant service offering serves a day to day function, which is indicative of the centre’s position as a district centre.

4.6 Brookfield

4.6.1 Brookfield is located off of the A10 (Great Cambridge Road), to the northwest of Cheshunt. It is divided into two distinct developments: the Brookfield Centre and the Brookfield Retail Park. Brookfield is not designated in the adopted hierarchy of centres.

Diversity of Uses

4.6.2 An Experian Goad plan illustrating the composition of Brookfield is provided at **Appendix C.**

4.6.3 The Brookfield Centre is directly adjacent to the A10 and opened in 1989. It comprises sizable Tesco Extra and Marks & Spencer units divided by a Starbucks, a Nutricentre health food store and an estate agent with associated car parking providing 1,800 spaces.

4.6.4 The Brookfield Retail Park is located behind the Brookfield Centre, divided by the B156 (Halfhide Lane) and two car parks providing 105 and 258 spaces respectively. The retail park opened in 1996 and is divided into two blocks: Argos and Boots occupy a block to the south while the northern block is occupied by Next, Clarks, JD Sports, Outfit clothing, New Look, River Island and Clinton cards.

4.6.5 The Tesco includes a 16 pump petrol filling station and a Click and Collect kiosk, as well as a Giraffe restaurant, a Harris + Hoole coffee shop and photo processing, mobile phone, optician, pharmacy and travel agency concessions.

Figure 4.11: Brookfield Composition

	Units	Units (%)	Units UK Avg. (%)	Floorspace (sq m)	Floorspace (%)	Floorspace UK Avg. (%)
	January 2015					
Convenience	2	13.33%	9.05%	11,240	37.03%	18.17%
Comparison	10	66.67%	40.34%	18,530	61.05%	45.41%
Service	2	13.33%	37.01%	270	0.89%	24.91%
Miscellaneous	0	0.00%	1.15%	-	0.00%	1.00%
Vacant	1	6.67%	12.45%	310	1.02%	10.51%
TOTAL	**15**			**30,350**		

4.6.6 Due to the large trading floor areas of the Tesco Extra and Marks & Spencer convenience stores, Brookfield has a relatively large total retail floorspace (more than double Cheshunt at 13,060 sq m, but less than Waltham Cross and Hoddesdon at 33,780 sq m and 34,040 sq m respectively) from a small total number of units. This results in a convenience store representation just 4% greater than the national average, but a convenience floorspace total that is more than double the national average.

4.6.7 The current provision of comparison goods stores within both the Brookfield Centre and the Brookfield Retail Park (which are exclusively made up of national multiple retailers) is significantly greater than the national average in both the number of units and the total floorspace, which reflects Brookfield's position as a significant retail destination.

4.6.8 The current service floorspace offer in Brookfield is significantly below the national average of 24.91%, with an estate agents and a coffee shop representing just 0.89% of the Brookfield Centre and the Brookfield Retail Park. However, it is noted that the Tesco Extra store does include coffee shop and restaurant concessions that were not captured by the Experian GOAD mapping system.

Vacancies

4.6.9 Historic GOAD data sets based on 2013 surveys identified a single vacant unit in the Brookfield Retail Park, which was still vacant during WYG's site visits in January 2015 (located in the northernmost corner of the Retail Park). This equates to a vacancy rate of 6.67%, which is lower than the national average of 12.4%.

4.6.10 At the time of our site visit, work was underway constructing an extension to the Brookfield Retail Park to provide two new flexible A1, A2 or A3 units with external seating adjoining the existing Boots chemist (ref: 07/14/0007/F). A planning application for an extension to the Tesco Extra store incorporating a mezzanine floor was approved in 2008 but has not been implemented.

Customer Views and Behaviour

4.6.11 More than half (55.6%) of all respondents across the study area who had visited more than one centre were found to have visited Brookfield most frequently, with 35.9% of respondents visiting Brookfield more than once a week, 11.4% once every fortnight, 6.2% once every month and 7.3% once every two months. These respondents were asked the main reason for visiting the centre and 51.4% responded saying the choice and range of shops, 16.6% identified the strength of the supermarket provision and 12.9% that it was close to home. The vast majority of respondents (92.1%) travelled to Brookfield by car/ van either as a driver or passenger, while 4.9% walked and 1.9% travelled by bus, minibus or coach.

4.6.12 Table 4 of **Appendix F** identifies that Brookfield as a whole retains a market share of 16% of all retail spending within the Study Area.

4.6.13 The Tesco Extra store in isolation attracts a current market share of 15% of convenience spending in the Study Area and 3% comparison spending in the Study Area (which equates to a total market share of 8% of all spending within the Study Area).

4.6.14 In the Borough of Broxbourne alone, the Tesco Extra attracts a total market share of 23% of all retail spending. Of this, 38% of all convenience goods spending within the Borough and 9% of all comparison goods spending within the Borough is spent at the Tesco Extra in the Brookfield Centre. This equates to a significant turnover of £125m (whereby, £100.2m is attributed to convenience goods turnover and £24.8m is attributed to comparison goods turnover), which we understand would make the Brookfield Tesco Extra one of the most commercially successful food stores in the UK.

Retailer Representation

4.6.15 The Venuescore UK Shopping Venue Rankings identify Brookfield as a mid-level 'district' centre in the region with a greater high street retail offer than Hoddesdon, Hatfield, Ware, Cheshunt and Waltham Abbey. Significantly, Brookfield is made up of relatively few retail/service units, but is almost exclusively occupied by national multiple retailers which is reflected in its ranking.

Commercial Rents

4.6.16 The Estates Gazette and Valuation Office Agency do not have any data for rental values in Brookfield.

Pedestrian Flows

4.6.17 The comments below are based on observations on different days during the week, at different times during the working day.

4.6.18 The two separate elements of Brookfield are poorly connected, requiring two, three or four road crossings to access various units, significantly reducing the likelihood of linked footfall. From our site visits it was apparent that customers were choosing to drive the 150m from the Brookfield Centre to the Brookfield Retail Park to avoid using pedestrian crossings and in some cases were driving across the car park of the Brookfield Centre to visit both the Marks & Spencer and the Tesco Extra.

4.6.19 That being said, overall there was a healthy footfall across the Brookfield Centre and the majority of the Brookfield Retail Park, while there was less activity to the north of the retail park where the single vacant unit was located.

Accessibility

4.6.20 Brookfield is poorly accessed by public transport, although the Brookfield Centre provides 1,800 car parking spaces and the Brookfield Retail Centre provides 363 spaces.

4.6.21 There is a significant opportunity to provide improved public transport links and unite the two disparate elements of Brookfield to provide a more sustainable and accessible retail destination.

Perception of Safety

4.6.22 Brookfield is made up of large retail units with significant active frontages overlooking well lit car parks, separated by The Links and Halfhide Lane.

4.6.23 Whilst there are no obvious areas that may be vulnerable to anti-social behaviour, the dominance of the road network significantly reduces the perception of safety when walking between the Brookfield Centre and the Brookfield Retail Park.

Environmental Quality

4.6.24 Brookfield is generally uncluttered and well maintained with a few small elements of planting and vegetation. However, the extensive roads and car parks dominate the area significant detracting from the overall aesthetic of Brookfield as a whole. Nonetheless, the shop frontages along both the Brookfield Centre and the Brookfield Retail Park are well presented and the Starbucks coffee shop located between the two anchor stores provides an element of outdoor seating.

4.6.25 There is a further opportunity to provide a more pleasant and welcoming environment across Brookfield through increased investment in public street furniture and street side planting.

Summary

4.6.26 Brookfield provides a considerable convenience and comparison retail offering and, as the strongest performing shopping destination in the Borough, is a significant draw across the Study Area. The convenience goods provision is almost entirely accounted for by the Tesco Extra, which WYG understand to be one of the highest performing foodstores in the country, while comparison goods provision is largely confined to fashion clothing and footwear.

4.6.27 Brookfield as a destination is poorly designed and connected, and footfall is primarily concentrated along Brookfield Centre and to the south of the Brookfield Retail Park with less activity to the north of the retail park. The existing routes between the Brookfield Centre and the Brookfield Retail Park appear to actively discourage pedestrian traffic. Nonetheless, the centre attracts a significant market share across both the Borough of Broxbourne and the wider Study Area.

4.7 The network of district, neighbourhood and local centres and parades

4.7.1 As part of our instruction, we have been asked to consider the current performance of the district, neighbourhood and local centres and parades which service the day to day shopping needs of Broxbourne's population. It is important the borough has a hierarchy of centres that are able to adequately service the day to day retail and community needs of the local population as near to their homes as possible. This is particularly important for less mobile/more vulnerable members of the community. This approach can help to ensure that centres are lively, thriving and safe places to visit while reducing unsustainable travel patterns and thereby reducing congestion. This principle works for retail needs and also other service and community facility needs e.g. surgeries and libraries etc. To adequately supplement the town centres, the Borough requires a network of district, neighbourhood and local centres and parades.

4.7.2 In order to inform local policy formulation WYG has reviewed each of Broxbourne's existing centres to identify the most appropriate role for those centres in a consolidated local hierarchy of district, neighbourhood and local centres and parades. A health check assessment of each centre is provided at **Appendix D** providing an overview of the role and function of each centre, and the composition of uses in each (as ascertained by our surveys of January 2015).

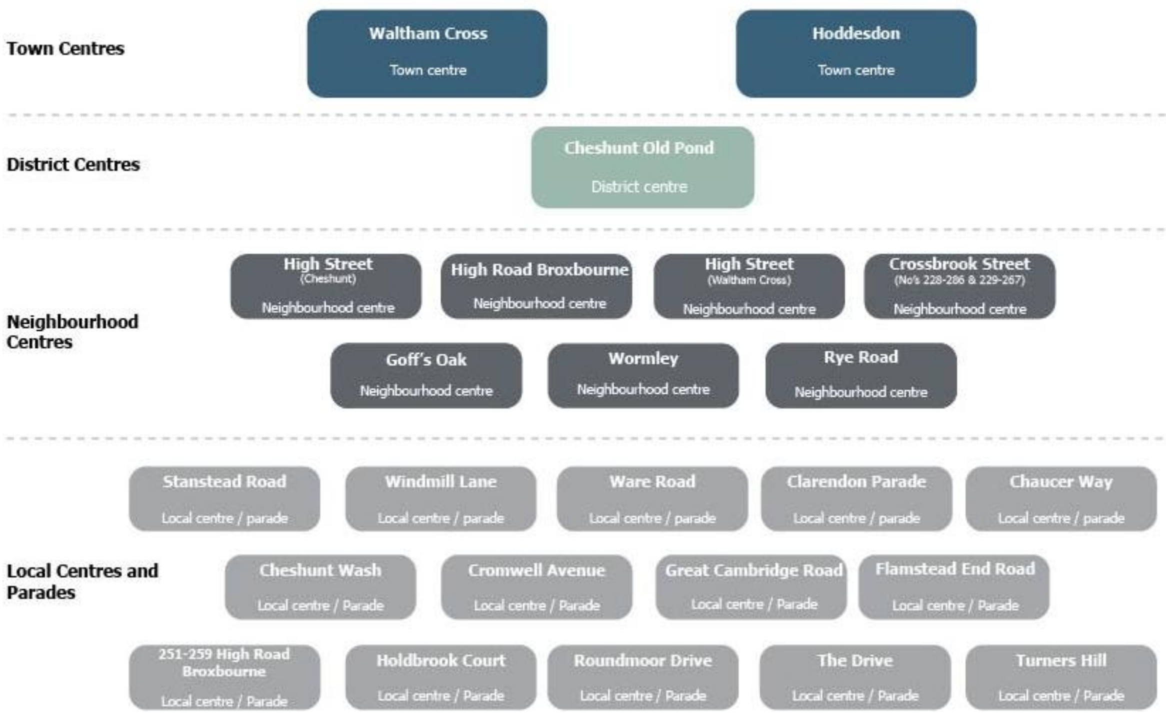
4.7.3 District centres are designated to act as the primary focus for shopping and other services delivery within that town – to cover weekly retail, service and community requirements. These centres will provide a range of shopping and act as the natural focus for investment to ensure one journey can satisfy most needs of the local population. These centres typically have small to medium supermarkets, and a range of other community and potentially health services. These district centres have dedicated parking and should act as a public transport hub to a greater or lesser extent, depending on their location. Over time it is anticipated both the Council and public transport operators will seek to focus services at these centres in order to cater for a considerable portion of local journeys. These centres will also be a focus for ensuring improvements to walking and cycling provision.

4.7.4 Neighbourhood and local centres and parades are intended to satisfy more local day to day trips and are likely to cater almost exclusively for the local population. The centres are typically characterised by a parade of shops, defined by the DCLG as: a group of 5 to approximately 40, mainly independent shops in one or more continuous rows; having a mainly local customer base; being largely retail/service based (convenience stores, newsagents, greengrocers, bakers etc), (hairdressers, café etc); with other public services clustered in the vicinity, typically including health, education and leisure services[30].

4.7.5 Of these centres, larger neighbourhood centres with a greater retail offer will serve a higher role and function than those designated as local centres and parades. Local centres and parades are primarily intended to service the needs of the population within walking distance. They are unlikely to cater for the same levels of passing trade or provide the same level of parking as neighbourhood centres.

4.7.6 WYG has assessed a number of existing centres for their potential to perform a local centre role and function over the forthcoming plan period.

Figure 4.12: Borough of Broxbourne Hierarchy of Centres



30 'Parades of shops – towards an understanding of performance and prospects', DCLG 2012

4.8 Pipeline Developments

4.8.1 In accordance with the duty to cooperate, WYG has worked with the Borough of Broxbourne to contact neighbouring local planning authorities in order to identify future capacity and pipeline schemes within competing centres which will have the effect of consolidating their retail offer and enhancing their market share.

4.8.2 A number of forthcoming retail developments have been highlighted in **East Hertfordshire District Council**. Waitrose is proposing to relocate to a new 2,047 sq m (net sales) store in an extension to the Van Hage garden centre in Great Amwell, including a cafe with external seating and landscaping. An initial application was withdrawn in December 2014 and a subsequent amended scheme was re-submitted in January 2015. Proposals for the development of the existing Waitrose store and car park in the Bircherley Green Shopping Centre is currently being discussed at pre-application stage as part of a wider strategy for the redevelopment of Hertford Town Centre. The size of the scheme has not been announced, but an application is anticipated shortly.

4.8.3 Discussions with representatives from **Harlow District Council** and **Epping Forest District Council** confirmed that there are presently no retail developments in the pipeline. However, Harlow District Council are preparing an updated retail study to take into account the quantum of housing growth in the region, as well as the emerging regeneration strategy for the town centre.

4.8.4 **Enfield London Borough Council** is currently in the process of preparing a Retail and Town Centres Study, which will assess the capacity for future retail development. Enfield's 2009 Retail Study identified proposals by Asda and Tesco for foodstores in New Barnet, stating that if these schemes were not to go ahead there would be capacity for a new foodstore in the Southgate area.

4.8.5 **Welwyn Hatfield Borough Council** approved the Hatfield Town Centre Redevelopment for a proposed 8,042 sq m of comparison floorspace in 2010 (the first phase of the development has been completed in 2014). The Council is proposing a new retail development at the Welwyn Garden City Town Centre North site. There are currently no other significant retail planning applications proposed.

4.8.6 **Stevenage Borough Council** has commissioned a Retail Study (published October 2014) as part of their evidence base in support of their emerging Local Plan. The study identifies capacity for a new major superstore from 2026 onwards.

4.9 Conclusion

4.9.1 The Council's adopted development plan designates Waltham Cross and Hoddesdon as Town Centres and Cheshunt as a District Centre. There are a further seven designated Neighbourhood Centres and fourteen Local Centres and Parades. WYG conducted health checks in each of the designated centres, as well as Brookfield which is not currently designated, identifying the changes in vacancy rates and retail/service composition before, during and after the recession in addition to analysis of customer behaviour, retailer representation, rental values, pedestrian flows, accessibility, perception of safety and environmental quality.

4.9.2 Waltham Cross was shown to have experienced a reduction in rental values over recent years and an increase in vacancies, particularly to the north of the High Street where activity and footfall were notably reduced. Hoddesdon has shown a significant reduction in vacancy rates following the development of the Morrisons foodstore in place of the Tower Centre and the increased effort to organise town centre events and markets, which have had a corresponding impact on footfall and vibrancy across the centre. Cheshunt is made up of a significant number of service units and independent traders and, whilst suffering from its constrained location around a major thoroughfare, shows a vacancy rate significantly lower than the national average. Ongoing retail development within Cheshunt indicates that it is healthy and performing well, although there is scope for improvements to the general street environment.

4.9.3 Brookfield was identified as the most frequently visited retail destination in Broxbourne and is almost exclusively occupied by national multiple retailers. However, the two disparate elements are poorly connected, significantly reducing the accessibility of the destination as a whole.

4.9.4 A number of retail developments are currently proposed across the Borough's neighbouring authorities. The redevelopment of Hatfield Town Centre has completed its first phase and further retail developments are proposed at the Bircherley Green Shopping Centre, Great Amwell and the Welwyn Garden City Town Centre North site. Harlow District Council, Enfield London Borough Council and Stevenage Borough Council are currently in the process of preparing or have recently prepared updated retail studies.

5.0 Population and Expenditure

5.1 Introduction

5.1.1 This section of the report assesses the current population and available expenditure (for both convenience and comparison goods) within the Study Area. This is for the purpose of setting the context to the household telephone survey WYG instructed through NEMS, the nature and results of which will be described in Section 6.

5.2 Definition of Study Area

5.2.1 Drawing on the empirical evidence that was collated for the previous Study in 2008, an important element of this Retail and Leisure Study is to review previous shopping patterns within the local area to highlight any changes which have occurred since 2008 and ascertain any impacts on behaviour which may have arisen as a result of the wider UK economy, and also as a result of retail led development in the vicinity of the Study Area.

5.2.2 The previous 2008 Study comprised of 12 zones. This encompassed Zones 1-4 which broadly covered the Borough of Broxbourne boundary, and outer Zones 5-12 which covered the surrounding area including areas within Harlow, Enfield, East Herts, Welwyn Hatfield and Epping Forest authority areas.

5.2.3 WYG has adopted the same Study Area as the previous 2008 Study in order to enable before and after comparisons. There have been some very minor changes to postcode sector geography which mean the Study Area is not identical to the 2008 Study Area, but it is the closest fit possible. In light of the EiP Inspectors comments, we have also incorporated an additional zone, Zone 13, to encapsulate the retail and leisure habits of Harlow area residents. Figure 5.1 shows the geographical extent of the Study Area, whilst Figure 5.2 shows the postcodes by survey zone.

Figure 5.1- Study Area

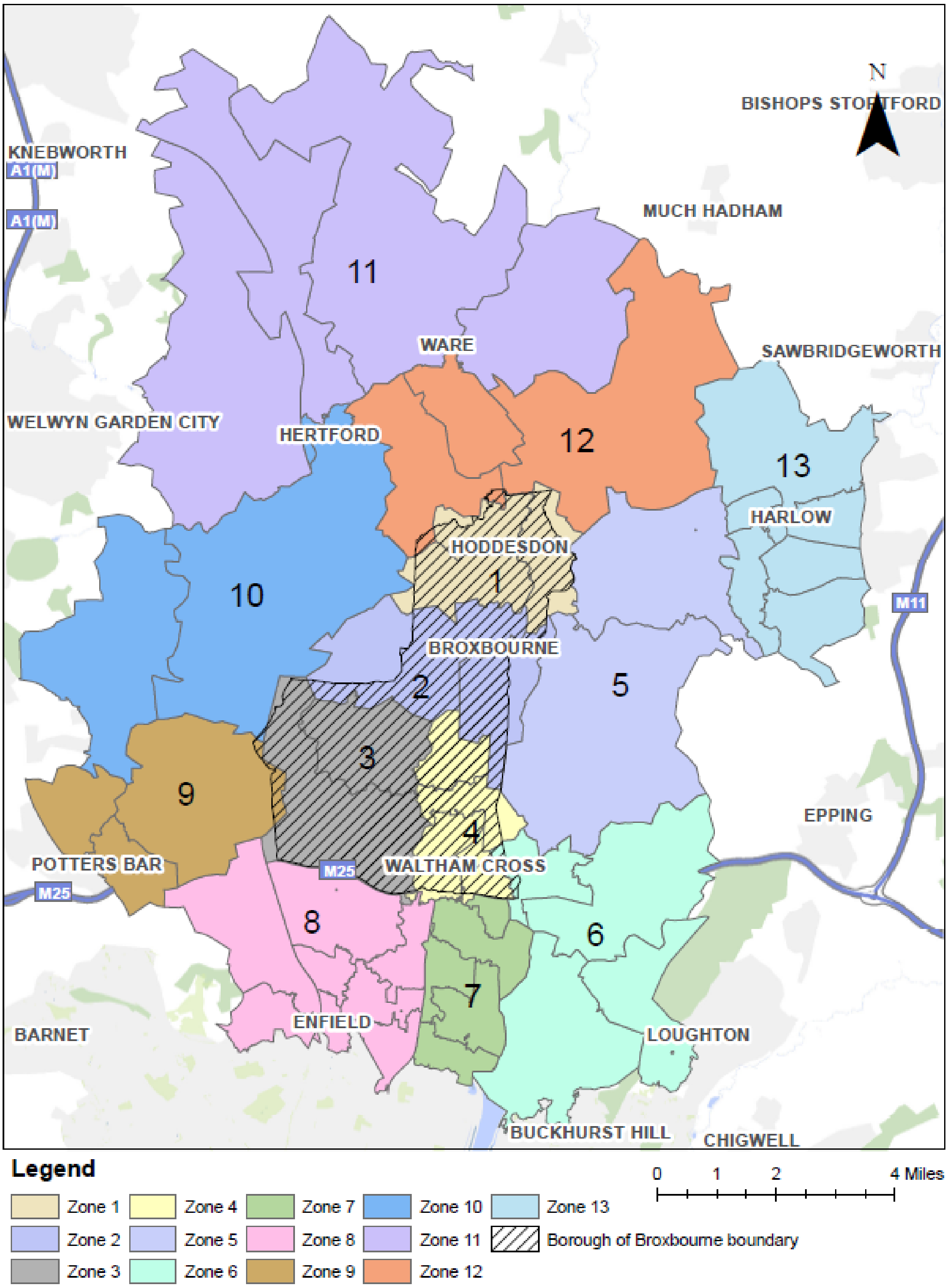


Figure 5.2: Postcodes by Survey Zone

Survey Zone	Postcode Sectors
Zone 1	EN11 0, EN11 8, EN11 9
Zone 2	EN10 6, EN10 7
Zone 3	EN7 5, EN7 6
Zone 4	EN8 0, EN8 9, EN8 8, EN8 7
Zone 5	EN9 2, CM19 5
Zone 6	EN9 1, EN9 3, IG10 4, E4 7
Zone 7	EN3 4, EN3 5, EN3 6, EN3 7
Zone 8	EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9
Zone 9	EN6 1, EN6 4, EN6 5
Zone 10	AL9 6, SG13 8, SG14 1
Zone 11	SG12 0, SG12 7, SG14 2, SG14 3
Zone 12	SG12 8, SG12 9, SG13 7
Zone 13	CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3

5.3 Study Area Population

5.3.1 The population within each postal code sector has been calculated using Experian Micromarketer G3 data (2012 estimates, which were issued in February 2014). The baseline population data takes into consideration the findings of the 2011 Census release which has then been projected forward by Experian (using growth rates derived from Office for National Statistics population projections and current age and gender estimates, which are accepted as the industry standard basis for long term retail planning).

5.3.2 For the purpose of this Study, population and expenditure has been calculated at five year intervals from 2015 (the base date) to 2030 in accordance with the emerging local plan and the NPPF (i.e. 2015, 2020, 2025 and 2030).

5.3.3 On this basis, the defined Study Area is estimated to contain a resident population of approximately 412,116 people at 2015 rising to 451,186 people at 2030. This represents an increase in population within the Study Area of 39,070 people (equating to an increase of 9.5%) between 2015 and 2030. However, if we consider the Borough of Broxbourne that is covered by Zones 1-4 then the population is estimated at approximately 96,364 at 2015 and is estimated to increase to 105,117, or 8,753 persons by 2030. This represents an increase of 9.1%.

5.3.4 Figure 5.3 provides a detailed breakdown of the forecast population change within each survey zone in each of the reporting periods to 2030.

Figure 5.3: Study Area Population by Survey Zone (2015 to 2030)

Zone	2015	2020	2025	2030
1	22,519	23,208	23,894	24,544
2	18,131	18,681	19,173	19,698
3	20,108	20,785	21,499	22,150
4	35,606	36,695	37,803	38,725
Sub-Total	96,364	99,369	102.369	105,117
5	13,460	13,835	14,208	14,525
6	33,855	34,477	35,247	36,157
7	54,916	57,846	60,457	62,904
8	67,694	69,237	70,924	72,319
9	17,188	17,580	18,044	18,422
10	11,562	12,092	12,582	12,971
11	35,647	36,984	38,219	39,251
12	23,003	24,193	25,349	26,275
13	58,427	60,067	61,670	63,245
Total	412,116	425,680	439,069	451,186

Source: Experian Micromarketer G3 data

5.4 Retail Expenditure

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

5.4.2 The base year for the Experian expenditure data is 2011. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 12.1 which was published in October 2014. For the purposes of this study, the following annual growth forecasts have been applied.

Figure 5.4: Expenditure Growth Forecasts

Year	Convenience	Comparison
2011	-2.7%	0.5%
2012	-0.5%	2.6%
2013	-1.3%	4.6%
2014	-0.5%	5.6%
2015	0.5%	4.4%
2016	0.4%	3.1%
2017	0.6%	3.1%
2018	0.6%	3.1%
2019	0.6%	3.1%
2020	0.6%	3.1%
2021	0.6%	3.1%
2022	0.6%	3.3%
2023	0.6%	3.3%
2024	0.6%	3.3%
2025	0.6%	3.3%
2026	0.6%	3.3%
2027	0.6%	3.3%
2028	0.6%	3.3%
2029	0.6%	3.3%
2030	0.6%	3.3%

Source: Table 1a, Experian Retail Planner Briefing Note (October 2014)

5.4.3 The latest growth forecasts suggest that the downturn in the economy, which has resulted in negative convenience goods growth over recent years, has now been reversed. Positive growth in the convenience goods sector is forecast over the period 2015-2030, though commentators are cautious as to the size of this growth. Experian forecasts modest growth of +0.5% at 2015, increasing to 0.6% per annum over the period 2017-2030.

5.4.4 By contrast Experian identifies an immediate and relatively strong annual comparison growth rate of +4.4% at 2015. A drop in the rate of growth is anticipated over the period 2016-2021 (to +3.1%), before growth rates thereafter picks up once again at +3.3% for the period 2022-2030.

5.4.5 Growth in expenditure forecast in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time.

Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long are reflective of any changes to relevant available data.

5.4.6 Experian Retail Planner Briefing Note 12.1 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. We 'strip out' any expenditure which survey respondents indicate is committed via special forms of trading and instead make an allowance derived from Experian's recommendation.

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

5.4.8 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, we adopt Experian's 'adjusted' figure (provided at Appendix 3 of its Briefing Note) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Figure 5.5 is 'stripped out' of the identified expenditure as it is not available to stores within the Study Area.

Figure 5.5: Special Forms of Trading Forecasts

Year	Convenience	Comparison
2015	2.8%	12.5%
2020	4.0%	15.7%
2025	4.9%	15.9%
2030	5.4%	15.6%

Source: Appendix 3, Experian Retail Planner Briefing Note 12.1 (October 2014)

5.4.9 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 2015, 2020, 2025 and 2030. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

5.5 Convenience Goods Expenditure

5.5.1 Taking into consideration the above increases in population and per capita expenditure, it is estimated that, at 2015, the resident population of the Study Area generates some £774.0m of convenience goods expenditure[31]. This is forecast to increase to £899.6m at 2030, which represents an increase of £125.5m (or 14.0%).

Figure 5.6: Total Available Study Area Expenditure – Convenience (£m)

2015	2020	2025	2030	Growth 2015-2020	Growth 2015-2025	Growth 2015-2030
774.0	811.7	854.3	899.6	37.7	80.3	125.5

Source: Table 2A, Appendix F

5.6 Comparison Goods Expenditure

5.6.1 For comparison goods, Figure 5.7 indicates that, at 2015, we estimate that the resident population of the Study Area generates some £1,068.7m of comparison goods expenditure. Available comparison goods expenditure is then forecast to increase to £1,866.6m at 2030, which represents an increase of £797.8m (or 74.7%) between 2015 and 2030.

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

2015	2020	2025	2030	Growth 2015-2020	Growth 2015-2025	Growth 2015-2030
1,068.7	1,274.7	1,539.4	1,866.6	206.0	470.7	797.8

Source: Table 8, Appendix F

5.6.2 For the purposes of this study, comparison goods expenditure has been divided into eight sub-categories: 'Furniture', 'DIY', 'Electrical' (these three categories collectively being referred to as bulky goods), 'Clothing & Footwear', 'CDs, DVDs and Books', 'Small Household Goods', 'Toys, Games, Bicycles and Recreational Goods' and 'Health and Beauty/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.

[31] Expressed in 2012 prices, as is every subsequent monetary value.

5.7 Conclusion

5.7.1 The Study Area is made up of Zones 1-12, as previously adopted by GVA in the survey carried out in 2008, and has been updated to include Zone 13, incorporating Harlow in light of the EiP Inspectors comments.

5.7.2 The Study Area has a resident population of approximately 412,116 in 2015, rising to 425,680 by 2020, to 439,069 by 2025 and to 451,186 by 2030. This represents an increase in population within the Study Area of 9.4% between 2015 and 2030.

5.7.3 It is estimated that, at 2015, the resident population of the Study Area generates some £774m of convenience goods expenditure. This is forecast to increase to £900m by 2030, which represents an increase of £126m (or 16%) between 2015 and 2030. For Broxbourne Borough itself, represented by Zones 1-4 of the Study Area, the estimated total available convenience goods expenditure at 2015 is £186m, which is forecast to increase to £216m at 2030 (16%).

5.7.4 In 2015, the resident population within the Study Area is identified as generating £1,069m of comparison goods expenditure. This is expected to increase to £1,867m by 2030. This represents an increase of £798m (or 75%) between 2015 and 2030. This increase is a result of the forecast increase in catchment population and, in particular, the forecast level of comparison goods expenditure growth over forthcoming years. For Broxbourne Borough, the total available comparison goods expenditure is £265m at 2015, increasing to £462m at 2030 (74%).

6.0 Original Market Research

6.1 Introduction

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

6.1.2 A key requirement of this Study is the detailed understanding of shopping patterns in terms of the use of retail centres and the identification of the centres' catchment areas. WYG commissioned specialist market researchers NEMS to undertake a comprehensive household telephone survey to identify consumers' habits and preferences in the Study Area.

6.2 Household Telephone Survey

6.2.1 In October 2014, a survey of 1,000 households was undertaken across the defined Study Area which comprises thirteen separate zones. These zones are identified in Figure 5.1 and 5.2 of Chapter 5. The Study Area includes all of the Borough of Broxbourne (broadly covered by Zones 1-4) and extends into East Herts to the North, Harlow and Epping Forest to the east, Enfield to the south and Welwyn Hatfield to the west.

6.2.2 The questions and full tabulation of results from the household survey are provided at **Appendix A**. **Appendix C** provides a more detailed map of the Study Area catchment.

6.2.3 The results of the household survey are utilised to calculate the expenditure claimed by each existing retail facility within the Study Area, a process which is considered in Section 7 of this report.

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

6.2.5 In order to allow direct comparison with the findings of the 2008 Study in respect of market share, we have subdivided the Study Area into a Primary area and a Secondary area. The Primary Study Area corresponds to Zones 1 to 7, i.e. the same zones which comprised the Study Area for the 2008 Retail Study. The differentiation between Primary and Secondary allows changes in market share to be monitored across a comparable Study Area. The Secondary area has not been utilised for the purpose of market share analysis, but has been used in the quantitative assessment of retail need which follows at Section 7 of this report.

6.2.6 GVA's 2008 Retail Study considered the market share of facilities for convenience and comparison goods shopping across zones 1-12, although there have been some minor alteration to the geography of the postal sectors in the intervening years. We have used the same groupings in order to allow comparison between the two datasets with the addition of a 13th zone incorporating the Harlow area following the EiP Inspectors response.

6.2.7 In order to compare the 2008 and 2014 survey results on a 'like for like' basis in respect to shopping trips made to tangible stores, we have stripped out any survey responses which suggest that a particular type of purchase was committed through special forms of trading.

6.2.8 It should be noted that the 2008 and 2014 household surveys differ slightly in the wording of the questions, with the former asking respondents for the main destinations for undertaking particular types of shopping and our survey asking respondents as to their last destination visited to purchase particular types of goods. In our experience, asking shoppers where they last undertook particular types of shopping provides more accurate results as it is more likely to record infrequent purchases which typically may be made at smaller centres and stores.

6.2.9 This slight revision to the methodology may contribute to any changes in shopping patterns identified since 2008 and the analysis which follows should be viewed in this context. We consider that this revision in methodology will have greatest impact on top up food shopping, which is often undertaken in a variety of locations and which requires the survey to ask the location of the last shop in order to identify the location of more occasional shopping destinations. For other goods categories, we consider that marginal variations in market share may be attributable to this revision in methodology, but that substantial changes in market share will generally be reflective of changes in shopper behaviour.

6.3 Convenience Shopping Patterns

6.3.1 The 2008 Retail Study indicated that the household survey results at the time identified that the Borough of Broxbourne claimed a retention rate of 28% of expenditure from within the study area. In the intervening years this has risen to 34%, as of October 2014.

6.3.2 Figure 6.1 below summarises the proportion of convenience goods shopping trips directed to retailers located within each of Waltham Cross, Hoddesdon, Cheshunt and Brookfield.

Figure 6.1: Convenience Goods Study Area Market Share by Destination (%)

Destination	GVA Market Share 2008	WYG Market Share 2014
Waltham Cross	3	3
Hoddesdon	8	13
Cheshunt	3	2
Brookfield (out of centre)	13	14

Source: Appendix F and GVA, Retail Study 2008

6.3.3 Whilst the majority of retail destinations have maintained a relatively constant market share of food shopping trips between the 2008 and 2014 household surveys, Hoddesdon's market share has risen 5% to 13%. The majority of trips within Hoddesdon are made to Sainsbury's, Morrisons and Aldi, which have a market share of 4.7%, 4.2% and 3.4% respectively. This increase can be partly accounted for by the growing popularity of discounter foodstores — such as Aldi — since the recession, as well as the development of the Morrisons foodstore.

6.3.4 Notably, the growth in Hoddesdon's market share does not appear to have come at the expense of neighbouring centres within the Borough, with only Cheshunt showing a reduction in market share of 1%, indicating a significant 'claw back' of trade since 2008.

6.3.5 A more detailed breakdown of the convenience trade across the Study Area is provided in our statistical tables at **Appendix F**.

6.3.6 **Appendix E** illustrates the market share of each centre across the study area on a zone by zone basis. It shows that Hoddesdon has a market share in every zone except for Zones 8 and 13 (which are based around Enfield and Harlow respectively); whilst Waltham Cross and Cheshunt only have a market share greater than 10% in a single zone (Zones 7 and 4 respectively).

Figure 6.2: Convenience Goods Study Area Market Share by Zone (%)

Zones	Waltham Cross Town Centre		Hoddesdon Town Centre		Cheshunt District Centre		Brookfield		*Others*		Total	
	2008	2014	2008	2014	2008	2014	2008	2014	*2008*	*2014*	2008	2014
1	0	0	68	74	1	1	7	13	*24*	*12*	100	100
2	1	0	28	43	4	4	45	41	*22*	*12*	100	100
3	2	2	3	5	11	10	51	57	*33*	*26*	100	100
4	13	9	4	10	14	13	44	49	*25*	*19*	100	100
5	0	0	13	18	0	0	7	3	*80*	*79*	100	100
6	2	3	0	1	1	1	2	2	*95*	*93*	100	100
7	4	12	0	11	1	0	4	5	*91*	*72*	100	100
8	2	0	4	0	0	0	1	1	*93*	*99*	100	100
9	0	0	0	3	1	0	9	28	*90*	*69*	100	100
10	0	0	1	11	0	0	1	5	*98*	*84*	100	100
11	0	0	3	15	0	0	3	13	*94*	*72*	100	100
12	0	1	9	25	1	0	4	0	*86*	*74*	100	100
13	-	0	-	0	-	0	-	2	-	*98*	-	100

Source: Appendix F and GVA, Retail Study 2008

6.3.7 Figure 6.2 displays a more detailed pattern of the convenience good market share of the Study Area, on a zone by zone basis. As would be expected, the convenience shopping market share secured by facilities in Waltham Cross, Hoddesdon, Cheshunt and Brookfield is higher in the 'core' Borough of Broxbourne zones (comprising Zones 1 to 4).

6.3.8 Waltham Cross shows a marginal reduction in the convenience shopping market share in its own zone — Zone 4, which has reduced from 13% to 9% since 2008 — and an increase in convenience shopping trips from Zone 7, to the south of the borough, which has risen from 4% to 12% since 2008. Hoddesdon secures significant market shares of Zones 1 and 2, which have risen from 68% to 74% and 28% to 43% respectively between 2008 and 2014. Hoddesdon has also gained a notable convenience market share from zones outside of the Borough (Zones 5-13) since the previous household survey in 2008. The market share of convenience trips to Cheshunt is broadly comparable with that achieved in 2008. Brookfield has claimed an increased market share in the outer Zones 9 and 11 (of 19% and 10% respectively) since 2008, as well as a slight increase in market shares across Zones 1-4 within the Borough.

6.4 Comparison Shopping Patterns

6.4.1 Figures 6.3 and 6.4 below demonstrate the Study Area market share identified in the 2008 and 2014 household surveys, broken down by destinations and zones. In the 2008 survey it was found that Broxbourne had a total comparison goods retention rate of 16% from the wider Study Area (Zones 1-12). This has since increased to 24% in 2014[32] (Zones 1-13).

6.4.2 Within the Borough of Broxbourne boundary (Zones 1-4), the three centres and Brookfield were shown to have a market share of 38% in 2008, which has since increased to 53% in 2014.

Figure 6.3: Comparison Goods Study Area Market Share by Destination (%)

Destination	GVA Market Share 2008	WYG Market Share 2014
Waltham Cross	6	6
Hoddesdon	2	3
Cheshunt	1	2
Brookfield (out of centre)	8	12

Source: Appendix F and GVA, Retail Study 2008

Figure 6.4: Comparison Goods Study Area Market Share by Zone (%)

Zones	Waltham Cross Town Centre		Hoddesdon Town Centre		Cheshunt District Centre		Brookfield		*Others*		Total	
	2008	2014	2008	2014	2008	2014	2008	2014	*2008*	*2014*	2008	2014
1	2	1	13	24	0	3	10	16	*75*	*56*	100	100
2	5	10	6	8	3	6	18	28	*68*	*48*	100	100
3	13	8	1	2	4	10	18	28	*64*	*52*	100	100
4	21	21	0	3	4	4	20	31	*55*	*41*	100	100
5	3	3	3	1	0	3	5	3	*89*	*90*	100	100
6	12	12	0	0	1	2	6	10	*81*	*76*	100	100
7	5	6	0	1	0	0	3	12	*92*	*81*	100	100
8	4	6	0	0	0	0	2	6	*94*	*88*	100	100
9	2	10	0	0	0	5	5	14	*93*	*71*	100	100
10	0	3	0	0	0	3	4	5	*96*	*89*	100	100
11	1	1	2	1	0	2	5	10	*92*	*86*	100	100
12	1	3	2	4	1	2	8	14	*88*	*77*	100	100
13	-	0	-	0	-	0	-	1	*-*	*99*	-	100

Source: Appendix F and GVA, Retail Study 2008

[32] figures are rounded

6.4.3 Figure 6.3 identifies that — with the exception of Waltham Cross, which has remained constant — retail destinations within the Borough of Broxbourne have gained in market share over the past 6 years. Brookfield has expanded its market share over the intervening period, growing from 8% to 12% without the addition of any new floorspace. This is comprised of an individual market share of 3.4% for The Brookfield Centre (Tesco Extra and Marks & Spencer) and 9% for the Brookfield Retail Park.

6.4.4 Figure 6.4 above indicates that Waltham Cross has retained a somewhat constant comparison goods market share across the zones since 2008. A significant number of trips originate from Zones 4 and 6, and there has been a notable increase in market shares from 5% to 10% and 2% to 10% in Zones 2 and 9 respectively. The market share of comparison shopping trips to Hoddesdon originating from Zone 1 has almost doubled from 13% to 24% since the previous household survey in 2008 and Cheshunt has seen an increase in comparison market share in all zones, except for 4, 7 and 8. Brookfield secures a market share of 16%, 28%, 28% and 31% of trips originating from within Zones 1-4 respectively and has seen an increase in market share across the whole of the Study Area, with the exception of Zone 5.

6.5 Market Share Analysis

6.5.1 Convenience goods trade relates to everyday essential items categorised into main-food and top-up shopping trips. Comparison goods trade is comprised of furniture goods; DIY goods; electrical goods; clothing & footwear; small household goods; recreational goods and chemist goods. Figure 6.5 below identifies the market share of convenience and comparison goods, broken down by specific goods categories and destinations.

6.5.2 Across the Study Area, retail destinations in the Borough have a market share of 36.6% and 26.1% for main-food and top-up trips respectively. Of this, the majority of main-food trips are to Hoddesdon and Brookfield (14.1% and 16.2%), while the split between destinations for top-up shopping is less pronounced. Waltham Cross secures significant market shares of furniture, DIY and small household goods (16.3%, 13.8% and 11.4% respectively), while Cheshunt is shown to have a relatively low average market share of 2.2% across the Study Area.

6.5.3 Brookfield holds a significant market share of 23% of clothing and footwear trips across the Study Area, most likely due to the considerable draw of the Brookfield Retail Park (which includes Next, Clarks, JD Sports, Outfit, New Look and River Island). Brookfield also shows a market share of

12.1% of chemist goods (likely due to the Boots store) and 11.4% of small household goods (likely due to the draw of Argos, Tesco Extra and Marks and Spencer).

Figure 6.5: Study Area Market Share Breakdown by Destination (2014)

Destination	Market Share by Category (%)										Average
	Convenience Goods		Comparison Goods								
	Main Food	Top-up	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	
Waltham Cross	4.1	5.4	16.3	13.8	1.7	1.8	6.6	11.4	1.4	2.9	**5.5**
Hoddesdon	14.1	7.7	2.1	1.5	1.1	2.1	8.1	2.3	3.6	7.0	**6.8**
Cheshunt	1.8	2.4	2.1	0.8	2.7	2.7	1.8	2.0	2.7	5.7	**2.2**
Brookfield	16.2	4.4	4.1	6.8	8.7	23.0	4.8	11.4	9.1	12.1	**13.0**
Others in the Borough	0.5	6.3	1.8	0.7	0.5	0.5	0.4	0.1	0.4	3.2	**1.1**
Borough Sub-Total	*36.6*	*26.1*	*26.5*	*23.6*	*14.8*	*30.1*	*21.7*	*27.3*	*17.2*	*30.8*	***28.6***
Others in the Study Area	50.5	64.4	49.7	61.0	54.4	44.3	62.7	39.1	63.4	59.0	**51.7**
Outside of the Study Area	12.8	9.5	23.8	15.4	30.7	25.5	15.6	33.6	19.4	10.2	**19.7**
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	**100.0**

Source: Appendix F

6.5.4 Figure 6.6 below identifies the market share of destinations outside of the Borough of Broxbourne from residents of Zones 1-4 (leakage), broken down by specific goods categories. This identifies the primary competing retail destinations within the region.

6.5.5 The Borough of Broxbourne shows relatively little convenience trip leakage, and both the main-food and top-up shopping retention rates (92.7% and 94.3%) are considered to be healthy and reflect the fact that a range of food shopping options are available across the Borough.

6.5.6 Figure 6.6 demonstrates that Broxbourne loses 71.1% of electrical goods expenditure from the Borough, of which Enfield, Welwyn Garden City and Harlow hold market shares of 21.9%, 18.8% and 18.1% respectively.

6.5.7 Harlow attracts the highest average leakage, attracting an average market share of 10.3% of retail expenditure from Broxbourne residents. Harlow secures significant market shares across each of the comparison goods categories (most notably 28% and 24.1% for toys/recreation goods and DIY goods respectively). This identifies the considerable draw of Harlow's local retail offering as well as the notable retail cluster of the Queensgate Centre, The Oaks and the Harlow Retail Parks.

Figure 6.6: Borough of Broxbourne Leakage by Destination (2014)

Destination	Leakage by Category (%)										Average
	Convenience Goods		Comparison Goods								
	Main Food	Top-up	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	
Enfield	1.9	1.8	11.7	15.4	21.9	2.9	4.7	8.9	12.1	0.0	**6.6**
Harlow	0.8	0.6	14.5	24.1	18.1	14.6	11.6	13.7	28.0	1.3	**10.3**
Hertford	1.2	0.9	0.3	1.9	0.5	1.7	0.6	1.6	0.8	0.0	**1.1**
Welwyn Garden City	0.5	0.3	3.4	0.0	18.8	1.3	0.6	7.8	1.6	0.0	**3.3**
Waltham Abbey	1.0	1.5	4.3	0.6	0.8	0.4	1.2	2.0	1.8	0.0	**1.3**
Others outside of the Borough	*1.8*	*0.6*	*12.9*	*7.4*	*11.1*	*17.4*	*14.0*	*12.3*	*7.7*	*7.5*	***8.6***
Total Leakage from Borough of Broxbourne	**7.3**	**5.7**	**47.1**	**49.4**	**71.1**	**38.3**	**32.6**	**46.3**	**52.0**	**8.8**	**31.2**

Source: Appendix F

6.6 Conclusion

6.6.1 Empirical evidence has been gathered in order to establish current shopping patterns and consumer preferences within the Study Area. This involved commissioning a telephone survey of 1,000 households. The Study Area is broken down into 13 different zones, which allow shopping and leisure patterns/behaviour to be assessed over different geographical areas within the Study Area. The household survey has identified the market share of different retail and leisure patterns across the Study Area.

6.6.2 Broxbourne's market share of Study Area convenience goods spending has increased from 28% in 2008, to 34% in 2014, primarily due to an increase in Hoddesdon's convenience market share from 8% to 13%. Waltham Cross, Cheshunt and Brookfield's market shares remained relatively constant at 3%, 2% and 14% respectively.

6.6.3 The Borough's market share of comparison goods spending within the Study Area has risen from 16% in 2008, to 24% in 2014. Waltham Cross, Hoddesdon and Cheshunt show a market share of 6% (no change since 2008), 3% (1% increase) and 2% (1% increase) respectively, while Brookfield's market share has increased from 8% to 12%.

6.6.4 The Borough of Broxbourne (broadly Zones 1-4) shows a total leakage of 31%, more than half of which is to Harlow (10%) and Enfield (7%), with Welwyn Garden City, Waltham Abbey and Hertford also claiming market shares across the convenience and comparison goods categories.

7.0 Retail Capacity

7.1.1 We have examined the need for new convenience and comparison goods floorspace over five year reporting periods from 2015 to 2030. At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified capacity should not necessarily be viewed as justification of new retail floorspace outside of centres as this could prejudice the implementation of any emerging town centre redevelopment strategies and the development of more central sites which may be currently available or which could become available over time.

7.1.2 A complete series of quantitative capacity tables are provided at **Appendix F** to provide further detail in terms of the step-by-step application of our Study methodology.

7.2 Capacity Formula

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

7.2.2 **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 / internet).

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

7.2.4 **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 a quantitative overprovision of retail facilities.

7.2.5 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, electrical retailers such as Currys (which is considered a bulky goods retailer) have a much higher sales density than other bulky goods retailers, such as B&Q.

7.3 Capacity for Future Convenience Goods Floorspace

7.3.1 In order to ascertain the likely need for additional convenience goods floorspace in Broxbourne, it is first necessary to consider the performance of the current provision. Given the geography of the Borough and its reasonably strong retention of convenience goods expenditure, it is assumed that the future convenience goods expenditure available to Broxbourne will be commensurate with its current market share.

7.3.2 Figures 7.1 and 7.2 set out the current convenience goods trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and projects this forward to 2030 under each population growth scenario assuming that the identified market share remains constant. The 'benchmark' turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantum of floorspace provided by existing smaller-scale convenience stores, we have assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover).

7.3.3 For each convenience goods retail destination, consideration has been given as to whether any of its turnover is likely to be derived as 'inflow' from outside the Study Area. However, the Study Area is very extensive in its scope and we consider it unlikely that residents of areas further afield (such as Enfield, Harlow or Hertford) will travel to Broxbourne in very significant numbers to undertake food shopping. Notwithstanding this, we consider that convenience goods retailers in the town centre and food superstores within the Broxbourne administrative area will benefit from some trade which results from visitors and commuters from outside the area. Accordingly, we have estimated that some of the larger convenience goods shopping destinations (e.g. Tesco Extra at Brookfield) will benefit from an additional 3% of their turnover being derived from outside of the Study Area.

7.3.4 Our assessment is based upon a 'goods based' approach, which disaggregates expenditure by category type, and it is 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 operator[33] has been applied to the estimated net floorspace of each foodstore[34]. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.

7.3.5 Whilst survey results are commonly accepted as a means by which 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 can understate the role of smaller stores and independent retailers.

7.3.6 The individual performance of each of the main convenience goods facilities is identified at Table 5 of **Appendix F**.

7.3.7 Our assessment identifies that taking all convenience goods retail facilities in the Borough of Broxbourne together, the actual identified survey-derived turnover of £266.9m is significantly higher than the benchmarked turnover of £189.5m per annum at 2015. This suggests that, taken cumulatively, existing convenience goods retailers are significantly 'overtrading' when compared to expected turnover. An approximate £81m over-trade is identified, which suggests that existing provision is stretched in meeting the existing quantitative need. Of note, around £58m of the over-trade derives from the Tesco Extra store at Brookfield. Notwithstanding this, there are also instances where stores are currently 'undertrading', for example the Iceland at Waltham Cross and the Morrisons at Hoddesdon. In respect of the latter though, it is worth noting that the Morrisons has currently been trading for just over a year and, in our experience, will likely continue to gain market share over the next 12 months or so before reaching a plateau.

[33] Derived from Verdict UK Food & Grocery 2014 Company Briefing Reports. Where Verdict data is not available or is considered not to appropriately reflect how a store trades in practice, we have applied professional judgement in the manner set out in the notes to Table 5 of Appendices 6 and 7

[34] Net sales areas have been sourced from Institute of Grocery Distribution data where available. Where such data is not available, we have applied professional judgement in the manner set out in the notes to Table 5 of Appendices 6 and 7

7.3.8 In order to appraise the need for additional convenience goods retail floorspace, it is necessary to consider how the performance of stores will be affected by future growth in expenditure. Accordingly, the next set of tables set out the anticipated increases in expenditure which will be available to the Borough's convenience goods retail facilities, assuming that the current market share is maintained. It is also assumed that the turnover of existing floorspace will improve through improvements in floorspace efficiency as set out in Experian Retail Planner Briefing Note Addendum 12.1. Following this exercise, we then consider the effect extant planning commitments will have in addressing any identified convenience goods shopping need.

Convenience Goods Quantitative Need in Borough of Broxbourne

7.3.9 Figure 7.1 indicates that, after taking into consideration future increase in both population and expenditure, an effective convenience goods expenditure surplus of £83.1m is identified at 2015. By 2020, after increases in population and expenditure are considered against increases in floorspace productivity[35], we estimate that this surplus will grow to £98.5m (still based on a constant market share of 34.5%). By 2025, we estimate that the surplus will be £113.0m, increasing thereafter to £127.9m at 2030.

Figure 7.1: Quantitative Need for Convenience Goods Floorspace in Borough of Broxbourne

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Borough of Broxbourne Inflow (£m)	Surplus Expenditure (£m)
2015	186.9	266.9	3.2	83.1
2020	184.7	279.8	3.4	98.5
2025	185.0	294.5	3.5	113.0
2030	186.0	310.1	3.7	127.9

Source: Table 6A of Appendix F
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner Addendum 12.1 (October 2014)
[2] Assumes constant market share of Study Area expenditure (34.5%) claimed by facilities across the Borough
2012 Prices

7.3.10 We estimate that extant retail planning permissions[36] would, if implemented, provide an estimated 2,043 sq m of convenience goods sales floorspace across the Borough. As set out at Table 6d of **Appendix F**, we estimate that these commitments will have a combined benchmark turnover of £10.7m at 2015.

[35] Account has been made for the turnover efficiency of existing convenience goods floorspace to change (on the basis that operators have historically been able to make their existing floorspace more productive over time) in accordance with the projections set out in Table 4a of Experian Retail Planner Briefing Note Addendum 12.1
[36] As advised by Borough of Broxbourne Council

7.3.11 After taking account of commitments, a residual spend of £87.8m is identified at 2020, increasing to £102.2m at 2025 and £116.9m at 2030. We then convert this to a potential floorspace capacity by adopting suitable average sales densities. Adopting this methodology, we conclude that there is potential capacity for new convenience goods floorspace in the Borough of between 9,400 sq m net and 13,200 sq m net by 2030. Our results are summarised in Figure 7.2 below.

Figure 7.2: Quantitative Need for Convenience Goods Floorspace in Borough of Broxbourne

Year	Convenience Goods				
	£m			Floorspace Requirement (sq m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2015	83.1	10.7	72.4	5,800	8,200
2020	98.5	10.7	87.8	7,100	10,000
2025	113.0	10.9	102.2	8,300	11,600
2030	127.9	11.0	116.9	9,400	13,200

Source: Table 6c of Appendix F
[1] Average sales density assumed to be £12,524 per sq m at 2015 (based on the average sales density of the leading four supermarket operators as identified by Verdict 2013)
[2] 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,524/sq m) and 50% assumed to be consumed by discount operators (£5,289 per sq m) as identified by Verdict 2013. This equates to £8,907/sq m.
2012 Prices

7.4 Capacity for Future Comparison Goods Floorspace

7.4.1 Turning to comparison goods capacity, it is first important to note that our methodology deviates from that which has been deployed in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision. Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area and the nature of the catchment. As a consequence, we adopt the approach with comparison goods floorspace that it is trading 'at equilibrium' (i.e. our survey derived turnover estimate effectively acts as benchmark) at 2015.

7.4.2 We assume that there is therefore a nil quantitative need for any additional floorspace across the Borough at 2015, and that the Borough's retail units will attract some custom from outside the Study Area. Accordingly, we have assumed that some facilities attract an additional 10% of their turnover from outside of the Study Area (Table 25, **Appendix F**). The inflow allowance has the net effect of increasing Borough of Broxbourne's identified survey derived turnover from £269.0m to £293.7m at 2015 (inflow therefore representing 8.4% of total turnover).

7.4.3 The £293.7m of comparison goods expenditure claimed from inside the Study Area at 2014 equates to a market share of 24.4% of all comparison goods expenditure generated by residents of the Study Area.

7.4.4 We have adopted two scenarios in relation to the Borough's market share retention level. The first scenario (set out in Tables 26 at **Appendix F**) 'rolls forward' a constant market share to examine the likely level of comparison goods floorspace required to maintain the role and function of Broxbourne's retail facilities. This scenario assumes that the future performance of Broxbourne's facilities will be commensurate with its current market share.

7.4.5 The second assessment scenario (set out in Tables 27 at **Appendix F**) models a gradual increase in the retention level to 28% by 2030, to reflect the potential enhancement of Broxbourne's retail offer in relation to competing locations. The Borough's comparison market share of Study Area expenditure has risen from 16%, identified in the household survey conducted in 2008 for the previous GVA Retail Study, to 24% in 2014 as a result of increases in trading efficiencies and the draw of new operators entering the market, without a discernible increase in overall comparison floorspace. Accordingly, we consider that there may be scope to secure an increase in the retention of particular types of comparison goods expenditure originating in the Borough as some residents are currently travelling further afield to source certain types of good.

7.4.6 We consider that the development of a significant quantum of comparison floorspace to meet an identified quantitative and qualitative deficiency, as previously proposed at the Greater Brookfield site, would have the potential to continue the identified increase in market share and act to 'clawback' expenditure that currently leaks to retail destinations further afield. Should this prove to be the case, we consider that the 3.6% increase in market share retention over the 15 year study period to be a conservative estimate of what could likely be achieved by a scheme of a very significant scale, identifying a 'clawback' of £72 million in Study Area expenditure by 2030. Clearly, the uplift that is secured in practice will be dependent on the scale, format and performance of the scheme that is delivered, and would also necessarily be subject to impact testing.

Comparison Goods Quantitative Need in Broxbourne

7.4.7 Under the static market share retention scenario, by 'rolling forward' the current identified market share of 24.4% and making provision for inflow from neighbouring authority areas, we estimate that facilities in the Borough of Broxbourne will attract £311.6m of comparison goods expenditure at 2020, increasing to £376.3m at 2025, and to £456.3m at 2030 based on a continuation of Broxbourne's current Study Area market share as identified in Figure 7.3 below.

7.4.8 Figure 7.4 below sets out the incremental market share 'uplift' scenario, which identifies an estimated £326.7m of comparison goods expenditure that originates within the Study Area being claimed by facilities in the Borough of Broxbourne at 2020 (at a market share of 25.6%), increasing to £412.8 at 2025 (at a market share of 26.8%), and to £522.6 at 2030 (at a market share of 28%).

Figure 7.3: Quantitative Need for Comparison Goods Floorspace in Borough of Broxbourne *(Constant market share scenario)*

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Borough of Broxbourne Inflow (£m)	Surplus Expenditure (£m)	Study Area Market Share (%)
2015	293.7	269.0	24.8	0.0	24.4
2020	325.3	311.6	28.7	15.1	25.6
2025	361.9	376.3	34.7	49.1	26.8
2030	403.5	456.3	42.0	94.8	28.0

Source: Table 26a of Appendix F
[1] Turnover of existing stores to increase in line with improvements in turnover efficiency set out in Table 4b of Experian Retail Planner Addendum 12.1 (October 2014)
[2] Assumes constant market share (24.4%) claimed by facilities within the Study Area
2012 Prices

Figure 7.4: Quantitative Need for Comparison Goods Floorspace in Borough of Broxbourne *(Market share 'uplift' scenario)*

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Borough of Broxbourne Inflow (£m)	Surplus Expenditure (£m)
2015	293.7	269.0	24.8	0.0
2020	325.3	326.7	30.1	31.6
2025	361.9	412.8	38.0	88.9
2030	403.5	522.6	48.1	167.2

Source: Table 27a of Appendix F
[1] Turnover of existing stores to increase in line with improvements in turnover efficiency set out in Table 4b of Experian Retail Planner Addendum 12.1 (October 2014)
[2] Assumes market share 'uplift' (to 28% by 2030) claimed by facilities within the Study Area
2012 Prices

7.4.9 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, under the constant market share scenario, we estimate that by 2020 there will be an expenditure surplus of £15.1m to support additional comparison goods floorspace within the Borough. As set out in Figure 7.5, this surplus is forecast to increase to £49.1m by 2025, and to £94.8m at 2030. Account has been made for the turnover efficiency of existing comparison goods floorspace to increase (on the basis that operators are generally able to make their existing floorspace more productive over time)[37].

7.4.10 Under the market share 'uplift' scenario, the surplus comparison goods expenditure is forecast to increase to £31.6m by 2020, increasing to £88.9m by 2025, and to £167.2m by 2030 as identified in Figure 7.6.

7.4.11 Once again, this initial analysis does not take into account existing commitments, which we set out in Table 26d at **Appendix F** and which we estimate will have a combined benchmark turnover of £12.2m at 2012 prices, if it were to be assumed that each was operational at 2015.

7.4.12 After taking account of commitments, under the constant market share scenario, a residual spend of £2.9m is identified at 2020, increasing to £36.7m at 2025 and £82.2m at 2030. We then convert this to a potential floorspace capacity by adopting suitable average sales densities. The minimum figure is based on the identified need being met through the delivery of high street floorspace and the maximum figure relates to need being met by bulky goods retailers or in smaller town centres (which both generally accommodate operators which achieve lesser sales densities). Adopting this methodology, we conclude that under the constant market share scenario there is potential capacity for new comparison goods floorspace in the Borough of between 13,300 sq m net and 23,900 sq m net by 2030. Our results are summarised in Figure 7.5 below.

7.4.13 Under the market share 'uplift' scenario, the residual spend is calculated at £19.4m by 2020, increasing to £76.5m by 2025, and to £154.7m by 2030. As illustrated in Figure 7.6, converting these figures through average sale densities identifies a potential comparison goods floorspace capacity in the Borough of between 25,000 sq m net and 45,000 sq m net by 2030 under the market share 'uplift' scenario.

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[37] Such increases have been derived from the projections set out in Table 4b of Experian Retail Planner Briefing Note Addendum 12.1

Figure 7.5: Quantitative Need for Comparison Goods Floorspace in Borough of Broxbourne
(Constant market share scenario)

Year	Comparison Goods				
	£m			Floorspace Requirement (sq m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2020	15.1	12.2	2.9	600	1,000
2025	49.1	12.4	36.7	6,600	11,900
2030	94.8	12.5	82.2	13,300	23,900

1. Average sales density assumed to be £4,500 per sq m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne
2. Average sales density assumed to be £2,500 per sq m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne
2012 prices

Figure 7.6: Quantitative Need for Comparison Goods Floorspace in Borough of Broxbourne
(Market share 'uplift' scenario)

Year	Comparison Goods				
	£m			Floorspace Requirement (sq m net)	
	Surplus (£m)	Commitments (£m)	Residual (£m)	Min[1*]	Max[2*]
2020	31.6	12.2	19.4	3,900	7,000
2025	88.9	12.4	76.5	13,800	24,800
2030	167.2	12.5	154.7	25,000	45,000

1. Average sales density assumed to be £4,500 per sq m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne
2. Average sales density assumed to be £2,500 per sq m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne
2012 prices

7.5 Conclusion

7.5.1 Based on current shopping patterns, there is a demonstrable capacity for further convenience retail floorspace within Broxbourne. Stores such as the Tesco Extra in the Brookfield Centre are trading significantly above company averages, which suggest capacity for greater competition and choice. Based on forecast increases in expenditure and current 'overtrading', and accounting for commitments, there is assessed to be an immediate convenience goods expenditure capacity within Broxbourne of £83.1m. This is forecast to increase to £98.5m by 2020, to £113m by 2025, and to £127.9m by 2030.

7.5.2 Applying separate sales densities to the identified residual expenditure to reflect the differing trading characteristics of convenience operators highlights a capacity to accommodate between

7,100 sq m net and 10,000 sq m net of new convenience goods floorspace by 2020, between 8,300 sq m net and 11,600 sq m net by 2025, and between 9,400 sq m net and 13,200 sq m net by 2030.

7.5.3 Given the forecast increases in comparison goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace — assuming that the future performance of Broxbourne's facilities will match its current market share — the surplus expenditure capacity from the Borough of Broxbourne's survey derived turnover is identified as £15.1m by 2020. This is forecast to increase to £49.1m in 2025 and £94.8m in 2030.

7.5.4 Taking separate sales densities to account for difference in comparison operators identifies a constant market share capacity of between 600 sq m and 1,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 6,600 sq m net and 11,900 sq m net by 2025, and between 13,300 sq m net and 23,900 sq m net by 2030.

7.5.5 Assuming the scenario whereby a gradual market share 'uplift' to 28% is secured by 2030, the surplus expenditure capacity from the Borough of Broxbourne's survey derived turnover is identified as £31.6m by 2020, increasing to £88.9m by 2025, and to £167.2m by 2030.

7.5.6 This would result in capacity for between 3,900 sq m and 7,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 13,800 sq m net and 24,800 sq m net by 2025, and between 25,000 sq m net and 45,000 sq m net by 2030.

8.0 Leisure

8.1 Introduction

8.1.1 The daytime and evening leisure sector has undergone a major shift in the last five years, with the reduction in the income levels of consumers having an impact on their ability to spend on these types of discretionary activities and items. Mintel calculated that the total UK leisure market was worth almost £70 billion in 2012, only 0.2% higher than in 2007[38]. A review of the leisure activity participation and frequency levels indicates that eating and drinking out of the home still remain the most popular activities which people do on a monthly basis, with the cinema the next most popular of the non-food and drink-led activities. Other activities, including going to a theatre, tenpin bowling and visiting a zoo are, on average, undertaken less frequently and this reflects their greater average cost. It is expected that the difficult trading conditions for the leisure sector are set to continue for several more years as a result of the shortfall in the amount of money that consumers have available to spend.

8.1.2 The number of leisure centres and swimming pools has increased in the past five years and whilst there has been a demand on public finances due to budget constraints and in some cases Councils have had to scale back services, Mintel notes that 38% of adults currently use a health centre or swimming pool[39]. In addition, the health and fitness private sector had a market value of approximately £3.9 billion[40] in March 2012, an increase of 1.5% over the previous twelve month period. Mintel note that whilst only 15% of adults currently use a private health and fitness club, the potential for a further expansion of the market remains strong. The health and fitness sector is dominated by the David Lloyd Leisure and Virgin Active operators with these two health clubs having approximately 455,000 and 435,000 members[41]. There has also been a rapid growth in the number of the no-contract budget club operators, with Pure Gym (260,000 members) and The Gym (255,000 members) ranked fourth and fifth in the list of leading chains behind DW Sports Fitness which has 275,000 members. Mintel identifies that there has been a growth in the popularity of innovative exercise classes and technological features to attract additional people to these clubs, with many of the higher end clubs also adding spa facilities to their offer.

[38] 'Leisure Review', Mintel, December 2012
[39] 'Leisure Centres and Swimming Pools', Mintel, January 2013
[40] 'State of the UK Fitness Industry', The Leisure Database Company, June 2013
[41] 'Health and Fitness Clubs', Mintel, June 2013

8.1.3 In terms of other leisure activities, the cinema sector is performing well, with the most recent data indicating that there were 173 million UK cinema admissions in 2012, an increase of 0.5% since 2011. The eating out market has grown by around 8% over the 2008-13 period to an estimated £32.1 billion. It recognises however that this has largely been driven by inflation, with consumer demand muted by the ongoing low consumer confidence levels[42]. Mintel also records[43] that 31% of respondents to their survey in September 2012 identified that they visited the cinema 'monthly or more often,' followed by 14% going to a nightclub, 12% visiting a museum, gallery or exhibition, 9% going to the theatre and 7% going tenpin bowling.

8.2 Methodology

8.2.1 The household survey provides a detailed picture of the locations that residents of the defined Study Area look to in order to meet their leisure needs. The survey is therefore important in identifying patterns of travel and qualitative deficiencies in the existing leisure provision where it is evident that residents are required to travel to visit certain types of facility. However, we do not consider that future commercial leisure needs can be 'modelled' in the same manner as quantitative retail need, i.e. by identifying increases in available expenditure and then estimating the quantum of additional floorspace that would need to be brought forward to meet such an expenditure surplus.

8.2.2 Instead, we consider that a more appropriate approach is to consider Broxbourne's existing provision against accepted sector 'benchmarks' in order to ascertain whether there are any shortfalls in respect of existing facilities. The sectors for which reliable data is available in order to judge the appropriateness of provision comprise cinema, gyms and leisure centres, and ten pen bowling. These are generally the sectors which require the type of larger premises for which sites may need to be identified through the development plan process. Uses such as bars and restaurants typically require smaller units, which the market is generally able to deliver through the redevelopment of land and buildings of a more modest scale. Indeed, the fact that some such uses benefit from permitted development rights in respect of change of use[44], means that the exact supply of such facilities is not precisely controlled by the planning process.

[42] 'Eating Out Review', Mintel, June 2013
[43] 'Leisure Review', Mintel, December 2012
[44] To provide a single example, the Town and Country Planning (General Permitted Development) Order 1995 (as amended) provides for the change of use from Use Class A4 (drinking establishments) to Use Classes A3 (food and drink), A2 (financial and professional services) and A1 (shops) through permitted development rights without the need for a planning application

8.3 Existing Broxbourne Market Share by Leisure Sector

8.3.1 As discussed earlier in this report, a survey of 1,000 households was undertaken by NEMS Market Research Limited within the defined Study Area in October 2014. This comprised thirteen separate zones. Zones 1-4 are broadly reflective of the Borough of Broxbourne administrative boundary. However, as it is accepted that adjacent and accessible parts of Harlow, Enfield, East Herts, Welwyn Hatfield and Epping Forest authority areas may look to Broxbourne to meet some of their shopping and leisure needs, and vice-versa, the Study Area extends beyond Broxbourne in all directions, forming Zones 5-13.

8.3.2 Questions 36 to 54 of the household survey relate to leisure activities and the habits of the Study Area's residents. The questions which are of principal relevance to our consideration of leisure needs are set out in **Appendix F**.

8.3.3 Our below commentary considers interviewees' responses to the above questions, in order to assess patterns of travel to access leisure facilities and residents' general satisfaction with the existing level of provision.

8.4 Participation in Leisure Activities

8.4.1 Figure 8.1 examines participation rates across the 13 zones of the Study Area. The most popular single activity is to visit restaurants, which 66.7% of Study Area respondents indicated they do on at least an occasional basis, followed then by visiting the cinema (46.9% of respondents), pubs and clubs (46.0% of respondents), and then theatres and concert halls (42.9% of respondents). Less popular activities include visiting nightclubs, bingo halls and social clubs.

Figure 8.1: Participation in Leisure Activities by Zone (%)

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	Average
Health and Fitness	18.8	21.6	27.0	23.5	9.0	28.2	28.9	13.6	27.8	18.2	7.1	42.9	51.0	**26.0**
Leisure Centre Activities	22.8	31.9	20.2	16.0	12.5	27.0	17.8	15.1	20.1	7.9	10.9	32.7	10.0	**17.3**
Cinema	54.0	45.5	39.7	37.7	42.2	44.8	38.9	53.0	47.6	60.3	49.0	60.9	46.3	**46.9**
Restaurant	56.5	48.5	69.5	52.4	65.0	73.2	56.2	74.7	80.3	75.0	75.5	91.7	60.2	**66.7**
Pubs and Bars	48.3	44.5	43.3	35.6	31.0	46.7	28.4	56.4	60.0	55.3	54.9	84.5	35.4	**46.0**
Nightclub	12.4	7.1	15.5	0.7	1.1	0.0	1.2	19.2	16.0	10.4	0.0	27.6	16.9	**10.3**
Social Club	8.6	2.2	2.8	4.7	32.2	3.5	11.9	6.3	3.8	6.0	3.6	20.9	12.2	**8.8**
Ten Pin Bowling	21.9	14.6	15.2	12.3	18.4	20.6	9.8	14.9	18.1	14.2	17.3	35.3	25.6	**17.8**
Bingo	2.5	1.9	10.8	3.5	22.4	1.9	0.0	4.2	1.0	10.5	4.7	0.8	3.8	**4.0**
Theatre and Concert Hall	36.7	34.3	38.4	38.1	42.7	39.3	15.9	63.1	59.6	62.2	39.3	63.9	42.1	**42.9**
Museum and Galleries	31.5	29.3	34.7	29.3	37.3	26.7	21.0	60.8	42.1	67.8	39.0	50.7	34.2	**38.4**
Running/Cycling/Outdoor Activities	14.5	21.9	23.6	30.0	30.6	19.0	20.6	27.6	15.1	35.8	39.4	48.8	8.5	**24.5**
None Mentioned	20.7	20.8	16.9	26.0	29.6	14.7	31.2	9.9	8.2	12.3	8.8	4.4	12.2	**16.6**

Source: Question 36 of Household Survey, Appendix A

Indoor Sports and Health and Fitness

8.4.2 The Study Area covers a wide area and accommodates a range of health and fitness facilities. Market share patterns are set out below in Figure 8.2. The Borough retains 66.6% of its own residents trips to health and fitness facilities, with facilities in Cheshunt (Zones 3 and 4) and Hoddesdon (Zones1 and 2) proving particularly popular. Of the 33.4% of health and fitness trips made by Broxbourne residents to destinations outside the Borough, popular locations include Welwyn Garden City and Hatfield for Zone 1 residents and Enfield for Zones 2, 3 and 4 residents.

8.4.3 Overall, the Borough attracts 18.5% of all trips to access indoor sports and health and fitness facilities from residents across the wider Study Area. This suggests that there is a limited draw from facilities in Broxbourne for residents living outside of the Borough.

Figure 8.2: Study Area Market Share for Indoor Sports and Health and Fitness by Zone (%)

Zone	Borough of Broxbourne	Enfield	Harlow	Elsewhere	Total
1	56.2	1.7	0.0	42.1	100.0
2	51.6	11.9	3.6	32.9	100.0
3	71.8	7.2	0.0	21.0	100.0
4	70.0	8.0	0.0	22.0	100.0
Borough of Broxbourne Average	*66.6*	*5.6*	*1.1*	*26.8*	*100.0*
5	11.0	0.0	81.3	6.7	100.0
6	0.0	0.0	3.9	96.1	100.0
7	9.3	81.5	0.0	9.2	100.0
8	13.1	60.6	0.0	26.3	100.0
9	6.6	52.1	0.0	41.3	100.0
10	4.3	0.0	0.0	95.7	100.0
11	0.0	0.0	0.0	100.0	100.0
12	6.9	0.0	4.0	89.1	100.0
13	0.0	0.0	90.2	9.8	100.0
Study Area Average	*18.5*	*21.9*	*23.3*	*36.3*	*100.0*

Source: Question 37 of Household Survey, Appendix A

Cinemas

8.4.4 There are no dedicated cinema screens in the Borough of Broxbourne, although there is an occasional screening at the Civic Hall in Hoddesdon. There are though two large Cineworld multi-screen complexes at Southbury Leisure Park, Enfield (15 screens) and at The Queensgate Centre, Harlow (6 screens).

8.4.5 The differing scale of provision is reflected in the household survey results, which indicate that the Enfield and Harlow Cineworld complexes attract 85% of all cinema trips made by residents of the Borough, whilst the single screen in Hoddesdon attracts 3.5% of residents viewing. Zone 1 residents to the north of the Borough gravitate towards the Cineworld at Harlow, whilst Zones 2, 3 and 4 residents to the centre and south of the Borough tend to head to the Cineworld at Enfield. This is likely to reflect the fact that it has a significantly larger number of screens and so draws from a wider catchment area.

8.4.6 Figure 8.3 indicates that there is a negligible amount of inflow from outside the Borough.

Figure 8.3: Study Area Market Share for Cinemas by Zone (%)

Zone	Borough of Broxbourne	Cineworld, Enfield	Cineworld, Harlow	Elsewhere	Total
1	0.6	29.6	65.1	4.7	100.0
2	3.1	55.3	39.2	2.4	100.0
3	3.7	68.2	15.6	12.5	100.0
4	4.1	64.2	13.4	18.3	100.0
Borough of Broxbourne Average	*3.5*	*53.0*	*32.0*	*11.5*	*100.0*
5	0.0	4.6	92.1	3.3	100.0
6	0.0	68.3	0.0	31.7	100.0
7	0.0	86.8	0.0	13.2	100.0
8	0.0	81.2	0.0	18.8	100.0
9	0.0	21.6	3.7	74.7	100.0
10	1.1	31.3	6.5	61.1	100.0
11	0.0	3.5	46.4	50.1	100.0
12	1.3	0.0	53.2	45.5	100.0
13	0.0	0.0	93.9	6.1	100.0
Study Area Average	*0.7*	*44.0*	*31.7*	*23.6*	*100.0*

Source: Question 39 of Household Survey, Appendix A

Restaurants

8.4.7 As Figure 8.4 illustrates, residents of the Borough make around 37% of their restaurant trips to restaurants in the Borough itself. Hoddesdon is popular with residents of Zone 1 in particular, attracting over 40% of trips, whilst Cheshunt is most visited by residents of Zone 4. Both Hoddesdon and Cheshunt attract a reasonable market share from Zones 2 and 3. Waltham Cross attracts only very small amounts of restaurant visits from residents of the Borough.

8.4.8 The Borough attracts a reasonable inflow of restaurant custom from outside its boundary, and in particular from Zones 5, 6, 7 and 10. Hoddesdon notably attracts a 13% market share from Zone 10 (a rural west zone).

8.4.9 The Borough is though a net exporter of restaurant trips, with 63% of residents currently dining outside the Borough. Notably, Enfield and Hertford are the second and third most popular destinations after Hoddesdon for residents of Zone 1. Harlow is popular with residents of Zone 2, whilst London and Stevenage feature highly in the preferred destination for residents of Zone 3. Residents in Zones 4 also regularly visit Welwyn Garden City and Harlow.

8.4.10 In overall terms looking at the whole of the Study Area, Enfield is the single most popular destination to visit to eat at a restaurant, attracting a market share of 22.4% of all such trips. Not unexpectedly, London (13.5%) and Hertford (13.2%) also attract a significant number of visits to restaurants, which is reflective of the fact that these destinations accommodate the type of establishments which may prompt customers to travel some distance. Visits to restaurants in London in particular will also be combined with shopping and visits to other leisure facilities as part of a day out.

Figure 8.4: Study Area Market Share for Restaurants by Zone (%)

Zone	Borough of Broxbourne	Enfield	Harlow	Hertford	London	Elsewhere	Total
1	48.6	16.4	5.0	15.0	2.8	12.2	100.0
2	40.9	1.6	15.2	8.8	8.0	25.5	100.0
3	25.9	5.6	1.4	8.7	11.5	46.9	100.0
4	36.3	14.0	2.5	5.1	7.8	34.3	100.0
Borough of Broxbourne Average	*37.1*	*10.6*	*4.5*	*8.3*	*8.3*	*31.2*	*100.0*
5	7.9	12.6	34.8	3.5	3.0	38.2	100.0
6	6.3	13.9	2.2	0.0	6.6	71.0	100.0
7	7.7	72.0	2.4	0.0	4.2	13.7	100.0
8	2.1	51.9	0.0	0.0	26.8	19.2	100.0
9	2.2	1.3	0.0	23.8	26.1	46.6	100.0
10	13.2	0.0	0.9	51.0	21.0	13.9	100.0
11	0.0	0.0	0.0	58.9	4.0	37.1	100.0
12	1.8	0.0	2.1	36.0	18.2	41.9	100.0
13	1.1	0.0	46.6	0.0	15.4	36.9	100.0
Study Area Average	*9.9*	*22.4*	*8.6*	*13.2*	*13.5*	*32.4*	*100.0*

Source: Question 41 of Household Survey, Appendix A

Bars, Pubs and Nightclubs

8.4.11 Relatively similar patterns of travel are evident when considering the market share of visits to bars, pubs and nightclubs claimed by facilities within the Study Area. Once again, it is evident that a significant proportion of respondents like to visit local facilities, but also find occasion to visit the different type of drinking establishments which are likely to be found in larger centres. As Figure 8.5 demonstrates, a wide variety of locations are visited to sample bars, pubs and nightclubs, but the larger towns and cities retain strong market shares.

Figure 8.5: Study Area Market Share for Bars, Pubs and Nightclubs by Zone (%)

Zone	Borough of Broxbourne	Enfield	Harlow	Hertford	London	Elsewhere	Total
1	72.2	1.2	2.3	6.4	3.5	14.4	100.0
2	44.1	3.0	0.0	7.2	15.1	30.6	100.0
3	29.0	4.9	0.0	37.0	7.6	21.5	100.0
4	66.4	13.5	0.0	1.9	1.9	16.3	100.0
Borough of Broxbourne Average	*57.1*	*6.1*	*1.0*	*13.3*	*6.1*	*16.4*	*100.0*
5	2.9	16.8	17.7	28.9	2.5	31.2	100.0
6	3.9	0.0	0.0	0.0	7.7	88.4	100.0
7	7.2	48.1	0.0	0.0	7.9	36.8	100.0
8	0.0	58.1	0.0	0.0	14.4	27.5	100.0
9	0.0	0.0	0.0	1.6	5.6	92.8	100.0
10	6.1	0.0	0.0	69.5	13.4	11.0	100.0
11	1.5	0.0	2.3	47.0	0.0	49.2	100.0
12	3.3	10.3	3.4	43.5	14.8	24.7	100.0
13	3.5	0.0	39.2	0.0	32.3	25.0	100.0
Study Area Average	*13.4*	*18.8*	*6.4*	*14.7*	*11.6*	*35.1*	*100.0*

Source: Question 43 of Household Survey, Appendix A

8.4.12 Figure 8.5 shows that the Borough retains 57% of all bar, pub and nightclub visits made by its residents. There is though quite a variation between zones, with Zones 1 (primarily in Hoddesdon) and 4 (Cheshunt and Waltham Cross) retaining more than two-thirds of all such visits. Retention is much weaker in Zone 3, where only 29% of trips are carried out in the Borough, with Hertford proving especially popular (37% market share).

Ten Pin Bowling

8.4.13 There are no ten-pin bowling facilities in the Borough, and only one in the Study Area; the Harlow Bowl on Terminus Street, Harlow. The Harlow Bowl accommodates 14 bowling lanes together with a cafe bar, pool table and arcade games. Beyond the Study Area, the household survey showed up that the Hollywood Bowl in Stevenage was the main trip attractor.

8.4.14 Unsurprisingly, the Hollywood Bowl in Stevenage is the most popular facility for residents of the Borough, attracting over 72% of trips, followed then by another Hollywood Bowl at Finchley, and then by the Harlow Bowl which has a modest market share of just 5.9% derived from residents of the Borough.

Figure 8.6: Study Area Market Share for Ten-Pin Bowling by Zone (%)

Zone	Borough of Broxbourne	Harlow Bowl, Harlow	Hollywood Bowl, Stevenage	Elsewhere	Total
1	0.0	8.0	89.7	2.3	100.0
2	0.0	2.6	73.5	23.9	100.0
3	0.0	0.0	78.4	21.6	100.0
4	0.0	5.9	41.2	52.9	100.0
Borough of Broxbourne Average	*0.0*	*5.6*	*72.2*	*22.2*	*100.0*
5	0.0	77.9	15.4	6.7	100.0
6	0.0	5.2	18.2	76.6	100.0
7	0.0	14.0	0.0	86.0	100.0
8	0.0	0.0	35.0	65.0	100.0
9	0.0	0.0	94.4	5.6	100.0
10	0.0	0.0	93.1	6.9	100.0
11	0.0	0.0	83.9	16.1	100.0
12	0.0	0.0	97.7	2.3	100.0
13	0.0	64.4	0.0	35.6	100.0
Study Area Average	*0.0*	*18.5*	*45.2*	*36.3*	*100.0*

Source: Question 45 of Household Survey, Appendix A

Bingo

8.4.15 The Borough is served by a Gala Bingo hall at High Street, Waltham Cross. There is also a regular bingo night at the Goffs Oak Comrades Sports & Social Club. Within the wider Study Area there is also a Mecca Bingo at Terminus Street in Harlow, and a Gala Bingo at Dearsley Road in Enfield. Beyond the Study Area, popular venues include a Mecca Bingo in Stevenage.

8.4.16 The household survey highlighted that only 40 of the 1,000 surveys collected had recently played bingo. As a result, we consider that the sample size is not large enough upon which to base any reliable zone-by-zone analysis. Considering the overall picture within the Study Area though, the Mecca Bingo at Harlow is the most popular destination for Study Area residents, attracting 41.2%

of market share, with the Gala Bingo in Enfield being the other dominant player in the local market, attracting 31.4% of market share. The Gala at Waltham Cross attracts just a 3.3% market share, whilst the Goffs Oak facility attracts 2.2% of the market.

Figure 8.7: Study Area Market Share for Bingo by Zone (%)

Zone	Borough of Broxbourne	Mecca Bingo, Harlow	Gala Bingo, Enfield	Elsewhere	Total
1	0.0	73.2	26.8	0.0	100.0
2	0.0	30.2	69.7	0.0	100.0
3	0.0	0.0	20.2	79.8	100.0
4	48.4	0.0	37.8	13.8	100.0
Borough of Broxbourne Average	*N/A*	*N/A*	*N/A*	*N/A*	*100.0*
5	3.2	93.7	0.0	3.1	100.0
6	0.0	0.0	0.0	100.0	100.0
7	0.0	0.0	0.0	100.0	100.0
8	0.0	0.0	100.0	0.0	100.0
9	100.0	0.0	0.0	0.0	100.0
10	0.0	9.4	81.3	9.3	100.0
11	0.0	54.6	0.0	45.4	100.0
12	0.0	100.0	0.0	0.0	100.0
13	0.0	100.0	0.0	0.0	100.0
Study Area Average	*5.5*	*41.2*	*31.4*	*21.9*	*100.0*

Source: Question 47 of Household Survey, Appendix A
Note: Borough of Broxbourne Average not calculated due to statistical insignificance of sample size

Theatres, Galleries and Museums

8.4.17 As may be expected given its national role and geography, by the most popular destination for visiting arts and culture facilities (namely theatres, galleries and museums) is London which secures 85.1% of all trips to such attractions which originate within the Study Area. It also accounts for 77.1% of such trips undertaken by residents of Broxbourne. The Borough itself retains 6.4% of such trips.

Figure 8.8: Study Area Market Share for Theatres, Galleries & Museums by Zone (%)

Zone	Borough of Broxbourne	London	Elsewhere	Total
1	7.8	82.7	9.5	100.0
2	10.3	80.8	8.9	100.0
3	7.2	68.3	24.5	100.0
4	4.6	78.9	16.5	100.0
Borough of Broxbourne Average	*6.4*	*77.1*	*16.5*	*100.0*
5	0.0	89.2	10.8	100.0
6	0.0	100.0	0.0	100.0
7	12.3	75.5	12.2	100.0
8	0.0	92.4	7.4	100.0
9	0.0	79.0	21.0	100.0
10	0.0	84.8	15.2	100.0
11	0.0	85.3	14.7	100.0
12	0.0	92.2	7.8	100.0
13	0.0	79.5	20.5	100.0
Study Area Average	*2.3*	*85.1*	*12.6*	*100.0*

Source: Question 49 of Household Survey, Appendix A

Running, Cycling & Outdoor Activities

8.4.18 Unsurprisingly, the vast majority of running, cycling and outdoor sports activities are undertaken close to home. Around 60% of residents of the Borough undertake these activities within the Borough itself. There is though a marked difference between Zones 1 and 3, where local participation rates are high (70%+), and Zones 2 and 4 (both 50% or below).

Figure 8.9: Study Area Market Share for Running, Cycling & Outdoor Activities by Zone (%)

Zone	Borough of Broxbourne	Enfield	Harlow	Hertford	Elsewhere	Total
1	81.6	3.5	0.0	11.5	3.4	100.0
2	42.0	3.0	0.0	23.1	31.9	100.0
3	73.8	14.3	0.0	2.1	9.8	100.0
4	52.1	20.1	0.0	2.4	25.4	100.0
Borough of Broxbourne Average	*60.0*	*14.5*	*0.0*	*9.1*	*16.4*	*100.0*
5	2.3	2.3	84.4	0.0	11.0	100.0
6	5.6	9.8	0.0	0.0	84.6	100.0
7	0.0	76.1	5.8	0.0	18.1	100.0
8	0.0	90.5	0.0	0.0	9.5	100.0
9	18.3	0.0	0.0	6.7	75.0	100.0
10	29.0	0.0	21.0	16.3	33.7	100.0
11	3.3	7.6	0.0	53.4	35.7	100.0
12	5.0	0.0	3.9	47.2	43.9	100.0
13	0.0	7.7	92.3	0.0	0.0	100.0
Study Area Average	*16.4*	*32.2*	*10.0*	*15.1*	*26.3*	*100.0*

Source: Question 51 of Household Survey, Appendix A

8.5 Additional Leisure Facilities

8.5.1 A clear majority of respondents (61.2% across the Borough) failed to identify any type of additional leisure facility that they would like to see more of, stating that they either 'didn't know' what additional facilities could be provided or that there weren't any.

8.5.2 The single type of leisure facility which Broxbourne respondents wished to see more of is a cinema (identified by 12.1% of respondents), closely followed by a bowling alley (11.6%), then by a swimming pool (6.5%), and children's play activities (4.7%). With the absence of any dedicated cinema or bowling alley facilities within the Borough, it is unsurprising to find that these are the two most requested facilities.

Figure 8.10: Leisure Facilities Which Broxbourne Respondents Wish to See More Of (%)

Activity	1	2	3	4	*Broxbourne Average*
Cinema	13.9	13.7	8.1	11.6	*12.1*
Bowling Alley	11.7	5.4	14.0	11.8	*11.6*
Swimming Pool	7.4	16.6	2.7	4.2	*6.5*
Children's Activities	3.7	7.9	4.2	5.1	*4.7*
None/Don't Know	60.6	47.7	66.9	62.6	*61.2*

Source: Question 54 of Household Survey, Appendix A
Note: Multiple response [MR] question. Answers will not add to 100%

8.6 Need for Additional Leisure Facilities

Introduction

8.6.1 As stated earlier on in this section, our approach to the assessment of quantitative need in the leisure market necessarily departs from our Retail Study methodology for a number of reasons, including the fragmentation of leisure markets and the limited availability of accurate data. However, the household survey has allowed an assessment of the market share secured by facilities within the Borough and the wider Study Area for a variety of leisure sectors. We are able to supplement this qualitative assessment of the attractiveness of the Study Area's facilities through the use of national data in respect of the typical level of provision of specific types of facilities across the UK. By reference to estimated increases in the Study Area population, this 'benchmarking' exercise informs our judgement in respect of the likely future need for additional commercial leisure facilities in the Borough.

Estimated Study Area Population

8.6.2 Section 5 provided an estimation of the population of the Study Area at five year intervals to 2030 (i.e. at 2015, 2020, 2025 and 2030). The population within each postal code sector was calculated using Experian Micromarketer G3 data.

8.6.3 On this basis, the defined Study Area is estimated to contain a resident population of approximately 412,116 people at 2015 rising to 451,186 people at 2030. This represents an increase in population within the Study Area of 39,070 people (equating to an increase of 9.5%) between 2015 and 2030. However, if we consider the Borough of Broxbourne in isolation, covered approximately by Zones 1-4, then the population is estimated at approximately 96,364 at 2015 and is estimated to increase to 105,117, or 8,753 persons by 2030. This represents an increase of 9.1%.

8.6.4 Figure 8.11 provides a detailed breakdown of the forecast population change within each survey zone in each of the reporting periods to 2030.

Figure 8.11: Study Area Population by Survey Zone (2015 to 2030)

Zone	2015	2020	2025	2030
1	22,519	23,208	23,894	24,544
2	18,131	18,681	19,173	19,698
3	20,108	20,785	21,499	22,150
4	35,606	36,695	37,803	38,725
Sub-Total	96,364	99,369	102.369	105,117
5	13,460	13,835	14,208	14,525
6	33,855	34,477	35,247	36,157
7	54,916	57,846	60,457	62,904
8	67,694	69,237	70,924	72,319
9	17,188	17,580	18,044	18,422
10	11,562	12,092	12,582	12,971
11	35,647	36,984	38,219	39,251
12	23,003	24,193	25,349	26,275
13	58,427	60,067	61,670	63,245
Total	412,116	425,680	439,069	451,186

Source: Experian Micromarketer G3 data

Health and Fitness

8.6.5 Research[45] indicates that there were approximately 3,176 private health and fitness clubs operating across the UK at 2012 and approximately 2,724 public clubs. This equates to a total of 5,900 clubs across the UK. Given that the UK population at 2012 was approximately 63.7 million[46], we estimate that, at this time, there was approximately one club for every 10,797 persons.

8.6.6 In assessing the potential requirement for additional health and fitness facilities, we have considered only the need within the Borough, rather than the wider Study Area. This is because we would anticipate the requirement for such facilities to be closer to home, often undertaken by single participants on a regular basis. This is different to say cinema or ten pin bowling activities, which are more often based on less regular linked family trips to leisure or town centre destinations, and whereby participants are prepared to travel further distances.

[45] 'State of the UK Fitness Industry 2012', Leisure Database Company, June 2012
[46] As identified by the Office for National Statistics' 2012-Based National Population Projections 28 March 2014 data release

8.6.7 Accordingly, the four zones which comprise the Borough have an identified estimated population of 96,364 at 2015, increasing to 105,117 at 2030. Based on the assumed benchmark identified above, we calculate that the Borough could support around 9 health and fitness clubs at 2015, increasing to around 10 clubs at 2030.

8.6.8 There are two large publically owned leisure centre complexes in the Borough (The Laura Trott Leisure Centre and The John Warner Leisure Centre). Our research has also identified 31 private health and fitness clubs in the Borough, of varying sizes. We suspect there may be a limited number of smaller clubs which have escaped our assessment. Accordingly, recognising that our assessment considers more mainstream facilities with larger memberships, we believe that current provision is 'there or thereabouts'. However, it is evident that there is no national multiple private gym within the area, and there may be an underlying qualitative need for such a facility.

8.6.9 Based on current rates of participation, there is therefore likely to be a modest need for additional facilities in the period to 2030. It is envisaged that the market will likely be able to facilitate the development of such facilities in appropriate locations through the development management process.

Figure 8.12: Health and Fitness Centre Requirement in the Borough of Broxbourne

Year	Zone 1-4 Population	Typical Population Required to Support Centre	Potential No. of Clubs Supported by Study Area
2015	96,364	10,797	8.9
2020	99,369	10,797	9.2
2025	102,369	10,797	9.5
2030	105,117	10,797	9.7

Note: Typical population to support a health and fitness club derived from the Leisure Database Company research

Cinema

8.6.10 The Borough only currently benefits from an occasional single cinema screen in Hoddesdon. However, a combined total of 21 screens are currently provided at the Cineworld complexes at Harlow and Enfield, with a further 6 screens planned for another Cineworld facility at the Harvey Centre in Harlow.

8.6.11 BFI[47] data indicates that there were approximately 165.5 million cinema admissions in the UK in 2013. Given that the UK population at 2013 was approximately 64.1 million[48], we estimate that

[47] 'Statistical Yearbook', BFI, 2013

there were 2.6 admissions per person in 2013. The BFI also indicates that there were 3,867 cinema screens across the UK at 2013, which equates to an average of 42,798 admissions to support each screen.

8.6.12 Applying these benchmark averages to the Study Area, we estimate that there will be around 1,071,502 cinema admissions arising from the Study Area population at 2015, increasing to around 1,173,084 admissions by 2030. Based on the assumed number of visits per screen, we calculate that between 25 and 27 screens could be supported over the period to 2030. Our calculations are set out below at Figure 8.13.

8.6.13 As we set out earlier on in this section, the household survey suggests that only around 3.5% of trips to cinemas which originate within the Borough are undertaken in the Borough. This could clearly be improved upon, and we note that cinema provision was the most requested additional leisure facility in the survey results set out at Figure 8.11. The benchmarking exercise suggests that there is no current qualitative shortfall in the provision of cinema screens at 2030 (based on a current provision of 21 screens, plus 6 proposed at the Harvey Centre). However, the existing facilities in Harlow and Enfield are located towards the periphery of the Study Area and so are likely to attract a wider custom. This is particularly the case with the Enfield Cineworld complex. Accordingly, we would suggest that there is a qualitative case for developing a small multiplex cinema in Broxbourne. Engagement with cinema operators is required to better understand their requirements and how any future requirements might be met in the locality.

Figure 8.13: Cinema Screen Requirement in the Study Area

Year	Study Area Population	Number of Cinema Visits Per Person	Attendance	Number of Admissions Required to Support Screen	Screens Supported by the Study Area
2015	412,116	2.6	1,071,502	42,798	25.0
2020	425,680	2.6	1,106,768	42,798	25.9
2025	439,069	2.6	1,141,579	42,798	26.7
2030	451,186	2.6	1,173,084	42,798	27.4

Note: Number of cinema trips per person and number of admission per screen derived from BFI data.

[48] As identified by the Office for National Statistics' 2013-Based National Population Projections 26 June 2014 data release

Ten Pin Bowling

8.6.14 Mintel[49] research identifies that there were 5,773 bowling lanes across the UK in 2011. We once again note that the UK population was approximately 63.3 million at 2011, equating to a bowling lane for every 10,965 persons.

8.6.15 Figure 8.14 below indicates that, based on the assumed benchmark, we calculate that around 40 lanes could be supported in the Study Area in the period up to 2030. There is currently a single dedicated ten pin bowling facility operating in the Study Area, this being the Harlow Bowl facility (14 bowling lanes). Whilst residents of the Study Area are able to access additional bowling facilities in London, we do consider the provision in the Study Area (and particularly Broxbourne) to be less than would reasonably be expected.

8.6.16 Whilst there has been a general downturn in the ten pin bowling sector in recent years, we consider that there is a genuine shortfall in provision across the Study Area. The provision of an additional bowling alley in Broxbourne would fill a geographic gap between the nearest ten pin facilities at Harlow to the north and Finchley to the south.

Figure 8.14: Ten Pin Bowling Requirement in the Study Area

Year	Study Area Population	Typical Population Required to Support One Ten Pin Bowling Lane	Potential Number of Lanes Supported by Broxbourne Borough Area
2015	412,116	10,965	37.6
2020	425,680	10,965	38.8
2025	439,069	10,965	40.0
2030	451,186	10,965	41.1

Note: Typical number of persons required to support a bowling lane derived from Mintel research

8.7 Conclusion

8.7.1 The Study has considered Broxbourne's existing leisure provision against accepted 'benchmarks' in order to ascertain whether there are any shortfalls in respect of existing facilities. Visiting restaurants was identified as the most popular activity for residents of the Borough, followed by visiting the cinema, pubs and clubs and then theatres and concert halls. Visiting nightclubs, bingo halls and social clubs were less popular.

[49] 'Tenpin Bowling – UK', Mintel, November 2011

8.7.2 There are no dedicated cinema screens in the Borough of Broxbourne and, as such, the Enfield and Harlow Cineworld complexes attract 85% of all cinema trips made by residents of the Borough. Residents make around 37% of their restaurant trips to restaurants in the Borough itself, and the Borough retains 67% of its own resident's trips to health and fitness facilities. The Hollywood Bowl in Stevenage was identified as the most popular bowling facility, attracting over 72% of trips from residents of the Borough.

8.7.3 Based on the benchmarks identified, it was calculated that the Borough could support a number of new health and fitness clubs at 2030 as well as an additional ten pin bowling alley. There was no qualitative shortfall in the provision of cinema screens at 2030, although there is a qualitative case for developing a small multiplex cinema in Broxbourne on the basis of the distance from Broxbourne to the nearest multiplex offerings. There is also a case for developing additional restaurant facilities, since the Borough is currently a net exporter of restaurant trips, losing business to restaurants in Enfield, Hertford and London.

9.0 Recommendations and Future Retail Strategy

9.1 Introduction

9.1.1 The NPPF requires local planning authorities, as part of their development plan, to set out a strategy for the management and growth of centres over the plan period. Most particularly, paragraph 23 of the NPPF indicates that, as part of their strategy, authorities should, *inter alia*:

- Recognise town centres as the heart of their communities and by pursuing policies to support their vitality and viability;
- Define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centres that provide customer choice and a diverse retail offer;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- Allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre; and
- Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres.

9.1.2 Policy 26 of the NPPF also indicates that local planning authorities should set their own appropriate threshold relating to the quantum of floorspace above which an impact test for retail, leisure and office development will be required.

9.1.3 Each of the above requirements is considered where relevant below in relation to the Borough of Broxbourne and its principal Town, District, Neighbouring and Local centres and Parades:

9.2 Retail Strategy

Market Share and Floorspace Capacity

9.2.1 The household survey, undertaken in October 2014, identified that the Borough of Broxbourne accounted for a market share of 35% of convenience trade in the Study Area and 24% of comparison trade in the Study Area.

9.2.2 Focusing in on spending by residents of Broxbourne only, a significantly larger proportion of convenience spending was retained by retail operators in the Borough (92%), whilst only around half of comparison goods spend (53%) was retained in the Borough.

9.2.3 The study models two scenarios, the first of which assumes that the current market share of the Borough continues in future years and does not make any assumptions regarding future retail 'clawback' of expenditure leakage. This is known as the 'constant market share approach' to forecasting. The second scenario models an incremental increase in the comparison market share retention level to 28% by 2030 to reflect the potential enhancement of Broxbourne's retail offer in relation to competing locations.

9.2.4 Following on from identifying the Borough's market share, the quantitative need assessment undertaken at Section 7 of this study identifies a need, in the longer term, for between 9,400 sq m and 13,200 sq m of convenience goods net retail floorspace by 2030, and between 13,300 sq m and 23,900 sq m of comparison goods net retail floorspace by 2030 (under the constant market share scenario) and between 25,000 sq m and 45,000 sq m of comparison goods net retail floorspace by 2030 (under the market share 'uplift' scenario).

9.2.5 Section 8 identifies a potential need for the provision of cinema, ten bin bowling and health and fitness facilities in the Borough which, subject to market forces dictating a demand, would meet identified quantitative and qualitative gaps in provision in the longer term.

Spatial Capacity for New Floorspace

9.2.6 In order to provide recommendations on where this capacity might be met, we first summarise the key tenets of the strategy as outlined in the Waltham Cross (draft) and Hoddesdon Town Centre Strategy Documents.

9.2.7 The Waltham Cross Draft Town Centre Strategy was published for consultation 2012 and makes various recommendations for the ongoing development of Waltham Cross. Objectives identified include the redevelopment of the northern High Street (potentially including the Wickes and Homebase stores) to provide a convenience supermarket of up to 3,500 sq m, investment in the Pavilions Centre (to potentially include a new hotel development) and a number of suggested sites for town centre residential developments. The draft strategy encourages the provision of entertainment, eating and drinking units around the southern High Street and calls for investment in the market square and various other environmental improvements.

9.2.8 The Hoddesdon Town Centre Strategy was published in 2010 and short to medium term aims and recommendations have largely been met. The Council strategy focussed on increasing accessibility to retail and service units through the de-pedestrianisation of the High Street and reducing vacancy rates, as well as recommendations for the redevelopment of the Tower Centre (now Morrisons). Longer term ambitions related to encouraging investment in the town centre and improvements to cycling and pedestrian routes.

9.2.9 Following on from these Council documents, the WYG health checks, provided at **Appendix D**, identify very little opportunity for significant town centre expansion within the Borough, with the exception of the northern High Street at Waltham Cross. In light of our findings, we recommend that the Council continues its efforts to bring forward this important regeneration opportunity for the town centre. The development of this site would provide an opportunity to improve the retail and service offer of Waltham Cross, which would encourage new activity to the north of the centre and assist in meeting the quantitative capacity for between 5,800 sq m and 8,200 sq m of convenience goods net retail floorspace in Broxbourne at 2015.

9.2.10 As stated above, with the exception of the opportunity site at the northern High Street, Waltham Cross Town Centre is heavily constrained by residential dwellings to the west and by the existing road network to the north, east and south. Hoddesdon is similarly constrained by surrounding land uses and road networks, as well as conservation area status. Following the 2013 development of the Morrisons foodstore on the site of the former Tower Centre, we have not identified any new opportunities for significant retail redevelopment sites within Hoddesdon Town Centre beyond small scale infill developments. We have also been unable to identify any new opportunities for town Centre expansions or edge of centre retail developments.

9.2.11 In the absence of suitable town centre locations, paragraph 24 of the NPPF requires that local planning authorities adopt a sequential approach to the consideration of planning applications for main town centre uses and the potential for the proposal to be accommodated in a sequentially superior location:

> *"They should require applications for main town centre uses to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. When considering edge of centre and out of centre proposals, preference should be given to accessible sites that are well connected to the town centre."*

9.2.12 In our view, as a long established retail destination in its own right, Brookfield (and the Greater Brookfield area) would be considered the sequentially preferable location to accommodate any residual large-scale retail and leisure development within the Borough given the lack of suitable alternative town centre sites to accommodate the identified capacity for between 600 sq m and 1,000 sq m of comparison goods net retail floorspace under the constant market share scenario, between 3,900 sq m and 7,000 sq m of comparison goods net retail floorspace under the market share 'uplift' scenario, and between 7,100 sq m and 10,000 sq m of convenience good net retail floorspace in Broxbourne at 2020, rising to between 13,300 sq m and 23,900 sq m (comparison under the constant market share scenario), between 25,000 sq m and 45,000 sq m (comparison under the constant market share scenario), and between 9,400 sq m and 13,200 sq m (convenience) by 2030.

9.2.13 However, it must be noted that proposals for main town uses in out of centre locations would be subject to successful demonstration of compliance with the sequential approach and providing a full assessment of impact of the proposal on the vitality and viability of protected centres in the Borough and the extended Study Area.

9.3 Hierarchy

9.3.1 The current retail hierarchy for the Borough of Broxbourne is set out in paragraph 5.12 of the "saved" Local Plan Second Review 2001-2011 as follows:

- Town Centres - Waltham Cross and Hoddesdon;
- District Centre - Cheshunt;
- Neighbourhood Centres - High Street, Cheshunt; High Road Broxbourne; High Street, Waltham Cross; Crossbrook Street; Goff's Oak; Wormley and Rye Road; and
- Local Centres and Parades.

9.3.2 "Saved" Policy RTC1 states that new retail development should be located in centres within the retail hierarchy and that developments should pass the sequential test before being directed to edge of centre or out of centre sites. Reference is made to the qualitative and quantitative needs tests, which have since been omitted from the latest national policy (NPPF).

9.3.3 In the absence of any definition to rely on in the NPPF and the associated 'Ensuring the Vitality of Town Centres' National Planning Practice Guidance, the definition of different tiers of the retail hierarchy provided by the now superseded Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) remains of some relevance. In respect of the definition of town centres, district centres and local centres, PPS4 states the following:

> *"Town centres will usually be the second level of centres after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability. In London the 'major' and many of the 'district' centres identified in the Mayor's Spatial Development Strategy typically perform the role of town centres.*
>
> *District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.*

Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.

Small parades of shops of purely neighbourhood significance are not regarded as centres for the purposes of this policy statement."

9.3.4 Experian[50] defines the multi-functional offer of a city or town as including residential, public service, leisure and entertainment, commercial and cultural facilities (amongst others) and Appendix 2 of the NPPF defines 'main town centre uses' as:

"Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities)."

9.3.5 In accordance with the findings of this Study, and in light of these definitions, we recommend that the Council retains the current classification of Waltham Cross Town Centre, Hoddesdon Town Centre and Cheshunt District Centre as per the existing adopted retail hierarchy.

9.3.6 The existing hierarchy of centres is appropriate in identifying Waltham Cross and Hoddesdon as town centres. It is evident that as the second largest shopping destination in the Borough of Broxbourne in terms of floorspace (behind Hoddesdon), Waltham Cross performs an important role in catering for the day-to-day retail and service needs of the population residing in the southern part of the Borough. Similarly, Hoddesdon Town Centre has a key role in providing for the population residing in the northern part of the Borough and has experienced significant improvements in its vitality and viability since the undertaking of the previous retail study. Both centres provide a range of convenience and comparison goods provision from both national multiple retailers and independent traders, as well as providing an important service function. Cheshunt District Centre has a more limited offer in terms of its convenience, comparison and

[50] 'Town Centre Futures 2020', Experian, September 2012

service provision (both in floorspace and market share) when compared to Waltham Cross and Hoddesdon Town Centres. Cheshunt offers a notable local service sector and a reasonable convenience goods provision, with the Tesco Metro and independent stores serving drive-by visitors as well as local residents.

9.3.7 Whilst it is evident that Brookfield holds a significant retail market share across the Study Area, WYG do not consider that it currently exhibits the characteristics of a town, district or local centre as identified in the definitions above.

9.3.8 However, we acknowledge that there is an appetite to extend Brookfield to incorporate a wider range of retail, leisure, commercial, civic and cultural facilities. Should the level of provision within Brookfield be sufficiently diversified to incorporate "a range of non-retail services, such as banks, building societies and restaurants" and "local public facilities such as a library" as identified in the former Planning Policy Statement, we would consider it suitable for designation within the Local Plan retail hierarchy.

9.3.9 Following our review of the health of each of the Borough's centres, WYG would advise that the Council consider the reclassification of two of the seven Neighbourhood Centres identified within the retail hierarchy as Local Centres.

9.3.10 We consider that the Crossbrook Street (No's 99-137) and Rye Road Neighbourhood Centres perform a more limited role in catering for the needs of residents in a more confined catchment due to their restricted provision of facilities and services. Crossbrook Street (No's 99-137) offers a limited independent top-up retail and service provision and does not include a national multiple foodstore. In addition, the extant planning permission for the development of 17 retail units has the potential to further dilute the retail and service composition of the centre. The Rye Road Neighbourhood Centre is made up of just 12 units, which we consider accords more with the above definition for a local centre to provide a "range of small shops of a local nature, serving a small catchment".

9.3.11 Additionally, we make the following suggestions in respect of a number of Neighbourhood Centres:

- The Wormley Neighbourhood Centre boundary as drawn in the Broxbourne Local Plan remains appropriate and we propose a minor amendment to include the Old Star Public House, which — as a main town centre use with associated car parking immediately adjoining the existing boundary — functions as part of the centre, better connecting the

Wormley Medical Centre & Pharmacy that currently operates on the periphery of the Wormley Neighbourhood Centre.

- It is evident that the Stanstead Road Local Centre currently falls outside of the scope of the PPS4 definition of a local centre, which states that "small parades of shops of purely neighbourhood significance are not regarded as centres for the purposes of this policy statement". However, it is noted that the existing centre boundary closely neighbours a parade of units to the north of the centre at 58-72 Stanstead Road, which is made up of convenience, comparison and service units including a Co-operative foodstore that fulfils an important local role. We recommend that the boundary be extended to incorporate the units to the north so as to provide a more significant local offering of main town centre uses as defined by Annex 2 of the NPPF.

- We propose one amendment to the Windmill Lane Local Centre to include the parade of units at 183-189 Windmill Lane to the northwest, which is made up of main town centre uses and borders the existing local centre boundary. Accordingly, their inclusion in the local centre is considered appropriate.

- Flamstead End Road Local Centre is comprised of five separate and unconnected local parades of retail and service units. Flamstead End Road is currently made up of a small parade of four retail and service units. We would recommend the inclusion of The Plough Public House and the recently constructed Tesco Express foodstore within the local centre boundary. We would also propose the exclusion of the units at Whitefields Road, which were vacant and in a state of disrepair at the time of our site visits. We recommend that this area would be better suited to a less restrictive policy designation to allow for a suitable regeneration proposal to come forward.

9.4 Primary Shopping Area

9.4.1 As indicated at paragraph 9.1.1 above, it is necessary for LPAs to identify the primary shopping area of existing centres as this forms the basis in terms of the application of the sequential approach to retail development. In this respect, Annex 2 of the NPPF provides the following definitions for the primary shopping area (PSA) as follows:

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

9.4.2 The city, town, neighbourhood and local centre and parade boundaries are defined in the Local Plan Proposals Map. PSAs are not defined on the proposals map for each of the centres. However, Chapter 5 of the Local Plan Second Review 2001-2011 does reference primary shopping frontages, secondary shopping frontages and core shopping frontages. WYG recommend that the Council adopt a PSA in the case of Waltham Cross and Hoddesdon Town Centres so as to define the area where retail development is most concentrated and to direct future retail development.

9.4.3 Although the NPPF also identifies that primary and secondary shopping frontages should be defined, WYG consider that, given the current economic position of the wider economy, such definitions can be too restrictive and can act to discourage new investment and changes of use. Traditionally, such tools have been used to guard against the introducing an inappropriate number of non retail uses. Although well intentioned, the application of such frontage policy can often be counter-productive in terms of fostering activity and growth through other land uses, which still often add to the vitality of a town centre.

9.4.4 As such, WYG recommend that the Council adopt wider Primary Shopping Areas within the Waltham Cross and Hoddesdon Town Centres, but do not go so far as defining primary and secondary shopping frontages.

9.5 Thresholds

9.5.1 In accordance with national planning policy, it is appropriate to identify locally set thresholds for the scale of edge-of-centre and out-of-centre retail, office and leisure development which should be subject to the assessment of the impact criteria set out by paragraph 26 of the NPPF.

9.5.2 Taking account of the significant retail capacity in the Borough, we would caution against imposing too low a threshold that would result in an overly onerous requirement, whereby an applicant needs to invest significant time and resource to promote relatively straightforward and uncontentious proposals.

9.5.3 We consider that an appropriate locally set impact threshold policy would ensure that development proposals providing greater than 1,000 sq m gross floorspace for main town centre uses in an edge or out of centre location should be the subject of an impact assessment. This is likely to capture all small-medium sized standalone retail proposals, for example those proposed by discount operators. Such operators often generate significant turnovers and it is therefore considered appropriate to consider the trade diversion associated with such proposals, particularly where they are in proximity to smaller centres.

9.5.4 However, it should be noted that in accordance with the Government's Practice Guidance on 'Need, Impact and the Sequential Approach' (2009), the scope of supplementary documentation accompanying an application addressing impact should be proportionate to the scale of development being proposed. Accordingly, the Council should expect a more modest submission to justify a 1,000 sq m store than it would in support of a large superstore. Accordingly, it will be important during pre-application discussions to agree the content of any submission to address the test of retail impact. It may be that smaller proposals can be satisfactorily appraised by the Council accompanied only by a brief statement summarising the likely impacts arising from development. The setting of a threshold should allow the authority to retain appropriate control to ensure that particular scrutiny can be given to those application proposals which genuinely threaten to have an adverse impact on existing defined centres.

10.0 Conclusion

10.1.1 WYG were instructed to provide a clear picture of the existing convenience and comparison retail and commercial leisure situation in Broxbourne and the surrounding area following the conclusions of the EiP Inspectors report (2011), and to advise on the need for new retail and commercial leisure floorspace to meet the needs of a growing population as part of the evidence base informing the production of the emerging Local Plan (2015-2030).

10.1.2 Our analysis is supported by a household survey of 1,000 respondents (dated October 2014) that establishes the existing retail and leisure habits, market shares and inflow/outflows across the Study Area, in order to calculate convenience and comparison retail expenditure floorspace capacity projections for the period to 2030. This is supplemented by a series of health checks of the existing designated centres in order to assess their vitality and viability and to identify potentially suitable development opportunity sites.

10.1.3 In summary, our study identifies that:

- Waltham Cross is shown to have experienced a reduction in rental values over recent years and an increase in vacancies, particularly to the north of the high street where activity and footfall were notably reduced;
- Hoddesdon shows a significant reduction in vacancy rates following the development of the Morrisons foodstore in place of the Tower Centre and the increased effort to organise town centre events and markets, which have had a corresponding impact on footfall and vibrancy across the centre;
- Cheshunt shows a vacancy rate significantly lower than the national average and is healthy and performing well, although there is scope for improvements to the general street environment;
- Brookfield is identified as the most frequently visited retail destination in Broxbourne and is one of the most commercially successful retail destinations in the UK. However, the two disparate elements are poorly connected, significantly reducing the accessibility of the destination as a whole;
- WYG consider Crossbrook Street and Rye Road Neighbourhood Centres should be downgraded to Local Centre status and do not consider the centre at Flamstead End Road (Whitefields) to be feasible as a Local Centre or Parade at present;

- The Study Area has a resident population of approximately 412,116 in 2015, rising to 425,680 by 2020, to 439,069 by 2025 and to 451,186 by 2030. This represents an increase in population within the Study Area of 9.4% between 2015 and 2030;
- It is estimated that, at 2015, the resident population of the Study Area generates some £774m of convenience goods expenditure. This is forecast to increase to £900m by 2030;
- Broxbourne's market share of Study Area convenience goods spending has increased from 28% in 2008, to 34% in 2014;
- There is assessed to be an immediate convenience goods expenditure capacity within Broxbourne of £83m, which is forecast to increase to £99m by 2020, to £113m by 2025 and to £128m by 2030. This identifies a capacity to accommodate between 7,100 sq m net and 10,000 sq m net of new convenience goods floorspace at 2020, and between 9,400 sq m net and 13,200 sq m net by 2030;
- The resident population within the Study Area is identified as generating £1,069m of comparison goods expenditure at 2015. This is expected to increase to £1,867m by 2030;
- The Borough's market share of comparison goods spending within the Study Area has risen from 16% in 2008, to 24% in 2014;
- The surplus expenditure capacity from the Borough of Broxbourne's survey derived turnover under the constant market share scenario is identified as £15m by 2020, which is forecast to increase to £49m in 2025 and £95m in 2030. This identifies a constant market share capacity for between 600 sq m and 1,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 13,300 sq m net and 23,900 sq m net at 2030;
- Under the market share 'uplift' scenario, the surplus expenditure capacity from the Borough of Broxbourne's survey derived turnover is identified as £32m by 2020, which is forecast to increase to £89m in 2025 and £167m in 2030. This identifies a market share 'uplift' capacity for between 3,900 sq m and 7,000 sq m net of additional comparison retail floorspace in 2020, increasing to between 25,000 sq m net and 45,000 sq m net at 2030;
- It was calculated that the Borough could support a number of new health and fitness clubs at 2030 as well as an additional ten pin bowling alley. There was no qualitative shortfall in the provision of cinema screens at 2030, although there is a qualitative case for developing a cinema in Broxbourne;

- WYG recommend that the Council continues its efforts to bring forward the development of the northern High Street (Waltham Cross) opportunity site. Given that the Council's long standing proposal to accommodate a major supermarket on the site has not garnered any concrete proposals, WYG would agree with the Council's recently published Town Centre Strategy, which proposes a mixed use approach to the redevelopment of this site. There is scope to incorporate a limited amount of retail frontage on the ground floor of any such redevelopment; and
- In the absence of sufficient suitable town centre locations, Brookfield — as a long established retail destination in its own right — would be considered the sequentially preferable location to accommodate any residual large-scale retail and leisure development within the Borough, subject to compliance with the sequential approach and a full assessment of impact of the proposal on the vitality and viability of protected centres in the Borough and in neighbouring authority areas.

Glossary of Terms

Capacity	Retail capacity in terms of this report refers to surplus/deficit of expenditure (£m) which represents the difference between the expenditure and turnover of the identified facilities.
Comparison Goods	Comparison goods relate to items not obtained on a frequent basis, these include clothing, footwear, household and recreational goods. A more detailed breakdown of comparison goods categories is provided below.
Furniture Goods	*Includes all consumer expenditure on furniture, floor coverings and household textiles such as beds, sofas, tables , cupboards, bed linen, curtains, towels, lamps, mirrors, and so on.*
DIY Goods	*Includes all consumer expenditure on hardware, DIY, decorators' supplies and garden centre type goods. This category includes products such as hammers, saw, screwdrivers, wallpaper, plumbing items, floorboards, ceramic tiles, plants, pots, turf for lawns, and so on.*
Electrical Goods	*All consumer retail expenditure on domestic electrical and gas appliances, such as washing machines, dryers, dishwashers, ironing and press machines, cookers, freezers and fridge-freezers, coffee makers, radios, televisions, DVD players, and so on.*

Clothing & Footwear	*All consumer retail expenditure on shoes and other footwear, garments for men, women, children and infants either ready-to-wear or made-to-measure, underwear, ties, handkerchiefs, scarves, and so on.*
Household Goods	*Includes household textiles and soft furnishings, china, glassware, jewellery and other miscellaneous goods such as greeting cards, notebooks, pens, pencils, and so on.*
Recreational Goods	*All consumer retail expenditure on bicycles and tricycles (excluding toy bicycles), musical instruments, sports equipment, camping equipment, toys of all kinds including dolls, soft toys, and so on.*
Chemist Goods	*All consumer retail expenditure on prescription and non-prescription drugs, adhesive and non-adhesive bandages, first-aid kits, hot-water bottles, toilet shops, sponges, and so on.*
Convenience Goods	Convenience goods relate to everyday essential items including confectionary, food, drinks, newspapers and magazines.
District Centre	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.
Expenditure Per Capita	The average spend of each person within the defined Study Area on a variety of retail goods.

Expenditure	Expenditure is calculated by taking the population within a defined area and then multiplying this figure by average annual expenditure levels for various forms of goods.
Expenditure Forecasts	This assessment has been undertaken using the 'goods based' approach as prescribed in the Planning for Town Centres Practice Guidance. Retail expenditure forecasts have been derived from Experian Retail Planner Briefing Note 12.1 (October 2014) and from Experian Retail Planner Briefing Note 12.1 Addendum (October 2014).
Experian (MMG3)	The database used to identify population, expenditure and socio-economic breakdown of the Study Area population.
Gross Floorspace	Represents the level of total floorspace or footprint of a specific development (i.e. sales area, storage, checkouts, café, display, and so on).
GOAD Plans	Provide accurate information on the composition of town centres, shopping areas, out-of-town retail parks and outlet villages in the UK. Identifies the fascia name, retail category, floorspace, and exact location of all retail outlets and vacant premises.
GOAD Reports	Provide a snap-shot of the retail status or demographic make-up of Goad surveyed town centres. Provides a comprehensive breakdown of floorspace and outlet count for all individual trade types in the

	Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.
Local Centre	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.
Net Floorspace	Represents the level of internal area devoted to the sale of goods.
Market Share	Market shares derived from the household survey results, which are based on either the proportion of shopping trips or the proportion of expenditure attracted to a particular centre/facility.
National Multiple	This is a retail or service operator which is or part of a network of nine or more outlets.
Price Base	The price base for the Study is 2012; all prices are or have been adjusted to 2012 in order to be consistent.
Rates of Productivity	This takes into account the potential for existing retail floorspace to improve their turnover productivity (e.g. smaller goods could be sold from a smaller area for more money, increased opening hours, etc.).

Sales Density	Retail capacity figures are expressed in term of floorspace, relying on the application of assumed sales density figures to the surplus expenditure identified. This is based on the typical turnover of a store by square metre/foot.
Special Forms of Trading	Defined by Experian as expenditure not directed to traditional floorspace such as the internet, mail order, party plan and vending machines and other non-store activity such as market and road-side stalls.
Study Area	This represents the household survey area, which is based on postal sectors.
Trade Draw	This refers to the level of trade attracted to a particular facility/centre.
Turnover	The turnover figure relates to the annual turnover generated by existing retail facilities.
Town Centre	A town centre will usually be the second level of centres after city centres and, in many cases, they will be the principal centre of centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.

Appendices

Appendix A

Broxbourne Retail and Leisure Study for WYG

Q01 Where did you last go to undertake your main food and grocery shopping?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, First Avenue, Harlow	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Aldi, Parkhouse Court, Hatfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Taverners Way, Hoddesdon	3.4%	32	19.3%	10	9.0%	2	0.8%	0	4.7%	4	9.6%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.2%	0	10.5%	9	4.0%	2	0.0%	0
Asda, Harlow, Watergardens, Southgate	3.6%	34	1.8%	1	0.0%	0	0.0%	0	0.0%	0	18.3%	6	1.1%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	18.7%	23
Asda, High Street, Conduit Lane, Hoddesdon	1.0%	10	4.4%	2	7.7%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	4	0.0%	0
Asda, High Street, Ponders End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Southgate Circus, Chase Side, Southgate	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Mall, Edmonton Green	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7
Co-op, Bengeo Street, Hertford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Co-op, Church Lane, Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Goffs Lane, Goffs Oak	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brocket Road, Hoddesdon	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Waltham Cross	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cartersfield Road, Waltham Abbey	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cecil Road, London	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Waltham Cross	1.4%	13	0.0%	0	0.0%	0	7.4%	4	5.1%	5	0.0%	0	2.0%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	0.0%	0
Lidl, Staple Tye, Southern Way, Harlow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Marks and Spencer, Brookfield Centre, Cheshunt	0.8%	7	0.0%	0	1.4%	0	6.2%	3	1.9%	2	0.7%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Enfield Retail Park, Enfield	2.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	9.4%	13	5.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Fore Street, Hertford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Marks and Spencer, Palace Gardens, Enfield	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, The Howard Centre, Welwyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Garden City																												
Morrisons, Arnwell Street, Hoddesdon	4.2%	39	15.7%	8	8.8%	2	1.0%	1	2.5%	2	2.5%	1	0.0%	0	12.9%	18	0.0%	0	0.0%	0	0.7%	0	5.9%	5	3.1%	2	0.0%	0
Morrisons, Colman Parade, Enfield	1.8%	17	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	0.0%	0	5.0%	7	5.1%	8	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Southbury Road, Enfield	1.5%	14	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	1.2%	2	6.8%	11	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brewery Road, Hoddesdon	4.7%	44	35.1%	19	24.9%	6	2.6%	1	3.2%	3	8.6%	3	1.7%	1	0.0%	0	0.0%	0	2.7%	1	8.7%	2	2.3%	2	11.5%	6	0.0%	0
Sainsburys, Crown Road, Enfield	5.9%	55	0.0%	0	0.0%	0	3.9%	2	0.8%	1	0.0%	0	2.0%	1	18.1%	26	15.2%	25	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fifth Avenue, Harlow	2.4%	23	0.5%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	20
Sainsburys, Hartham Lane, Hetford	2.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	6	23.2%	19	3.9%	2	0.0%	0
Sainsburys, The Pavilion High Street, Waltham Cross	3.2%	30	0.0%	0	0.0%	0	0.5%	0	7.2%	6	0.0%	0	3.1%	2	14.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burford Street, Hoddesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hammond Court, Waltham Cross	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brookfield Centre, Waltham Cross	14.7%	138	15.9%	8	43.4%	11	58.8%	32	52.2%	46	2.2%	1	2.3%	1	4.8%	7	1.7%	3	31.2%	11	5.8%	1	15.2%	13	0.0%	0	2.5%	3
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ponders End, High Street, Enfield	5.7%	53	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	37	10.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Turners Hill, Cheshunt	1.8%	17	1.2%	1	1.9%	0	9.1%	5	11.2%	10	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Langley Way, Harlow	4.6%	43	0.9%	0	0.6%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	30.9%	39
Tesco, East Road, Harlow	3.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	19
Tesco, High Street, Epping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Savoy Parade, Southbury Road, Enfield	2.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	14.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	2.7%	25	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	39.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ware Road, Hertford	4.5%	42	1.6%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	9	11.0%	9	43.0%	23	0.0%	0
Tesco, West Street, Ware	2.6%	24	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	15	15.8%	8	0.0%	0
Waitrose, Bircherley Green Shopping Centre, Hertford	1.0%	9	0.7%	0	1.4%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	5.3%	4	3.3%	2	0.0%	0
Waitrose, Bridge Road,	0.3%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.7%	0	0.9%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Welwyn Garden City																												
Waitrose, Palace Gardens Shopping Centre, Enfield	1.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Windmill Hill, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.5%	4
Broxbourne	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	2.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	14.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Colney	0.1%	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	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.6%	5	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	1.8%	1	0.0%	0
Welwyn Garden City	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	15	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	20.8%	12	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.9%	0	0.0%	0
Sainsbury's, Old Station Road, Loughton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sainsbury Centre, Darkes Lane, Potters Bar	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mutton Lane, Potters Bar	1.4%	13	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	12	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		936		53		26		55		89		32		58		143		161		35		25		83		53		125
Sample:		951		118		118		122		118		55		54		53		53		52		56		51		51		50

Q02 Which retailer do you purchase your main food internet / home delivery shopping from?
Those who mentioned internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Asda	4.4%	3	0.0%	0	80.4%	1	0.0%	0	0.0%	0	60.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Morrisons	1.1%	1	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s	14.1%	9	30.2%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	0	36.6%	7
Tesco	48.7%	30	43.6%	0	19.6%	0	36.5%	1	53.8%	2	40.0%	0	0.0%	0	0.0%	0	74.2%	9	0.0%	0	100.1%	1	100.0%	4	30.3%	2	58.6%	12
Ocado	25.3%	15	26.2%	0	0.0%	0	63.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	2	25.8%	3	100.0%	8	0.0%	0	0.0%	0	21.2%	1	0.0%	0
Other	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	1	0.0%	0
(Don't know / varies)	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	1	0.0%	0
Weighted base:		61		1		2		2		3		1		0		3		12		8		1		4		5		20
Sample:		40		4		4		3		5		2		0		2		3		3		1		2		6		5

Broxbourne Retail and Leisure Study for WYG

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Accessibility by public transport	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.2%	12	0.5%	0	2.6%	1	1.5%	1	1.9%	2	0.7%	0	1.1%	1	0.0%	0	0.0%	0	5.8%	2	9.6%	2	2.6%	2	0.0%	0	0.0%	0
Choice of food goods available	4.3%	43	4.7%	3	5.4%	2	4.2%	2	7.5%	7	1.9%	1	2.2%	1	2.7%	4	2.9%	5	6.5%	3	0.7%	0	0.0%	0	4.6%	3	9.0%	13
Choice of shops nearby selling non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops selling food goods	2.0%	20	0.0%	0	1.2%	0	5.5%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	1.9%	1	7.6%	11
Cleanliness	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	2.9%	29	0.9%	1	5.6%	2	2.2%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	3	19.3%	8	2.3%	1	0.0%	0	6.0%	3	5.7%	8
Easy to get to by car	0.8%	8	0.3%	0	0.4%	0	1.0%	1	0.0%	0	0.7%	0	3.7%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.3%	3	1.1%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.2%	1	0.0%	0
Good service / friendly staff	0.3%	3	0.5%	0	0.0%	0	2.4%	1	0.8%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always use it / preference for retailer	4.6%	46	9.0%	5	2.1%	1	12.0%	7	2.4%	2	1.1%	0	5.9%	4	7.4%	11	3.9%	7	3.0%	1	2.6%	1	2.8%	2	0.9%	1	3.4%	5
Internet shopping is convenient	0.6%	6	0.5%	0	0.0%	0	0.5%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.5%	2
Lower prices	8.6%	87	20.1%	11	13.0%	4	0.0%	0	4.4%	4	18.9%	6	5.6%	3	5.9%	9	9.4%	16	1.0%	0	10.4%	3	14.1%	12	2.5%	1	11.2%	16
Loyalty card / points scheme	1.2%	12	1.7%	1	4.4%	1	0.5%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	5.1%	5	0.9%	1	0.7%	1
Near to home	45.2%	453	21.9%	12	45.1%	13	38.4%	22	47.0%	43	46.4%	15	49.4%	30	54.3%	79	37.8%	65	27.7%	12	42.2%	11	43.3%	38	68.0%	39	50.7%	74
Near to work	2.6%	26	2.3%	1	0.7%	0	0.5%	0	0.0%	0	8.2%	3	1.9%	1	0.0%	0	4.2%	7	0.0%	0	8.5%	2	11.4%	10	1.6%	1	0.0%	0
Nice shopping environment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Only one in the area / no other choice	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	4.2%	42	4.3%	2	3.7%	1	4.0%	2	11.6%	11	3.7%	1	4.0%	2	4.9%	7	4.7%	8	7.0%	3	7.3%	2	0.9%	1	1.4%	1	0.4%	1
Provision of leisure facilities nearby	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	1	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	6.3%	64	1.8%	1	3.1%	1	6.0%	3	1.3%	1	11.2%	4	6.2%	4	9.9%	15	16.4%	28	5.0%	2	0.0%	0	1.3%	1	2.4%	1	1.5%	2
Quality of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.4%	24	10.0%	6	3.5%	1	1.3%	1	3.4%	3	0.7%	0	1.9%	1	3.9%	6	0.0%	0	1.0%	0	0.0%	0	3.6%	3	2.5%	1	0.8%	1
Value for money	3.0%	30	7.4%	4	1.2%	0	5.4%	3	2.2%	2	0.0%	0	7.0%	4	3.9%	6	3.1%	5	0.0%	0	7.5%	2	1.3%	1	2.5%	1	0.8%	1
Other	1.5%	15	0.5%	0	1.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	5	11.6%	5	0.7%	0	0.0%	0	1.6%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Parking is Free	0.3%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Small / quiet store	0.4%	4	0.5%	0	1.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.9%	1	0.0%	0
Convenient	0.9%	9	3.9%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Near to family	0.1%	1	0.3%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice size store	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.8%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	4.4%	44	4.3%	2	4.3%	1	12.5%	7	2.5%	2	3.0%	1	6.4%	4	5.5%	8	4.2%	7	1.7%	1	0.0%	0	3.8%	3	0.0%	0	4.6%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Nothing	70.3%	705	68.1%	37	68.5%	19	66.5%	38	71.4%	66	73.1%	24	76.9%	47	77.7%	114	68.7%	119	73.9%	32	64.4%	16	69.0%	61	77.9%	45	60.8%	88
Change layout too often	1.0%	10	0.3%	0	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	1	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult / expensive parking	1.4%	14	1.5%	1	1.0%	0	0.0%	0	2.9%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.9%	1	1.6%	1	5.0%	7
Difficult to get to	0.1%	1	1.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	3.5%	35	4.4%	2	1.7%	0	6.7%	4	6.2%	6	2.5%	1	3.2%	2	1.4%	2	3.7%	6	0.0%	0	1.6%	0	6.0%	5	2.7%	2	2.8%	4
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.8%	18	3.9%	2	0.0%	0	0.0%	0	0.7%	1	3.7%	1	1.1%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.0%	10
Lack of public transport	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	4.3%	43	6.6%	4	2.4%	1	4.1%	2	5.9%	5	3.5%	1	3.5%	2	1.2%	2	1.8%	3	3.8%	2	8.6%	2	6.6%	6	2.2%	1	8.0%	12
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.5%	5	0.8%	0	1.3%	0	1.5%	1	0.5%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.8%	0	0.0%	0
Poor quality	0.9%	10	1.2%	1	5.1%	1	2.4%	1	0.8%	1	0.7%	0	1.1%	1	0.0%	0	1.0%	2	0.0%	0	1.0%	0	0.0%	0	0.8%	0	1.3%	2
Preference for retailer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	2.8%	28	0.5%	0	0.6%	0	0.0%	0	1.2%	1	1.8%	1	0.0%	0	0.0%	0	13.7%	24	0.0%	0	1.1%	0	2.6%	2	0.0%	0	0.0%	0
Too busy	2.6%	26	2.1%	1	1.6%	0	3.1%	2	5.1%	5	0.0%	0	1.1%	1	0.0%	0	3.2%	5	1.7%	1	0.0%	0	4.3%	4	0.8%	0	5.0%	7
Too far away	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	3	1.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	0.0%	0	0.8%	1
Too small	1.8%	18	0.0%	0	0.7%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	3.9%	6	1.0%	2	2.0%	1	1.6%	0	2.6%	2	8.0%	5	0.8%	1
Other	2.9%	29	5.9%	3	13.0%	4	5.2%	3	0.7%	1	3.2%	1	4.8%	3	0.0%	0	0.0%	0	9.0%	4	12.8%	3	4.5%	4	2.7%	2	1.5%	2
Too big	0.6%	6	0.5%	0	1.7%	0	4.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Not enough tills open / queues at tills	0.3%	3	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Paying for trolleys	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	9.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lack of stock / poorly stocked shelves	1.7%	17	0.5%	0	0.4%	0	0.0%	0	0.8%	1	0.7%	0	2.9%	2	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	10
Too many / misleading offers	0.1%	1	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough staff	0.3%	3	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	9	1.8%	1	0.8%	0	1.2%	1	0.5%	0	0.7%	0	0.0%	0	1.2%	2	1.6%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Q05 How much on average does your household normally spend on main food shopping in a week?																												
£0-£10	0.2%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
£11-£20	3.2%	32	1.0%	1	1.0%	0	1.0%	1	3.0%	3	1.4%	0	1.9%	1	0.8%	1	12.1%	21	3.2%	1	2.1%	1	0.9%	1	0.0%	0	0.8%	1
£21-£30	4.0%	40	6.1%	3	1.7%	0	3.0%	2	5.1%	5	9.6%	3	2.7%	2	4.1%	6	7.1%	12	3.0%	1	1.3%	0	2.1%	2	2.6%	1	1.5%	2
£31-£40	6.0%	60	2.7%	1	4.7%	1	5.5%	3	4.0%	4	4.9%	2	4.0%	2	2.6%	4	1.6%	3	3.8%	2	2.0%	0	1.7%	2	17.2%	10	18.1%	26
£41-£50	9.4%	94	15.5%	9	6.9%	2	15.7%	9	5.9%	5	18.0%	6	8.9%	5	15.0%	22	5.7%	10	3.0%	1	4.9%	1	3.0%	3	1.4%	1	13.8%	20
£51-£60	8.6%	86	5.5%	3	15.1%	4	7.0%	4	6.9%	6	15.3%	5	8.0%	5	7.5%	11	6.3%	11	9.5%	4	6.3%	2	16.5%	15	5.3%	3	9.4%	14
£61-£70	8.3%	83	6.1%	3	6.2%	2	10.0%	6	7.4%	7	2.6%	1	5.9%	4	7.9%	11	13.5%	23	3.0%	1	10.3%	3	12.5%	11	15.5%	9	1.7%	3
£71-£80	9.1%	91	5.2%	3	8.7%	2	9.2%	5	6.5%	6	14.5%	5	7.8%	5	9.6%	14	10.7%	19	2.0%	1	10.8%	3	13.9%	12	6.6%	4	9.1%	13
£81-£90	5.5%	55	3.8%	2	7.3%	2	4.5%	3	2.4%	2	11.4%	4	5.9%	4	2.4%	3	4.2%	7	7.3%	3	5.5%	1	4.5%	4	1.9%	1	12.7%	19
£91-£100	13.8%	139	18.8%	10	22.1%	6	11.1%	6	13.0%	12	9.2%	3	11.2%	7	7.5%	11	16.5%	29	33.5%	14	27.3%	7	18.6%	16	14.3%	8	5.9%	9
£101-£125	4.8%	49	4.1%	2	10.9%	3	4.5%	3	5.7%	5	3.9%	1	4.8%	3	9.1%	13	3.7%	6	7.0%	3	1.0%	0	0.0%	0	3.5%	2	4.3%	6
£126-£150	7.5%	76	6.4%	3	6.4%	2	8.3%	5	7.1%	7	0.0%	0	7.2%	4	4.4%	6	7.9%	14	5.0%	2	9.4%	2	9.8%	9	7.0%	4	12.1%	18
£151-£175	1.0%	10	0.5%	0	0.6%	0	1.7%	1	0.0%	0	1.1%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.3%	4	0.0%	0	0.7%	1
£176-£200	2.1%	21	5.4%	3	0.0%	0	3.5%	2	7.2%	7	2.6%	1	0.0%	0	4.1%	6	0.0%	0	1.0%	0	2.0%	0	1.3%	1	0.0%	0	0.7%	1
£201+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	0	0.0%	0	0.8%	0	0.0%	0
(Don't know / varies)	14.5%	145	15.3%	8	7.5%	2	13.1%	7	23.9%	22	5.6%	2	25.0%	15	21.6%	32	7.1%	12	13.7%	6	14.6%	4	10.0%	9	23.4%	14	8.6%	13
(Refused)	1.9%	19	3.3%	2	1.0%	0	1.8%	1	1.9%	2	0.0%	0	0.0%	0	3.5%	5	3.6%	6	3.2%	1	1.1%	0	0.9%	1	0.5%	0	0.0%	0
Mean:		*81.32*		*84.97*		*83.99*		*84.18*		*88.78*		*70.87*		*84.45*		*83.07*		*73.65*		*90.53*		*93.15*		*87.26*		*78.49*		*76.61*
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)																												
Daily	1.9%	19	1.3%	1	0.4%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	7	1.0%	0	1.0%	0	0.0%	0	0.0%	0	5.7%	8
At least two times a week	11.7%	117	17.6%	10	7.4%	2	11.6%	7	12.1%	11	7.4%	2	5.1%	3	18.7%	27	11.5%	20	9.1%	4	6.6%	2	6.9%	6	11.1%	6	11.8%	17
At least once a week	70.6%	709	59.1%	33	71.1%	20	56.1%	32	71.7%	66	72.3%	24	65.3%	40	75.8%	111	60.7%	105	79.9%	34	86.4%	22	71.7%	63	82.7%	48	77.3%	112
At least once a fortnight	9.9%	99	12.4%	7	14.3%	4	19.2%	11	6.3%	6	15.9%	5	7.8%	5	2.7%	4	22.1%	38	5.0%	2	5.3%	1	14.2%	13	4.9%	3	0.7%	1
At least once a month	3.7%	38	8.3%	5	5.5%	2	3.6%	2	2.4%	2	2.5%	1	20.7%	13	2.7%	4	0.0%	0	1.0%	0	0.7%	0	4.9%	4	0.8%	0	3.0%	4
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
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	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)	1.7%	18	1.2%	1	1.2%	0	9.5%	5	3.6%	3	1.9%	1	0.0%	0	0.0%	0	1.8%	3	4.0%	2	0.0%	0	2.3%	2	0.5%	0	0.0%	0
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?

Those who did not mention the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	71.0%	669	73.2%	39	78.9%	21	78.7%	43	70.9%	63	77.3%	25	75.4%	46	71.8%	103	55.4%	89	78.2%	27	86.2%	21	80.1%	68	86.3%	45	63.1%	79
Car / van (as passenger)	7.6%	72	9.4%	5	17.8%	5	8.3%	5	5.3%	5	14.8%	5	9.4%	6	6.8%	10	8.2%	13	14.4%	5	2.1%	1	6.2%	5	0.6%	0	6.6%	8
Bus, minibus or coach	4.8%	45	1.4%	1	2.5%	1	1.5%	1	8.5%	8	2.0%	1	1.1%	1	12.6%	18	7.6%	12	2.7%	1	0.7%	0	2.5%	2	0.0%	0	0.8%	1
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	13.2%	124	16.1%	9	0.8%	0	1.0%	1	13.1%	12	3.6%	1	8.8%	5	7.2%	10	26.0%	42	3.4%	1	10.3%	3	6.5%	5	11.6%	6	23.2%	29
Taxi	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.5%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.3%	13	0.0%	0	0.0%	0	8.5%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	7
Mobility scooter / disability vehicle	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.9%	0	0.0%	0
(Don't know / varies)	0.7%	6	0.0%	0	0.0%	0	1.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	0	0.7%	0	2.5%	2	0.0%	0	0.0%	0
Weighted base:		942		54		26		55		89		32		61		143		161		35		25		85		53		125
Sample:		962		121		121		123		118		55		56		53		53		52		56		53		51		50

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?

Those who did not mention the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
0-5 minutes	38.7%	364	50.9%	27	49.6%	13	25.1%	14	46.0%	41	20.5%	7	48.0%	29	31.0%	44	41.5%	67	25.7%	9	40.2%	10	42.8%	36	56.6%	30	30.1%	38
6-10 minutes	35.5%	335	32.8%	18	39.5%	10	44.4%	24	34.1%	30	55.0%	18	23.3%	14	34.6%	49	33.1%	53	37.8%	13	35.9%	9	39.4%	33	31.1%	16	36.7%	46
11-15 minutes	12.3%	116	6.3%	3	4.9%	1	19.1%	10	7.6%	7	11.7%	4	12.8%	8	9.1%	13	12.1%	20	20.5%	7	8.6%	2	10.0%	8	6.3%	3	23.2%	29
16-20 minutes	5.9%	56	1.9%	1	2.5%	1	4.1%	2	6.1%	5	6.5%	2	8.1%	5	10.9%	16	5.9%	10	7.2%	2	1.3%	0	1.3%	1	2.1%	1	7.4%	9
21-25 minutes	0.9%	8	4.0%	2	1.5%	0	2.6%	1	0.0%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.9%	1	3.0%	2	0.0%	0
26-30 minutes	3.4%	32	0.0%	0	0.4%	0	0.5%	0	3.5%	3	1.3%	0	1.1%	1	13.0%	19	4.5%	7	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31-45 minutes	0.6%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	7.7%	2	0.9%	1	0.0%	0	0.0%	0
46-60 minutes	0.5%	5	0.0%	0	0.0%	0	1.4%	1	0.5%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
60 minutes+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	16	3.0%	2	1.5%	0	2.4%	1	2.2%	2	2.9%	1	0.0%	0	0.0%	0	2.8%	5	2.7%	1	2.8%	1	3.3%	3	0.0%	0	0.9%	1
(Refused)	0.5%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.3%	1	0.9%	0	0.0%	0
Mean:		*10.00*		*7.91*		*7.63*		*11.18*		*9.12*		*10.92*		*9.54*		*12.63*		*9.61*		*11.28*		*11.18*		*8.14*		*7.37*		*10.68*
Weighted base:		942		54		26		55		89		32		61		143		161		35		25		85		53		125
Sample:		962		121		121		123		118		55		56		53		53		52		56		53		51		50

Broxbourne Retail and Leisure Study
for WYG

Q09 When do you do your main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Weekdays during the day	34.3%	344	47.4%	26	35.3%	10	36.6%	21	31.8%	29	42.9%	14	44.5%	27	42.5%	62	30.6%	53	42.4%	18	26.7%	7	35.3%	31	25.9%	15	21.1%	31
Weekdays during the evening	6.9%	70	6.7%	4	15.7%	4	14.2%	8	5.1%	5	1.1%	0	1.6%	1	9.3%	14	5.5%	9	0.0%	0	7.5%	2	18.3%	16	2.7%	2	3.4%	5
Saturday	16.9%	170	15.2%	8	9.4%	3	9.6%	5	12.7%	12	15.3%	5	8.6%	5	16.3%	24	23.6%	41	7.8%	3	11.1%	3	18.5%	16	14.6%	8	24.6%	36
Sunday	4.3%	43	5.4%	3	1.2%	0	3.9%	2	4.5%	4	11.3%	4	0.0%	0	3.9%	6	2.6%	5	1.7%	1	2.3%	1	3.0%	3	1.9%	1	9.9%	14
(Don't know / varies)	37.6%	378	25.2%	14	38.4%	11	35.8%	20	45.9%	42	29.5%	10	45.4%	27	27.9%	41	37.7%	65	48.0%	21	52.4%	13	24.9%	22	54.9%	32	41.0%	60
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

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

Those who did not mention the internet at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes – non-food shopping	6.2%	58	4.9%	3	3.3%	1	3.1%	2	1.9%	2	19.4%	6	3.2%	2	2.8%	4	11.5%	19	2.5%	1	2.3%	1	6.0%	5	9.6%	5	7.1%	9
Yes – other food shopping	4.4%	41	2.6%	1	3.2%	1	4.7%	3	4.1%	4	13.5%	4	6.7%	4	0.8%	1	5.4%	9	6.8%	2	0.7%	0	3.3%	3	3.7%	2	5.8%	7
Yes – visiting services such as banks and other financial institutions	1.5%	14	3.6%	2	0.4%	0	1.7%	1	1.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	6.0%	5	3.0%	2	0.8%	1
Yes – leisure activity	2.6%	24	0.0%	0	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0	3.6%	5	0.0%	0	3.7%	1	3.7%	1	6.7%	6	1.8%	1	5.8%	7
Yes – travelling to/from work	5.2%	49	5.4%	3	2.3%	1	1.7%	1	2.3%	2	0.0%	0	8.3%	5	2.6%	4	4.5%	7	0.0%	0	20.3%	5	17.9%	15	2.7%	1	4.2%	5
Yes – travelling to/from school/college/university	1.7%	16	4.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	1	9.8%	12
Yes – getting petrol	0.9%	9	0.0%	0	0.7%	0	2.1%	1	2.2%	2	0.0%	0	0.0%	0	2.2%	3	1.1%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	2.2%	21	1.5%	1	2.2%	1	3.3%	2	2.0%	2	1.4%	0	0.0%	0	0.8%	1	5.9%	9	4.0%	1	2.0%	0	0.9%	1	0.9%	0	1.5%	2
Yes – visiting family/friends	3.7%	35	5.5%	3	2.1%	1	1.5%	1	2.4%	2	9.1%	3	1.1%	1	0.8%	1	13.1%	21	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.4%	3	1.3%	1	1.1%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.5%	1
Yes – other activity	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
No activity	67.2%	634	68.1%	37	83.1%	22	73.9%	41	77.8%	69	54.3%	17	71.9%	43	81.7%	117	51.2%	83	74.2%	26	63.3%	16	52.8%	45	75.1%	40	63.5%	80
(Don't know / varies)	3.1%	29	3.2%	2	1.4%	0	4.1%	2	3.0%	3	1.3%	0	3.7%	2	4.6%	7	4.8%	8	2.5%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0
Weighted base:		942		54		26		55		89		32		61		143		161		35		25		85		53		125
Sample:		962		121		121		123		118		55		56		53		53		52		56		53		51		50

Q11 Where do you do this linked trip?

Those who use shops, services or financial services at Q10 AND Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	7.3%	8	0.0%	0	12.8%	0	26.1%	1	6.8%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	36.6%	1	35.0%	1	29.0%	4	0.0%	0	0.0%	0
Enfield Retail Park, Enfield	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxbourne	0.1%	0	0.0%	0	5.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	3.5%	4	0.0%	0	0.0%	0	28.6%	2	37.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	20.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	83.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	24.1%	27	10.8%	1	0.0%	0	0.0%	0	0.0%	0	88.5%	9	8.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0	94.5%	16
Hatfield	0.2%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	6.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	0	65.1%	1	33.4%	4	14.7%	1	0.0%	0
Hoddesdon	9.2%	10	61.2%	4	81.3%	1	11.5%	1	0.0%	0	4.4%	0	0.0%	0	22.3%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	1	26.5%	2	0.0%	0
London Colney	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	3	5.5%	0	0.0%	0
Welwyn Garden City	0.2%	0	0.0%	0	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	22.5%	26	28.0%	2	0.0%	0	23.3%	1	56.0%	4	3.3%	0	82.2%	6	77.7%	4	6.7%	2	13.4%	0	0.0%	0	10.1%	1	47.8%	4	5.5%	1
Weighted base:		114		6		2		5		7		11		7		5		27		3		2		13		9		17
Sample:		118		15		12		14		10		10		8		2		9		6		5		10		12		5

Q12 Do you make ‘top up’ shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes	66.5%	667	69.9%	38	58.3%	16	59.5%	34	62.6%	58	59.4%	19	70.1%	42	52.0%	76	73.0%	127	68.5%	29	85.3%	22	80.5%	71	55.0%	32	71.0%	103
No	33.5%	336	30.1%	17	41.7%	12	40.5%	23	37.4%	34	40.6%	13	29.9%	18	48.0%	70	27.0%	47	31.5%	13	14.7%	4	19.5%	17	45.0%	26	29.0%	42
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q13 Where did you last go to undertake this 'top up' shopping?
Those who do top up food shopping at Q12 AND Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Aldi, First Avenue, Harlow	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Aldi, Taverners Way, Hoddesdon	1.6%	10	13.8%	5	9.0%	1	2.7%	1	3.5%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Harlow, Watergardens, Southgate	3.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	15
Asda, High Street, Conduit Lane, Hoddesdon	1.0%	6	11.5%	4	3.3%	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	1.2%	1	1.8%	0	0.0%	0
Asda, High Street, Ponders End	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Town Centre, Hatfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Bengeo Street, Hertford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0
Co-op, Church Lane, Cheshunt	1.3%	8	0.0%	0	1.6%	0	3.4%	1	12.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Goffs Lane, Goffs Oak	1.0%	7	0.0%	0	0.0%	0	19.3%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hoddesdon	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Old Harlow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, High Street, Stanstead Abbotts	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	4.7%	1	0.0%	0
Co-op, Lancaster Road, Enfield	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Maunds Road, Maunds Hatch, Harlow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.9%	1
Co-op, Stanstead Road, Hoddesdon	0.3%	2	2.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Cuffley	0.5%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Sun Street, Waltham Abbey	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upshire Road, Waltham Abbey	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brocket Road, Hoddesdon	0.2%	1	1.7%	1	3.9%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Waltham Cross	0.5%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Harvey Centre, Harlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, Cartersfield Road, Waltham Abbey	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cecil Road, London	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Waltham Cross	2.9%	18	0.0%	0	0.0%	0	1.8%	1	5.6%	3	0.0%	0	0.0%	0	3.9%	3	2.5%	3	0.0%	0	0.0%	0	13.3%	9	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Lidl, Staple Tye, Southern Way, Harlow	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	10
Marks and Spencer, Brookfield Centre, Cheshunt	0.9%	6	0.7%	0	9.8%	1	0.9%	0	4.3%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Enfield Retail Park, Enfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Fore Street, Hertford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1	2.0%	1	0.0%	0
Marks and Spencer, Palace Gardens, Enfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Arnwell Street, Hoddesdon	0.9%	6	10.0%	4	3.3%	0	2.9%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Colman Parade, Enfield	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southbury Road, Enfield	1.2%	8	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brewery Road, Hoddesdon	2.6%	17	17.8%	7	8.5%	1	2.0%	1	0.9%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	18.8%	5	0.0%	0
Sainsburys, Crown Road, Enfield	2.1%	14	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	0	0.0%	0	9.2%	7	3.6%	5	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Fifth Avenue, Harlow	2.7%	17	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	17
Sainsburys, Hartham Lane, Hetford	2.1%	13	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	14.9%	10	1.8%	0	0.0%	0
Sainsburys, The Pavilion High Street, Waltham Cross	1.6%	10	0.0%	0	0.0%	0	1.8%	1	13.7%	7	0.0%	0	2.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Burford Street, Hoddesdon	0.9%	6	14.2%	5	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hammond Court, Waltham Cross	1.9%	12	0.0%	0	0.0%	0	13.5%	4	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	24.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Hoddesdon	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Waltham Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Road, Cuffley	1.5%	10	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	7	9.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brookfield Centre, Waltham Cross	3.1%	20	0.0%	0	18.3%	3	20.5%	6	17.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.9%	1
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ponders End, High Street, Enfield	4.2%	27	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	24	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Turners Hill, Cheshunt	1.8%	12	0.7%	0	10.8%	2	8.7%	3	13.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Langley Way,	3.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Harlow																												
Tesco, East Road, Harlow	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Tesco, High Street, Epping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Savoy Parade, Southbury Road, Enfield	2.6%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	11.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	1.5%	9	0.0%	0	0.0%	0	0.0%	0	5.0%	3	5.0%	1	14.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ware Road, Hertford	2.3%	15	0.0%	0	1.1%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	6	0.0%	0	32.1%	9	0.0%	0
Tesco, West Street, Ware	4.0%	25	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	22	10.0%	3	0.0%	0
Waitrose, Bircherley Green Shopping Centre, Hertford	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	4	2.0%	1	15.0%	4	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Palace Gardens Shopping Centre, Enfield	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Windmill Hill, Enfield	1.7%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	7.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Broxbourne	0.2%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.6%	4	0.0%	0	0.0%	0	3.6%	1	4.3%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	10.8%	68	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	29	30.6%	39	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	4.2%	27	0.0%	0	1.5%	0	0.0%	0	0.0%	0	29.4%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	21
Hertford	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	9.2%	6	5.3%	1	0.0%	0
Hoddesdon	1.0%	6	16.2%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.1%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Welwyn Garden City	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.7%	23	1.7%	1	3.7%	1	1.8%	1	7.3%	4	5.4%	1	20.0%	8	0.0%	0	4.3%	5	9.2%	3	1.4%	0	0.0%	0	1.8%	0	0.0%	0
Waltham Cross	0.8%	5	0.0%	0	0.0%	0	4.7%	1	3.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	4.1%	1	0.0%	0
Ware	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	6	0.0%	0	0.0%	0
Wormley	0.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Old Station Road, Loughton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sainsbury Centre, Darkes Lane, Potters Bar	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mutton Lane, Potters Bar	0.6%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		636		37		14		30		52		16		41		75		127		28		21		66		27		102
Sample:		643		83		77		78		78		29		38		31		40		30		41		37		38		43

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?
Those who do top up food shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	8.7%	58	5.3%	2	4.6%	1	3.5%	1	9.1%	5	5.3%	1	6.1%	3	1.5%	1	24.1%	31	1.5%	0	3.4%	1	12.2%	9	4.2%	1	2.1%	2
At least two times a week	34.9%	233	44.5%	17	33.8%	6	46.1%	15	40.7%	23	26.7%	5	37.1%	16	34.4%	26	25.0%	32	18.2%	5	49.2%	11	25.8%	18	54.0%	17	39.6%	41
At least once a week	29.0%	194	30.0%	12	42.9%	7	38.7%	13	27.3%	16	34.0%	7	26.5%	11	31.4%	24	33.0%	42	45.0%	13	28.5%	6	16.2%	12	9.9%	3	28.2%	29
At least once a fortnight	7.8%	52	7.4%	3	8.0%	1	5.5%	2	5.6%	3	13.8%	3	4.2%	2	19.1%	15	5.0%	6	2.2%	1	7.6%	2	15.0%	11	4.4%	1	2.8%	3
At least once a month	1.7%	11	0.8%	0	1.1%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	3.8%	3	2.2%	3	3.2%	1	0.0%	0	4.8%	3	0.0%	0	0.0%	0
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.7%	118	11.9%	5	8.5%	1	6.3%	2	17.3%	10	16.4%	3	26.1%	11	8.3%	6	10.7%	14	28.4%	8	11.3%	2	26.1%	19	27.5%	9	27.3%	28
Weighted base:		667		38		16		34		58		19		42		76		127		29		22		71		32		103
Sample:		680		86		81		85		86		32		39		32		40		33		43		40		39		44

Q15 How much on average does your household normally spend on top up shopping in a week?
Those who do top up food shopping at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
£0-£5	8.3%	56	6.9%	3	7.0%	1	9.6%	3	4.6%	3	5.9%	1	3.8%	2	7.9%	6	7.5%	10	8.0%	2	2.7%	1	7.4%	5	20.3%	6	12.6%	13
£6-£10	18.4%	123	12.2%	5	17.1%	3	26.3%	9	20.1%	12	17.7%	3	7.3%	3	14.0%	11	19.0%	24	31.1%	9	29.3%	6	9.8%	7	10.9%	3	27.1%	28
£11-£15	15.0%	100	13.1%	5	17.2%	3	13.1%	4	11.0%	6	6.2%	1	9.6%	4	22.9%	17	6.4%	8	10.6%	3	10.3%	2	37.9%	27	15.3%	5	12.9%	13
£16-£20	16.3%	108	24.9%	10	10.4%	2	18.1%	6	11.9%	7	31.8%	6	30.0%	13	18.6%	14	18.7%	24	10.2%	3	17.1%	4	1.6%	1	7.9%	3	16.8%	17
£21-£30	10.0%	67	8.6%	3	18.9%	3	13.2%	4	7.7%	4	8.6%	2	11.5%	5	17.7%	13	3.9%	5	18.5%	5	22.8%	5	7.2%	5	10.6%	3	7.3%	8
£31-£40	6.7%	45	2.4%	1	9.3%	2	2.2%	1	5.6%	3	15.0%	3	9.2%	4	0.0%	0	7.5%	9	2.5%	1	6.3%	1	6.9%	5	6.2%	2	12.9%	13
£41-£50	6.7%	45	3.1%	1	3.2%	1	0.8%	0	1.2%	1	0.0%	0	5.3%	2	5.3%	4	23.8%	30	0.0%	0	2.1%	0	3.7%	3	1.5%	0	2.1%	2
£51-£75	1.6%	10	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	5.3%	2	0.0%	0	0.0%	0	1.5%	0	1.1%	0	7.4%	5	1.5%	0	0.9%	1
£76-£100	0.5%	3	0.0%	0	1.1%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
£101+	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.7%	98	25.0%	10	14.5%	2	13.9%	5	34.8%	20	6.8%	1	15.7%	7	10.2%	8	9.3%	12	17.5%	5	5.5%	1	18.1%	13	22.3%	7	7.5%	8
(Refused)	1.8%	12	2.3%	1	1.3%	0	0.0%	0	3.1%	2	4.7%	1	2.3%	1	3.3%	3	2.5%	3	0.0%	0	1.7%	0	0.0%	0	3.5%	1	0.0%	0
Mean:		*21.14*		*19.33*		*21.72*		*17.95*		*17.27*		*25.55*		*25.29*		*18.57*		*27.21*		*16.70*		*20.81*		*21.79*		*16.87*		*18.22*
Weighted base:		667		38		16		34		58		19		42		76		127		29		22		71		32		103
Sample:		680		86		81		85		86		32		39		32		40		33		43		40		39		44

Broxbourne Retail and Leisure Study for WYG

Q16 Where did you last go to buy clothing or footwear goods?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	17.9%	141	27.8%	12	43.0%	10	40.1%	17	39.8%	24	5.0%	1	15.6%	7	8.7%	9	8.0%	11	28.8%	9	9.1%	2	24.0%	18	30.8%	16	3.8%	5
Enfield Retail Park, Enfield	1.4%	11	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Madford Retail Park, Hertford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Oaks Retail Park, Harlow	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Queensgate Retail Park, Harlow	0.2%	2	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
The Galleria, Hatfield	0.2%	2	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Broxbourne	0.6%	5	0.4%	0	0.5%	0	0.7%	0	0.0%	0	0.8%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	2.4%	19	1.7%	1	2.9%	1	9.2%	4	1.5%	1	6.0%	2	0.0%	0	0.0%	0	0.0%	0	17.1%	5	6.0%	1	4.9%	4	1.8%	1	0.0%	0
Enfield	18.8%	148	0.0%	0	0.0%	0	5.3%	2	4.5%	3	0.0%	0	3.0%	1	53.4%	55	53.5%	75	3.7%	1	3.4%	1	0.0%	0	18.5%	10	0.0%	0
Harlow	20.7%	162	23.0%	10	21.6%	5	8.7%	4	7.3%	4	78.3%	23	15.6%	7	5.1%	5	0.0%	0	3.0%	1	3.8%	1	4.9%	4	6.4%	3	78.7%	95
Hatfield	0.5%	4	0.0%	0	0.7%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Hertford	2.3%	18	2.5%	1	1.0%	0	2.0%	1	1.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	17.4%	13	0.9%	0	0.0%	0
Hoddesdon	1.3%	10	16.7%	7	3.2%	1	2.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
London	7.4%	58	1.1%	0	0.5%	0	5.3%	2	7.3%	4	1.4%	0	4.2%	2	4.4%	5	17.2%	24	5.4%	2	13.1%	3	0.0%	0	9.5%	5	8.6%	10
London Colney	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	1.4%	11	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5	3.0%	1	11.0%	2	1.8%	1	0.9%	0	0.0%	0
Stevenage	1.6%	12	0.7%	0	0.5%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	7.7%	6	8.7%	5	0.0%	0
Welwyn Garden City	3.0%	24	3.8%	2	1.7%	0	0.7%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	6	20.0%	4	10.0%	7	6.4%	3	0.0%	0
Other	3.1%	25	1.3%	1	5.2%	1	4.0%	2	2.4%	1	2.3%	1	9.1%	4	0.0%	0	1.3%	2	1.4%	0	0.0%	0	11.9%	9	1.5%	1	2.7%	3
Other Waltham Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater, Greenhithe	0.6%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Brent Cross	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.9%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crews Hill	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.7%	6	1.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	2.8%	22	9.1%	4	2.4%	1	0.0%	0	3.7%	2	2.7%	1	2.3%	1	3.9%	4	0.0%	0	0.0%	0	2.6%	1	0.0%	0	9.5%	5	3.5%	4
Loughton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brookfield Retail Park, Waltham Cross	2.8%	22	3.9%	2	3.8%	1	6.1%	3	3.8%	2	0.0%	0	2.6%	1	8.1%	8	3.2%	5	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Enfield	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	0.6%	4	6.3%	3	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	1.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ponders End, Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail	1.2%	9	0.0%	0	1.4%	0	3.6%	2	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Park, Waltham Cross																												
Tesco, Sewardstone Road, Waltham Abbey	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	17.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Waltham Abbey	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	1.5%	12	0.0%	0	1.5%	0	1.0%	0	4.2%	3	0.8%	0	4.9%	2	5.1%	5	0.0%	0	1.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, London	1.3%	10	0.0%	0	0.5%	0	2.3%	1	2.9%	2	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	13.2%	3	1.5%	1	0.0%	0	0.0%	0
Weighted base:		785		43		23		42		61		30		43		102		141		32		22		74		53		121
Sample:		770		97		101		94		86		48		39		43		43		35		47		43		48		46

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?
Those who shop for clothing and footwear at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.0%	7	0.0%	0	1.7%	0	3.5%	1	1.3%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.0%	1	6.9%	4	0.0%	0
At least once a week	6.2%	48	2.6%	1	5.2%	1	5.9%	2	7.8%	5	5.1%	2	0.0%	0	19.1%	20	9.0%	13	2.7%	1	3.4%	1	3.6%	3	0.0%	0	0.8%	1
At least once a fortnight	8.9%	70	16.3%	7	0.8%	0	16.5%	7	7.6%	5	3.7%	1	6.8%	3	7.6%	8	2.6%	4	17.1%	5	5.7%	1	14.9%	11	3.9%	2	13.3%	16
At least once a month	25.6%	201	26.5%	11	24.6%	6	13.0%	5	23.2%	14	33.8%	10	16.3%	7	13.2%	14	25.8%	36	42.0%	13	14.5%	3	23.2%	17	48.4%	26	31.7%	38
At least every two months	10.3%	81	6.3%	3	13.7%	3	10.7%	4	11.3%	7	11.1%	3	10.6%	5	5.6%	6	11.0%	15	4.1%	1	23.8%	5	11.6%	9	10.9%	6	11.5%	14
At least every 3 months	13.6%	106	7.9%	3	24.6%	6	15.5%	6	18.8%	11	3.1%	1	8.0%	3	20.8%	21	18.0%	25	8.1%	3	7.9%	2	10.2%	8	3.7%	2	12.2%	15
At least every 6 months	7.3%	57	13.7%	6	8.1%	2	7.9%	3	8.0%	5	11.1%	3	6.9%	3	14.4%	15	4.5%	6	7.1%	2	13.1%	3	6.2%	5	3.1%	2	2.1%	3
Less often than once every 6 months	8.0%	63	5.1%	2	4.3%	1	6.4%	3	9.3%	6	3.1%	1	11.0%	5	3.1%	3	15.0%	21	7.4%	2	22.5%	5	9.2%	7	0.9%	0	5.6%	7
Have only visited once	2.8%	22	3.0%	1	0.0%	0	1.7%	1	2.4%	1	0.0%	0	5.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	11.9%	9	11.0%	6	0.0%	0
(Don't know / varies)	16.5%	129	18.7%	8	17.1%	4	18.8%	8	10.3%	6	28.1%	8	35.1%	15	16.3%	17	12.8%	18	11.5%	4	7.9%	2	8.2%	6	11.3%	6	22.9%	28
Weighted base:		785		43		23		42		61		30		43		102		141		32		22		74		53		121
Sample:		770		97		101		94		86		48		39		43		43		35		47		43		48		46

Broxbourne Retail and Leisure Study for WYG

Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?
Those who shop for clothing and footwear at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	69.8%	548	75.7%	32	77.4%	18	83.9%	35	64.1%	39	61.4%	18	76.1%	33	72.9%	75	54.5%	77	88.9%	28	64.3%	14	79.2%	58	79.7%	42	65.2%	79
Car / van (as passenger)	5.5%	43	3.8%	2	16.3%	4	8.5%	4	6.6%	4	9.8%	3	2.6%	1	6.2%	6	7.1%	10	1.4%	0	3.2%	1	3.1%	2	12.5%	7	0.0%	0
Bus, minibus or coach	7.4%	58	5.8%	2	3.3%	1	4.0%	2	9.7%	6	26.7%	8	8.7%	4	10.6%	11	9.3%	13	4.4%	1	1.9%	0	5.6%	4	6.9%	4	1.8%	2
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.8%	69	14.3%	6	2.1%	0	0.0%	0	6.7%	4	0.0%	0	1.5%	1	3.7%	4	12.0%	17	0.0%	0	2.6%	1	0.0%	0	0.9%	0	30.1%	36
Taxi	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Train	6.5%	51	0.4%	0	0.5%	0	3.0%	1	10.6%	6	0.0%	0	8.3%	4	2.5%	3	17.2%	24	5.4%	2	17.5%	4	8.5%	6	0.0%	0	0.8%	1
Metro	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.6%	2
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	3	0.0%	0	0.5%	0	0.0%	0	0.0%	0	2.1%	1	2.6%	1	1.1%	1	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		785		43		23		42		61		30		43		102		141		32		22		74		53		121
Sample:		770		97		101		94		86		48		39		43		43		35		47		43		48		46

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?
Those who shop for clothing and footwear at Q16

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes – food shopping	7.8%	61	11.2%	5	6.3%	1	9.7%	4	4.8%	3	28.2%	8	7.9%	3	7.6%	8	10.0%	14	4.7%	1	3.4%	1	7.2%	5	2.8%	1	4.2%	5
Yes – non-food shopping	6.7%	53	2.8%	1	4.8%	1	3.0%	1	9.5%	6	18.4%	5	0.0%	0	6.8%	7	12.3%	17	1.4%	0	3.4%	1	3.8%	3	1.5%	1	7.5%	9
Yes – visiting services such as banks and other financial institutions	0.5%	4	0.0%	0	0.5%	0	1.8%	1	2.4%	1	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Yes – leisure activity	3.5%	28	1.5%	1	0.0%	0	0.7%	0	0.7%	0	1.4%	0	9.5%	4	0.0%	0	9.3%	13	3.7%	1	12.1%	3	6.7%	5	0.0%	0	0.0%	0
Yes – travelling to/from work	2.9%	23	2.0%	1	0.7%	0	2.3%	1	2.7%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	9.9%	2	0.0%	0	9.0%	5	9.5%	12
Yes – travelling to/from school/college/university	1.4%	11	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	10
Yes – getting petrol	0.1%	1	0.0%	0	0.0%	0	0.7%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	12.0%	95	13.2%	6	7.2%	2	5.0%	2	11.1%	7	4.9%	1	10.3%	4	7.3%	8	16.4%	23	27.4%	9	3.0%	1	13.1%	10	5.9%	3	16.4%	20
Yes – visiting family/friends	4.3%	34	0.8%	0	2.9%	1	3.0%	1	0.7%	0	1.6%	0	6.8%	3	6.2%	6	2.2%	3	19.5%	6	9.2%	2	3.6%	3	3.9%	2	4.4%	5
Yes – visiting health service such as doctor, dentist, hospital	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	57.3%	450	66.8%	29	71.3%	16	71.6%	30	60.5%	37	42.5%	13	61.6%	26	72.1%	74	43.7%	61	42.0%	13	55.8%	12	61.5%	45	65.8%	35	48.4%	59
(Don't know / varies)	2.3%	18	1.8%	1	1.0%	0	1.3%	1	3.1%	2	0.8%	0	1.5%	1	0.0%	0	3.2%	5	0.0%	0	2.4%	1	1.5%	1	10.5%	6	1.3%	2
Weighted base:		785		43		23		42		61		30		43		102		141		32		22		74		53		121
Sample:		770		97		101		94		86		48		39		43		43		35		47		43		48		46

Q19 Where did you last go to buy Books, CDs, DVDs?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	1.3%	3	1.5%	0	2.9%	0	2.4%	0	10.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Enfield	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	0.2%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria, Hatfield	0.6%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.6%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	2.0%	1
Broxbourne	0.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	1.6%	4	0.0%	0	1.4%	0	14.0%	2	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Enfield	26.9%	70	0.0%	0	0.0%	0	4.1%	0	8.2%	2	0.0%	0	0.0%	0	81.7%	34	85.8%	33	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	28.4%	73	11.9%	1	25.2%	2	2.4%	0	5.0%	1	91.4%	14	0.0%	0	0.0%	0	0.0%	0	14.8%	1	52.6%	2	26.0%	4	11.3%	1	96.1%	46
Hatfield	0.5%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Hertford	5.0%	13	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	25.0%	1	50.6%	7	19.5%	2	0.0%	0
Hoddesdon	5.6%	15	66.0%	8	35.3%	3	12.2%	1	4.6%	1	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
London	2.4%	6	4.8%	1	3.2%	0	0.0%	0	6.8%	2	2.6%	0	8.9%	2	0.0%	0	0.0%	0	11.6%	1	10.0%	0	0.0%	0	2.5%	0	0.0%	0
Potters Bar	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.4%	1	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	0	5.2%	1	0.0%	0	0.0%	0
Welwyn Garden City	1.2%	3	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	2	0.0%	0	0.0%	0	7.6%	1	0.0%	0
Other	1.7%	4	5.5%	1	1.4%	0	4.1%	0	0.0%	0	1.5%	0	5.1%	1	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	3.8%	0	2.0%	1
Other Waltham Cross	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.2%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	2.3%	6	0.0%	0	2.5%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.2%	5	0.0%	0
Loughton	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Enfield	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	0.4%	1	2.6%	0	1.4%	0	2.4%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ponders End, Enfield	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	3.1%	8	0.0%	0	14.2%	1	19.4%	2	16.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	3.9%	10	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	42.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	0.0%	0
Waltham Abbey	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	6.9%	18	0.0%	0	6.1%	0	6.4%	1	24.6%	6	0.0%	0	22.9%	5	7.0%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, London	0.1%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wormley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		258		12		7		12		24		15		22		41		39		6		4		15		13		48
Sample:		260		31		33		30		36		21		18		12		16		11		9		13		16		14

Broxbourne Retail and Leisure Study for WYG

Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?

Those who shop for books, Cd's, DVD's at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.0%	10	9.3%	1	3.6%	0	6.4%	1	11.4%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	13.4%	1	4.5%	0	10.4%	2	0.0%	0	0.0%	0
At least once a fortnight	2.7%	7	1.5%	0	5.0%	0	9.4%	1	9.6%	2	0.0%	0	3.0%	1	4.2%	2	0.0%	0	0.0%	0	15.9%	1	0.0%	0	0.0%	0	0.0%	0
At least once a month	11.3%	29	8.9%	1	1.4%	0	3.5%	0	9.6%	2	1.5%	0	13.3%	3	2.8%	1	17.6%	7	11.6%	1	57.1%	2	14.2%	2	22.7%	3	13.1%	6
At least every two months	26.1%	68	14.8%	2	27.8%	2	0.0%	0	1.8%	0	1.5%	0	8.1%	2	56.0%	23	18.9%	7	0.0%	0	4.5%	0	0.0%	0	7.6%	1	61.6%	30
At least every 3 months	9.1%	24	2.6%	0	11.0%	1	27.3%	3	2.7%	1	10.5%	2	3.0%	1	12.6%	5	22.2%	9	11.6%	1	10.0%	0	0.0%	0	3.8%	0	2.0%	1
At least every 6 months	9.2%	24	8.9%	1	9.6%	1	6.4%	1	14.6%	4	29.4%	5	3.0%	1	9.8%	4	11.8%	5	6.7%	0	0.0%	0	0.0%	0	9.4%	1	4.6%	2
Less often than once every 6 months	13.0%	34	8.4%	1	9.7%	1	19.9%	2	14.5%	4	17.4%	3	4.5%	1	4.2%	2	0.0%	0	6.7%	0	0.0%	0	42.8%	6	43.9%	6	17.5%	8
Have only visited once	1.8%	5	2.2%	0	0.0%	0	2.4%	0	2.7%	1	0.0%	0	8.9%	2	0.0%	0	0.0%	0	18.3%	1	7.9%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	22.6%	58	43.4%	5	31.9%	2	24.6%	3	33.0%	8	39.7%	6	53.4%	12	10.4%	4	22.3%	9	31.6%	2	0.0%	0	32.5%	5	12.6%	2	1.3%	1
Weighted base:		258		12		7		12		24		15		22		41		39		6		4		15		13		48
Sample:		260		31		33		30		36		21		18		12		16		11		9		13		16		14

Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	7.0%	29	8.0%	2	13.8%	2	6.8%	2	14.2%	6	3.1%	1	2.8%	1	10.3%	5	7.9%	6	4.6%	1	3.8%	1	6.8%	3	8.1%	3	0.0%	0
Enfield Retail Park, Enfield	4.3%	18	0.0%	0	0.7%	0	5.6%	1	1.9%	1	0.0%	0	5.6%	1	22.4%	10	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	1.5%	6	6.3%	1	1.1%	0	0.0%	0	1.9%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	7.1%	2	1.7%	1
Madford Retail Park, Hertford	0.9%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	3.1%	1	0.0%	0
Oldings Corner Retail Park, Hatfield	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Queensgate Retail Park, Harlow	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	1.5%	0	0.0%	0
Roaring Meg Retail Park, Stevenage	0.2%	1	1.7%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
The Galleria, Hatfield	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.9%	2
Broxbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	1.8%	7	3.4%	1	0.0%	0	5.9%	1	0.0%	0	2.7%	1	9.7%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	3.1%	1	1.7%	1
Enfield	9.9%	42	2.9%	1	3.4%	0	8.7%	2	10.6%	4	0.0%	0	4.8%	1	22.9%	10	28.4%	23	2.7%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	15.8%	66	20.6%	4	17.8%	3	3.4%	1	6.7%	3	58.2%	11	2.8%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	26.9%	10	30.6%	10	43.1%	24
Hatfield	0.6%	2	0.0%	0	1.3%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.9%	1	1.5%	0	0.0%	0
Hertford	1.7%	7	4.8%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	13.2%	5	1.5%	0	0.0%	0
Hoddesdon	1.6%	7	7.2%	1	1.3%	0	0.0%	0	12.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.8%	12	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.1%	0	0.0%	0	0.0%	0	10.8%	9	4.0%	1	1.7%	0	0.0%	0	0.0%	0	1.7%	1
London Colney	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	2.2%	9	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	12.2%	5	3.5%	1	0.0%	0
Welwyn Garden City	8.6%	36	9.7%	2	3.6%	1	13.1%	3	4.7%	2	3.7%	1	4.8%	1	0.0%	0	6.8%	5	21.3%	3	54.5%	8	15.6%	6	12.7%	4	0.0%	0
Other	4.1%	17	3.4%	1	4.1%	1	0.0%	0	7.5%	3	0.0%	0	17.4%	4	0.0%	0	3.4%	3	7.3%	1	0.0%	0	6.8%	3	5.1%	2	1.7%	1
Bluewater, Greenhithe	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Brent Cross	2.9%	12	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7
Chingford	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	1.6%	7	3.4%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	1.9%	1
Fishpools, Waltham Cross	5.1%	21	0.0%	0	3.0%	0	5.3%	1	17.4%	7	5.5%	1	2.8%	1	2.6%	1	2.3%	2	45.4%	7	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Other Waltham Abbey	0.2%	1	0.0%	0	0.0%	0	2.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waltham Cross	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	4.3%	18	1.5%	0	2.6%	0	0.0%	0	1.1%	0	1.9%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	15
Loughton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brookfield Retail Park, Waltham Cross	1.4%	6	1.5%	0	6.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Nazeing	0.2%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Enfield	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	0.6%	3	10.3%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Ponders End, Enfield	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	6	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	2.8%	12	10.1%	2	6.6%	1	31.7%	7	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Tesco, East Street, Harlow	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Tesco, Potters Bar	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	13.9%	2	0.0%	0	0.0%	0	0.0%	0
Van Hage, Armwell	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	5	0.0%	0
Waltham Abbey	0.2%	1	0.0%	0	2.6%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	5.3%	22	1.0%	0	21.9%	3	4.7%	1	6.4%	3	0.0%	0	12.5%	3	5.3%	2	12.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Stratford City, London	0.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		418		19		14		22		40		19		23		44		80		16		15		39		31		56
Sample:		465		54		75		44		50		30		22		22		29		18		33		26		35		27

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?
Those who shop for small household items at Q20

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.2%	17	3.4%	1	1.3%	0	30.7%	7	10.3%	4	2.1%	0	4.8%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
At least once a fortnight	1.5%	6	0.0%	0	0.0%	0	3.1%	1	2.8%	1	0.0%	0	4.8%	1	3.9%	2	0.0%	0	0.0%	0	1.9%	0	2.9%	1	0.0%	0	0.0%	0
At least once a month	12.5%	52	13.5%	3	7.1%	1	6.5%	1	17.6%	7	17.6%	3	2.8%	1	0.0%	0	28.4%	23	8.6%	1	19.1%	3	8.8%	3	13.4%	4	3.4%	2
At least every two months	7.6%	32	9.2%	2	17.3%	2	7.7%	2	2.8%	1	8.0%	2	5.6%	1	13.1%	6	3.4%	3	2.7%	0	3.8%	1	8.8%	3	4.3%	1	13.7%	8
At least every 3 months	14.4%	60	11.8%	2	5.8%	1	6.8%	2	7.4%	3	15.5%	3	7.6%	2	14.4%	6	5.7%	5	9.3%	1	7.7%	1	20.4%	8	17.7%	6	37.5%	21
At least every 6 months	14.4%	60	29.4%	6	18.1%	3	10.3%	2	21.3%	9	6.5%	1	20.1%	5	21.0%	9	16.5%	13	9.4%	2	7.4%	1	2.9%	1	10.7%	3	10.6%	6
Less often than once every 6 months	17.4%	73	8.0%	2	17.7%	3	22.3%	5	17.0%	7	9.8%	2	8.4%	2	26.8%	12	8.5%	7	0.0%	0	31.4%	5	19.5%	8	24.8%	8	26.4%	15
Have only visited once	1.9%	8	4.8%	1	0.0%	0	3.4%	1	0.0%	0	2.1%	0	2.8%	1	3.9%	2	0.0%	0	5.4%	1	0.0%	0	0.0%	0	8.1%	3	0.0%	0
(Don’t know / varies)	26.1%	109	19.8%	4	31.6%	4	9.0%	2	20.8%	8	38.4%	7	43.0%	10	12.4%	5	37.5%	30	64.7%	10	28.6%	4	36.6%	14	21.0%	7	4.5%	3
Weighted base:		418		19		14		22		40		19		23		44		80		16		15		39		31		56
Sample:		465		54		75		44		50		30		22		22		29		18		33		26		35		27

Q21 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	3.0%	10	3.5%	1	16.3%	2	11.0%	2	17.9%	5	2.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Enfield	17.7%	60	0.0%	0	15.2%	2	3.8%	1	10.5%	3	0.0%	0	16.0%	3	41.3%	24	44.9%	28	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	7.8%	27	12.5%	3	0.9%	0	30.6%	4	2.6%	1	30.8%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	12.1%	3	17.9%	11
Queensgate Retail Park, Harlow	4.5%	15	13.0%	3	3.1%	0	0.0%	0	0.0%	0	25.7%	3	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1	4.4%	1	9.9%	6
Roaring Meg Retail Park, Stevenage	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	5.9%	1	0.0%	0
The Galleria, Hatfield	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	2.1%	0	0.0%	0	0.0%	0	11.4%	7
Broxbourne	0.3%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	2.2%	7	2.9%	1	18.9%	2	13.9%	2	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Enfield	15.2%	52	0.0%	0	0.0%	0	2.9%	0	10.9%	3	0.0%	0	0.0%	0	40.5%	23	37.7%	24	8.8%	1	9.6%	1	0.0%	0	0.0%	0	0.0%	0
Harlow	17.2%	59	15.2%	3	25.1%	3	13.9%	2	5.3%	1	37.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	0	7.4%	1	24.6%	2	30.0%	6	54.7%	35
Hatfield	0.9%	3	13.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	0.5%	2	0.0%	0	1.3%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	2.2%	0	0.0%	0
Hoddesdon	1.8%	6	20.9%	5	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	2.4%	8	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	5.6%	1	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
London Colney	0.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.7%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	3.2%	0	8.2%	1	3.7%	1	0.0%	0
Welwyn Garden City	4.4%	15	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.4%	9	39.4%	3	14.2%	1	4.0%	1	0.0%	0
Other	0.8%	3	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	5.6%	1	2.1%	0	0.0%	0	2.6%	1	0.0%	0
Other Waltham Cross	0.4%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crews Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	1.1%	4	0.0%	0	0.9%	0	0.0%	0	1.8%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Loughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	2.1%	7	9.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	5	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	5.6%	19	7.1%	2	8.2%	1	8.1%	1	28.1%	7	0.0%	0	0.0%	0	7.0%	4	5.0%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Tesco, Potters Bar	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	2.6%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	37.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.8%	4	0.0%	0	0.0%	0
Van Hage, Armwell	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waltham Cross	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Westfield Stratford City, London	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		341		22		12		14		25		11		20		57		63		13		8		9		21		64
Sample:		282		37		41		24		28		18		13		11		21		13		18		7		27		24

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?

Those who shop for toys, games, bicycles and recreational goods at Q21

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
At least once a fortnight	0.8%	3	0.0%	0	2.9%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	10.8%	37	8.7%	2	2.7%	0	15.8%	2	25.9%	7	26.8%	3	0.0%	0	0.0%	0	30.3%	19	0.0%	0	18.1%	1	0.0%	0	5.1%	1	1.7%	1
At least every two months	11.6%	39	5.0%	1	2.7%	0	5.3%	1	6.1%	2	14.3%	2	3.2%	1	37.5%	21	7.9%	5	4.8%	1	5.3%	0	0.0%	0	7.3%	2	6.9%	4
At least every 3 months	13.9%	47	33.7%	7	11.6%	1	13.9%	2	9.5%	2	2.1%	0	14.3%	3	34.3%	20	2.9%	2	21.4%	3	8.6%	1	0.0%	0	13.6%	3	4.9%	3
At least every 6 months	15.0%	51	14.1%	3	25.2%	3	13.9%	2	21.3%	5	13.3%	2	8.8%	2	16.1%	9	7.3%	5	3.2%	0	11.7%	1	26.5%	2	14.7%	3	21.3%	14
Less often than once every 6 months	17.2%	59	14.7%	3	25.1%	3	8.7%	1	13.2%	3	30.8%	3	23.1%	5	7.0%	4	25.4%	16	3.2%	0	15.9%	1	61.2%	6	0.0%	0	19.1%	12
Have only visited once	2.2%	7	0.0%	0	0.0%	0	1.9%	0	2.6%	1	0.0%	0	3.2%	1	0.0%	0	7.3%	5	6.4%	1	0.0%	0	0.0%	0	2.2%	0	0.0%	0
(Don’t know / varies)	27.7%	95	23.8%	5	29.8%	4	40.7%	6	13.9%	4	12.8%	1	47.4%	10	3.0%	2	15.9%	10	60.9%	8	40.4%	3	12.3%	1	54.5%	12	46.1%	29
Weighted base:		341		22		12		14		25		11		20		57		63		13		8		9		21		64
Sample:		282		37		41		24		28		18		13		11		21		13		18		7		27		24

Broxbourne Retail and Leisure Study
for WYG

Q22 Where did you last go to buy chemist goods (including health and beauty products)?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	7.9%	70	9.9%	5	24.4%	6	14.3%	8	30.9%	26	1.5%	0	3.2%	2	4.6%	6	0.0%	0	9.2%	3	0.0%	0	20.0%	15	0.0%	0	0.0%	0
Enfield Retail Park, Enfield	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	3.6%	4
Broxbourne	1.3%	11	0.4%	0	22.5%	6	1.8%	1	0.8%	1	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	5.5%	49	7.2%	4	4.1%	1	28.5%	15	27.0%	23	4.2%	1	0.0%	0	0.0%	0	0.0%	0	16.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	22.9%	204	0.0%	0	0.7%	0	0.0%	0	0.9%	1	0.0%	0	3.2%	2	52.7%	69	83.8%	132	2.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	14.7%	131	3.9%	2	1.3%	0	0.0%	0	0.0%	0	62.0%	19	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.9%	1	86.8%	106
Hatfield	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	7.0%	63	1.3%	1	1.5%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.2%	11	41.9%	31	32.4%	18	0.0%	0
Hoddesdon	4.7%	42	59.0%	29	17.4%	4	1.7%	1	1.6%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	8.4%	2	1.5%	1	3.5%	2	0.0%	0
London	1.8%	16	0.0%	0	0.0%	0	0.9%	0	4.7%	4	0.0%	0	3.2%	2	1.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	12.7%	7	0.0%	0
London Colney	0.1%	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	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	9	0.7%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.3%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.3%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.6%	2	0.0%	0	0.0%	0
Welwyn Garden City	0.3%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	0	1.5%	1	0.0%	0	0.0%	0
Other	2.1%	19	0.7%	0	0.4%	0	1.0%	1	0.0%	0	0.8%	0	13.6%	8	3.3%	4	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Other Waltham Cross	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Goffs Oak	0.6%	5	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Waltham Cross	0.5%	4	0.0%	0	0.0%	0	0.5%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Chingford	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley	1.0%	9	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	6	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.6%	5	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0
Loughton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brookfield Retail Park, Waltham Cross	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Enfield	2.0%	18	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.0%	0	5.8%	7	5.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	1.4%	12	11.2%	5	2.9%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0
Tesco Extra, Ponders End, Enfield	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	3.4%	30	4.5%	2	8.3%	2	27.4%	15	9.9%	8	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, East Street, Harlow	1.7%	15	0.0%	0	0.7%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	8.8%	11
Tesco, Potters Bar	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	3	10.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	3.4%	30	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	20	16.6%	9	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Tesco, Ware Road, Hertford	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	4	0.0%	0	9.8%	6	0.0%	0
Waltham Abbey	2.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	3.0%	27	0.0%	0	1.3%	0	2.2%	1	16.2%	14	0.0%	0	2.4%	1	7.1%	9	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.9%	1	0.0%	0
Wormley	0.2%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		889		49		25		53		85		30		55		130		157		30		23		74		57		122
Sample:		869		108		104		114		111		48		50		45		49		43		49		48		54		46

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?
Those who shop for chemist goods at Q22

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.3%	2	0.0%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	5	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0
At least once a week	16.9%	150	32.1%	16	12.4%	3	12.3%	7	24.9%	21	11.1%	3	14.4%	8	23.3%	30	8.1%	13	26.0%	8	31.7%	7	12.5%	9	13.1%	7	14.4%	18
At least once a fortnight	12.2%	108	7.8%	4	10.9%	3	18.8%	10	10.5%	9	1.5%	0	10.9%	6	4.0%	5	20.2%	32	14.4%	4	4.9%	1	26.5%	20	15.6%	9	4.5%	6
At least once a month	24.0%	214	27.3%	13	25.6%	6	27.2%	14	33.3%	28	36.4%	11	23.8%	13	11.3%	15	26.8%	42	15.6%	5	24.5%	6	20.3%	15	27.4%	15	24.6%	30
At least every two months	7.9%	70	6.3%	3	7.3%	2	3.5%	2	6.2%	5	13.6%	4	1.2%	1	19.9%	26	3.5%	5	3.9%	1	3.6%	1	12.9%	10	14.8%	8	1.4%	2
At least every 3 months	6.3%	56	1.9%	1	5.5%	1	5.2%	3	6.7%	6	8.9%	3	11.8%	6	4.2%	5	13.8%	22	4.9%	1	2.3%	1	6.4%	5	2.8%	2	0.8%	1
At least every 6 months	3.0%	27	0.0%	0	13.7%	3	0.5%	0	1.7%	1	0.8%	0	1.2%	1	6.2%	8	1.7%	3	6.4%	2	1.1%	0	6.6%	5	0.0%	0	2.3%	3
Less often than once every 6 months	2.9%	26	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.8%	0	0.0%	0	0.9%	1	13.4%	21	2.1%	1	2.3%	1	0.0%	0	1.9%	1	0.0%	0
Have only visited once	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	25.9%	230	22.4%	11	24.0%	6	31.5%	17	15.7%	13	26.9%	8	36.8%	20	27.6%	36	12.4%	19	26.7%	8	29.6%	7	14.8%	11	18.0%	10	52.0%	63
Weighted base:		889		49		25		53		85		30		55		130		157		30		23		74		57		122
Sample:		869		108		104		114		111		48		50		45		49		43		49		48		54		46

Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	4.7%	24	12.9%	4	4.4%	1	1.6%	0	10.5%	4	2.5%	0	25.8%	8	0.0%	0	0.0%	0	7.4%	1	1.8%	0	9.1%	3	7.5%	2	0.0%	0
Enfield Retail Park, Enfield	15.6%	79	3.6%	1	18.0%	3	9.9%	3	22.1%	9	0.0%	0	3.1%	1	30.4%	23	39.4%	37	0.0%	0	1.6%	0	3.0%	1	0.0%	0	0.7%	1
Harlow Retail Park, Harlow	13.4%	69	10.8%	3	12.1%	2	1.4%	0	1.1%	0	19.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	9.6%	4	9.4%	2	61.0%	53
Oaks Retail Park, Harlow	0.1%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldings Corner Retail Park, Hatfield	0.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensgate Retail Park, Harlow	3.6%	18	9.4%	3	1.6%	0	0.0%	0	0.0%	0	18.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	2	0.0%	0	9.4%	2	9.3%	8
Roaring Meg Retail Park, Stevenage	1.3%	7	0.0%	0	0.0%	0	15.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	3.5%	1	2.3%	0	0.0%	0
Broxbourne	0.4%	2	0.0%	0	4.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Cheshunt	2.1%	11	9.5%	3	11.2%	2	7.8%	2	1.1%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	2.3%	0	0.0%	0
Enfield	14.3%	73	0.0%	0	3.2%	1	5.0%	1	19.2%	8	0.0%	0	13.3%	4	46.5%	35	20.2%	19	6.7%	1	0.0%	0	0.0%	0	17.4%	4	0.0%	0
Harlow	10.0%	51	22.4%	7	19.6%	3	0.0%	0	1.6%	1	42.6%	8	4.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	7.1%	3	15.0%	3	29.0%	25
Hatfield	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	3.4%	1	2.0%	1	0.0%	0	0.0%	0
Hertford	1.8%	9	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	16.1%	6	4.1%	1	0.0%	0
Hoddesdon	0.6%	3	7.8%	2	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	5.6%	28	0.0%	0	0.0%	0	16.8%	5	0.0%	0	0.0%	0	2.1%	1	2.6%	2	18.2%	17	0.0%	0	5.2%	1	7.0%	3	1.5%	0	0.0%	0
Potters Bar	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.7%	4	0.9%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	5.0%	2	4.5%	1	0.0%	0
Welwyn Garden City	12.3%	63	14.6%	4	7.6%	1	25.6%	7	24.0%	10	8.8%	2	3.6%	1	0.0%	0	11.6%	11	70.9%	9	55.1%	9	16.5%	6	11.7%	2	0.0%	0
Other	1.7%	8	1.6%	0	2.0%	0	0.0%	0	3.8%	2	1.3%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	1.5%	0	0.0%	0
Other Waltham Cross	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater, Greenhithe	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Shopping Centre, Brent Cross	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brookfield Retail Park, Waltham Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hoddesdon	0.3%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Tesco Extra, Ponders End, Enfield	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	1.8%	9	0.0%	0	5.0%	1	13.2%	4	4.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	0	1.0%	0	0.0%	0	4.5%	1	0.0%	0
Tesco, Potters Bar	0.1%	1	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%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Sewardstone Road, Waltham Abbey	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0
Ware	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Waltham Abbey	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	9.7%	3	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	1.8%	9	0.0%	0	3.2%	1	0.9%	0	7.3%	3	2.2%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Westfield Stratford City, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		511		29		17		29		41		18		32		76		94		13		16		38		21		87
Sample:		527		65		74		51		56		29		27		33		33		25		36		31		32		35

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?
Those who shop for electrical items at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.9%	4	1.1%	0	2.4%	0	0.0%	0	0.0%	0	2.2%	0	2.1%	1	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
At least every two months	0.5%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.6%	1	0.0%	0
At least every 3 months	1.7%	9	2.2%	1	0.0%	0	0.9%	0	12.5%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
At least every 6 months	10.6%	54	18.0%	5	4.8%	1	0.0%	0	3.5%	1	23.4%	4	3.1%	1	5.7%	4	13.0%	12	0.0%	0	6.3%	1	15.1%	6	7.1%	1	19.0%	16
Less often than once every 6 months	44.5%	227	32.1%	9	49.2%	8	55.2%	16	57.4%	24	28.7%	5	56.5%	18	43.4%	33	39.9%	38	40.9%	5	63.0%	10	29.1%	11	30.5%	6	50.2%	44
Have only visited once	12.9%	66	12.6%	4	4.3%	1	28.0%	8	1.6%	1	3.2%	1	16.4%	5	14.3%	11	15.8%	15	18.4%	2	2.9%	0	28.6%	11	23.0%	5	3.3%	3
(Don't know / varies)	28.8%	147	33.9%	10	39.5%	7	13.4%	4	23.9%	10	42.6%	8	21.9%	7	34.3%	26	31.3%	29	37.4%	5	26.9%	4	24.1%	9	36.8%	8	23.8%	21
Weighted base:		511		29		17		29		41		18		32		76		94		13		16		38		21		87
Sample:		527		65		74		51		56		29		27		33		33		25		36		31		32		35

Q24 Where did you last go to buy DIY or gardening goods?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	5.8%	37	0.5%	0	14.7%	3	5.4%	2	13.8%	8	1.5%	0	11.8%	5	6.1%	6	0.0%	0	41.1%	12	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Enfield Retail Park, Enfield	13.5%	87	3.5%	1	9.7%	2	25.9%	9	7.2%	4	0.0%	0	10.7%	4	30.2%	30	28.6%	34	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	7.5%	49	18.8%	7	2.2%	0	1.4%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	3.3%	1	41.2%	37
Madford Retail Park, Hertford	2.0%	13	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	2	13.8%	6	10.5%	3	0.0%	0
Oaks Retail Park, Harlow	2.8%	18	4.1%	2	1.9%	0	0.0%	0	1.2%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	9	1.4%	0	5.9%	5
Oldings Corner Retail Park, Hatfield	0.7%	4	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Queensgate Retail Park, Harlow	3.6%	23	14.2%	5	1.9%	0	0.0%	0	0.0%	0	19.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	7.2%	2	11.6%	11
Roaring Meg Retail Park, Stevenage	1.2%	8	0.0%	0	0.0%	0	13.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.4%	1	4.8%	2	0.0%	0
St Albans Retail Park, St Albans	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galleria, Hatfield	0.1%	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	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxbourne	0.4%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.6%	4	0.0%	0	3.0%	1	5.1%	2	2.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	13.5%	87	7.8%	3	4.1%	1	4.1%	1	2.1%	1	0.0%	0	0.0%	0	39.6%	39	23.8%	29	0.0%	0	9.2%	2	5.3%	2	3.3%	1	8.0%	7
Harlow	10.3%	67	35.8%	14	15.1%	3	1.7%	1	5.5%	3	54.6%	9	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	11.0%	4	31.5%	29
Hatfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	5.2%	1	0.0%	0	1.4%	0	0.0%	0
Hertford	3.9%	25	4.5%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	6	13.4%	6	33.2%	11	0.0%	0
Hoddesdon	1.0%	6	2.4%	1	4.4%	1	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	1.0%	0	0.0%	0
London	3.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	21	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Potters Bar	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.2%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	19.0%	9	0.0%	0	0.0%	0
Welwyn Garden City	1.4%	9	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	22.3%	5	5.3%	2	0.0%	0	0.0%	0
Other	1.7%	11	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	7.5%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other Waltham Cross	0.3%	2	0.0%	0	0.0%	0	2.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crews Hill	3.8%	24	0.0%	0	2.5%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	21	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishpools, Waltham Cross	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.4%	3	0.0%	0	0.0%	0	1.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Waltham Abbey	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waltham Cross	5.5%	35	0.0%	0	8.7%	2	18.3%	6	35.6%	20	1.5%	0	9.9%	4	1.8%	2	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0
Loughton	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.4%	3	0.7%	0	1.5%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.7%	1
Sainsbury's, Hoddesdon	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brookfield Retail Park, Waltham Cross	0.1%	1	0.8%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Van Hage, Armwell	0.5%	3	0.0%	0	1.9%	0	1.7%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.0%	1
Waltham Abbey	0.9%	6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	8.2%	53	2.4%	1	22.9%	4	11.5%	4	24.7%	14	0.0%	0	4.3%	2	18.6%	18	4.9%	6	0.0%	0	0.0%	0	0.0%	0	11.1%	4	0.0%	0
Weighted base:		645		38		19		33		57		16		41		99		120		30		21		47		33		91
Sample:		627		77		80		76		82		31		34		35		35		32		37		29		41		38

Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?
Those who shop for DIY and gardening goods at Q24

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
At least two times a week	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	3.3%	21	5.0%	2	1.8%	0	0.8%	0	1.7%	1	1.5%	0	3.2%	1	0.0%	0	5.3%	6	1.4%	0	10.4%	2	5.7%	3	8.1%	3	2.1%	2
At least once a fortnight	4.2%	27	2.9%	1	2.5%	0	4.7%	2	7.4%	4	2.5%	0	0.0%	0	2.9%	3	7.2%	9	1.4%	0	12.9%	3	5.3%	2	3.8%	1	1.0%	1
At least once a month	13.8%	89	8.3%	3	7.8%	2	9.7%	3	6.8%	4	14.1%	2	18.5%	8	26.4%	26	14.7%	18	18.4%	5	12.7%	3	13.8%	6	13.6%	4	4.7%	4
At least every two months	5.5%	36	5.6%	2	4.1%	1	4.3%	1	5.6%	3	6.2%	1	5.9%	2	2.3%	2	0.0%	0	18.9%	6	0.0%	0	3.3%	2	17.2%	6	10.5%	10
At least every 3 months	8.8%	57	10.8%	4	15.3%	3	7.6%	3	9.5%	5	20.8%	3	10.3%	4	5.8%	6	4.5%	5	3.9%	1	3.6%	1	26.1%	12	7.2%	2	7.3%	7
At least every 6 months	14.3%	92	18.4%	7	11.0%	2	13.8%	5	6.6%	4	8.0%	1	19.7%	8	15.1%	15	28.1%	34	1.4%	0	4.8%	1	10.6%	5	15.9%	5	5.4%	5
Less often than once every 6 months	17.8%	115	10.8%	4	33.8%	7	38.7%	13	26.9%	15	8.0%	1	14.6%	6	18.9%	19	15.8%	19	18.6%	6	30.4%	6	6.9%	3	5.7%	2	15.4%	14
Have only visited once	1.2%	8	4.6%	2	0.0%	0	2.6%	1	2.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	1.0%	1
(Don’t know / varies)	30.4%	196	33.4%	13	23.7%	5	17.7%	6	33.1%	19	15.9%	3	26.2%	11	28.5%	28	24.5%	29	35.9%	11	24.5%	5	21.1%	10	28.4%	9	52.6%	48
Weighted base:		645		38		19		33		57		16		41		99		120		30		21		47		33		91
Sample:		627		77		80		76		82		31		34		35		35		32		37		29		41		38

Q25 Where did you last go to buy furniture, carpets and floor coverings?
Exl. DK / Don't do / Internet

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Brookfield Retail Park, Waltham Cross	3.3%	17	0.7%	0	20.7%	3	0.0%	0	9.9%	3	1.3%	0	2.0%	1	9.4%	7	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.3%	1	0.0%	0
Enfield Retail Park, Enfield	5.8%	30	4.3%	1	13.2%	2	8.0%	2	2.1%	1	0.0%	0	3.4%	1	7.6%	6	18.1%	17	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Retail Park, Harlow	10.8%	55	9.0%	3	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.8%	1	5.8%	2	4.6%	1	52.0%	47
Oaks Retail Park, Harlow	1.4%	7	0.0%	0	1.3%	0	1.2%	0	0.0%	0	4.5%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	3	1.3%	0	1.1%	1
Queensgate Retail Park, Harlow	2.2%	11	7.6%	2	6.5%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.7%	1	5.3%	1	5.8%	5
Roaring Meg Retail Park, Stevenage	2.2%	11	4.3%	1	1.5%	0	18.3%	4	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	5.4%	2	4.0%	1	0.0%	0
The Galleria, Hatfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxbourne	1.3%	7	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	1.6%	8	1.1%	0	2.8%	0	12.0%	3	6.7%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	3.1%	1	0.0%	0	0.0%	0
Enfield	14.1%	72	11.5%	3	4.8%	1	1.7%	0	4.6%	1	1.3%	0	6.8%	2	34.5%	27	25.0%	23	0.0%	0	14.4%	2	0.0%	0	15.3%	4	8.2%	7
Harlow	10.3%	52	22.1%	6	12.0%	1	4.0%	1	0.0%	0	54.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	13.3%	6	22.4%	5	24.9%	22
Hatfield	0.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	2.1%	11	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	3	6.2%	3	18.8%	4	0.0%	0
Hoddesdon	2.2%	11	21.6%	6	1.5%	0	1.2%	0	2.5%	1	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.2%	6	0.0%	0	1.5%	0	0.0%	0	0.0%	0	2.2%	0	3.4%	1	0.0%	0	2.0%	2	3.6%	1	6.2%	1	0.0%	0	0.0%	0	1.1%	1
Potters Bar	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	5	3.8%	1	0.0%	0	0.0%	0	0.0%	0
St Albans	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Stevenage	2.5%	13	1.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	11	5.3%	1	0.0%	0
Welwyn Garden City	5.9%	30	7.7%	2	1.3%	0	5.4%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	7.9%	7	58.1%	11	27.3%	4	4.5%	2	4.6%	1	0.0%	0
Other	4.1%	21	0.7%	0	2.4%	0	3.1%	1	3.6%	1	14.8%	3	2.0%	1	4.4%	3	6.8%	6	2.4%	0	0.0%	0	6.2%	3	0.0%	0	2.5%	2
Brent Cross Shopping Centre, Brent Cross	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chingford	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	5	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crews Hill	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edmonton	0.9%	5	0.0%	0	0.0%	0	1.2%	0	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Fishpools, Waltham Cross	8.0%	40	5.1%	1	3.1%	0	21.2%	5	36.8%	12	11.2%	2	19.1%	6	1.5%	1	7.3%	7	9.4%	2	2.7%	0	6.2%	3	4.3%	1	0.0%	0
Goff's Oak	0.3%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Waltham Abbey	0.8%	4	0.0%	0	0.9%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Waltham Cross	0.6%	3	0.0%	0	1.3%	0	0.0%	0	2.5%	1	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, Grays	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Loughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Brookfield Retail Park, Waltham Cross	0.3%	2	2.3%	1	4.6%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	0.6%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	6.0%	1	0.0%	0
Waltham Abbey	5.2%	26	0.0%	0	1.9%	0	2.0%	0	4.6%	1	0.0%	0	14.1%	5	23.2%	18	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Waltham Cross	5.3%	27	1.1%	0	12.0%	1	7.1%	2	13.7%	4	0.0%	0	16.1%	5	5.8%	5	9.3%	9	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Westfield Stratford City, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		508		28		12		24		31		18		33		79		92		18		15		43		24		90
Sample:		478		60		58		51		46		30		33		25		31		21		32		26		36		29

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?
Those who shop for furniture, floor coverings and carpets at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.1%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.7%	9	0.0%	0	2.8%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.5%	1	5.4%	5	0.0%	0	0.0%	0	2.7%	1	2.0%	0	0.0%	0
At least every 6 months	5.9%	30	10.3%	3	7.8%	1	1.7%	0	4.6%	1	5.4%	1	10.7%	4	19.0%	15	0.0%	0	0.0%	0	0.0%	0	6.2%	3	0.0%	0	2.3%	2
Less often than once every 6 months	49.0%	249	29.2%	8	57.8%	7	73.7%	18	58.1%	18	50.5%	9	32.7%	11	53.9%	43	56.8%	53	31.1%	6	56.1%	9	44.1%	19	31.4%	8	47.3%	42
Have only visited once	11.7%	59	10.0%	3	2.4%	0	8.6%	2	11.3%	4	0.0%	0	28.3%	9	4.4%	3	12.8%	12	13.0%	2	1.1%	0	18.7%	8	24.8%	6	10.6%	9
(Don’t know / varies)	30.2%	154	49.1%	14	29.2%	4	16.1%	4	24.6%	8	44.1%	8	26.3%	9	16.3%	13	25.0%	23	53.6%	10	28.4%	4	28.4%	12	41.8%	10	39.9%	36
Weighted base:		508		28		12		24		31		18		33		79		92		18		15		43		24		90
Sample:		478		60		58		51		46		30		33		25		31		21		32		26		36		29

Q26 Do you ever visit any of the following centres? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hoddesdon	29.9%	301	84.7%	47	86.5%	24	53.2%	30	57.4%	53	40.5%	13	11.0%	7	15.6%	23	6.5%	11	11.0%	5	40.2%	10	26.9%	24	39.4%	23	21.7%	32
Waltham Cross	38.0%	381	22.0%	12	59.7%	17	57.2%	32	84.8%	78	15.8%	5	68.1%	41	58.5%	86	24.6%	43	42.5%	18	17.2%	4	9.2%	8	22.4%	13	16.3%	24
Cheshunt Old Pond	24.6%	247	20.4%	11	47.0%	13	55.4%	31	76.6%	70	10.6%	3	15.3%	9	23.4%	34	9.4%	16	24.7%	11	14.0%	4	11.3%	10	6.7%	4	20.5%	30
Brookfield	65.5%	658	75.3%	41	91.9%	26	93.7%	53	91.6%	84	49.1%	16	50.9%	31	38.4%	56	65.1%	113	63.3%	27	65.8%	17	76.5%	68	96.7%	56	48.5%	70
(Don't visit any of these centres)	22.9%	230	2.2%	1	2.2%	1	1.9%	1	3.2%	3	34.4%	11	19.0%	12	28.9%	42	29.2%	51	29.3%	13	31.8%	8	20.3%	18	2.7%	2	47.2%	68
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q27 Which centre do you visit the most?
Those who mentioned more than one centre at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hoddesdon	20.9%	91	60.8%	25	41.9%	11	16.6%	7	7.6%	6	24.2%	2	4.3%	1	2.2%	1	9.0%	4	2.0%	0	10.6%	1	36.7%	10	43.9%	11	35.9%	12
Waltham Cross	15.6%	68	0.5%	0	7.6%	2	6.5%	3	11.1%	9	0.0%	0	50.6%	13	56.3%	29	20.3%	8	2.0%	0	13.2%	2	0.0%	0	0.0%	0	5.6%	2
Cheshunt Old Pond	7.9%	35	7.3%	3	2.0%	1	6.7%	3	31.0%	26	0.0%	0	0.0%	0	3.4%	2	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield	55.6%	243	31.5%	13	48.5%	12	70.2%	30	50.2%	42	75.8%	7	45.1%	12	38.0%	20	70.7%	29	92.1%	20	76.2%	9	63.3%	18	56.1%	13	58.5%	20
Weighted base:		438		41		25		42		83		9		26		52		40		22		12		28		24		34
Sample:		596		84		109		95		110		20		28		26		17		23		23		19		29		13

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who mentioned Hoddesdon at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	4.4%	13	11.0%	5	3.7%	1	0.9%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
At least two times a week	17.5%	53	36.1%	17	30.7%	7	37.6%	11	20.8%	11	3.5%	0	0.0%	0	5.1%	1	16.0%	2	0.0%	0	8.5%	1	3.2%	1	4.2%	1	0.0%	0
At least once a week	31.2%	94	34.6%	16	47.2%	11	52.6%	16	43.5%	23	43.3%	6	9.8%	1	13.9%	3	0.0%	0	47.6%	2	26.8%	3	30.2%	7	11.0%	3	10.0%	3
At least once a fortnight	13.3%	40	10.2%	5	7.3%	2	4.5%	1	6.9%	4	6.1%	1	26.8%	2	17.8%	4	43.8%	5	25.0%	1	1.6%	0	22.2%	5	35.2%	8	7.0%	2
At least once a month	10.0%	30	4.6%	2	1.2%	0	1.8%	1	3.6%	2	13.1%	2	31.7%	2	32.9%	7	16.0%	2	18.3%	1	24.4%	2	14.3%	3	10.4%	2	9.1%	3
At least every two months	8.1%	24	1.4%	1	0.4%	0	1.6%	0	0.0%	0	6.5%	1	0.0%	0	7.6%	2	0.0%	0	0.0%	0	35.5%	4	5.5%	1	20.2%	5	35.0%	11
At least every 3 months	3.7%	11	0.7%	0	1.4%	0	0.0%	0	0.0%	0	22.8%	3	0.0%	0	17.7%	4	0.0%	0	0.0%	0	0.0%	0	10.2%	2	4.5%	1	0.0%	0
At least every 6 months	6.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	5.1%	1	24.1%	3	0.0%	0	3.2%	0	4.8%	1	9.7%	2	39.0%	12
Less often than once every 6 months	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1	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	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)	4.7%	14	1.4%	1	8.0%	2	0.9%	0	14.3%	8	0.0%	0	17.0%	1	0.0%	0	0.0%	0	9.1%	0	0.0%	0	4.8%	1	4.8%	1	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who mentioned Waltham Cross at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	3.6%	14	9.9%	1	4.2%	1	0.9%	0	12.2%	10	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	1	0.0%	0	0.0%	0
At least two times a week	14.6%	56	63.1%	8	29.6%	5	22.1%	7	29.3%	23	0.0%	0	1.6%	1	13.1%	11	0.0%	0	0.0%	0	13.2%	1	9.3%	1	0.0%	0	0.0%	0
At least once a week	31.3%	119	12.1%	1	46.3%	8	58.9%	19	37.4%	29	16.8%	1	10.6%	4	35.4%	30	25.6%	11	45.7%	8	69.0%	3	32.5%	3	4.2%	1	4.0%	1
At least once a fortnight	12.7%	48	11.0%	1	5.7%	1	9.5%	3	6.1%	5	15.6%	1	11.4%	5	11.5%	10	32.9%	14	2.4%	0	0.0%	0	14.0%	1	55.3%	7	0.0%	0
At least once a month	13.9%	53	2.3%	0	1.1%	0	5.5%	2	3.4%	3	0.0%	0	44.6%	18	14.2%	12	13.8%	6	44.8%	8	7.5%	0	14.0%	1	0.0%	0	8.0%	2
At least every two months	7.1%	27	0.0%	0	0.0%	0	1.5%	0	0.9%	1	4.5%	0	7.1%	3	5.7%	5	8.5%	4	0.0%	0	0.0%	0	0.0%	0	31.9%	4	42.6%	10
At least every 3 months	4.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.7%	3	0.0%	0	15.1%	13	0.0%	0	4.7%	1	0.0%	0	16.2%	1	0.0%	0	0.0%	0
At least every 6 months	4.8%	18	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.5%	0	7.1%	3	1.3%	1	6.4%	3	0.0%	0	10.3%	0	0.0%	0	0.0%	0	45.3%	11
Less often than once every 6 months	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	2.3%	2	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	16	1.5%	0	11.6%	2	1.7%	1	10.7%	8	0.0%	0	5.9%	2	1.3%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0
Weighted base:		381		12		17		32		78		5		41		86		43		18		4		8		13		24
Sample:		423		26		64		82		102		9		36		40		19		16		9		6		8		6

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who mentioned Cheshunt Old Pond at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	3.5%	9	1.7%	0	3.2%	0	0.0%	0	11.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	18.7%	46	38.0%	4	16.8%	2	22.8%	7	28.2%	20	0.0%	0	7.0%	1	27.6%	9	11.2%	2	0.0%	0	12.7%	0	0.0%	0	12.3%	0	0.0%	0
At least once a week	32.0%	79	46.4%	5	57.1%	7	58.4%	18	36.2%	25	11.5%	0	7.0%	1	5.9%	2	16.8%	3	63.5%	7	65.3%	2	64.1%	6	34.6%	1	0.0%	0
At least once a fortnight	8.6%	21	5.7%	1	11.3%	1	11.4%	4	6.8%	5	11.5%	0	0.0%	0	13.5%	5	19.4%	3	4.1%	0	0.0%	0	11.4%	1	24.6%	1	0.0%	0
At least once a month	6.2%	15	2.5%	0	1.4%	0	4.2%	1	3.8%	3	0.0%	0	42.0%	4	8.5%	3	0.0%	0	4.1%	0	12.7%	0	13.1%	1	0.0%	0	6.4%	2
At least every two months	7.3%	18	5.7%	1	0.0%	0	1.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	11.2%	2	7.1%	1	9.3%	0	11.4%	1	0.0%	0	41.3%	12
At least every 3 months	4.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.9%	3	7.0%	1	23.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	9.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	3.4%	1	41.4%	7	13.1%	1	0.0%	0	0.0%	0	0.0%	0	48.7%	15
Less often than once every 6 months	4.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	3	17.6%	6	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
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	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)	5.0%	12	0.0%	0	10.2%	1	1.8%	1	12.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	28.5%	1	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Q28 How often do you visit (CENTRE MENTIONED AT Q27)?
Those who mentioned Brookfield at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	2.3%	15	9.0%	4	4.1%	1	0.5%	0	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
At least two times a week	10.6%	70	39.0%	16	29.1%	7	23.8%	13	28.6%	24	2.9%	0	2.1%	1	7.2%	4	1.6%	2	0.0%	0	8.6%	1	0.0%	0	1.7%	1	0.0%	0
At least once a week	23.0%	151	24.9%	10	49.3%	13	57.4%	30	40.0%	34	15.5%	2	4.2%	1	16.4%	9	17.7%	20	36.7%	10	23.5%	4	18.4%	12	5.3%	3	2.7%	2
At least once a fortnight	11.4%	75	10.4%	4	6.1%	2	11.1%	6	6.2%	5	5.0%	1	15.3%	5	13.4%	8	13.7%	15	10.3%	3	6.6%	1	12.9%	9	26.2%	15	3.1%	2
At least once a month	14.4%	95	6.5%	3	0.7%	0	3.4%	2	3.2%	3	12.6%	2	31.6%	10	22.6%	13	14.4%	16	36.4%	10	21.8%	4	23.3%	16	22.3%	12	7.4%	5
At least every two months	11.0%	72	1.6%	1	0.4%	0	1.4%	1	0.8%	1	3.9%	1	11.0%	3	8.2%	5	10.1%	11	2.8%	1	26.1%	4	16.6%	11	12.5%	7	38.3%	27
At least every 3 months	8.5%	56	2.8%	1	2.0%	1	0.0%	0	0.0%	0	45.8%	7	4.2%	1	21.0%	12	10.1%	11	4.8%	1	5.5%	1	12.2%	8	15.2%	9	4.5%	3
At least every 6 months	9.0%	59	1.3%	1	0.7%	0	0.0%	0	0.5%	0	9.3%	1	16.8%	5	5.6%	3	16.8%	19	1.6%	0	5.7%	1	8.1%	6	5.3%	3	27.5%	19
Less often than once every 6 months	3.9%	25	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	6.8%	2	5.6%	3	4.4%	5	5.9%	2	2.2%	0	1.7%	1	0.0%	0	16.5%	12
Have only visited once	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.0%	33	3.9%	2	7.6%	2	2.3%	1	10.1%	9	2.2%	0	7.9%	2	0.0%	0	5.6%	6	1.6%	0	0.0%	0	5.1%	3	11.5%	6	0.0%	0
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who mentioned Hoddesdon at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	72.5%	218	59.5%	28	78.2%	19	72.0%	22	66.9%	35	78.1%	10	66.0%	4	57.0%	13	72.2%	8	90.9%	4	98.4%	10	82.6%	20	75.1%	17	87.0%	27
Car / van (as passenger)	12.2%	37	6.4%	3	13.2%	3	5.4%	2	4.6%	2	21.9%	3	34.0%	2	32.9%	7	27.8%	3	0.0%	0	0.0%	0	8.7%	2	23.5%	5	10.0%	3
Bus, minibus or coach	4.3%	13	2.5%	1	4.9%	1	4.6%	1	9.5%	5	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	1.6%	0	5.5%	1	1.4%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.5%	26	29.8%	14	2.7%	1	1.6%	0	17.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.1%	6	0.0%	0	0.0%	0	15.5%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Mobility scooter / disability vehicle	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	1	1.4%	1	1.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who mentioned Waltham Cross at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	69.7%	265	45.2%	5	74.2%	12	87.9%	28	64.8%	51	88.8%	5	84.3%	35	51.1%	44	58.5%	25	97.6%	18	86.9%	4	100.0%	8	61.1%	8	97.3%	23
Car / van (as passenger)	8.9%	34	23.0%	3	15.9%	3	3.8%	1	3.7%	3	11.2%	1	7.1%	3	10.8%	9	15.9%	7	0.0%	0	0.0%	0	0.0%	0	38.9%	5	0.0%	0
Bus, minibus or coach	11.4%	44	1.5%	0	5.2%	1	4.3%	1	7.0%	5	0.0%	0	7.1%	3	28.0%	24	19.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.5%	36	30.3%	4	3.3%	1	1.5%	0	23.6%	18	0.0%	0	1.6%	1	10.1%	9	6.4%	3	2.4%	0	13.2%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	1	0.0%	0	1.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		381		12		17		32		78		5		41		86		43		18		4		8		13		24
Sample:		423		26		64		82		102		9		36		40		19		16		9		6		8		6

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who mentioned Cheshunt Old Pond at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	75.2%	186	45.1%	5	71.1%	9	88.2%	28	69.3%	49	100.0%	3	78.9%	7	59.7%	20	56.0%	9	95.9%	10	95.4%	3	100.0%	10	91.8%	4	92.6%	28
Car / van (as passenger)	9.9%	24	19.1%	2	18.8%	2	3.3%	1	3.5%	2	0.0%	0	14.1%	1	15.1%	5	44.0%	7	4.1%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Bus, minibus or coach	4.6%	11	2.5%	0	5.8%	1	4.4%	1	5.2%	4	0.0%	0	0.0%	0	14.2%	5	0.0%	0	0.0%	0	4.6%	0	0.0%	0	8.2%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.8%	24	33.3%	4	4.2%	1	2.4%	1	21.1%	15	0.0%	0	7.0%	1	10.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
Those who mentioned Brookfield at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	84.0%	552	73.1%	30	80.5%	21	81.1%	43	68.2%	57	94.2%	15	84.2%	26	75.3%	42	88.0%	99	98.4%	27	94.6%	16	93.0%	63	86.2%	48	92.2%	65
Car / van (as passenger)	8.1%	53	7.0%	3	13.1%	3	5.0%	3	3.4%	3	3.6%	1	11.6%	4	16.4%	9	9.6%	11	1.6%	0	0.0%	0	7.0%	5	13.2%	7	6.9%	5
Bus, minibus or coach	1.9%	12	1.9%	1	2.9%	1	3.1%	2	5.9%	5	2.2%	0	4.2%	1	2.1%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.6%	0	0.9%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.9%	32	16.5%	7	2.6%	1	0.9%	0	20.8%	18	0.0%	0	0.0%	0	6.2%	3	2.4%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	5	0.0%	0	0.0%	0	8.8%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	2	1.6%	1	0.9%	0	0.5%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?
Those who mentioned Hoddesdon at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Choice and range of shops	36.3%	109	37.5%	17	25.0%	6	25.3%	8	31.9%	17	15.7%	2	51.3%	3	50.8%	12	0.0%	0	18.3%	1	68.0%	7	53.1%	13	46.1%	10	42.0%	13
Strength of supermarket provision	17.3%	52	13.8%	6	6.7%	2	26.2%	8	14.9%	8	15.7%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	0	22.0%	2	14.3%	3	30.1%	7	42.0%	13
Choice of leisure facilities (restaurants, pubs etc)	1.2%	4	0.0%	0	1.5%	0	2.7%	1	0.8%	0	1.7%	0	0.0%	0	0.0%	0	16.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	3.4%	10	6.6%	3	6.0%	1	5.4%	2	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Environmental quality of centre	1.4%	4	6.3%	3	0.0%	0	0.9%	0	1.3%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	17.7%	53	26.3%	12	44.9%	11	16.4%	5	21.9%	12	34.1%	5	17.0%	1	13.9%	3	0.0%	0	0.0%	0	5.6%	1	5.5%	1	12.5%	3	0.0%	0
Close to work	4.4%	13	0.6%	0	5.9%	1	15.5%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	4	6.9%	2	0.0%	0
Easily accessible by public transport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.9%	6	0.0%	0	3.9%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	1	2.8%	0	4.8%	1	0.0%	0	3.0%	1
Free car parking	1.0%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	20.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.9%	9	1.1%	1	2.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	40.1%	5	27.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Marks & Spencer store	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	0	14.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Visit the Market	0.8%	2	1.2%	1	0.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0
Visiting family	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	0	0.0%	0	0.0%	0	16.0%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	10.0%	3
Tesco store	2.0%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	1	6.1%	1	0.0%	0	17.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	7.1%	21	6.6%	3	2.8%	1	0.0%	0	15.6%	8	0.0%	0	17.0%	1	17.7%	4	27.8%	3	20.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?

Those who mentioned Waltham Cross at Q26

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Choice and range of shops	47.6% 181	36.7% 4	31.4% 5	35.0% 11	38.1% 30	21.3% 1	42.0% 17	62.0% 53	60.6% 26	47.2% 9	83.1% 4	76.7% 6	31.9% 4	45.3% 11
Strength of supermarket provision	16.3% 62	17.7% 2	3.5% 1	29.9% 10	20.9% 16	6.7% 0	5.9% 2	6.0% 5	4.3% 2	41.0% 7	3.8% 0	0.0% 0	46.8% 6	42.6% 10
Choice of leisure facilities (restaurants, pubs etc)	0.3% 1	1.5% 0	0.0% 0	2.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Choice of services (hairdressers, banks etc)	2.3% 9	0.0% 0	7.6% 1	5.1% 2	4.3% 3	0.0% 0	2.7% 1	1.3% 1	0.0% 0	2.4% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Environmental quality of centre	0.3% 1	0.0% 0	0.0% 0	1.7% 1	0.9% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Close to home	14.8% 56	34.6% 4	32.2% 5	15.1% 5	20.0% 16	20.1% 1	24.1% 10	14.4% 12	0.0% 0	2.4% 0	6.6% 0	0.0% 0	17.0% 2	0.0% 0
Close to work	3.2% 12	0.0% 0	8.3% 1	0.9% 0	1.8% 1	0.0% 0	4.0% 2	0.0% 0	12.8% 5	0.0% 0	0.0% 0	14.0% 1	0.0% 0	4.0% 1
Easily accessible by public transport	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Convenient car parking	1.3% 5	0.0% 0	2.2% 0	5.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.0% 1
Free car parking	0.7% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	51.9% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	2.8% 11	4.2% 1	9.3% 2	0.9% 0	0.9% 1	0.0% 0	5.5% 2	1.3% 1	6.4% 3	7.1% 1	6.6% 0	0.0% 0	0.0% 0	0.0% 0
Marks & Spencer store	0.7% 3	0.0% 0	0.0% 0	0.0% 0	0.6% 0	0.0% 0	4.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.2% 1	0.0% 0
Visit the Market	1.3% 5	0.0% 0	2.0% 0	2.3% 1	0.0% 0	0.0% 0	3.2% 1	2.0% 2	0.0% 0	0.0% 0	0.0% 0	9.3% 1	0.0% 0	0.0% 0
Visiting family	1.1% 4	0.0% 0	0.0% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0	1.3% 1	4.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	4.0% 1
Tesco store	1.3% 5	0.0% 0	0.0% 0	0.0% 0	1.4% 1	0.0% 0	0.0% 0	4.7% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Nothing in particular)	5.9% 22	5.3% 1	3.4% 1	1.5% 0	10.5% 8	0.0% 0	8.6% 4	6.7% 6	7.4% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	381	12	17	32	78	5	41	86	43	18	4	8	13	24
Sample:	423	26	64	82	102	9	36	40	19	16	9	6	8	6

Broxbourne Retail and Leisure Study for WYG

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?
Those who mentioned Cheshunt Old Pond at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Choice and range of shops	42.9%	106	22.2%	2	28.5%	4	30.4%	10	37.0%	26	11.5%	0	42.0%	4	58.0%	20	52.6%	9	27.5%	3	74.6%	3	62.3%	6	20.5%	1	62.9%	19
Strength of supermarket provision	20.8%	51	25.2%	3	4.7%	1	29.3%	9	18.8%	13	0.0%	0	7.0%	1	11.7%	4	0.0%	0	64.4%	7	9.3%	0	26.4%	3	26.5%	1	33.9%	10
Choice of leisure facilities (restaurants, pubs etc)	1.2%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	2	0.0%	0	8.1%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	3.4%	8	0.0%	0	4.2%	1	6.1%	2	5.4%	4	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.1%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
Environmental quality of centre	1.6%	4	26.3%	3	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	14.7%	36	18.1%	2	43.8%	6	18.6%	6	20.9%	15	0.0%	0	19.2%	2	15.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.5%	1	0.0%	0
Close to work	1.3%	3	2.5%	0	0.0%	0	0.9%	0	2.0%	1	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
Easily accessible by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	2.2%	6	0.0%	0	2.8%	0	5.5%	2	0.0%	0	11.5%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	0	11.4%	1	0.0%	0	3.2%	1
Free car parking	1.2%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	76.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.5%	6	0.0%	0	11.8%	2	2.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	16.8%	3	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Market	0.3%	1	0.0%	0	0.8%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	5.6%	14	5.7%	1	3.4%	0	0.0%	0	12.6%	9	0.0%	0	7.0%	1	0.0%	0	19.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Q30 What is the main reason for visiting (CENTRE MENTIONED AT Q27)?
Those who mentioned Brookfield at Q26

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Choice and range of shops	51.4%	338	36.5%	15	22.0%	6	29.1%	15	37.3%	31	50.0%	8	57.9%	18	54.4%	31	67.8%	76	45.2%	12	62.5%	10	62.7%	42	38.9%	22	72.4%	51
Strength of supermarket provision	16.6%	109	17.0%	7	7.8%	2	36.2%	19	20.5%	17	10.1%	2	7.9%	2	5.6%	3	12.9%	14	40.6%	11	24.3%	4	10.9%	7	13.1%	7	17.2%	12
Choice of leisure facilities (restaurants, pubs etc)	0.5%	3	0.0%	0	1.4%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	2.0%	13	11.7%	5	5.7%	1	3.1%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Environmental quality of centre	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.8%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Close to home	12.9%	85	25.4%	11	41.6%	11	13.1%	7	20.9%	18	9.3%	1	9.4%	3	12.8%	7	0.0%	0	1.6%	0	6.1%	1	16.9%	11	25.9%	14	0.0%	0
Close to work	3.9%	25	0.7%	0	6.1%	2	8.8%	5	1.7%	1	0.0%	0	2.1%	1	0.0%	0	4.8%	5	0.0%	0	1.7%	0	5.6%	4	11.3%	6	1.4%	1
Easily accessible by public transport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.7%	11	0.7%	0	3.7%	1	3.2%	2	0.0%	0	0.0%	0	2.1%	1	3.6%	2	1.6%	2	2.8%	1	1.7%	0	1.7%	1	0.0%	0	2.3%	2
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	14	1.2%	1	7.1%	2	0.5%	0	0.8%	1	0.0%	0	7.4%	2	0.0%	0	6.8%	8	3.2%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.5%	0	5.3%	2	3.1%	2	0.0%	0	3.5%	1	0.0%	0	1.1%	1	1.0%	1	2.7%	2
Visit the Market	0.6%	4	0.4%	0	0.4%	0	1.4%	1	0.0%	0	0.0%	0	2.1%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Visiting family	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.0%	0	0.0%	0	0.0%	0	3.1%	2
Tesco store	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.0%	1	0.0%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing in particular)	4.4%	29	6.4%	3	4.2%	1	1.4%	1	10.5%	9	0.0%	0	5.8%	2	10.3%	6	2.8%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	5	0.0%	0
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?
Those who mentioned Hoddesdon at Q26

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	14.5%	43	23.4%	11	13.5%	3	21.9%	7	7.0%	4	1.7%	0	17.0%	1	0.0%	0	16.0%	2	0.0%	0	8.1%	1	11.1%	3	10.4%	2	32.0%	10
Improved food shops within the town centre	1.2%	4	0.0%	0	0.7%	0	1.8%	1	0.8%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	4	1.4%	1	1.2%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Improved leisure facilities	1.8%	5	3.4%	2	0.8%	0	7.3%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.4%	1	0.4%	0	1.3%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	9.0%	27	5.5%	3	5.8%	1	4.3%	1	5.5%	3	23.2%	3	0.0%	0	12.7%	3	24.1%	3	0.0%	0	18.7%	2	11.1%	3	24.2%	6	0.0%	0
Cheaper parking	0.7%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.4%	4	0.0%	0	0.4%	0	0.9%	0	1.3%	1	0.0%	0	14.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Cheaper public transport	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.1%	3	0.6%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Better security	0.2%	1	0.4%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.2%	7	1.9%	1	13.8%	3	1.4%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Better access	1.2%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	4.2%	1	0.0%	0
More / improved places to eat / drink	1.3%	4	2.0%	1	0.4%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	3.0%	1
Free car parking	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Improved traffic light system	0.5%	1	0.0%	0	1.5%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.4%	1	1.0%	0	1.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.7%	5	1.4%	1	1.5%	0	1.6%	0	4.4%	2	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
DIY store	0.2%	1	1.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Improve the market	0.5%	2	1.1%	1	0.4%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
More clothes / shoe stores	0.5%	1	1.4%	1	0.7%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	1.6%	5	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.2%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	55.3%	166	45.0%	21	43.7%	11	47.4%	14	66.0%	35	66.8%	9	68.3%	5	60.7%	14	59.9%	7	90.9%	4	70.8%	7	68.2%	16	48.5%	11	41.0%	13
(Don't know)	1.8%	5	5.9%	3	2.1%	1	4.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

2nd Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	2.2%	7	3.6%	2	1.5%	0	3.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	2	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.8%	2	3.2%	1	0.7%	0	0.9%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.9%	3	2.0%	1	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Cheaper parking	3.0%	9	1.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	22.1%	5	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	0	0.0%	0	0.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.4%	1	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.7%	2	0.6%	0	1.2%	0	3.0%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	1.0%	3	0.6%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Improved traffic light system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	87.5%	263	79.0%	37	80.6%	19	84.5%	25	91.8%	48	97.0%	13	100.0%	7	92.4%	21	100.0%	11	100.0%	5	81.3%	8	84.1%	20	71.7%	16	100.0%	32
(Don't know)	1.8%	5	5.9%	3	2.1%	1	4.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
3rd Mention																												
Increased general choice and range of shops	0.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.2%	0	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	1	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.6%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0
Improved traffic light system	0.2%	0	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	94.6%	284	91.1%	42	95.4%	23	90.5%	27	97.3%	51	100.0%	13	100.0%	7	92.4%	21	100.0%	11	100.0%	5	81.3%	8	88.9%	21	97.9%	22	100.0%	32
(Don't know)	2.0%	6	6.9%	3	2.1%	1	4.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		301		47		24		30		53		13		7		23		11		5		10		24		23		32
Sample:		484		104		111		64		74		26		7		12		5		9		18		16		28		10

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?
Those who mentioned Waltham Cross at Q26

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	15.9%	60	20.5%	2	18.6%	3	7.6%	2	10.1%	8	0.0%	0	13.0%	5	24.0%	21	6.4%	3	27.4%	5	6.6%	0	0.0%	0	4.2%	1	42.6%	10
Improved food shops within the town centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.0%	4	5.3%	1	1.1%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Improved leisure facilities	1.6%	6	5.3%	1	1.1%	0	6.8%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.2%	1	1.5%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	6.0%	23	1.5%	0	5.2%	1	4.0%	1	3.7%	3	7.8%	0	2.7%	1	6.8%	6	6.4%	3	0.0%	0	56.8%	2	0.0%	0	38.9%	5	0.0%	0
Cheaper parking	1.4%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	6.4%	3	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.6%	2	0.0%	0	0.0%	0	0.9%	0	0.9%	1	4.5%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.1%	4	0.0%	0	7.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	1.9%	7	3.1%	0	10.4%	2	7.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.4%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved traffic light system	0.2%	1	0.0%	0	2.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.7%	3	1.5%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.4%	1	0.0%	0	1.1%	0	1.5%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.2%	1	2.7%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	1.0%	4	2.3%	0	0.0%	0	1.3%	0	0.0%	0	7.8%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	63.6%	242	37.0%	4	46.3%	8	55.7%	18	72.8%	57	79.9%	4	72.5%	30	54.7%	47	76.5%	33	65.5%	12	36.7%	2	100.0%	8	56.8%	7	53.3%	13
(Don't know)	1.0%	4	17.7%	2	3.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		381		12		17		32		78		5		41		86		43		18		4		8		13		24
Sample:		423		26		64		82		102		9		36		40		19		16		9		6		8		6

2nd Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	2.0%	8	0.0%	0	0.0%	0	4.9%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	2	0.0%	0	0.0%	0	4.0%	1
Improved food shops within the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	5	0.0%	0	0.0%	0	1.7%	1	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.2%	1	5.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	2.2%	8	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	5	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.3%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.9%	3	0.0%	0	0.0%	0	2.8%	1	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.7%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved traffic light system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.7%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	7.8%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.2%	1	2.7%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.2%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	89.9%	343	69.0%	8	87.4%	15	79.5%	26	89.8%	70	92.2%	5	95.7%	39	91.2%	78	100.0%	43	100.0%	18	49.8%	2	100.0%	8	61.1%	8	96.0%	23
(Don't know)	1.0%	4	17.7%	2	3.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		381		12		17		32		78		5		41		86		43		18		4		8		13		24
Sample:		423		26		64		82		102		9		36		40		19		16		9		6		8		6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
3rd Mention																												
Increased general choice and range of shops	0.6%	2	0.0%	0	1.0%	0	3.0%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.6%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.2%	1	5.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.5%	2	0.0%	0	0.0%	0	1.3%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved traffic light system	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
More / improved public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.3%	363	77.0%	9	95.4%	16	87.3%	28	95.6%	74	100.0%	5	97.3%	40	96.6%	83	100.0%	43	100.0%	18	56.4%	2	100.0%	8	100.0%	13	96.0%	23
(Don't know)	1.0%	4	17.7%	2	3.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		381		12		17		32		78		5		41		86		43		18		4		8		13		24
Sample:		423		26		64		82		102		9		36		40		19		16		9		6		8		6

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?

Those who mentioned Cheshunt Old Pond at Q26

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	14.2%	35	19.3%	2	19.9%	3	9.6%	3	10.6%	7	0.0%	0	0.0%	0	8.5%	3	0.0%	0	47.2%	5	0.0%	0	13.1%	1	14.2%	1	33.9%	10
Improved food shops within the town centre	0.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	1	5.7%	1	2.2%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.2%	5	0.0%	0	1.4%	0	7.0%	2	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	5.8%	14	5.3%	1	5.1%	1	5.5%	2	4.1%	3	0.0%	0	12.2%	1	0.0%	0	16.8%	3	0.0%	0	53.7%	2	26.4%	3	0.0%	0	0.0%	0
Cheaper parking	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	3.3%	8	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	10.6%	1	0.0%	0	24.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Cheaper public transport	0.1%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.6%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	1.5%	4	0.0%	0	13.2%	2	4.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
More / improved places to eat / drink	0.8%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0
Free car parking	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	0	0.0%	0
Improved traffic light system	0.3%	1	0.0%	0	2.8%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.1%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.8%	2	5.7%	1	1.4%	0	1.5%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.8%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Improve the market	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
More clothes / shoe stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	1.2%	3	8.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
(Nothing / Nothing else)	63.1%	156	53.1%	6	50.5%	7	57.8%	18	70.5%	50	100.0%	3	77.2%	7	83.1%	28	41.8%	7	48.7%	5	46.3%	2	49.1%	5	40.8%	2	55.1%	16
(Don't know)	0.3%	1	0.0%	0	2.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Broxbourne Retail and Leisure Study
for WYG

2nd Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	2.7%	7	0.0%	0	0.8%	0	3.5%	1	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	2	0.0%	0	12.3%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	2.2%	5	5.7%	1	0.0%	0	1.8%	1	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.5%	1	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.3%	3	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	3	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	1.4%	4	2.5%	0	0.0%	0	2.8%	1	1.0%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	1.2%	3	2.5%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
Improved traffic light system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.6%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	1	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.9%	220	86.8%	10	84.1%	11	85.3%	27	88.7%	62	100.0%	3	87.8%	8	89.8%	31	100.0%	16	100.0%	11	46.3%	2	62.3%	6	75.4%	3	100.0%	30
(Don't know)	0.3%	1	0.0%	0	2.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Broxbourne Retail and Leisure Study
for WYG

3rd Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	0.7%	2	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.8%	2	0.0%	0	0.0%	0	1.3%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	3	0.0%	0	0.0%	0
Improved traffic light system	0.2%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	94.2%	233	100.0%	11	96.8%	13	91.9%	29	95.1%	67	100.0%	3	87.8%	8	94.9%	32	100.0%	16	100.0%	11	46.3%	2	73.6%	7	87.7%	3	100.0%	30
(Don't know)	0.3%	1	0.0%	0	2.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		247		11		13		31		70		3		9		34		16		11		4		10		4		30
Sample:		310		17		49		78		89		3		11		15		6		12		9		6		7		8

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?
Those who mentioned Brookfield at Q26

1st Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	14.3%	94	23.2%	10	18.5%	5	14.8%	8	10.3%	9	1.4%	0	13.1%	4	16.4%	9	12.1%	14	18.4%	5	6.6%	1	18.8%	13	7.2%	4	18.8%	13
Improved food shops within the town centre	0.3%	2	0.0%	0	0.6%	0	1.6%	1	0.5%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.3%	8	2.2%	1	1.1%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.5%	0	1.7%	1	0.8%	0	4.5%	3
Improved leisure facilities	1.4%	9	2.2%	1	0.7%	0	4.1%	2	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.7%	1	2.0%	1	0.0%	0
Improved quality of shops	1.2%	8	0.4%	0	0.8%	0	1.0%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.7%	31	6.5%	3	4.8%	1	4.1%	2	3.4%	3	2.5%	0	5.8%	2	6.2%	3	2.4%	3	0.0%	0	14.9%	2	5.6%	4	11.8%	7	1.4%	1
Cheaper parking	0.8%	5	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.9%	12	0.0%	0	0.4%	0	0.5%	0	0.8%	1	24.4%	4	3.2%	1	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Cheaper public transport	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.8%	5	0.7%	0	4.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better security	0.1%	1	0.4%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	2.8%	18	2.4%	1	13.0%	3	4.4%	2	0.8%	1	0.0%	0	7.4%	2	0.0%	0	4.4%	5	0.0%	0	1.5%	0	5.0%	3	0.0%	0	0.0%	0
Better access	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.4%	2	2.5%	1	0.0%	0
More / improved places to eat / drink	1.9%	13	2.2%	1	0.4%	0	3.4%	2	0.0%	0	2.2%	0	0.0%	0	0.0%	0	2.4%	3	3.5%	1	0.0%	0	1.7%	1	4.8%	3	2.7%	2
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Improved traffic light system	0.2%	1	0.7%	0	1.4%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.2%	1	1.1%	0	1.8%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.1%	7	1.6%	1	1.4%	0	0.9%	0	2.8%	2	1.4%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	1.5%	0	0.0%	0	1.7%	1	0.0%	0
DIY store	0.1%	1	1.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1
Improve the market	0.2%	1	0.8%	0	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
More clothes / shoe stores	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.8%	5	3.6%	1	0.0%	0	0.8%	0	0.0%	0	2.5%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
(Nothing / Nothing else)	63.4%	417	48.6%	20	42.9%	11	58.9%	31	70.0%	59	58.0%	9	67.4%	21	61.5%	35	65.5%	74	76.5%	21	68.9%	11	62.1%	42	64.8%	36	67.1%	47
(Don't know)	0.4%	3	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
2nd Mention																												
Increased general choice and range of shops	1.5%	10	4.0%	2	1.5%	0	3.0%	2	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.8%	0	1.4%	1
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.9%	6	3.6%	1	0.0%	0	1.0%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Improved quality of shops	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9	0.0%	0	0.0%	0
More parking	0.4%	3	2.2%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Cheaper parking	1.6%	10	0.8%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	3	9.0%	5	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.1%	0	0.0%	0	0.4%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.7%	5	0.7%	0	1.1%	0	1.7%	1	0.8%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.6%	4	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Free car parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Improved traffic light system	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.5%	3	0.7%	0	0.0%	0	1.8%	1	0.0%	0	2.5%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
DIY store	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.1%	1	0.8%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	1.7%	1	0.0%	0	0.0%	0
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	90.8%	597	86.0%	36	83.0%	21	87.5%	46	89.7%	75	95.3%	15	96.3%	30	90.7%	51	100.0%	113	100.0%	27	86.8%	14	81.4%	55	82.8%	46	95.0%	67
(Don't know)	0.6%	4	0.0%	0	2.0%	1	1.9%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.9%	1
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

3rd Mention

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Increased general choice and range of shops	0.4%	3	0.0%	0	0.6%	0	1.8%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Improved food shops within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.6%	4	0.0%	0	0.6%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	2	0.0%	0	2.0%	1	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.1%	1	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	2	0.0%	0	0.0%	0	0.8%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other [+]	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved places to eat / drink	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Improved traffic light system	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent / specialist stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes / shoe stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More / improved public toilets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Primark	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	95.1%	626	97.2%	40	95.7%	25	92.3%	49	95.9%	81	97.8%	16	96.3%	30	96.9%	54	100.0%	113	100.0%	27	88.6%	15	83.1%	56	94.4%	53	96.4%	68
(Don't know)	0.7%	5	1.2%	1	2.0%	1	1.9%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.9%	1
Weighted base:		658		41		26		53		84		16		31		56		113		27		17		68		56		70
Sample:		750		95		110		115		113		31		31		27		38		31		38		38		52		31

Q32 Why don't you visit these centres? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Lack of choice and range of non-food shops	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of food shops	0.5%	1	0.0%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	45.5%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1	56.2%	6	94.0%	40	28.7%	15	45.3%	6	78.7%	6	14.7%	3	0.0%	0	40.8%	28
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	15.5%	2	0.0%	0	0.0%	0	6.0%	1	0.0%	0	6.3%	1	20.0%	0	0.0%	0
Inconveniently located car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.4%	10	0.0%	0	0.0%	0	25.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	9
Nothing, no reason to visit	46.0%	106	100.0%	1	35.1%	0	50.0%	1	100.0%	3	77.5%	9	25.4%	3	0.0%	0	65.9%	33	48.9%	6	45.5%	4	79.0%	14	60.1%	1	45.5%	31
Disabled	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know)	2.0%	5	0.0%	0	64.9%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	6.0%	3	0.0%	0	7.6%	1	4.5%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		230		1		1		1		3		11		12		42		51		13		8		18		2		68
Sample:		135		4		4		4		3		15		12		7		13		19		16		14		4		20

Q33 Do you make use of electronic home shopping (i.e. internet or TV shopping)? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes, Internet	66.0%	662	72.9%	40	60.1%	17	56.6%	32	48.7%	45	62.2%	20	67.6%	41	48.5%	71	68.3%	118	68.5%	29	85.8%	22	74.9%	66	87.8%	51	75.7%	110
Yes, Portable internet shopping (through mobile phone)	6.1%	61	11.4%	6	6.3%	2	2.3%	1	5.6%	5	0.0%	0	1.1%	1	22.7%	33	3.4%	6	0.0%	0	0.0%	0	1.3%	1	0.8%	0	3.7%	5
Yes, TV Shopping	1.7%	17	2.0%	1	0.7%	0	2.0%	1	0.0%	0	0.0%	0	5.4%	3	0.0%	0	3.4%	6	1.0%	0	1.0%	0	1.5%	1	0.5%	0	2.2%	3
No	32.0%	321	24.1%	13	39.5%	11	42.9%	24	51.3%	47	37.8%	12	31.4%	19	41.9%	61	30.1%	52	31.5%	13	14.2%	4	23.8%	21	12.2%	7	24.3%	35
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]
Those who said Yes at Q33

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Food	12.9%	88	10.9%	5	12.0%	2	13.8%	4	6.5%	3	6.3%	1	1.6%	1	9.1%	8	11.6%	14	28.2%	8	15.2%	3	7.6%	5	17.7%	9	22.7%	25
Clothes	48.1%	329	48.4%	20	51.9%	9	40.7%	13	30.2%	14	46.8%	10	31.6%	13	64.5%	55	27.3%	33	55.9%	16	45.7%	10	62.7%	42	31.2%	16	70.9%	78
Banking / finance	6.1%	42	3.6%	2	1.1%	0	4.8%	2	1.7%	1	14.1%	3	3.9%	2	0.0%	0	0.0%	0	29.2%	9	10.1%	2	3.6%	2	9.3%	5	13.9%	15
Books	62.0%	424	38.6%	16	39.3%	7	60.5%	20	48.3%	22	19.5%	4	75.8%	31	42.4%	36	74.3%	90	82.5%	24	69.7%	15	51.1%	34	76.7%	39	77.8%	86
CDs, DVDs, music	59.9%	409	40.4%	17	38.8%	7	46.5%	15	59.1%	26	25.6%	5	54.2%	23	45.5%	39	68.7%	83	71.1%	21	64.2%	14	58.8%	40	67.7%	34	78.3%	86
DIY goods	10.0%	68	3.2%	1	1.7%	0	10.8%	3	6.7%	3	16.3%	3	1.6%	1	20.4%	17	1.5%	2	29.2%	9	23.8%	5	3.6%	2	5.0%	3	16.7%	18
Furniture / Carpets	8.1%	55	4.0%	2	3.9%	1	6.5%	2	4.0%	2	2.8%	1	9.7%	4	20.4%	17	2.3%	3	5.8%	2	11.4%	2	2.8%	2	3.1%	2	15.1%	17
Garden items	3.7%	25	2.2%	1	1.1%	0	6.5%	2	4.7%	2	1.1%	0	4.3%	2	2.0%	2	0.0%	0	5.8%	2	8.8%	2	1.7%	1	2.0%	1	9.2%	10
Holiday and / or Travel Tickets	5.4%	37	2.8%	1	1.7%	0	7.2%	2	4.2%	2	7.1%	1	1.6%	1	2.0%	2	3.8%	5	7.3%	2	10.7%	2	3.6%	2	5.3%	3	12.2%	13
Jewellery	4.2%	29	3.8%	2	1.1%	0	5.9%	2	0.0%	0	5.1%	1	4.3%	2	1.4%	1	2.3%	3	5.8%	2	8.8%	2	3.6%	2	1.9%	1	10.2%	11
Major electrical items	18.4%	126	10.5%	4	22.0%	4	13.2%	4	14.4%	6	19.3%	4	28.8%	12	20.1%	17	17.6%	21	35.8%	10	32.1%	7	3.6%	2	15.4%	8	22.6%	25
Small electrical items	33.2%	226	17.9%	7	35.1%	6	35.2%	11	20.0%	9	23.2%	5	44.0%	18	42.6%	36	41.3%	50	38.0%	11	43.3%	9	13.4%	9	29.8%	15	35.1%	39
Small household goods	18.3%	125	10.7%	4	20.1%	3	20.8%	7	5.7%	3	30.6%	6	32.7%	14	22.5%	19	17.5%	21	32.2%	9	11.1%	2	7.6%	5	12.9%	7	21.7%	24
Sports goods	5.2%	35	3.7%	2	2.2%	0	4.2%	1	0.0%	0	1.1%	0	3.9%	2	2.0%	2	0.0%	0	5.8%	2	8.8%	2	3.4%	2	1.9%	1	19.6%	22
Toys	18.1%	123	27.0%	11	24.1%	4	14.0%	5	6.2%	3	15.0%	3	19.1%	8	13.5%	12	6.0%	7	9.0%	3	18.8%	4	42.0%	28	11.2%	6	27.4%	30
Other	1.2%	8	0.7%	0	1.1%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.0%	3	2.6%	3	1.5%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	1
Gifts	3.2%	22	5.3%	2	0.9%	0	1.5%	0	0.0%	0	1.1%	0	1.6%	1	2.4%	2	7.8%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	2	4.0%	4
Chemist Goods	1.9%	13	1.3%	1	2.0%	0	1.3%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	2	5.2%	6	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Car Goods	0.9%	6	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.1%	0	0.0%	0	9.9%	5	0.0%	0
Pet Goods	0.8%	5	1.3%	1	0.6%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hobby / Collectors items	0.6%	4	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.9%	3
(Don't know)	2.8%	19	4.5%	2	9.6%	2	5.5%	2	8.4%	4	3.6%	1	0.0%	0	0.0%	0	2.6%	3	0.0%	0	1.7%	0	7.0%	5	0.0%	0	0.9%	1
Weighted base:		683		42		17		32		45		20		42		85		121		29		22		67		51		110
Sample:		581		85		62		64		61		27		31		26		35		31		40		35		44		40

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	

Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]
Those who said Yes at Q33

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Food	3.9%	27	0.7%	0	2.7%	0	5.9%	2	7.4%	3	1.1%	0	3.9%	2	2.4%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	9.4%	5	9.2%	10
Clothes	8.4%	58	6.5%	3	15.3%	3	8.9%	3	5.9%	3	15.1%	3	2.4%	1	15.7%	13	2.6%	3	0.0%	0	8.8%	2	7.6%	5	0.0%	0	17.4%	19
Banking / finance	2.2%	15	0.0%	0	0.0%	0	3.4%	1	1.5%	1	2.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	9.2%	10
Books	7.1%	49	11.4%	5	11.7%	2	8.5%	3	9.7%	4	2.0%	0	2.4%	1	6.1%	5	0.0%	0	0.0%	0	12.2%	3	3.9%	3	9.4%	5	16.7%	18
CDs, DVDs, music	6.7%	45	11.4%	5	5.2%	1	8.5%	3	10.1%	5	2.0%	0	7.8%	3	6.1%	5	0.0%	0	0.0%	0	12.2%	3	3.9%	3	2.2%	1	15.8%	17
DIY goods	2.6%	18	0.0%	0	0.0%	0	7.4%	2	0.0%	0	2.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	12.2%	3	1.7%	1	0.0%	0	9.2%	10
Furniture / Carpets	3.7%	26	0.0%	0	1.1%	0	3.4%	1	0.0%	0	15.1%	3	2.4%	1	0.0%	0	0.0%	0	24.9%	7	8.8%	2	0.0%	0	0.0%	0	10.1%	11
Garden items	2.3%	16	0.0%	0	0.0%	0	5.7%	2	1.5%	1	2.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	9.2%	10
Holiday and / or Travel Tickets	2.9%	19	0.0%	0	1.4%	0	3.4%	1	0.0%	0	2.0%	0	2.4%	1	0.0%	0	2.6%	3	0.0%	0	8.8%	2	1.7%	1	0.9%	0	9.2%	10
Jewellery	2.2%	15	0.0%	0	2.2%	0	3.4%	1	0.0%	0	2.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	9.2%	10
Major electrical items	5.7%	39	5.1%	2	2.0%	0	4.6%	1	0.0%	0	15.1%	3	7.8%	3	15.7%	13	0.0%	0	0.0%	0	10.1%	2	3.9%	3	0.0%	0	9.2%	10
Small electrical items	6.7%	46	3.0%	1	5.3%	1	4.6%	1	3.2%	1	3.9%	1	7.8%	3	17.7%	15	0.0%	0	0.0%	0	10.8%	2	1.7%	1	0.9%	0	15.8%	17
Small household goods	6.9%	47	0.0%	0	4.9%	1	5.5%	2	0.0%	0	2.0%	0	7.8%	3	20.4%	17	1.5%	2	0.0%	0	8.8%	2	1.7%	1	0.0%	0	16.7%	18
Sports goods	2.2%	15	0.0%	0	0.6%	0	3.4%	1	1.5%	1	2.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	9.2%	10
Toys	3.6%	25	10.2%	4	5.3%	1	3.4%	1	1.0%	0	2.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	3.4%	2	2.2%	1	9.2%	10
Other	0.5%	4	0.0%	0	2.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Same goods as before	74.4%	508	70.9%	30	54.5%	9	74.6%	24	67.4%	30	77.8%	16	66.5%	28	65.0%	55	94.4%	114	75.1%	22	84.1%	18	61.5%	42	65.7%	33	79.1%	87
Gifts	1.7%	12	5.8%	2	1.7%	0	0.0%	0	5.2%	2	0.0%	0	7.8%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	2.0%	1	0.9%	0	0.0%	0
(None)	6.7%	45	2.5%	1	19.6%	3	9.1%	3	4.0%	2	3.9%	1	16.4%	7	4.4%	4	0.0%	0	0.0%	0	2.4%	1	22.2%	15	14.9%	8	1.7%	2
Weighted base:		683		42		17		32		45		20		42		85		121		29		22		67		51		110
Sample:		581		85		62		64		61		27		31		26		35		31		40		35		44		40

Q36 Which of these leisure activities do you participate in? [MR/PR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Health and Fitness	26.0%	261	18.8%	10	21.6%	6	27.0%	15	23.5%	22	9.0%	3	28.2%	17	28.9%	42	13.6%	23	27.8%	12	18.2%	5	7.1%	6	42.9%	25	51.0%	74
Leisure Centre Activities	17.3%	174	22.8%	13	31.9%	9	20.2%	11	16.0%	15	12.5%	4	27.0%	16	17.8%	26	15.1%	26	20.1%	9	7.9%	2	10.9%	10	32.7%	19	10.0%	15
Cinema	46.9%	471	54.0%	30	45.5%	13	39.7%	22	37.7%	35	42.2%	14	44.8%	27	38.9%	57	53.0%	92	47.6%	20	60.3%	15	49.0%	43	60.9%	35	46.3%	67
Restaurant	66.7%	670	56.5%	31	48.5%	14	69.5%	39	52.4%	48	65.0%	21	73.2%	44	56.2%	82	74.7%	129	80.3%	34	75.0%	19	75.5%	67	91.7%	53	60.2%	87
Pub /Bars	46.0%	462	48.3%	27	44.5%	12	43.3%	24	35.6%	33	31.0%	10	46.7%	28	28.4%	42	56.4%	98	60.0%	26	55.3%	14	54.9%	49	84.5%	49	35.4%	51
Nightclub	10.3%	104	12.4%	7	7.1%	2	15.5%	9	0.7%	1	1.1%	0	0.0%	0	1.2%	2	19.2%	33	16.0%	7	10.4%	3	0.0%	0	27.6%	16	16.9%	25
Social Club	8.8%	88	8.6%	5	2.2%	1	2.8%	2	4.7%	4	32.2%	11	3.5%	2	11.9%	17	6.3%	11	3.8%	2	6.0%	2	3.6%	3	20.9%	12	12.2%	18
Ten Pin Bowling	17.8%	179	21.9%	12	14.6%	4	15.2%	9	12.3%	11	18.4%	6	20.6%	12	9.8%	14	14.9%	26	18.1%	8	14.2%	4	17.3%	15	35.3%	20	25.6%	37
Bingo	4.0%	40	2.5%	1	1.9%	1	10.8%	6	3.5%	3	22.4%	7	1.9%	1	0.0%	0	4.2%	7	1.0%	0	10.5%	3	4.7%	4	0.8%	0	3.8%	6
Theatre / concert hall	42.9%	431	36.7%	20	34.3%	10	38.4%	22	38.1%	35	42.7%	14	39.3%	24	15.9%	23	63.1%	109	59.6%	26	62.2%	16	39.3%	35	63.9%	37	42.1%	61
Museum / Art Galleries	38.4%	385	31.5%	17	29.3%	8	34.7%	20	29.3%	27	37.3%	12	26.7%	16	21.0%	31	60.8%	105	42.1%	18	67.8%	17	39.0%	35	50.7%	29	34.2%	50
Running / Cycling / outdoor activities	24.5%	245	14.5%	8	21.9%	6	23.6%	13	30.0%	28	30.6%	10	19.0%	12	20.6%	30	27.6%	48	15.1%	6	35.8%	9	39.4%	35	48.8%	28	8.5%	12
(None mentioned)	16.6%	167	20.7%	11	20.8%	6	16.9%	10	26.0%	24	29.6%	10	14.7%	9	31.2%	46	9.9%	17	8.2%	4	12.3%	3	8.8%	8	4.4%	3	12.2%	18
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?
Those who visit indoor sports or health and fitness activity at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bishops Stortford	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7
Broxbourne	1.5%	5	1.7%	0	12.8%	1	9.8%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	9.6%	31	3.4%	1	16.1%	2	57.2%	10	64.6%	16	11.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Enfield	21.9%	70	1.7%	0	11.9%	1	7.2%	1	8.0%	2	0.0%	0	0.0%	0	81.5%	35	60.6%	23	52.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	23.3%	74	0.0%	0	3.6%	0	0.0%	0	0.0%	0	81.3%	4	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	90.2%	68
Hatfield	1.7%	5	15.6%	3	1.8%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0
Hertford	8.4%	27	4.9%	1	5.1%	1	5.2%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.4%	3	52.6%	8	46.5%	13	0.0%	0
Hoddesdon	4.8%	15	51.1%	10	22.7%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
London	1.5%	5	0.0%	0	0.0%	0	2.6%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	33.0%	2	0.0%	0	0.0%	0	0.0%	0
Potters Bar	1.5%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	2.8%	9	16.6%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	5	0.0%	0
Other	4.9%	16	0.0%	0	11.9%	1	0.0%	0	3.1%	1	0.0%	0	2.6%	1	9.3%	4	21.5%	8	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Chingford	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.2%	1	0.0%	0	3.6%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Abbotts	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Waltham Abbey	4.8%	15	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	59.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	2.5%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	9.3%	4	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	4.1%	13	4.9%	1	1.8%	0	1.5%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	33.4%	5	22.5%	6	0.0%	0
(Don't know)	1.4%	4	0.0%	0	8.9%	1	5.3%	1	4.9%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		320		19		10		18		25		5		25		43		38		13		6		15		27		75
Sample:		259		32		31		34		30		14		14		10		12		12		14		14		24		18

Q38 How often do you visit (FACILITY MENTIONED AT Q37)?
Those who visit indoor sports or health and fitness activity at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	6.6%	21	3.4%	1	5.3%	1	7.5%	1	7.6%	2	0.0%	0	2.6%	1	0.0%	0	7.2%	3	0.0%	0	41.7%	2	5.1%	1	0.0%	0	13.4%	10
At least two times a week	41.9%	134	60.4%	11	46.7%	5	33.9%	6	30.0%	7	19.9%	1	13.7%	3	40.0%	17	29.8%	11	81.3%	11	41.2%	2	58.9%	9	54.8%	15	45.6%	34
At least once a week	29.2%	93	18.1%	3	37.5%	4	21.8%	4	49.0%	12	57.1%	3	27.4%	7	40.1%	17	38.0%	14	6.5%	1	10.0%	1	36.0%	5	31.8%	9	17.3%	13
At least once a fortnight	3.7%	12	1.5%	0	0.0%	0	24.1%	4	2.7%	1	0.0%	0	0.0%	0	10.7%	5	0.0%	0	5.7%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
At least once a month	2.1%	7	11.7%	2	1.8%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	1.3%	1
At least every two months	2.8%	9	1.7%	0	5.1%	1	2.6%	0	0.0%	0	0.0%	0	30.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	2.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	9.3%	4	0.0%	0	3.3%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	2.6%	8	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	7
Have only visited once	0.1%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	8.6%	28	3.2%	1	0.0%	0	4.8%	1	1.8%	0	7.7%	0	17.0%	4	0.0%	0	25.0%	9	3.3%	0	2.9%	0	0.0%	0	5.5%	1	12.7%	10
Weighted base:		320		19		10		18		25		5		25		43		38		13		6		15		27		75
Sample:		259		32		31		34		30		14		14		10		12		12		14		14		24		18

Q39 Which centre/facility did you last visit to go the cinema?
Those who visit the cinema at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Cineworld, Southbury Leisure Park, Enfield	44.0%	207	29.6%	9	55.3%	7	68.2%	15	64.2%	22	4.6%	1	68.3%	19	86.8%	49	81.2%	75	21.6%	4	31.3%	5	3.5%	2	0.0%	0	0.0%	0
Cineworld, Queensgate Centre, Harlow	31.7%	149	65.1%	19	39.2%	5	15.6%	3	13.4%	5	92.1%	13	0.0%	0	0.0%	0	0.0%	0	3.7%	1	6.5%	1	46.4%	20	53.2%	19	93.9%	63
Empire Cinema, Bishops Stortford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Other	5.3%	25	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	6	0.0%	0	12.4%	11	6.3%	1	11.0%	2	0.0%	0	9.2%	3	1.4%	1
Broxbourne Civic Hall, High Street, Hoddesdon	0.7%	3	0.6%	0	3.1%	0	3.7%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.3%	0	0.0%	0
Cineworld, Marriotts Walk Shopping Centre, Whitney	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage	5.5%	26	0.9%	0	0.0%	0	1.8%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	18.8%	3	30.1%	13	18.8%	7	0.0%	0
Odeon, Comet Way, Hatfield	4.7%	22	0.0%	0	0.0%	0	5.2%	1	4.5%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	3	27.9%	6	28.9%	4	12.2%	5	3.1%	1	0.0%	0
Odeon, Lee Valley Leisure Complex, Picketts Lock Lane, London	1.9%	9	0.0%	0	0.8%	0	5.5%	1	5.8%	2	0.0%	0	8.4%	2	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.3%	25	3.7%	1	0.0%	0	0.0%	0	3.5%	1	3.4%	0	0.0%	0	7.1%	4	3.0%	3	35.8%	7	2.4%	0	6.1%	3	14.3%	5	0.0%	0
Weighted base:		471		30		13		22		35		14		27		57		92		20		15		43		35		67
Sample:		399		51		41		40		41		23		17		21		28		23		26		24		38		26

Q40 How often do you visit (FACILITY MENTIONED AT Q39)?
Those who visit the cinema at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	2	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.8%	13	0.9%	0	1.5%	0	23.5%	5	5.8%	2	2.9%	0	0.0%	0	0.0%	0	2.0%	2	2.1%	0	17.2%	3	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	9.0%	42	2.2%	1	3.1%	0	0.0%	0	22.2%	8	51.9%	7	2.4%	1	33.6%	19	0.0%	0	0.0%	0	1.6%	0	9.6%	4	3.1%	1	1.4%	1
At least once a month	13.6%	64	19.2%	6	15.0%	2	13.8%	3	21.8%	8	6.3%	1	2.4%	1	10.1%	6	25.1%	23	21.1%	4	14.8%	2	4.4%	2	8.7%	3	6.1%	4
At least every two months	19.4%	92	19.6%	6	5.4%	1	13.5%	3	7.7%	3	8.7%	1	36.7%	10	6.6%	4	15.3%	14	5.8%	1	6.5%	1	8.7%	4	24.8%	9	53.0%	36
At least every 3 months	26.1%	123	25.8%	8	31.2%	4	18.9%	4	21.1%	7	7.5%	1	38.3%	10	20.8%	12	32.8%	30	22.6%	5	26.9%	4	38.1%	17	39.2%	14	10.8%	7
At least every 6 months	11.2%	53	14.0%	4	9.4%	1	14.4%	3	8.0%	3	9.6%	1	4.2%	1	12.2%	7	12.8%	12	0.0%	0	17.9%	3	20.5%	9	4.0%	1	10.8%	7
Less often than once every 6 months	6.0%	28	5.0%	1	17.7%	2	6.1%	1	6.1%	2	2.5%	0	0.0%	0	10.6%	6	3.0%	3	33.7%	7	1.6%	0	7.8%	3	1.6%	1	1.4%	1
Have only visited once	0.9%	4	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	2.7%	1	1.4%	1
(Don't know / varies)	10.5%	49	13.2%	4	13.8%	2	9.8%	2	7.4%	3	10.5%	1	16.1%	4	6.1%	3	8.9%	8	14.7%	3	1.1%	0	6.1%	3	15.9%	6	15.1%	10
Weighted base:		471		30		13		22		35		14		27		57		92		20		15		43		35		67
Sample:		399		51		41		40		41		23		17		21		28		23		26		24		38		26

Q41 Which centre/facility did you last visit to go to a restaurant?
Those who visit a restaurant at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bishops Stortford	0.7%	5	0.0%	0	0.0%	0	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%	0	0.0%	0	5.0%	4
Broxbourne	1.3%	9	6.1%	2	10.6%	1	2.4%	1	0.9%	0	2.2%	0	1.5%	1	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	3.6%	24	2.1%	1	7.2%	1	17.4%	7	24.1%	12	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	22.4%	150	16.4%	5	1.6%	0	5.6%	2	14.0%	7	12.6%	3	13.9%	6	72.0%	59	51.9%	67	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	8.6%	58	5.0%	2	15.2%	2	1.4%	1	2.5%	1	34.8%	7	2.2%	1	2.4%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	1	46.6%	41
Hatfield	0.8%	5	2.1%	1	0.0%	0	1.8%	1	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	0	2.0%	1	2.7%	1	0.0%	0
Hertford	13.2%	89	15.0%	5	8.8%	1	8.7%	3	5.1%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	23.8%	8	51.0%	10	58.9%	39	36.0%	19	0.0%	0
Hoddesdon	4.0%	27	40.4%	13	20.4%	3	5.4%	2	5.3%	3	5.7%	1	0.0%	0	1.4%	1	0.0%	0	2.2%	1	13.2%	3	0.0%	0	0.9%	0	1.1%	1
London	13.5%	91	2.8%	1	8.0%	1	11.5%	5	7.8%	4	3.0%	1	6.6%	3	4.2%	3	26.8%	35	26.1%	9	21.0%	4	4.0%	3	18.2%	10	15.4%	13
Potters Bar	1.6%	11	0.0%	0	0.0%	0	4.5%	2	2.5%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.5%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	1.9%	13	2.8%	1	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	4.6%	3	6.9%	4	0.0%	0
Welwyn Garden City	1.0%	7	0.6%	0	0.0%	0	0.0%	0	1.4%	1	17.3%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.9%	0	1.7%	1	0.0%	0	0.0%	0
Other	6.5%	43	0.9%	0	9.4%	1	2.8%	1	13.7%	7	1.1%	0	9.9%	4	5.2%	4	8.1%	10	1.3%	0	2.8%	1	7.1%	5	3.7%	2	8.1%	7
Chingford	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cuffley	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.5%	4	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.8%	1	1.5%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	1.4%	9	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	19.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Abbotts	1.1%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	6	0.0%	0
Waltham Abbey	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	1.0%	7	0.0%	0	2.7%	0	0.0%	0	6.0%	3	0.0%	0	4.8%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Ware	3.6%	24	1.0%	0	2.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	21.8%	15	15.9%	8	0.0%	0
(Don't know)	9.8%	66	4.8%	1	12.6%	2	19.9%	8	15.2%	7	9.5%	2	8.8%	4	6.3%	5	7.7%	10	15.6%	5	5.6%	1	0.0%	0	0.6%	0	22.4%	20
Weighted base:		670		31		14		39		48		21		44		82		129		34		19		67		53		87
Sample:		627		66		64		77		65		38		37		31		41		41		42		37		49		39

Q42 How often do you visit (FACILITY MENTIONED AT Q41)?
Those who visit a restaurant at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.4%	9	2.1%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	1	2.1%	2	2.4%	3	0.0%	0	2.8%	1	3.4%	2	0.0%	0	0.0%	0
At least once a week	16.4%	110	5.1%	2	8.8%	1	13.1%	5	12.9%	6	8.1%	2	16.8%	7	20.5%	17	24.7%	32	8.7%	3	10.9%	2	4.8%	3	7.5%	4	28.9%	25
At least once a fortnight	15.7%	105	9.8%	3	27.7%	4	22.2%	9	22.6%	11	1.9%	0	2.5%	1	22.2%	18	17.9%	23	15.9%	5	32.5%	6	8.8%	6	19.1%	10	9.6%	8
At least once a month	29.9%	200	28.0%	9	18.8%	3	19.2%	8	30.5%	15	24.0%	5	17.9%	8	34.5%	28	31.5%	41	27.0%	9	28.6%	5	32.1%	21	15.4%	8	45.9%	40
At least every two months	8.3%	55	21.6%	7	11.2%	2	10.1%	4	4.8%	2	0.0%	0	8.0%	4	2.4%	2	7.7%	10	5.9%	2	17.1%	3	22.5%	15	3.6%	2	3.6%	3
At least every 3 months	8.7%	58	12.7%	4	14.6%	2	11.7%	5	11.0%	5	19.4%	4	9.5%	4	2.8%	2	3.5%	5	4.7%	2	1.5%	0	6.3%	4	31.7%	17	5.1%	4
At least every 6 months	3.8%	25	4.8%	1	3.1%	0	3.1%	1	3.4%	2	4.9%	1	4.0%	2	7.7%	6	2.1%	3	0.0%	0	1.3%	0	2.8%	2	2.1%	1	6.3%	6
Less often than once every 6 months	0.4%	3	0.9%	0	3.5%	0	0.7%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Have only visited once	4.6%	31	2.7%	1	2.7%	0	4.0%	2	1.4%	1	20.3%	4	8.1%	4	2.1%	2	1.4%	2	23.8%	8	1.3%	0	9.6%	6	1.5%	1	0.0%	0
(Don't know / varies)	10.9%	73	12.4%	4	9.6%	1	15.2%	6	12.0%	6	21.4%	5	31.6%	14	5.6%	5	8.8%	11	12.7%	4	4.1%	1	9.7%	6	18.2%	10	0.7%	1
Weighted base:		670		31		14		39		48		21		44		82		129		34		19		67		53		87
Sample:		627		66		64		77		65		38		37		31		41		41		42		37		49		39

Q43 Which centre/facility did you last visit to go to bars, pubs and nightclubs?
Those who visit bars, pubs and nightclubs at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bishops Stortford	0.5%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Broxbourne	1.0%	5	3.4%	1	16.9%	2	3.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	5.4%	26	13.1%	4	15.5%	2	16.8%	4	42.6%	15	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	18.8%	92	1.2%	0	3.0%	0	4.9%	1	13.5%	5	16.8%	3	0.0%	0	48.1%	21	58.1%	57	0.0%	0	0.0%	0	0.0%	0	10.3%	5	0.0%	0
Harlow	6.4%	31	2.3%	1	0.0%	0	0.0%	0	0.0%	0	17.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.4%	2	39.2%	25
Hatfield	0.4%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Hertford	14.7%	72	6.4%	2	7.2%	1	37.0%	9	1.9%	1	28.9%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	0	69.5%	10	47.0%	23	43.5%	21	0.0%	0
Hoddesdon	4.6%	22	55.7%	15	11.7%	1	2.4%	1	1.9%	1	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.5%	1	1.0%	0	3.5%	2
London	11.6%	57	3.5%	1	15.1%	2	7.6%	2	1.9%	1	2.5%	0	7.7%	2	7.9%	3	14.4%	14	5.6%	1	13.4%	2	0.0%	0	14.8%	7	32.3%	21
Potters Bar	1.3%	6	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Welwyn Garden City	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.5%	47	2.7%	1	16.0%	2	2.7%	1	5.5%	2	19.7%	3	2.2%	1	8.5%	4	24.3%	24	20.4%	5	2.3%	0	2.3%	1	3.1%	1	2.5%	2
Chingford	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	11
Goff's Oak	0.6%	3	0.0%	0	0.0%	0	6.8%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.5%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Abbotts	1.6%	8	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	7	0.0%	0
Waltham Abbey	0.9%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	11.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	1.8%	9	0.0%	0	0.0%	0	0.0%	0	15.5%	5	0.0%	0	3.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Ware	4.0%	20	1.2%	0	0.9%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	17	4.2%	2	0.0%	0
(Don't know)	11.7%	57	5.9%	2	12.9%	2	12.0%	3	8.4%	3	2.5%	0	42.9%	13	28.2%	12	3.2%	3	44.8%	12	5.2%	1	8.5%	4	3.4%	2	1.7%	1
Weighted base:		489		27		12		25		34		16		29		44		98		27		14		49		49		64
Sample:		433		54		45		43		47		24		21		17		28		28		30		32		40		24

Q44 How often do you visit (FACILITY MENTIONED AT Q43)?

Those who visit bars, pubs and nightclubs at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
At least two times a week	3.1%	15	1.2%	0	9.9%	1	5.2%	1	15.8%	5	0.0%	0	0.0%	0	4.0%	2	0.0%	0	6.1%	2	9.5%	1	2.7%	1	1.8%	1	0.0%	0
At least once a week	16.3%	80	11.2%	3	10.0%	1	14.7%	4	14.5%	5	2.9%	0	21.0%	6	9.8%	4	8.8%	9	4.9%	1	27.8%	4	25.0%	12	9.4%	5	39.3%	25
At least once a fortnight	14.9%	73	14.9%	4	21.0%	3	21.2%	5	25.2%	9	8.7%	1	3.3%	1	4.0%	2	18.1%	18	15.7%	4	51.0%	7	14.2%	7	24.3%	12	0.0%	0
At least once a month	29.9%	146	31.1%	9	36.1%	4	36.4%	9	16.1%	6	28.2%	5	25.7%	8	54.7%	24	45.7%	45	50.7%	13	5.2%	1	8.1%	4	28.7%	14	8.4%	5
At least every two months	12.3%	60	20.9%	6	6.8%	1	7.6%	2	6.1%	2	3.6%	1	10.0%	3	0.0%	0	4.7%	5	2.8%	1	2.9%	0	15.4%	8	13.4%	7	41.4%	26
At least every 3 months	7.1%	35	7.9%	2	0.0%	0	0.0%	0	10.0%	3	4.0%	1	6.1%	2	0.0%	0	13.9%	14	1.6%	0	1.2%	0	17.8%	9	1.0%	0	5.0%	3
At least every 6 months	3.0%	15	1.0%	0	4.3%	1	0.0%	0	4.5%	2	21.8%	3	4.5%	1	4.6%	2	1.9%	2	0.0%	0	0.0%	0	7.7%	4	0.0%	0	0.0%	0
Less often than once every 6 months	1.4%	7	1.2%	0	4.5%	1	2.2%	1	1.3%	0	16.8%	3	2.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Have only visited once	1.5%	8	0.0%	0	1.9%	0	1.1%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	7.5%	4	0.0%	0
(Don’t know / varies)	9.4%	46	10.6%	3	5.6%	1	11.7%	3	6.4%	2	14.1%	2	14.9%	4	14.4%	6	7.0%	7	14.9%	4	2.3%	0	6.9%	3	11.8%	6	6.0%	4
Weighted base:		489		27		12		25		34		16		29		44		98		27		14		49		49		64
Sample:		433		54		45		43		47		24		21		17		28		28		30		32		40		24

Q45 Which centre/facility did you last visit to go ten-pin bowling?

Those who visit ten pin bowling at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Hollywood Bowl, Stevenage Leisure Park, Kings Way	45.2%	81	89.7%	11	73.5%	3	78.4%	7	41.2%	5	15.4%	1	18.2%	2	0.0%	0	35.0%	9	94.4%	7	93.1%	3	83.9%	13	97.7%	20	0.0%	0
Hollywood Bowl, Finchley Highway, Finchley	7.6%	14	0.0%	0	9.1%	0	4.8%	0	13.7%	2	0.0%	0	0.0%	0	0.0%	0	42.2%	11	0.0%	0	6.9%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Woodside Leisure Park, Garston	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	28.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	19.2%	34	2.3%	0	0.0%	0	16.8%	1	10.8%	1	6.7%	0	49.4%	6	40.2%	6	22.7%	6	5.6%	0	0.0%	0	0.0%	0	2.3%	0	33.0%	12
Harlow Bowl, Terminus Street, Harlow	18.5%	33	8.0%	1	2.6%	0	0.0%	0	5.9%	1	77.9%	5	5.2%	1	14.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.4%	24
(Don't know)	6.7%	12	0.0%	0	14.8%	1	0.0%	0	28.4%	3	0.0%	0	18.2%	2	17.8%	3	0.0%	0	0.0%	0	0.0%	0	16.0%	2	0.0%	0	2.6%	1
Weighted base:		179		12		4		9		11		6		12		14		26		8		4		15		20		37
Sample:		129		18		12		7		14		8		8		5		8		3		5		8		20		13

Q46 How often do you visit (FACILITY MENTIONED AT Q45)?
Those who visit ten pin bowling at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	3.3%	6	0.0%	0	3.9%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	12.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
At least every two months	12.4%	22	25.4%	3	6.5%	0	51.2%	4	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	0	0.0%	0	2.3%	0	35.6%	13
At least every 3 months	9.1%	16	9.9%	1	22.0%	1	0.0%	0	10.8%	1	13.4%	1	0.0%	0	28.1%	4	0.0%	0	0.0%	0	24.0%	1	17.3%	3	17.7%	4	3.0%	1
At least every 6 months	28.8%	52	52.1%	6	13.6%	1	16.0%	1	25.6%	3	56.9%	3	36.3%	5	26.1%	4	21.1%	5	5.6%	0	69.1%	2	34.5%	5	38.3%	8	19.5%	7
Less often than once every 6 months	20.4%	36	2.3%	0	18.1%	1	21.6%	2	52.9%	6	19.2%	1	18.2%	2	17.8%	3	21.1%	5	94.4%	7	0.0%	0	33.3%	5	2.3%	0	8.9%	3
Have only visited once	11.4%	20	8.0%	1	0.0%	0	11.2%	1	0.0%	0	0.0%	0	31.2%	4	28.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	27.1%	10
(Don't know / varies)	14.0%	25	2.3%	0	35.8%	1	0.0%	0	6.8%	1	3.9%	0	5.2%	1	0.0%	0	45.6%	12	0.0%	0	0.0%	0	14.9%	2	37.0%	8	0.0%	0
Weighted base:		179		12		4		9		11		6		12		14		26		8		4		15		20		37
Sample:		129		18		12		7		14		8		8		5		8		3		5		8		20		13

Q47 Which centre/facility did you last visit to play bingo?
Those who visit a bingo hall at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Mecca Bingo, Terminus House, Essex	41.2%	17	73.2%	1	30.2%	0	0.0%	0	0.0%	0	93.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	54.6%	2	100.0%	0	100.0%	6
Gala Bingo, High Street, Waltham Cross	3.3%	1	0.0%	0	0.0%	0	0.0%	0	34.6%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Dearsley Road, Enfield	31.4%	13	26.8%	0	69.7%	0	20.2%	1	37.8%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	7	0.0%	0	81.3%	2	0.0%	0	0.0%	0	0.0%	0
Goffs Oak	1.1%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goffs Oak Comrades Social and Sports Club, Goffs Oak	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca Bingo, Danestrete, Stevenage	14.4%	6	0.0%	0	0.0%	0	71.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	27.3%	1	0.0%	0	0.0%	0
(Don't know)	7.6%	3	0.0%	0	0.0%	0	7.8%	0	13.8%	0	3.2%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0	0.0%	0
Weighted base:		40		1		1		6		3		7		1		0		7		0		3		4		0		6
Sample:		43		6		3		4		6		7		1		0		3		1		4		4		1		3

Q48 How often do you visit (FACILITY MENTIONED AT Q47)?
Those who visit a bingo hall at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.1%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	18.7%	8	26.8%	0	69.7%	0	4.5%	0	51.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	80.1%	4
At least once a fortnight	3.0%	1	0.0%	0	30.2%	0	0.0%	0	13.8%	0	4.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	29.6%	12	13.4%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	3	0.0%	0	0.0%	0	75.0%	5	0.0%	0	18.7%	0	54.6%	2	0.0%	0	0.0%	0
At least every two months	14.4%	6	23.2%	0	0.0%	0	71.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	1
At least every 3 months	13.3%	5	23.2%	0	0.0%	0	15.7%	1	0.0%	0	39.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	1	0.0%	0	0.0%	0
At least every 6 months	6.2%	2	0.0%	0	0.0%	0	0.0%	0	20.8%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.9%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	9.0%	4	13.4%	0	0.0%	0	7.8%	0	0.0%	0	7.9%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	100.0%	0	0.0%	0
Weighted base:		40		1		1		6		3		7		1		0		7		0		3		4		0		6
Sample:		43		6		3		4		6		7		1		0		3		1		4		4		1		3

Q49 Which centre/facility did you last visit for art/culture activities (i.e. theatres / galleries / museums)?
Those who visit art / cultural activities at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Broxbourne	1.1%	6	6.8%	2	8.9%	1	2.6%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshunt	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow	1.5%	8	0.0%	0	2.7%	0	0.0%	0	1.2%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	6
Hertford	2.1%	11	2.1%	1	0.0%	0	1.7%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	2	8.8%	4	6.6%	3	0.0%	0
Hoddesdon	1.0%	5	1.0%	0	1.4%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	12.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	85.1%	430	82.7%	24	80.8%	10	68.3%	20	78.9%	30	89.2%	14	100.0%	28	75.5%	25	92.4%	116	79.0%	20	84.8%	16	85.3%	41	92.2%	35	79.5%	50
Potters Bar	0.6%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.5%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Other	3.4%	17	0.0%	0	0.0%	0	19.6%	6	6.0%	2	1.5%	0	0.0%	0	0.0%	0	2.5%	3	4.5%	1	0.0%	0	1.6%	1	0.0%	0	6.5%	4
Goff's Oak	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	18	7.5%	2	3.5%	0	3.4%	1	8.1%	3	0.0%	0	0.0%	0	6.1%	2	3.6%	5	5.3%	1	0.0%	0	0.0%	0	1.2%	0	5.0%	3
Weighted base:		505		29		13		29		38		15		28		33		126		26		18		48		38		63
Sample:		480		54		50		57		47		28		25		14		38		34		32		30		38		33

Q50 How often do you visit (FACILITY MENTIONED AT Q49)?
Those who visit art / cultural activities at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	3.8%	19	1.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.0%	5	4.5%	1	15.2%	3	0.0%	0	22.6%	9	0.0%	0
At least once a month	12.5%	63	4.1%	1	2.3%	0	4.8%	1	9.3%	4	26.8%	4	14.8%	4	6.1%	2	18.4%	23	9.1%	2	3.1%	1	9.5%	5	6.6%	3	21.0%	13
At least every two months	8.5%	43	5.5%	2	7.0%	1	7.2%	2	12.1%	5	6.7%	1	17.6%	5	8.8%	3	5.4%	7	9.1%	2	4.9%	1	2.4%	1	2.7%	1	19.6%	12
At least every 3 months	16.3%	82	11.1%	3	10.8%	1	38.9%	11	24.7%	9	6.3%	1	17.6%	5	6.1%	2	11.5%	14	42.1%	11	8.5%	2	18.6%	9	18.7%	7	9.3%	6
At least every 6 months	25.0%	126	18.7%	5	33.7%	4	15.5%	4	24.5%	9	26.1%	4	14.2%	4	11.4%	4	33.3%	42	17.4%	5	30.1%	6	34.3%	16	15.0%	6	26.7%	17
Less often than once every 6 months	16.3%	82	9.7%	3	25.0%	3	25.8%	7	11.9%	5	27.0%	4	14.2%	4	43.9%	14	14.8%	19	2.9%	1	15.3%	3	18.6%	9	13.6%	5	8.3%	5
Have only visited once	3.3%	17	10.5%	3	13.3%	2	6.9%	2	2.0%	1	0.0%	0	4.0%	1	6.1%	2	1.4%	2	3.3%	1	0.0%	0	0.0%	0	3.3%	1	3.5%	2
(Don’t know / varies)	13.8%	70	39.5%	11	7.2%	1	1.0%	0	15.6%	6	7.1%	1	14.2%	4	17.6%	6	8.7%	11	11.5%	3	22.9%	4	16.6%	8	17.6%	7	11.6%	7
Weighted base:		505		29		13		29		38		15		28		33		126		26		18		48		38		63
Sample:		480		54		50		57		47		28		25		14		38		34		32		30		38		33

Q51 Which centre/facility did you last visit for running / cycling / outdoor activities?
Those who do outdoor activities at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Barnet	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bishops Stortford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broxbourne	3.3%	8	0.0%	0	29.8%	2	9.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	29.0%	3	0.0%	0	3.9%	1	0.0%	0
Cheshunt	8.1%	20	0.0%	0	6.1%	0	57.9%	8	40.4%	11	2.3%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield	32.2%	79	3.5%	0	3.0%	0	14.3%	2	20.1%	6	2.3%	0	9.8%	1	76.1%	23	90.5%	43	0.0%	0	0.0%	0	7.6%	3	0.0%	0	7.7%	1
Harlow	10.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.4%	8	0.0%	0	5.8%	2	0.0%	0	0.0%	0	21.0%	2	0.0%	0	3.9%	1	92.3%	11
Hatfield	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0
Hertford	15.1%	37	11.5%	1	23.1%	1	2.1%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	16.3%	1	53.4%	19	47.2%	13	0.0%	0
Hoddesdon	3.1%	8	73.5%	6	6.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.1%	0	0.0%	0
Potters Bar	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	41.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Welwyn Garden City	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.3%	15	3.5%	0	9.1%	1	5.6%	1	2.8%	1	0.0%	0	19.8%	2	12.4%	4	3.8%	2	10.1%	1	21.0%	2	3.3%	1	5.6%	2	0.0%	0
Chingford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuffley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goff's Oak	0.5%	1	0.0%	0	0.0%	0	3.1%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nazeing	0.2%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanstead Abbotts	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	5	0.0%	0
Waltham Abbey	1.4%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	25.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waltham Cross	1.4%	4	8.1%	1	0.0%	0	3.6%	0	6.5%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware	4.3%	11	0.0%	0	12.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	9	3.4%	1	0.0%	0
(Don't know)	5.2%	13	0.0%	0	9.0%	1	4.1%	1	18.5%	5	4.0%	0	5.6%	1	5.8%	2	0.0%	0	10.1%	1	12.7%	1	2.2%	1	4.1%	1	0.0%	0
Weighted base:		245		8		6		13		28		10		12		30		48		6		9		35		28		12
Sample:		214		18		22		19		31		13		12		14		12		10		10		17		27		9

Q52 How often do you visit (FACILITY MENTIONED AT Q51)?
Those who do outdoor activities at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Daily	24.9%	61	13.8%	1	14.7%	1	14.3%	2	27.5%	8	2.3%	0	5.6%	1	24.6%	7	59.2%	28	11.6%	1	0.0%	0	18.4%	6	14.0%	4	15.4%	2
At least two times a week	30.2%	74	40.0%	3	34.8%	2	11.8%	2	30.3%	8	45.0%	5	35.1%	4	25.7%	8	21.8%	10	6.7%	0	44.4%	4	50.6%	18	29.3%	8	15.4%	2
At least once a week	18.6%	46	15.0%	1	19.5%	1	47.7%	6	13.3%	4	40.6%	4	30.9%	4	11.5%	3	3.8%	2	46.7%	3	44.8%	4	14.1%	5	10.9%	3	43.5%	5
At least once a fortnight	3.3%	8	10.4%	1	9.5%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	3	5.6%	2	0.0%	0
At least once a month	5.2%	13	7.0%	1	0.0%	0	5.2%	1	14.5%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	16.6%	5	0.0%	0
At least every two months	2.8%	7	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	13.3%	4	3.8%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	1.6%	4	10.4%	1	6.1%	0	7.2%	1	2.4%	1	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	3.1%	8	3.5%	0	3.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	7.7%	1
Less often than once every 6 months	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	5.7%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Have only visited once	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / varies)	8.2%	20	0.0%	0	12.5%	1	10.3%	1	6.4%	2	12.1%	1	8.5%	1	5.8%	2	0.0%	0	35.0%	2	9.1%	1	5.4%	2	17.8%	5	17.9%	2
Weighted base:		245		8		6		13		28		10		12		30		48		6		9		35		28		12
Sample:		214		18		22		19		31		13		12		14		12		10		10		17		27		9

Q53 How do you normally travel when visiting leisure destinations?
Those who do leisure activities at Q36

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Car / van (as driver)	54.2%	454	63.4%	28	57.1%	13	63.6%	30	40.7%	28	75.9%	17	61.7%	32	57.3%	58	36.6%	57	68.1%	27	60.5%	13	65.8%	53	59.3%	33	51.6%	66
Car / van (as passenger)	8.3%	70	10.6%	5	14.5%	3	15.2%	7	6.9%	5	7.0%	2	11.9%	6	13.4%	14	9.8%	15	4.4%	2	0.0%	0	4.2%	3	11.1%	6	1.9%	2
Bus, minibus or coach	3.6%	30	2.6%	1	2.2%	0	1.2%	1	2.6%	2	1.0%	0	2.2%	1	18.7%	19	2.3%	4	1.1%	0	1.5%	0	0.9%	1	0.0%	0	0.5%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	9.7%	81	7.0%	3	5.4%	1	1.6%	1	31.5%	21	1.5%	0	1.3%	1	7.7%	8	2.3%	4	6.6%	3	6.3%	1	7.9%	6	4.0%	2	23.6%	30
Taxi	0.6%	5	0.6%	0	0.0%	0	0.0%	0	1.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	1.5%	2
Train	17.1%	143	13.4%	6	16.7%	4	14.6%	7	9.0%	6	8.3%	2	18.5%	10	2.9%	3	28.8%	45	15.8%	6	31.7%	7	12.6%	10	23.3%	13	19.5%	25
Metro	2.6%	22	0.0%	0	0.8%	0	0.6%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	13.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	6	0.6%	0	1.6%	0	0.6%	0	3.3%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.9%	0	1.5%	2
Mobility scooter / disability vehicle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	16	1.8%	1	1.8%	0	2.6%	1	4.8%	3	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	7.5%	6	1.0%	1	0.0%	0
Weighted base:		837		44		22		47		68		23		52		101		156		39		22		81		55		128
Sample:		809		97		89		99		95		45		45		41		49		50		48		49		52		50

Q54 Which leisure facilities would you like to see more of in the area? [MR]

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Bars / pubs	0.9%	9	2.9%	2	2.0%	1	1.8%	1	0.7%	1	1.1%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.0%	0	0.0%	0	0.8%	0	0.7%	1
Better shopping facilities	0.8%	8	1.5%	1	5.2%	1	1.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.7%	1	0.0%	0	1.7%	2	0.5%	0	0.0%	0
Bowling alley	8.2%	82	11.7%	6	5.4%	2	14.0%	8	11.8%	11	1.2%	0	7.5%	5	7.9%	12	12.1%	21	0.0%	0	4.5%	1	8.6%	8	9.0%	5	2.8%	4
Cinema	8.0%	80	13.9%	8	13.7%	4	8.1%	5	11.6%	11	0.0%	0	4.0%	2	0.0%	0	13.7%	24	1.0%	0	3.2%	1	16.7%	15	16.8%	10	1.3%	2
Concert hall / venue	0.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cycle paths / area	1.1%	11	0.0%	0	0.0%	0	0.7%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.8%	4
Dance facilities	1.2%	12	0.0%	0	0.7%	0	0.0%	0	7.7%	7	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Extreme sports	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health and fitness (Gym)	1.5%	15	2.0%	1	6.2%	2	1.0%	1	0.0%	0	11.3%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	8.7%	2	1.5%	1	3.8%	2	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	1.8%	18	2.3%	1	0.7%	0	1.6%	1	0.0%	0	1.1%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	8.3%	12
Karting	0.3%	3	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Leisure centre	2.7%	27	1.2%	1	2.5%	1	2.2%	1	0.7%	1	11.0%	4	6.7%	4	2.7%	4	0.0%	0	5.3%	2	0.0%	0	2.1%	2	0.0%	0	5.8%	8
More children facilities / activities	6.7%	67	3.7%	2	7.9%	2	4.2%	2	5.1%	5	20.8%	7	4.8%	3	11.9%	17	0.0%	0	1.7%	1	2.9%	1	12.8%	11	0.5%	0	10.6%	15
More sports facilities (football pitches, tennis courts)	3.4%	34	0.5%	0	2.3%	1	2.8%	2	2.1%	2	12.0%	4	5.6%	3	2.6%	4	1.6%	3	0.0%	0	8.2%	2	1.3%	1	0.0%	0	8.5%	12
Museum / art galleries	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	12.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Outdoor play areas / park facilities	2.1%	21	0.0%	0	0.7%	0	0.0%	0	0.0%	0	23.3%	8	0.0%	0	2.7%	4	0.0%	0	0.0%	0	7.5%	2	7.1%	6	1.4%	1	0.0%	0
Paintballing	0.2%	2	0.5%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	3.7%	38	3.3%	2	3.3%	1	2.2%	1	1.9%	2	1.1%	0	1.9%	1	0.8%	1	13.2%	23	0.0%	0	0.0%	0	1.3%	1	1.9%	1	2.8%	4
Swimming pool	3.8%	38	7.4%	4	16.6%	5	2.7%	2	4.2%	4	1.9%	1	0.0%	0	0.0%	0	5.0%	9	17.8%	8	2.6%	1	4.5%	4	0.8%	0	1.4%	2
Theatre	3.3%	33	0.0%	0	1.3%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	31	0.0%	0	1.3%	0	0.9%	1	0.0%	0	0.0%	0
Other	2.9%	29	5.4%	3	0.7%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.7%	3	12.1%	21	0.0%	0	2.1%	1	0.0%	0	0.8%	0	0.0%	0
Bingo Hall	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rollerskating	0.5%	5	1.2%	1	0.0%	0	0.7%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
More elderly facilities / activities	1.1%	11	0.3%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.7%	6	1.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Community activities / centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	2	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	59.1%	594	45.1%	25	39.7%	11	63.4%	36	59.3%	54	38.7%	13	75.9%	46	69.3%	101	57.0%	99	61.5%	26	71.9%	18	55.1%	49	69.6%	40	51.8%	75
(Don't know)	5.5%	55	15.5%	9	8.0%	2	3.5%	2	3.3%	3	10.2%	3	5.1%	3	6.5%	9	0.0%	0	9.9%	4	5.6%	1	7.5%	7	2.7%	2	6.7%	10
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Male	34.1%	342	28.8%	16	29.9%	8	33.3%	19	26.6%	24	34.1%	11	33.5%	20	54.6%	80	27.8%	48	37.7%	16	41.9%	11	17.3%	15	36.8%	21	35.4%	51
Female	65.9%	662	71.2%	39	70.1%	20	66.7%	38	73.4%	67	65.9%	22	66.5%	40	45.4%	66	72.2%	125	62.3%	27	58.1%	15	82.7%	73	63.2%	37	64.6%	94
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

AGE Could I ask, how old are you?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
18 – 24 years	11.1%	112	10.7%	6	6.1%	2	15.5%	9	7.7%	7	22.6%	7	0.0%	0	12.6%	18	0.0%	0	16.0%	7	20.7%	5	0.0%	0	34.8%	20	20.9%	30
25 – 34 years	17.7%	177	15.6%	9	22.0%	6	0.0%	0	5.6%	5	24.6%	8	12.4%	8	18.3%	27	12.1%	21	11.6%	5	22.6%	6	19.8%	18	12.6%	7	40.3%	59
35 – 44 years	18.0%	180	29.3%	16	14.6%	4	11.9%	7	11.8%	11	7.4%	2	18.7%	11	19.2%	28	18.3%	32	3.5%	2	20.4%	5	26.9%	24	20.9%	12	18.2%	26
45 – 54 years	17.0%	170	19.7%	11	13.2%	4	12.4%	7	19.7%	18	8.5%	3	9.7%	6	17.8%	26	22.1%	38	4.5%	2	10.8%	3	24.5%	22	21.3%	12	13.1%	19
55 – 64 years	14.9%	150	9.9%	5	19.2%	5	20.3%	11	22.7%	21	14.7%	5	28.0%	17	11.0%	16	20.0%	35	21.0%	9	5.6%	1	14.9%	13	4.7%	3	5.3%	8
65+ years	17.8%	178	11.1%	6	18.3%	5	34.6%	20	26.1%	24	19.1%	6	31.2%	19	14.2%	21	25.2%	44	32.2%	14	15.6%	4	12.0%	11	4.4%	3	2.2%	3
(Refused)	3.6%	36	3.7%	2	6.7%	2	5.4%	3	6.4%	6	3.1%	1	0.0%	0	7.0%	10	2.3%	4	11.1%	5	4.3%	1	1.9%	2	1.2%	1	0.0%	0
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
One	14.9%	150	17.2%	9	11.4%	3	15.1%	9	17.2%	16	14.3%	5	14.8%	9	8.1%	12	13.4%	23	13.3%	6	6.5%	2	9.4%	8	14.4%	8	27.6%	40
Two	52.8%	530	49.1%	27	57.3%	16	54.1%	31	61.8%	57	42.4%	14	71.9%	43	56.3%	82	40.8%	71	44.5%	19	70.2%	18	70.8%	63	40.7%	24	45.6%	66
Three	18.4%	185	18.6%	10	13.0%	4	10.3%	6	9.3%	9	41.0%	13	13.4%	8	22.3%	33	26.8%	46	12.8%	5	17.2%	4	16.1%	14	24.2%	14	12.1%	18
Four or more	10.3%	104	10.3%	6	12.4%	3	14.7%	8	6.1%	6	0.7%	0	0.0%	0	8.0%	12	17.3%	30	22.8%	10	2.6%	1	2.8%	2	20.7%	12	9.6%	14
(Refused)	3.6%	36	4.8%	3	5.9%	2	5.8%	3	5.5%	5	1.6%	1	0.0%	0	5.2%	8	1.8%	3	6.7%	3	3.5%	1	0.9%	1	0.0%	0	5.0%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

CHI How many children aged under 16 years old are there living in your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
None	61.1%	614	46.3%	25	61.2%	17	71.6%	40	63.7%	59	64.7%	21	64.5%	39	59.2%	87	85.3%	148	86.6%	37	66.9%	17	36.9%	33	63.9%	37	37.0%	54
One	17.7%	178	22.3%	12	10.2%	3	17.5%	10	16.9%	16	19.9%	7	28.0%	17	18.6%	27	7.4%	13	5.3%	2	1.0%	0	27.6%	24	12.4%	7	27.4%	40
Two	10.1%	101	21.5%	12	15.8%	4	5.1%	3	2.2%	2	11.4%	4	7.5%	5	5.1%	7	0.0%	0	1.5%	1	25.6%	6	21.8%	19	22.1%	13	17.5%	25
Three	6.7%	67	3.9%	2	6.9%	2	0.0%	0	7.3%	7	2.5%	1	0.0%	0	9.1%	13	7.3%	13	0.0%	0	2.0%	0	9.8%	9	1.6%	1	13.1%	19
Four or more	1.1%	11	1.2%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	1.0%	0	3.0%	3	0.0%	0	0.0%	0
(Refused)	3.3%	34	4.8%	3	5.9%	2	5.8%	3	6.5%	6	1.6%	1	0.0%	0	5.2%	8	0.0%	0	6.7%	3	3.5%	1	0.9%	1	0.0%	0	5.0%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
None	12.3%	123	7.2%	4	4.4%	1	5.7%	3	18.8%	17	7.9%	3	7.2%	4	14.4%	21	14.1%	24	2.8%	1	4.2%	1	7.9%	7	9.0%	5	21.0%	30
One	37.0%	372	39.7%	22	27.4%	8	30.9%	17	45.7%	42	42.9%	14	45.1%	27	40.9%	60	33.7%	58	39.0%	17	17.7%	4	44.3%	39	20.4%	12	35.0%	51
Two	35.4%	355	35.5%	19	39.6%	11	38.3%	22	22.7%	21	42.2%	14	35.8%	22	24.0%	35	44.3%	77	39.9%	17	65.7%	17	34.9%	31	49.0%	28	28.7%	42
Three or more	11.6%	117	12.9%	7	21.9%	6	18.8%	11	6.3%	6	5.5%	2	11.8%	7	15.4%	23	6.0%	10	11.7%	5	6.5%	2	12.8%	11	21.5%	12	10.2%	15
(Refused)	3.7%	37	4.8%	3	6.7%	2	6.3%	4	6.5%	6	1.6%	1	0.0%	0	5.2%	8	1.8%	3	6.7%	3	5.9%	1	0.0%	0	0.0%	0	5.0%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

EMP Is the chief wage earner in full-time or part-time employment?
Those in employment

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Full-time	70.4%	580	65.1%	27	78.5%	17	61.7%	27	72.3%	51	72.7%	15	67.2%	29	74.0%	88	63.8%	94	56.0%	18	70.2%	14	74.4%	57	88.1%	47	71.5%	97
Part-time	13.9%	114	12.5%	5	15.6%	3	8.9%	4	2.5%	2	11.9%	2	9.5%	4	16.9%	20	16.4%	24	9.9%	3	5.3%	1	14.8%	11	8.3%	4	21.8%	29
Retired - private company pension	12.7%	104	7.6%	3	5.8%	1	29.4%	13	23.0%	16	13.4%	3	20.6%	9	7.5%	9	19.8%	29	34.2%	11	10.5%	2	9.8%	8	0.6%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	2.6%	22	14.8%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	13.9%	3	0.0%	0	3.0%	2	6.1%	8
(Refused)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weighted base:		824		42		21		44		71		20		43		119		147		32		21		77		53		135
Sample:		709		87		79		89		88		36		33		39		44		37		37		43		47		50

HOM Do you own your own home?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Yes	72.1%	723	70.5%	39	68.0%	19	75.0%	42	77.7%	71	66.2%	22	79.2%	48	62.1%	91	89.6%	155	67.1%	29	62.4%	16	85.3%	75	62.7%	36	55.1%	80
No	22.3%	223	23.1%	13	26.2%	7	18.2%	10	11.2%	10	32.3%	11	20.8%	13	27.8%	41	6.8%	12	22.3%	10	31.5%	8	11.5%	10	37.3%	22	39.8%	58
(Refused)	5.7%	57	6.4%	4	5.9%	2	6.8%	4	11.1%	10	1.6%	1	0.0%	0	10.1%	15	3.6%	6	10.6%	5	6.1%	2	3.2%	3	0.0%	0	5.0%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
White	89.1%	894	94.2%	52	93.3%	26	89.7%	51	87.8%	81	76.8%	25	97.9%	59	72.3%	106	91.9%	159	91.1%	39	94.4%	24	99.1%	88	98.0%	57	88.4%	128
Indian	0.3%	3	0.6%	0	0.0%	0	1.7%	1	0.0%	0	1.1%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.4%	4	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	2.1%	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	0.0%	0	0.0%	0
Black Caribbean	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	2	8.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Black African	1.8%	18	0.0%	0	1.3%	0	0.0%	0	4.1%	4	11.3%	4	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7
Other Black	2.0%	20	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	17	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Mixed Race	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.7%	6	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.3%	43	4.9%	3	5.4%	2	5.7%	3	6.4%	6	1.6%	1	2.2%	1	9.9%	14	0.0%	0	8.9%	4	4.9%	1	0.9%	1	1.2%	1	5.0%	7
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Broxbourne Retail and Leisure Study for WYG

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
Zone 1	5.5%	55	100.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	2.8%	28	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.6%	57	0.0%	0	0.0%	0	100.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	9.1%	92	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	14.6%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	17.3%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0
Zone 11	8.8%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	89	0.0%	0	0.0%	0
Zone 12	5.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	58	0.0%	0
Zone 13	14.5%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	145
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Broxbourne Retail and Leisure Study for WYG

PC Postcode

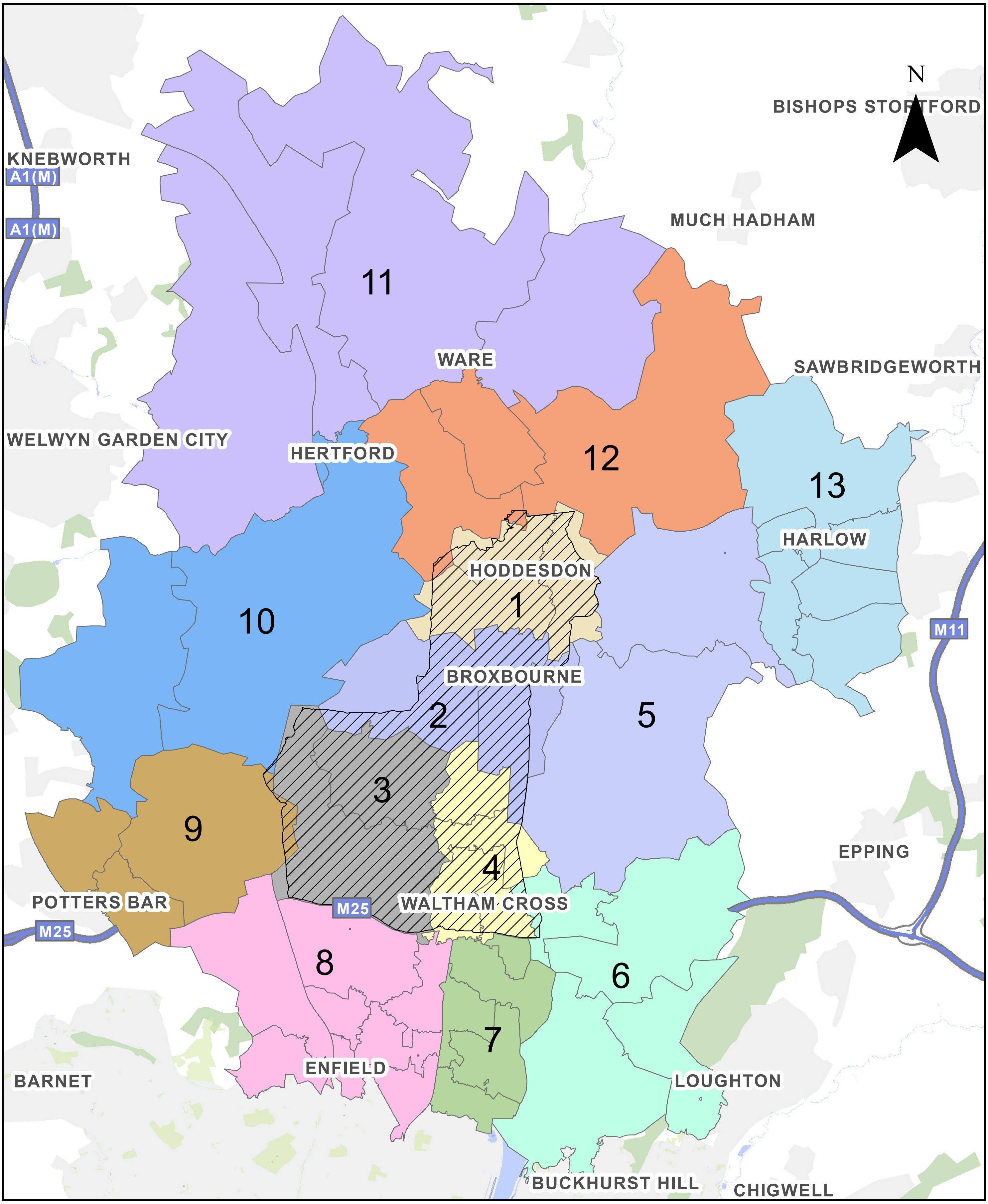
PC Postcode	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
AL9 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
CM186	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.6%	34
CM187	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	26
CM194	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	32
CM195	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM201	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	18
CM202	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
CM203	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	33
E4 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN1 1	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN1 3	4.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN1 4	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN106	2.8%	28	0.0%	0	100.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN110	1.9%	19	34.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN118	1.4%	14	25.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN119	2.2%	22	40.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN2 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN2 6	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN2 7	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN2 8	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN2 9	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN3 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN3 5	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN3 6	7.8%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN3 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 1	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 4	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN6 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN7 5	2.1%	21	0.0%	0	0.0%	0	37.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN7 6	3.5%	35	0.0%	0	0.0%	0	62.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN8 0	2.0%	20	0.0%	0	0.0%	0	0.0%	0	21.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN8 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	17.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN8 8	2.8%	28	0.0%	0	0.0%	0	0.0%	0	31.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN8 9	2.8%	28	0.0%	0	0.0%	0	0.0%	0	30.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 1	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 2	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
EN9 3	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IG104	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SG120	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	22	0.0%	0	0.0%	0
SG127	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	25	0.0%	0	0.0%	0
SG128	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	20	0.0%	0
SG129	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	8	0.0%	0
SG137	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.7%	30	0.0%	0
SG138	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	86.4%	22	0.0%	0	0.0%	0	0.0%	0
SG141	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0

Broxbourne Retail and Leisure Study for WYG

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
SG142	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	16	0.0%	0	0.0%	0
SG143	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	26	0.0%	0	0.0%	0
Weighted base:		1004		55		28		57		92		33		61		146		173		43		25		89		58		145
Sample:		1002		125		125		126		123		57		56		55		56		55		57		55		57		55

Appendix B

Broxbourne Postal Zones Map



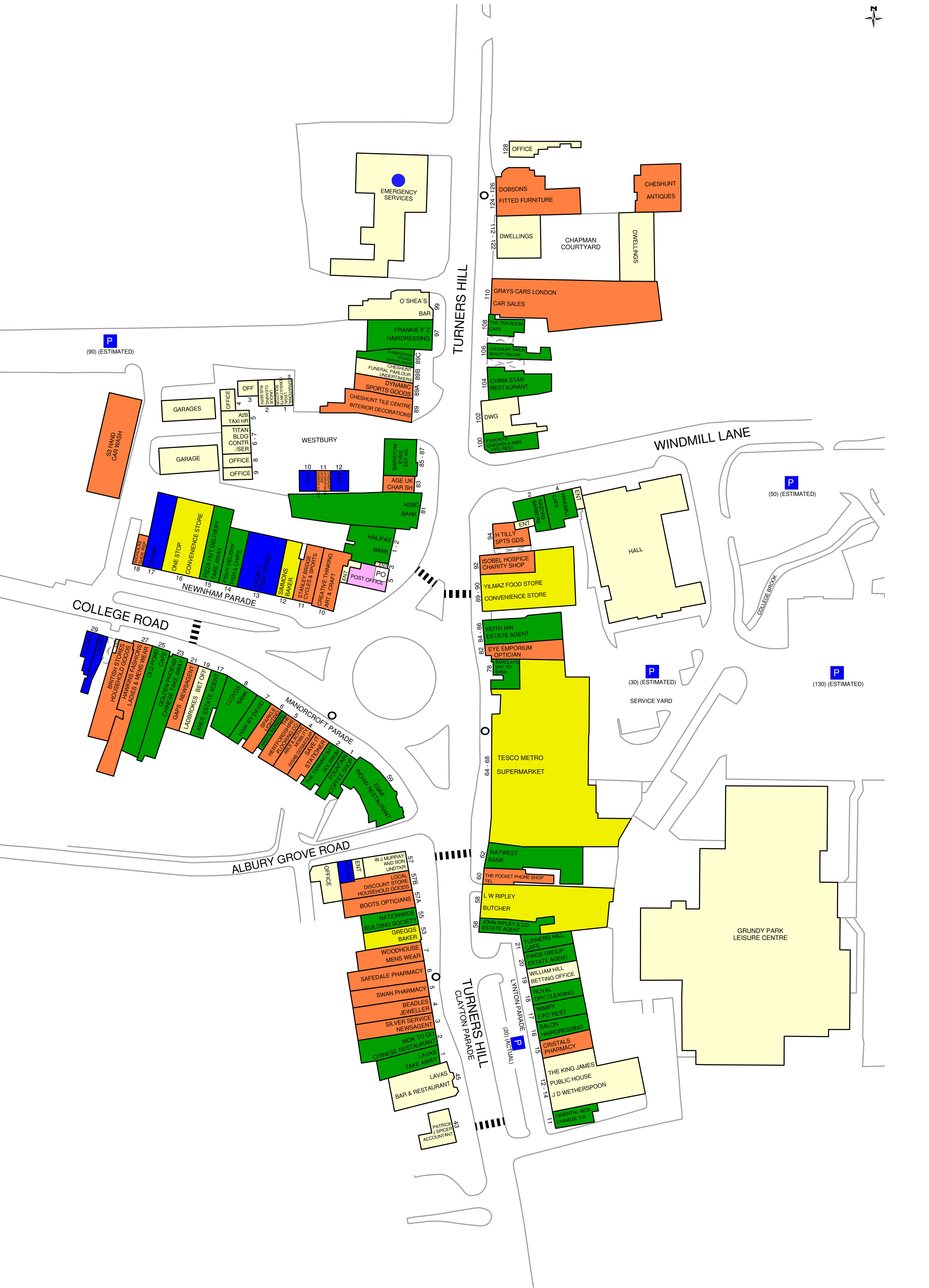
Legend

0 1 2 4 Miles

Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7
Zone 8
Zone 9
Zone 10
Zone 11
Zone 12
Zone 13
Borough of Broxbourne boundary

Appendix C

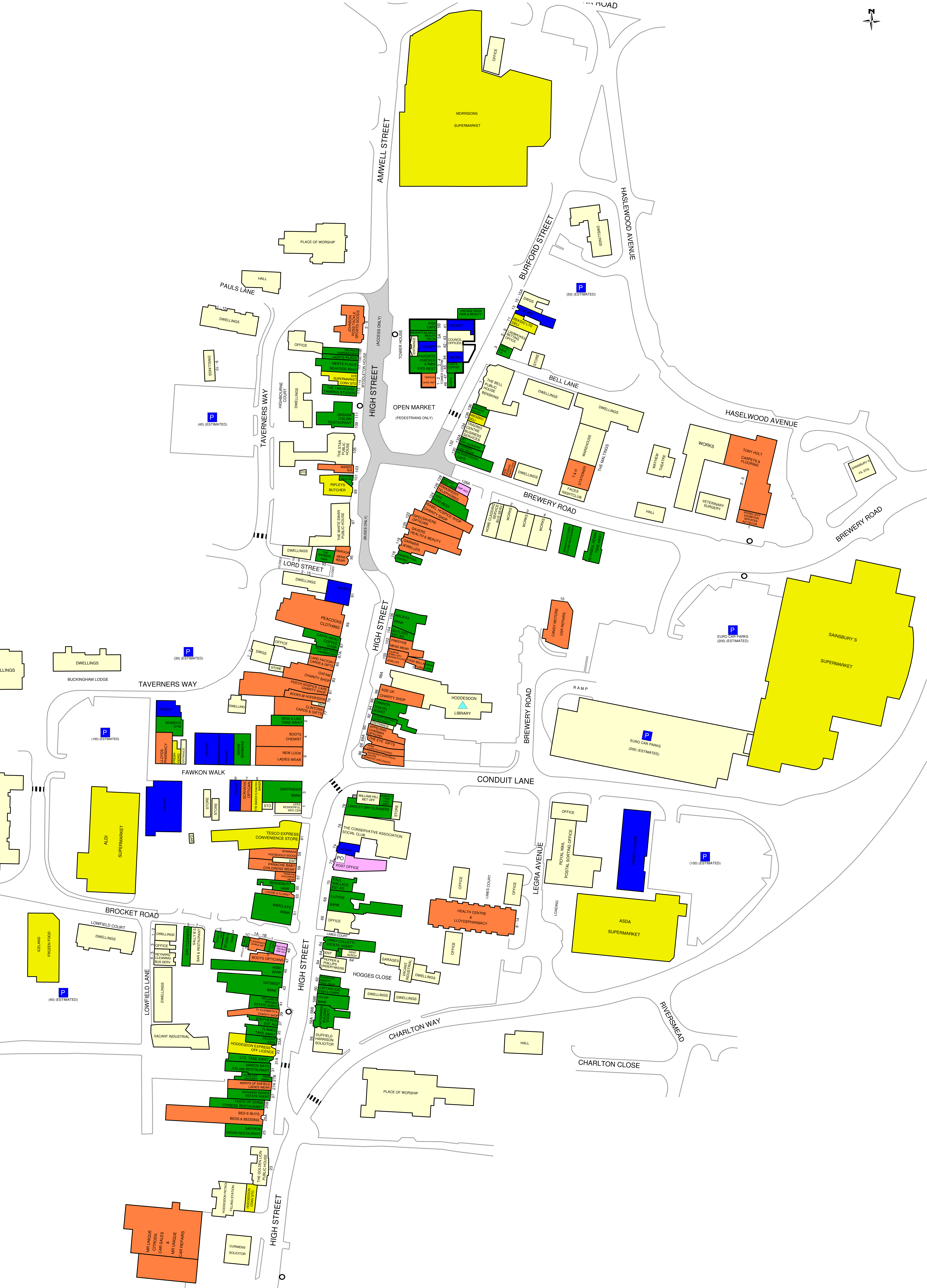
CHESHUNT



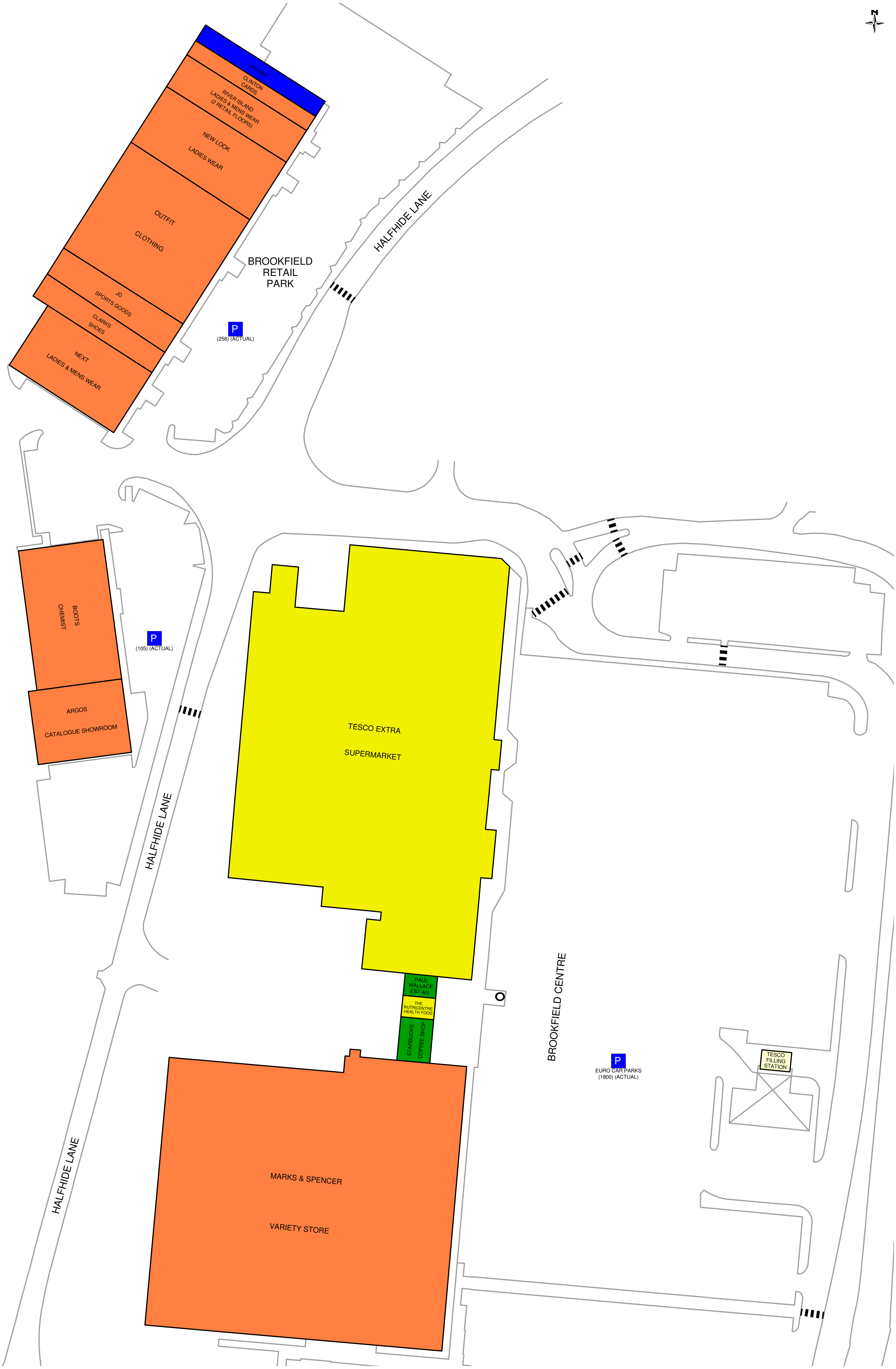
TURNERS HILL
WINDMILL LANE
COLLEGE ROAD
ALBURY GROVE ROAD
MANORCROFT PARADE
NEWNHAM PARADE
LYNTON PARADE
CLAYTON PARADE
COLLEGE BROOK
WESTBURY
EMERGENCY SERVICES
OFFICE
DOBSONS FITTED FURNITURE
CHESHUNT ANTIQUES
DWELLINGS
CHAPMAN COURTYARD
GRAYS CARS LONDON CAR SALES
THE TEA ROOM CAFE
CHESHUNT NAILS BEAUTY SALON
CHINA STAR RESTAURANT
DWG
FAVORITE CHICKEN & RIBS F/FD REST
O'SHEA'S BAR
FRANKIE K'Z HAIRDRESSING
CHRISTOPHER STOKES ESTATE AGENT
CHESHUNT FUNERAL PARLOUR UNDERTAKERS
DYNAMIC SPORTS GOODS
CHESHUNT TILE CENTRE INTERIOR DECORATIONS
P
(90) (ESTIMATED)
S3 HAND CAR WASH
GARAGES
GARAGE
OFF
A2B TAXI HR
TITAN BLDG CONTR /SER
BAIRSTOW EVES EST AG
AGE UK CHAR SH
HSBC BANK
HALIFAX BANK
VAC
ONE STOP CONVENIENCE STORE
PIZZA HUT DELIVERY TAKE AWAY
FISHY DELISHY FISH & CHIPS
VACANT POST OFFICE
SIMMONS BAKER
STANLEY BRIDGE CYCLES & SPORTS
CREATIVE THINKING ART & CRAFT
POST OFFICE
PO
ENT
H TILLY SPTS GDS
RAZORS BARBERS
CAFE
WINDMILL
HALL
P
(50) (ESTIMATED)
ISOBEL HOSPICE CHARITY SHOP
YILMAZ FOOD STORE CONVENIENCE STORE
KEITH IAN ESTATE AGENT
EYE EMPORIUM OPTICIAN
BARCLAYS ENT TO BANK
P
(30) (ESTIMATED)
SERVICE YARD
P
(130) (ESTIMATED)
TESCO METRO SUPERMARKET
BRITISH STORES HOUSEHOLD GOODS
HAWKINS FASHIONS LADIES & MENS WEAR
OLD POND CAFE
GOLDEN PHOENIX CHINESE TAKE AWAY
GAPS NEWSAGENT
LADBROKES BET OFF
LANES ESTATE AGENT
LLOYDS BANK
HAIR BY DAVID
HERTFORDSHIRE FLOORING CO
SAVE IT STATIONER
THE TANNING BAY SOLARIUM
FOUNTAIN COFFEE SHOP
EMMI INDIAN RESTAURANT
NATWEST BANK
THE POCKET PHONE SHOP TEL
L W RIPLEY BUTCHER
JOHN RIPLEY & CO ESTATE AGENT
W J MURRAY AND SON UNDTKR
LOCAL DISCOUNT STORE HOUSEHOLD GOODS
BOOTS OPTICIANS
NATIONWIDE BUILDING SOCIETY
GREGGS BAKER
WOODHOUSE MENS WEAR
SAFEDALE PHARMACY
SWAN PHARMACY
BEADLES JEWELLER
SILVER SERVICE NEWSAGENT
WOK TO GO CHINESE RESTAURANT
LAVAS TAKE AWAY
LAVAS BAR & RESTAURANT
PATRICK J SPICER ACCOUNTANT
TURNERS HILL CAFE
KINGS GROUP ESTATE AGENT
WILLIAM HILL BETTING OFFICE
ROYAL DRY CLEANING
WIMPY F/FD REST
SALON HAIRDRESSING
CRISTALS PHARMACY
THE KING JAMES PUBLIC HOUSE J D WETHERSPOON
ORIENTAL WOK CHINESE T/A
P
(20) (ACTUAL)
GRUNDY PARK LEISURE CENTRE

Hoddesdon Town Centre

Experian™
A world of insight

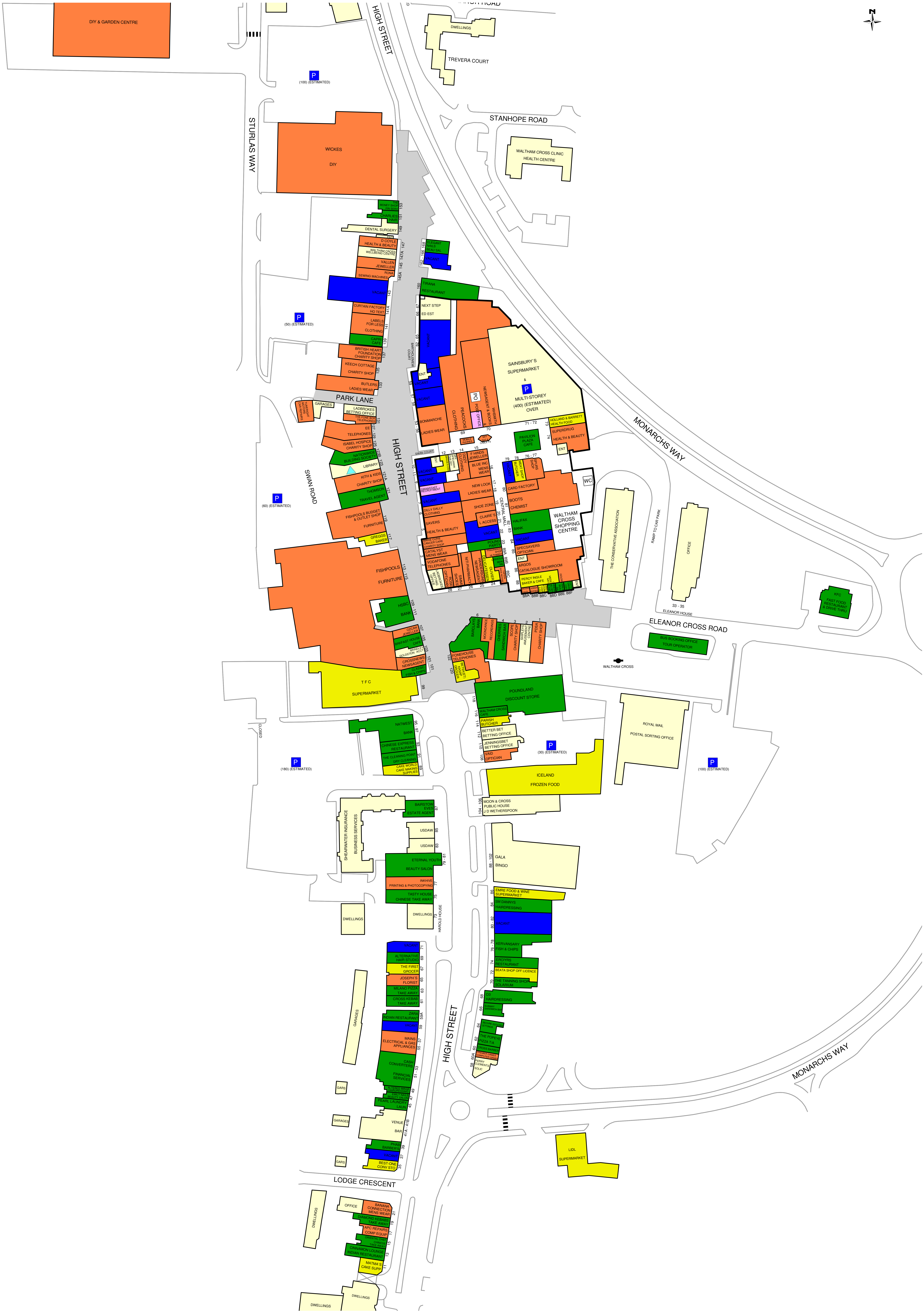


CHESHUNT - BROOKFIELD CENTRE



WALTHAM CROSS

Experian
A world of insight



Appendix D

Waltham Cross

ADDRESS	High Street, Waltham Cross
DESCRIPTION	Waltham Cross Town Centre is a linear centre that runs vertically along the High Street, beginning at the southern boundary of the Borough of Broxbourne and ending to the north at the junction with Winston Churchill Way. The northern half of the centre is pedestrianised and features the Pavilions Shopping Centre, located between the High Street and Monarchs Way. The southern half of the Town Centre contains the majority of service uses in the town centre and is accessible via car.
CURRENT STATUS	Town Centre

View of the High Street looking north

The Pavilions Shopping Centre viewed from the High Street

View south in the centre of the shopping area

View north at the pedestrianised boundary of the High Street

DIVERSITY OF USES			
Convenience	19	Miscellaneous	2
Comparison	61	Vacant	15
Service	50	**Total no. of units**	147

USES

Waltham Cross is the largest centre in Broxbourne. The centre comprises approximately 147 retail/service uses in total. These units are generally located in a linear fashion along the High Street, with the notable exception of the Pavilions Shopping Centre, which features a High Street frontage as well as enclosed units.

Waltham Cross offers a mix of convenience store offerings, with independent supermarkets, butchers, bakers and specialty stores operating alongside Sainsbury's, Iceland and Lidl.

The pedestrianised element of the centre is dominated by comparison uses and includes Homebase and Wickes to the north, which attract customers by car and do not provide the footfall or linked trips required to anchor the centre.

The Sainsbury's store (within the Pavilions Shopping Centre) and Fishpools furniture store act as significant draws to the centre although due to the number of vacancies at the northern end of the High Street, it is unclear that these function effectively and generate enough linked trips.

Waltham Cross also has a strong and varied mix of independent comparison retailers offering clothes stores, florists, pharmacies, shoe stores, jewellers and charity shops. Only a small number of high street retailers, such as New Look and Peacocks are present, indicating that Waltham Cross does not serve as a destination for clothes shopping but competes with larger centres.

The southern half of the centre includes a greater proportion of service uses, and is considerably more buoyant with greater activity and footfall. Service and community facilities are reasonably well-represented and include a bingo hall, public house, betting stores, takeaway units, offices and a library. There is potential for this area to develop into a vibrant evening economy.

PEDESTRIAN FLOWS

The pedestrianised northern element of the High Street encourages visits to the centre on foot, and there is a large residential catchment area to the west of the centre as well as a small number of residential dwellings located within the centre.

The Pavilions Shopping Centre showed evidence of linked trips with the pedestrianised High Street, which offered wide pavements with plenty of street furniture.

However, site visits suggested that there were significantly higher levels of footfall to the south of the centre, attracted by the ease of access, on-street parking, and the provision of service facilities. There is limited draw to the northern end of the High Street, which feels divorced from the remainder of the centre.

ACCESSIBILITY
The town centre is easily accessed via the A121 which appears prone to congestion at peak times. Legibility by car is relatively good, although accessibility by car is relatively constrained and may discourage passing trade. On-street parking is available along the south of the High Street and appeared to be in constant use during site visits. Dedicated car parking is provided for the Sainsbury's and Pavilions Shopping Centre, Wickes, Iceland and at other points off of the High Street. Waltham Cross train station and bus station are within walking distance of the town centre and provide services throughout Broxbourne, north and central London. The centre is considered accessible to a variety of modes of transport.
PERCEPTION OF SAFETY
The High Street offers wide pedestrianised footways, and street lighting, although vacancies and a lack of footfall to the north of the High Street reduce the buoyancy and natural surveillance in the area. Visible public CCTV installations help to reassure visitors, however these can also heighten unease. During site visits police notices were observed within the Pavilions Shopping Centre, which appears to be particularly vulnerable to crime and anti-social behaviour. Natural surveillance from footfall is high to the south throughout daylight hours. A good mix of community facilities and restaurants/takeaways help the centre maintain a degree of activity during evening hours.
ENVIRONMENTAL QUALITY
The environmental quality of the centre is also mixed. The High Street is generally tidy, free from litter/graffiti, well maintained, legible, vibrant and welcoming. The shopfronts are in good shape in the more active part of the High Street, slowly deteriorating in quality towards the northern end where most of the vacancies are. As there is no dedicated public plaza in Waltham Cross, the pedestrianised walkways and the Eleanor Cross Memorial functions as public space.
CONCLUSION
As the Borough of Broxbourne's largest centre, Waltham Cross has a large number and mix of convenience, comparison and service units. Vacancies are notable to the north of the centre, which hosts a greater proportion of comparison units, and these reinforce a deserted feel in the north. WYG note that the Council have identified the 'big box' Homebase and Wickes stores as an opportunity site for a major food store and car parking within the Waltham Cross Draft Town Centre Strategy, 2012. By nature of their bulky goods and DIY offer, the existing stores lend themselves to visitors by car. It is agreed that it would be preferable for the town centre for an anchor unit that would generate footfall and provide a frontage on to the High Street, encourage linked trips. Elsewhere, a healthy provision of service units such as restaurants, offices, hairdressers and takeaways appear well used to the south, providing substantial draw to the centre and emphasising the split between the pedestrianised and non-pedestrianised High Street.

KEY ISSUES
• Vacancies and lack of draw to the north. • Poor quality and run down street furniture reduce the attractiveness of the northern part of the High Street. • Lack of linked trips between service users to the south and comparison units to the north. • Potential for an enhanced evening economy to the south.

RECOMMENDED DESIGNATION	Town Centre

	Units	Units (%)		Units UK Avg (%)	Floorspace (sq m)	Floorspace (%)		Floorspace UK Avg (%)
	Jan 2015	*Jan 2015*	*Dec 2013*	*Jan 2015*	*Jan 2015*	*Jan 2015*	*Dec 2013*	*Jan 2015*
Convenience	19	12.93%	11.49%	9.05%	5,530	16.37%	15.81%	18.17%
Comparison	61	41.50%	43.24%	40.34%	18,710	55.39%	56.73%	45.41%
Service	50	34.01%	32.43%	37.01%	7,090	20.99%	21.42%	24.91%
Miscellaneous	2	1.36%	0.68%	1.15%	120	0.36%	0.15%	1.00%
Vacant	15	10.20%	12.16%	12.45%	2,330	6.90%	5.90%	10.51%
TOTAL	**147**				**33,780**			

Hoddesdon

ADDRESS	High Street/ Amwell Street, Hoddesdon
DESCRIPTION	Hoddesdon is a traditional market town, and is surrounded by several large foodstores on the outskirts of the town centre. The pedestrianised High Street is anchored by a large Morrison's foodstore to the north of the open market space, which hosts town centre events throughout the year. There has been significant construction and development within the town centre in recent years including the Tudor Hall, former co-operative store and Fawkon Walk mixed-use developments.
CURRENT STATUS	Town Centre

View of the centre of the High Street looking north

Hoddesdon High Street

DIVERSITY OF USES

Convenience	14	Miscellaneous	4
Comparison	44	Vacant	14
Service	64	**Total no. of units**	136

USES

Hoddesdon has approximately 140 retail/service units in total, the majority of which are located along and off-of the High Street. The mix of the units is diverse with convenience, comparison and services all highly represented. This large critical mass of units generates significant visitor attraction which ensures the centre is buoyant throughout most of the day.

Convenience representation includes Morrisons, Sainsbury's, Asda, Aldi, Iceland and Tesco Express stores which anchor the centre and cater for good passing trade. There is a good mix of national multiple and independent units, with independent butchers, bakers and delis all represented. National multiple comparison retailers are poorly represented for a centre of its size.

The centre is well represented by hairdressers, solicitors, high street banks and other financial services. The centre also benefits from numerous community facilities including a health centre, dentist, place of worship, library and children's soft play area.

The recorded vacancy rate is lower than the national average and the trading environment appears buoyant.

PEDESTRIAN FLOWS

Hoddesdon Town Centre functions well and attracts a significant number of local residents. The good mix of local facilities, independent retailers and larger foodstores encourage people to link trips.

A healthy footfall was observed throughout the centre during site visits. Whilst the centre was less vibrant towards the outskirts to the east and west, there was still significant footfall between the Sainsbury's to the east and the High Street via the library footpath. Fawkon Walk appeared less active, largely due to the number of vacant units, although the anchor Aldi foodstore managed to attract a significant number of visitors.

ACCESSIBILITY

There was evidence of a number of residential developments within and immediately adjoining the centre, although Hoddesdon is predominantly accessible by car. Due to the lack of a nearby train station, buses provide public transport links to neighbouring settlements.

On-street parking is available along the southern stretch of the High Street and each of Morrisons, Sainsbury's, Asda, Aldi and Iceland offer restricted parking at an initial free or discounted rate so as to encourage linked trips through the centre.

PERCEPTION OF SAFETY

Hoddesdon Town Centre is well lit, active and has plenty of natural surveillance. The perception of safety in the centre is generally high. The development of residential units at higher levels overlooks much of the centre.

This is further supported by the town centre events, which contribute to the feeling of community and the number of 'eyes on the street'.

ENVIRONMENTAL QUALITY

The length of the Hoddesdon High Street is designated as a Conservation Area and contains a number of locally and nationally Listed Buildings. The centre is well maintained and there is evidence of recent refurbishment and investment in new street furniture. The streets are clean and litter-free. A few benches mark the pavement where it widens at the centre of the High Street and signage advertising recent and upcoming Town Centre events.

CONCLUSION

The centre is vibrant and a healthy level of activity was observed during site visits. Whilst there is no direct access via a train station, the centre is well served by buses from surrounding residential areas and offers plenty of short stay parking opportunities.

There were a number of vacancies in the recent developments at Burford Street, Fawkon Walk and Conduit Lane, although Hoddesdon's vacancy rates remain below the national average. However, it is evident that efforts are being made to let these available units (WYG understand that agreements are already in place for the vacant units south of Morrisons).

The Morrisons, Sainsbury's, Asda, Aldi, Iceland and Tesco Express foodstores were seen to be active and showed evidence of linked trips, with visitors using the supermarket car parks and travelling to other foodstores, independent retailers and other retailers on the High Street.

Hoddesdon also features a number of community facilities and Town Centre events that contribute to the overall vitality of the centre.

KEY ISSUES

- National multiples threaten independent retailers.
- Whilst vacancy rates are below national averages, there are areas of vacancies in recent developments at Fawkon Walk and south of Morrisons on Burford Street.
- There are few leisure facilities attracting teens and young adults and more could be done to contribute to an evening economy.

RECOMMENDED DESIGNATION	Town Centre

	Units	**Units (%)**		**Units UK Avg (%)**	**Floorspace (sq m)**	**Floorspace (%)**		**Floorspace UK Avg (%)**
	Jan 2015	*Jan 2015*	*Dec 2013*	*Jan 2015*	*Jan 2015*	*Jan 2015*	*Dec 2013*	*Jan 2015*
Convenience	14	10.00%	10.37%	9.05%	16,490	48.44%	34.37%	18.17%
Comparison	44	31.43%	34.07%	40.34%	8,510	25.00%	33.64%	45.41%
Service	64	45.71%	41.48%	37.01%	6,330	18.60%	21.73%	24.91%
Miscellaneous	4	2.86%	2.22%	1.15%	350	1.03%	1.02%	1.00%
Vacant	14	10.00%	11.85%	12.45%	2,360	6.93%	9.24%	10.51%
TOTAL	**140**				**34,040**			

Cheshunt	
ADDRESS	Windmill Lane/ Turners Hill/ College Road, Cheshunt Old Pond
DESCRIPTION	Cheshunt Old Pond is located a mile north of Waltham Cross Town Centre along the B176 (Turners Hill) anchored by a central Tesco Metro foodstore. The centre is based around the Turners Hill/ College Road roundabout and is characterised by two and three storey buildings, with retail and other commercial uses at ground floor and a mixture of residential flats, offices and storage above.
CURRENT STATUS	District Centre

Tesco Metro looking towards the Turners Hill/ College Road roundabout

Looking east across Manorcroft Parade

DIVERSITY OF USES

Convenience	6	Miscellaneous	1
Comparison	30	Vacant	6
Service	35	**Total no. of units**	78

USES

The centre comprises approximately 78 retail and service units. As a District Centre, Cheshunt is noticeably smaller than Waltham Cross and Hoddesdon Town Centres and is largely dependent on the Tesco Metro convenience foodstore. There are a few smaller convenience stores such as One Stop shop, Yilmaz Food Store, Simmons and Greggs bakers and newsagents. Apart from a butcher, it does not feature any independent convenience retailers such as bakers, delis or fishmongers.

A Morrisons local convenience store is located to the north, outside of the designated centre.

Service units outbalance the number of comparison units, with a large number of restaurants, takeaways, cafes, laundrettes, high street banks, estate agents and hairdressers present.

Three vacant units currently benefit from extant planning permission for redevelopment. This could further reduce the vacancy rates, which are already low when compared to both Borough of Broxbourne and national averages.

PEDESTRIAN FLOWS
The centre is based around a road junction and surrounded by residential properties and so should benefit from significant walk-in and drive-by trade. Whilst the Tesco metro and service units are undoubtedly a draw to local residents, the centre is dissected by main roads which significantly impede pedestrian flows.
ACCESSIBILITY
Cheshunt train station is located around 9 minutes from the centre, providing access to London and the greater Broxbourne region and is complimented by a number of bus stops providing 8 routes across the local area. Walking routes are signposted and the centre is easily accessible by foot. Otherwise the centre is quite car-dependent and is dominated by the Windmill Lane/ Turners Hill/ College Road junction. This can be difficult to navigate at times causing congestion and discouraging pedestrians. Dedicated pay-and-display car parks are provided in addition to on-street car parking along the parades. However, these car parks are poorly signposted which can give the impression that there aren't any available parking spaces and deter drive-by visitors.
PERCEPTION OF SAFETY
Turners Hill road is well used and provides significant natural surveillance, in conjunction with public CCTV installations, whilst also appearing to discourage trips on foot. The urban nature of the centre and the dated and poorly maintained shopping frontages lowers the perception of safety. Nonetheless, the centre is well lit with wide pavements and there are no obvious areas that may be vulnerable to anti-social behaviour.
ENVIRONMENTAL QUALITY
The centre is dissected by main roads and a fountain and landscaping features mark the island in the road junction in the middle of the centre. A few benches and trees are provided where the pavement widens along Turners Hill, although both the quality and quantity of the street furniture and the general environment could be improved. The shop frontages are also somewhat dated, which detracts from the overall aesthetics of the centre.
CONCLUSION
Cheshunt exists at a junction of a through fare, attracting a fair amount of trade from drive-by visitors as well as local residents. As such, the choice of retail and service units is geared towards the service sector with banks, estate agents, restaurants, takeaways and hairdressers. The lack of footfall and passing through trade has resulted in a lack of clothes and shoes stores, or other comparison goods stores, like electric goods, instead relying on service units and the Tesco Metro convenience foodstore to draw trade. Despite the limited comparison goods offer, the centre has few vacancies (7.69%) and therefore indicates a good health.

KEY ISSUES	
• Poor environmental quality. • Limited provision of comparison goods stores. • Poor signage for car parking. • The centre is dominated by the road network and the layout can be difficult to navigate leading to congestion and discouraging pedestrians.	
RECOMMENDED DESIGNATION	District Centre

	Units	Units (%)		Units UK Avg (%)	Floorspace (sq m)	Floorspace (%)		Floorspace UK Avg (%)
	Jan 2015	*Jan 2015*	*Dec 2013*	*Jan 2015*	*Jan 2015*	*Jan 2015*	*Dec 2013*	*Jan 2015*
Convenience	6	7.69%	7.69%	9.05%	3,280	25.11%	25.19%	18.17%
Comparison	30	38.46%	38.46%	40.34%	4,650	35.60%	35.71%	45.41%
Service	35	44.87%	47.44%	37.01%	4,500	34.46%	35.33%	24.91%
Miscellaneous	1	1.28%	1.28%	1.15%	90	0.69%	0.69%	1.00%
Vacant	6	7.69%	5.13%	12.45%	540	4.13%	3.07%	10.51%
TOTAL	**78**				**13,060**			

Brookfield

ADDRESS	The Links/ Halfhide Lane
DESCRIPTION	Brookfield is located off of the A10 (Great Cambridge Road), to the northwest of Cheshunt. It is divided into two distinct developments: the Brookfield Centre and the Brookfield Retail Park. Brookfield is not designated in the Council's adopted hierarchy of centres.
CURRENT STATUS	Out of Centre

Totem advertising the Brookfield Centre

Looking west across Halfhide Lane towards the Brookfield Retail Park

DIVERSITY OF USES

Convenience	2	Miscellaneous	0
Comparison	10	Vacant	1
Service	2	**Total no. of units**	15

USES

Brookfield comprises approximately 15 retail and service units across two separate developments.

The Brookfield Centre is made up of sizable Tesco Extra and Marks & Spencer units divided by a Starbucks, a Nutricentre health food store and an estate agent. The Brookfield Retail Park comprises nine comparison goods units and one vacant unit, with planning permission to provide two new flexible A1, A2 or A3 units.

PEDESTRIAN FLOWS

The two separate elements of Brookfield are poorly connected, required two, three or four crossing to access various units, significantly reducing the likelihood of linked footfall. From our site visits it was apparent that customers were choosing to drive the 150m from the Brookfield Centre to the Brookfield Retail Park to avoid using pedestrian crossings.

That being said, there was a healthy footfall across the Brookfield Centre and the majority of the Brookfield Retail Park, while there was less activity to the north of the retail park where the single vacant unit was located.

ACCESSIBILITY	
Brookfield is poorly accessed by public transport, although the Brookfield Centre provides 1,800 car parking spaces and the Brookfield Retail Centre provides 363 spaces.	
PERCEPTION OF SAFETY	
Brookfield is made up of large retail units with significant active frontages overlooking well lit car parks, separated by The Links and Halfhide Lane. Whilst there are no obvious areas that may be vulnerable to anti-social behaviour, the dominance of the road network significantly reduces the perception of safety when walking between the Brookfield Centre and the Brookfield Retail Park.	
ENVIRONMENTAL QUALITY	
Brookfield is generally clean and well maintained with a few small elements of planting and vegetation. However, the extensive roads and car parks dominate the area significant detracting from the overall aesthetic of Brookfield as a whole.	
CONCLUSION	
Brookfield provides a considerable retail offering and is a significant draw within the Study Area. However, footfall is primarily concentrated along Brookfield Centre and to the south of the Brookfield Retail Park, with less activity to the north of the retail park. Brookfield as a destination is poorly designed and connected, and the existing routes between the Brookfield Centre and the Brookfield Retail Park appear to actively discourage pedestrian traffic.	
KEY ISSUES	
• Poor connections and accessibility across Brookfield, particularly for pedestrians. • A vacant unit and a lack of draw to the north of the Brookfield Retail Park.	
RECOMMENDED DESIGNATION	No designation (Out of Centre)

	Units	Units (%)		Units UK Avg (%)	Floorspace (sq m)	Floorspace (%)		Floorspace UK Avg (%)
	Jan 2015	*Jan 2015*	*Dec 2013*	*Jan 2015*	*Jan 2015*	*Jan 2015*	*Dec 2013*	*Jan 2015*
Convenience	2	13.33%	13.33%	9.05%	11,240	37.03%	37.03%	18.17%
Comparison	10	66.67%	66.67%	40.34%	18,530	61.05%	61.05%	45.41%
Service	2	13.33%	13.33%	37.01%	270	0.89%	0.89%	24.91%
Miscellaneous	0	0.00%	0.00%	1.15%	-	0.00%	0.00%	1.00%
Vacant	1	6.67%	6.67%	12.45%	310	1.02%	1.02%	10.51%
TOTAL	**15**				**30,350**			

1.0 Neighbourhood Centres

1.1 High Street, Cheshunt



1.1.1 High Street, Cheshunt is a linear centre located along the B176 (High Street) in several blocks comprising two/three-storey pitched roof terraced units with commercial ground floor uses and residential and/or storage uses on the upper floor, as well as the Cheshunt Centre enclosed indoor market. It is the largest neighbourhood centre in Broxbourne, consisting of roughly 57 retail and service units.

1.1.2 The centre is dominated by service uses including estate agents, legal and financial services, takeaways, launderettes/ dry cleaners, hairdressers and beauty salons. Site surveys indicate that the proportion of service units is as high as 63%, significantly greater than the national average and suggests that centre primarily serves local residents with an element of drive by trade. The centre offers plenty of on-street parking along the High Street, particularly to the south.

1.1.3 The notable convenience offering is a Co-operative foodstore with an estimated 90% of floorspace dedicated to convenience products and 5 checkouts. The centre also features an independent baker and a number of independent 'bulky goods' comparison stores providing furniture, electrical supplies, bicycles, windows and flooring.

1.1.4 The centre is primarily accessed by car (being located along a main thoroughfare) with an element of pedestrian flow from the surrounding residential areas. There is a notable lack of street furniture and--despite the significantly low number of vacant units--the centre appears run down, with inadequately maintained store fronts giving a poor impression of the area and contributing to a low perception of safety. During site visits the Cheshunt Centre indoor market showed very little footfall and many of the stores appeared empty. There was evidence of the ongoing construction of a mixed-use development at 38-40 High Street to provide two new retail units and 11 residential dwellings. However, as a whole the centre suffers from its proximity to Turners Hill and Clarendon Parade Local Centres, as well as

Cheshunt District Centre, which offers a more viable location for shoppers in this area of the borough.

1.2 High Road Broxbourne



1.2.1 High Road Broxbourne is located toward the north of the borough along the A1170, within a 10 minute walk of Broxbourne station serving visitors, commuters and local residents.

1.2.2 The centre consists of three distinct sections. A block to the west of the High Road at the junction with Bourne Close consists of three takeaways, two estate agents, a flooring store and a dentist. To the east, the Ravenscroft block of flats encloses a walkway containing a cafe, barber, nail salon, pet store and a vacant unit. This parade stretches north and includes restaurants, a betting shop, hairdressers, a dentist and an electrical store leading up to Bridge House, a grade II listed former office block with various extant permissions for retail and residential uses. The centre continues north along the east of the High Road with a pharmacy, estate agents, takeaways, cafes, off-licences, a dentist, a butcher, a baker, a hairdresser and a bicycle store.

1.2.3 On-street parking is available along the High Road, yet the linear nature of the centre does not feel connected. The imposing Bridge House and Ravenscroft developments divide the centre and the units beneath Ravenscroft are imposing and poorly maintained. The centre is predominantly made up of comparison retail and service uses and this limited retail offer will cater almost exclusively to the local population and passing visitors.

1.3 High Street, Waltham Cross (No's 228-286 and 229-267)



1.3.1 High Street, Waltham Cross (No's 228-286 and 229-267) Neighbourhood Centre is located adjacent to Theobalds Grove train station and less than 150 metres north of Walthm Cross Town Centre. The centre features a Tesco Express foodstore to the south and incorporates a raised pedestrian crossing and on-street parking along Monarch's Way to the north which draws trade and pedestrian flows to the centre.

1.3.2 The centre is divided from Waltham Cross to the south by the A121 roundabout and includes a roofing merchant (with associated storage), funeral parlour, dry cleaning/ launderettes, hairdressers, recruitment and accountancy services, a florist, a cafe, a deli, a polish specialty foodstore and a hardware store.

1.3.3 The centre includes a number of building material wholesalers and construction service providers and serves a distinctly day to day retail top up function given its size, its proximity to Waltham Cross and the limited nature of its retail/service function.

1.4 Crossbrook Street (No's 99-137)

1.4.1 Crossbrook Street is composed of two/three-storey buildings of various styles (a number of which are grade II listed) comprising commercial and retail use at the ground floor. The centre has a limited retail/service offering and is located a 10 minute walk from Cheshunt District Centre and Waltham Cross Town Centre. Both centres are also easily accessible by bus and car. The centre is constrained by its location and proximity to the nearby centres and as such caters to local residents as well as drive-by trade, being located along the B176 (Crossbrook Street).

1.4.2 The centre comprises the Roman Urn Public House to the north of the centre, takeaways, a plumbing and hardware store, a dry cleaner, a frozen food store, a photography studio, hair and beauty parlours, a convenience store and off-licence, a cafe, solicitors and accountants, as well as on-street parking.

1.4.3 The centre offers a limited top-up retail and service provision for local residents. However, it is noted that the former MOT garages and car park at 111-113 Crossbrook Street currently benefits from extant planning permission and listed building consent for a residential development of 17 dwellings, which will increase the buoyancy and vitality of the centre.

1.5 Goffs Oak


1.5.1 Goffs Oak Neighbourhood centre is comprised of three small parades located around the junction of Goff's Lane, Cuffley Hill and Newgatestreet Road. The parades consist of a Boots pharmacy, a Co-operative foodstore, a post office, a gift shop, an estate agent, three takeaways, three hairdressers, two dry cleaners, an MOT station and car garage and a car hire.

1.5.2 Combined, these parades provide top-up shopping and service facilities to the wider Goffs Oak area and although they are not connected, on-street parking is available and they are close enough to encourage linked trips. Whilst there was a low to moderate footfall during site visits, the extent of the surrounding residential catchment area and the lack of vacant units suggest that the centre is buoyant and performing well.

1.6 Wormley

1.6.1 Wormley Neighbourhood Centre is located in a conservation area along the A1170 (High Road Wormley), within a predominantly residential setting.

1.6.2 The centre is made up of three parades and two separate grade II listed buildings to the south (the former post office, now offices, and the former butchers, now dwellings). The parades are divided to the north by grade II listed dwellings (31-37 High Road Wormley).

1.6.3 With the exception of the listed buildings, the centre appeared poorly maintained and clearly caters to a small local community for top-up shopping and services. The centre comprises of a builders merchant, an independent florist, hairdressers, cafes, off-licences, takeaways, a pawn broker and a medical centre.

1.6.4 The Old Star Public House is located opposite the centre but is not included within the boundary.

1.7 Rye Road

1.7.1 Rye Road is the smallest Neighbourhood Centre in Broxbourne, consisting of just 12 retail and service units. It is located north of Hoddesdon in a predominantly residential area less than 10 minutes walk from Rye House train station. It is a 6 minute walk from the Co-operative foodstore on Stanstead Road, and within 10 minutes walking distance from The Drive, Ware Road and Stanstead Road Local Centres and Parades.

1.7.2 The centre offers off-street parking as well as a bakery, bookmakers, off-licences, cafes, restaurants and takeaways, a hairdresser, a dry cleaners and a pharmacy. The centre appeared to be well utilised, serving a modest top-up neighbourhood function.

2.0 Local Centres and Parades

2.1 Stanstead Road

2.1.1 Stanstead Road Local Centre comprises just four units at the junction of Stanstead Road, Middlefield Road and Rye Road, separated by a parade providing on-street parking. The centre comprises of Autocross car parts and accessories, Stanstead Road Post Office and Prosser's Diner.

2.1.2 During the site visits, it was noted that a small parade consisting a Co-operative foodstore, an off-licence, a cafe, pet grooming store, dry cleaners and electrical distributor was located within walking distance at 58-72 Stanstead Road.

2.2 Windmill Lane

2.2.1 Windmill Lane Local Centre directly adjoins Cheshunt train station, surrounded by residential dwellings and Green Belt land to the east.

2.2.2 The centre comprises The Windmill and The Red Cow Public Houses, two takeaways, a hairdresser, a dry cleaner and a furniture store. Opposite the centre is a parade consisting of a cafe, a takeaway, a betting shop and another Public House.

2.3 Ware Road

2.3.1 Ware Road Local Centre is located at the junction of Ware Road and Middlefield road and feature dedicated on-street parking.

2.3.2 The centre comprises a florist, hairdressers and nail salons, an off-licence, a bakery, a taxicab office, a furniture store, a deli and a restaurant. Immediately adjoining the centre to the south is a petrol filing station and convenience store.

2.4 Clarendon Parade

2.4.1 Clarendon Parade is set-back off of the B176 (High Street), less than a 3 minute walk from Cheshunt District Centre.

2.4.2 It consists of a dentist, hair and beauty parlours, takeaways, an ironing service, a tool hire store, a tattoo parlour and dedicated on-street parking.

2.5 Chaucer Way

2.5.1 Chaucer Way is located to the north of the borough and caters to the adjoining Chaucer Court and Shakespeare Court residents. The centre is made up of a newsagent, a butcher, a launderette, two takeaways, an off-licence, a hairdresser and a vacant unit.

2.6 Cheshunt Wash

2.6.1 Cheshunt Wash is located on a parade off of the B176, within 5 minute walking distance of Brookfield. The centre serves local residents and passing traffic with an off-licence, a newsagent, a dry cleaner, a hairdresser, a taxicab office, a takeaway, a vinyl signage store and a photo framing store.

2.7 Cromwell Avenue

2.7.1 Cromwell Avenue is made up of just seven units in a suburban residential location. The Cromwell Medical Centre serves day to day community needs, alongside a chemist, a convenience store, a hairdresser, a takeaway, a cafe and a residential dwelling.

2.8 Great Cambridge Road

2.8.1 The Great Cambridge Road Local Centre is located just 5 minutes walk from Cheshunt District Centre and serves a small top-up local function in addition to benefiting from drive-by trade at the junction of two of Broxbourne's main thoroughfares, the A10 (Great Cambridge Road) and the B198 (College Road).

2.8.2 The centre has a number of dedicated off-street car parking spaces and comprises of a women's clothing store, a hairdresser, a pet grooming parlour, a garage door distributor and a second-hand furniture store and a vacant unit.

2.9 Flamstead End Road




2.9.1 Flamstead End Road Local Centre is comprised of five distinct parades within the wider area, each catering to a specific local catchment.

2.9.2 Flamstead End (Whitefields) is located on Whitefields Road and at the time of the site visit consisted of three vacant and partially derelict units.

2.9.3 Flamstead End Road is located along Flamstead End Road and is made up of a convenience store, a betting shop, an electronics specialty store and a dry cleaner. Outside of the designated centre, there is a Public House and petrol filing station located opposite and a Tesco Express foodstore within 100 metres to the north.

2.9.4 Flamstead End (Church Lane) is situated at the junction of Churchgate Road, Flamstead End Road, Andrew's Lane and Church Lane. The centre comprises a betting shop, a convenience store, a Co-operative foodstore and a hairdresser. Adjoining the designated centre on either side is a cafe and a Public House.

2.9.5 Flamstead End (Rosedale Way) is made up of a single building comprising a doctors surgery, an optician, a pharmacy and a dentist providing a day to day local community function.

2.9.6 Flamstead End (Andrew's Lane) is currently identified on the Borough of Broxbourne Council's interactive proposals map as the car park to the Monkey Puzzle Day Nursery. WYG understand that this is an error and that the designated centre consists of a convenience store and takeaway at 24-28 Andrew's lane, adjoining the Rosedale Community Church at Fairley Cross Hall.

2.9.7 An outline planning application (ref: 07/14/1044/O) for the demolition of the building on the site to provide four residential units was recently refused (22nd April 2015).

2.10 251-259 High Road Broxbourne

2.10.1 The 251-259 High Road Broxbourne Local Centre is located less than a 2 minute walk north of Wormley Neighbourhood Centre and consists of just 5 retail and service units, serving a small local top-up function.

2.10.2 The centre comprises a Post Office, an electronics specialty store, a hairdresser, a car parts store and a physiotherapy clinic.

2.11 Holdbrook Court

2.11.1 Holdbrook Court is located towards the south eastern boundary of the borough, catering to a small local population within the Holdbrook Court residential development.

2.11.2 The local centre consists of an off-licence, three takeaways, a boxing gym, a community centre and a vacant unit.

2.12 Roundmoor Drive

2.12.1 The Roundmoor Drive Local Centre serves a minor top-up function and is made up a newsagent, a tanning salon, a hairdresser and a dry cleaner in a suburban residential setting.

2.13 The Drive

2.13.1 The Drive consists of just three units: a convenience store, a hairdresser and a chiropody clinic, serving a minor top-up function to the immediately adjoining residents.

2.14 Turners Hill

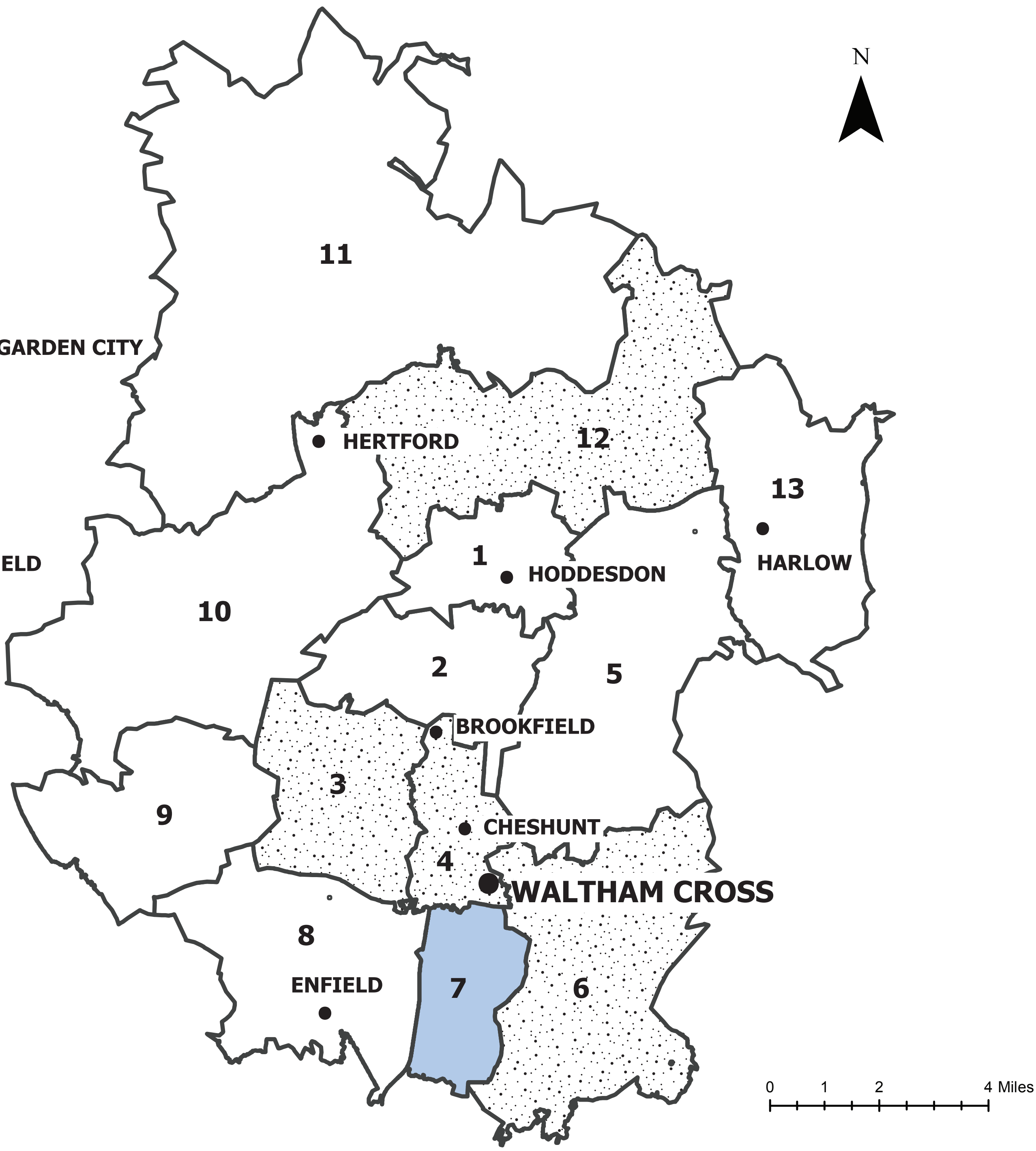
2.14.1 Turners Hill Local Centre is located on the west of the B176 (Turners Hill) in a largely residential setting just 4 minutes walk to the north of Cheshunt District Centre, between the High Street Cheshunt Neighbourhood Centre and the Clarendon Parade Local Centre.

2.14.2 The centre features trees, wide pavements and a small number of on-street car parking spaces and comprises the Old English Gentleman Public House, a clothing store, a fishmongers, a stonemasons, a pet shop, a pet grooming parlour, four hairdressers, a newsagent, three bathroom and plumbing suppliers, a dry cleaner, a florist, a cafe, a building contractor, two vacant units and a dentist. Opposite the centre is a row of terraced dwellings, a travel agents and a place of worship.

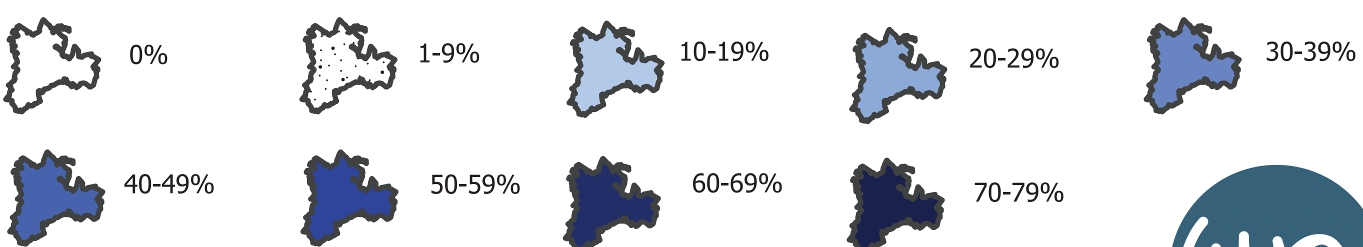
2.14.3 Turners Hill Local Centre does not have a significant convenience offering and serves a day to day local top-up function.

Appendix E

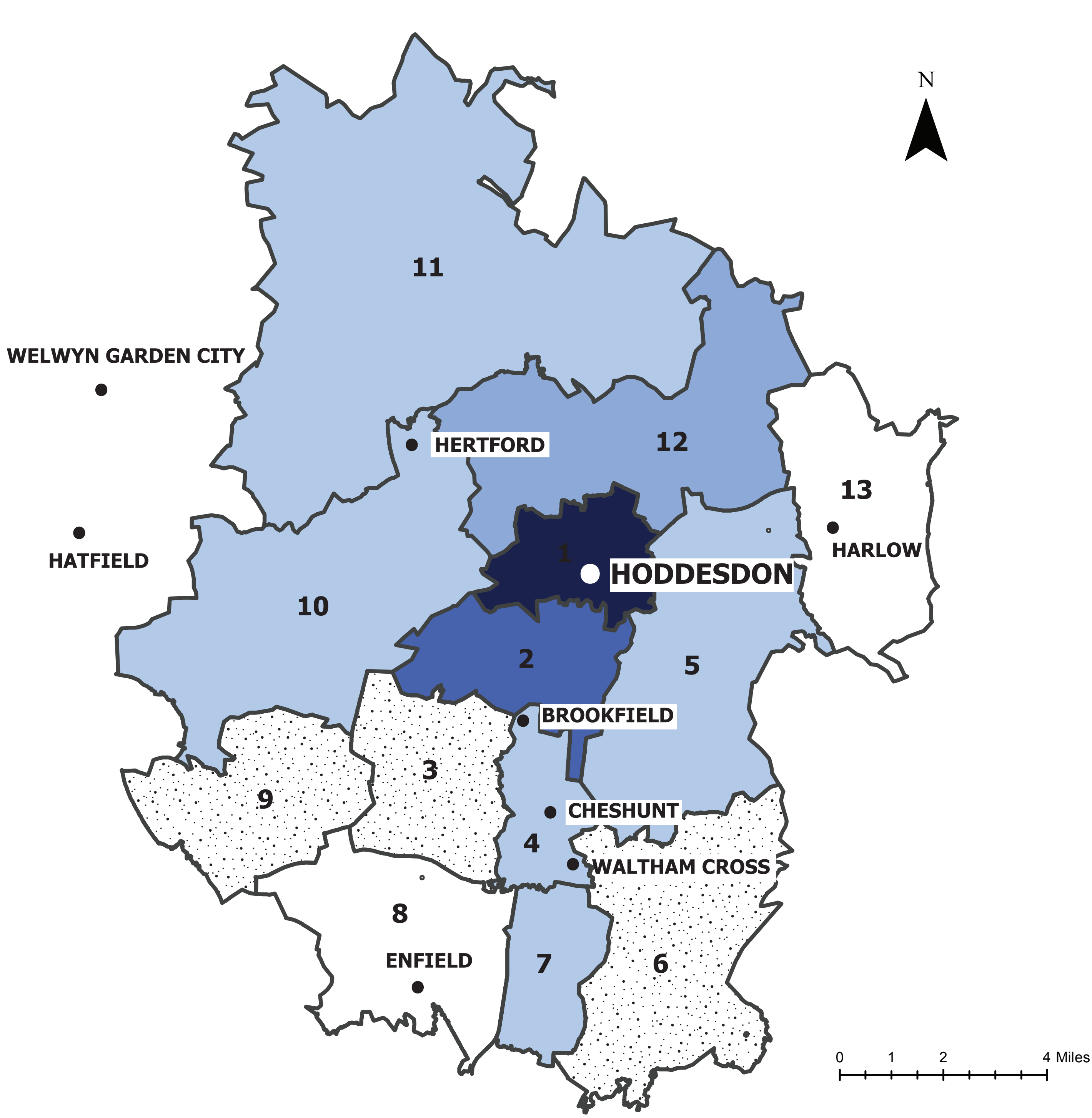
Waltham Cross - Convenience Goods Market Share



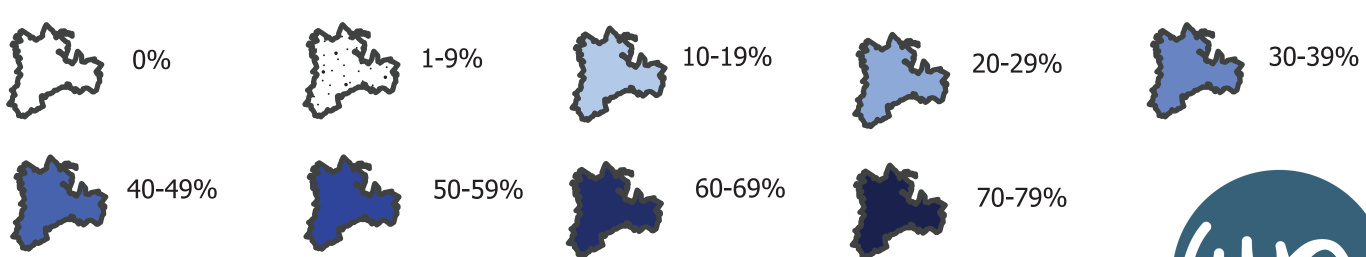
Convenience Goods Market Share (%)



Hoddesdon - Convenience Goods Market Share



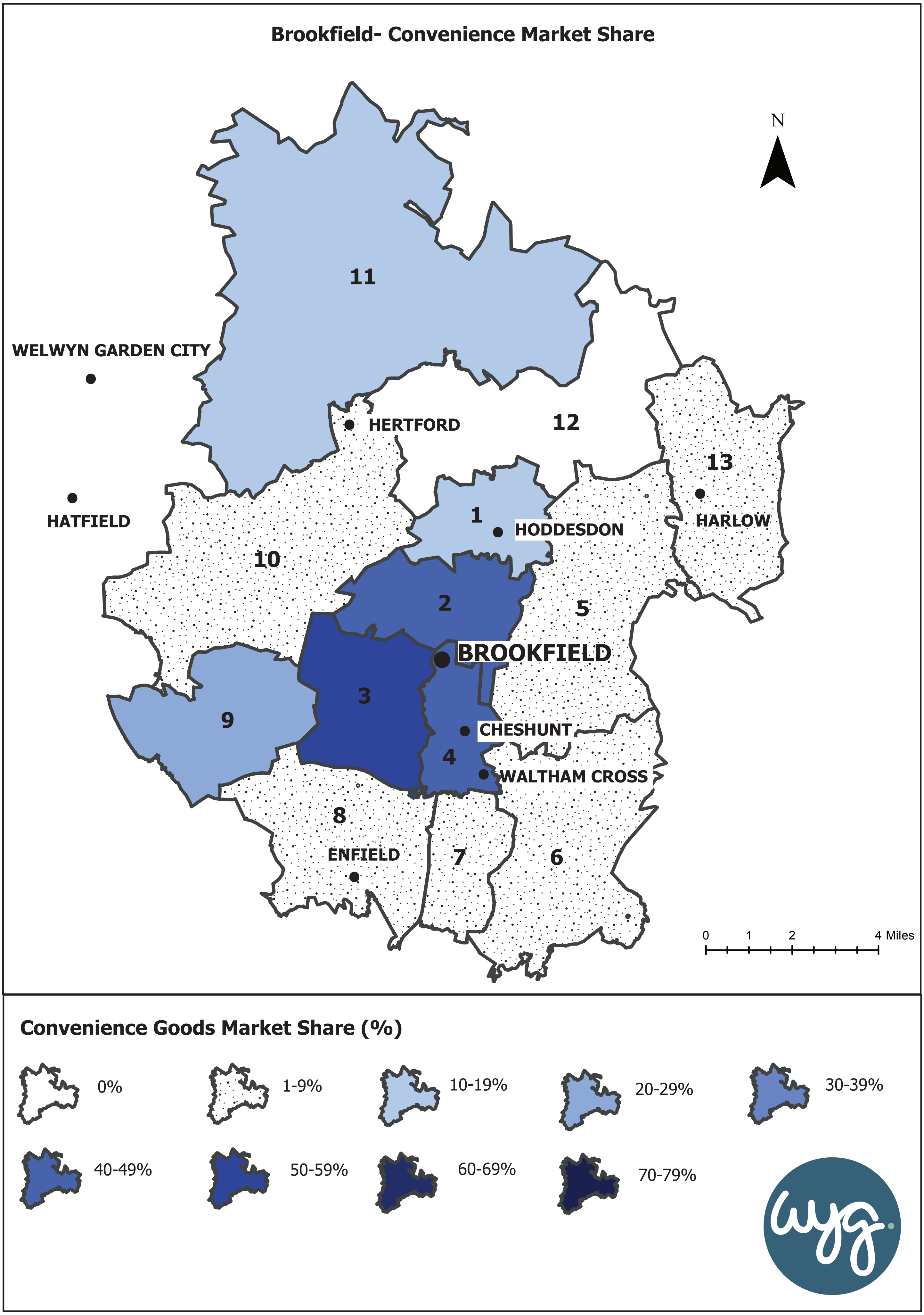
Convenience Goods Market Share (%)



Cheshunt - Convenience Goods Market Share

Convenience Goods Market Share (%)

0%
1-9%
10-19%
20-29%
30-39%
40-49%
50-59%
60-69%
70-79%


Brookfield- Convenience Market Share
N
11
WELWYN GARDEN CITY
HERTFORD
12
13
HATFIELD
1
HODDESDON
HARLOW
10
2
5
BROOKFIELD
3
9
CHESHUNT
4
WALTHAM CROSS
8
ENFIELD
7
6
0 1 2 4 Miles
Convenience Goods Market Share (%)
0%
1-9%
10-19%
20-29%
30-39%
40-49%
50-59%
60-69%
70-79%

Waltham Cross - Comparison Goods Market Share

Comparison Goods Market Share (%)

0%

1-9%

10-19%

20-29%

30-39%

40-49%

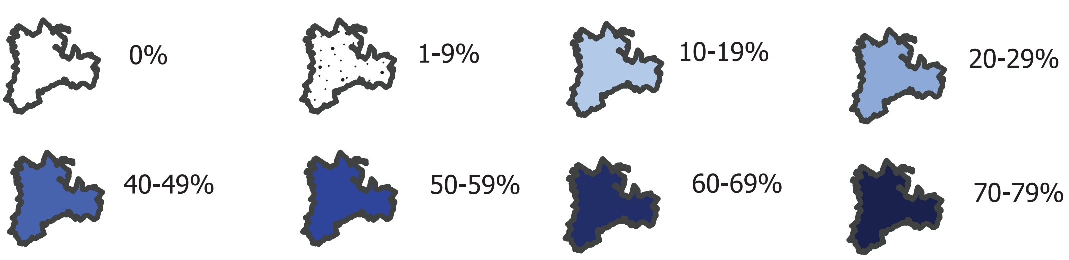
50-59%

60-69%

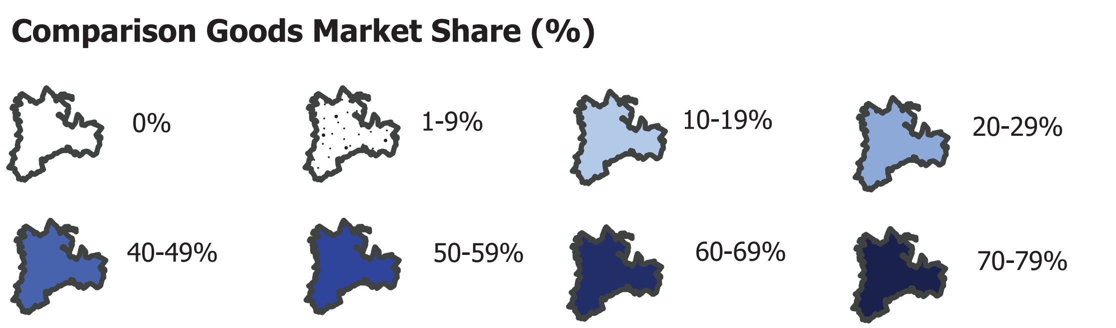
70-79%

Hoddesdon - Comparison Goods Market Share

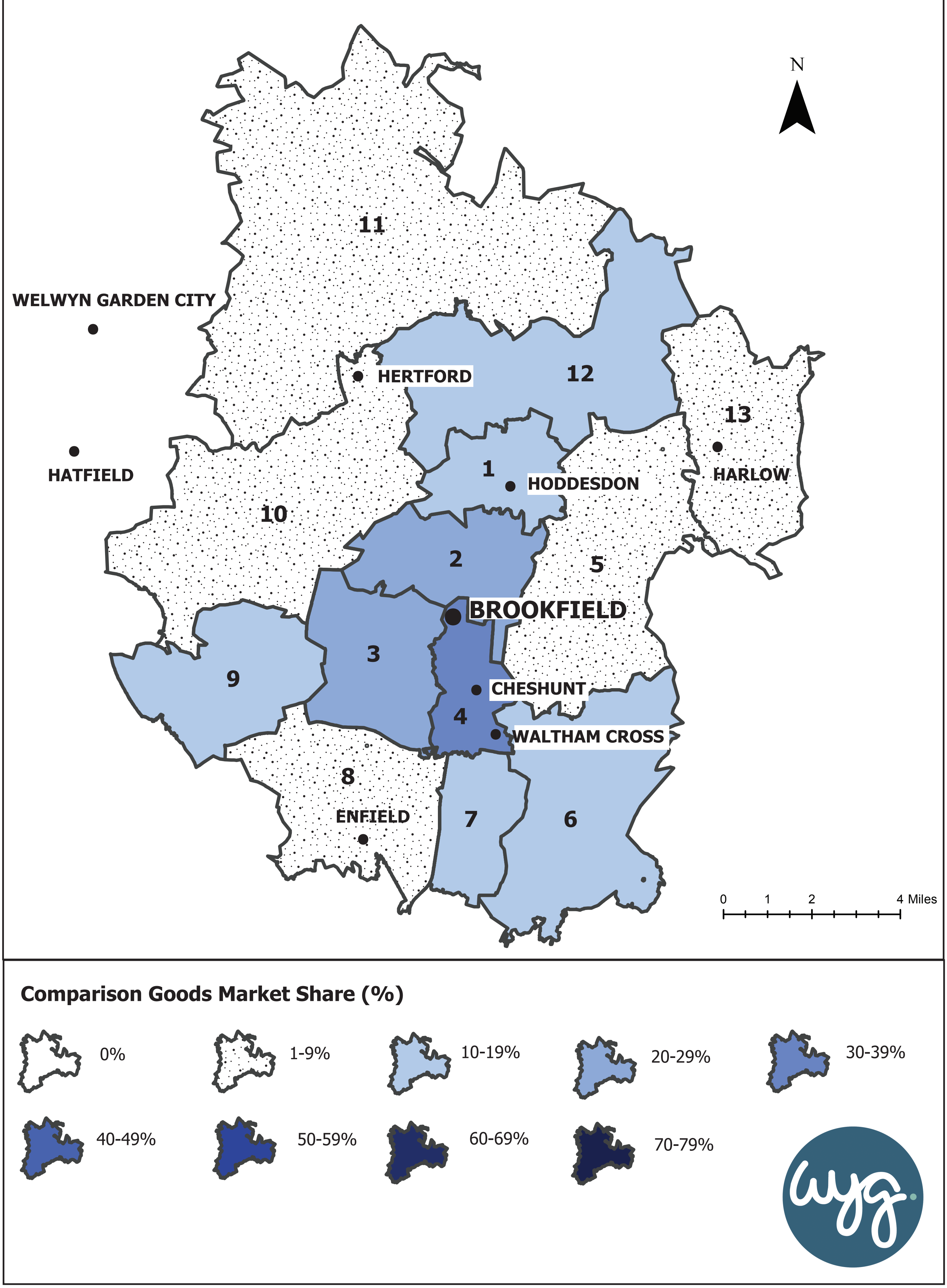
Comparison Goods Market Share (%)



Cheshunt - Comparison Goods Market Share



Brookfield - Comparison Goods Market Share



Appendix F

WYG Planning
Broxbourne Retail Capacity Study

Table 1: Population and Convenience Goods expenditure per capita

Zone	Population				Per capita expenditure Convenience (£)					
	2015	2020	2025	2030	*2012 inc SfT*	*2012*	2015	2020	2025	2030
1	22,519	23,208	23,894	24,544	*2,019*	*1,983*	1,937	1,967	2,008	2,058
2	18,131	18,681	19,173	19,698	*2,062*	*2,025*	1,978	2,009	2,050	2,102
3	20,108	20,785	21,499	22,150	*2,177*	*2,138*	2,088	2,121	2,165	2,219
4	35,606	36,695	37,803	38,725	*1,901*	*1,866*	1,823	1,852	1,890	1,937
Sub Total	**96,364**	**99,369**	**102,369**	**105,117**						
5	13,460	13,835	14,208	14,525	*2,180*	*2,141*	2,091	2,124	2,168	2,222
6	33,855	34,477	35,247	36,157	*2,027*	*1,990*	1,944	1,975	2,015	2,066
7	54,916	57,846	60,457	62,904	*1,637*	*1,607*	1,570	1,595	1,628	1,669
8	67,694	69,237	70,924	72,319	*1,908*	*1,874*	1,831	1,859	1,898	1,945
9	17,188	17,580	18,044	18,422	*2,245*	*2,205*	2,154	2,188	2,233	2,289
10	11,562	12,092	12,582	12,971	*2,197*	*2,158*	2,108	2,141	2,185	2,239
11	35,647	36,984	38,219	39,251	*2,113*	*2,075*	2,027	2,059	2,101	2,154
12	23,003	24,193	25,349	26,275	*2,014*	*1,978*	1,932	1,962	2,003	2,053
13	58,427	60,067	61,670	63,245	*1,880*	*1,846*	1,804	1,832	1,870	1,917
Total	**412,116**	**425,680**	**439,069**	**451,186**						

Notes:

a. Zones based on the following post code sectors

1 - EN11 0, EN11 8, EN11 9

2 - EN10 6, EN10 7

3 - EN7 5, EN7 6

4 - EN8 0, EN8 9, EN8 8, EN8 7

5 - EN9 2, CM19 5

6 - EN9 1, EN9 3, IG10 4, E4 7

7 - EN3 4, EN3 5, EN3 6, EN3 7

8 - EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9

9 - EN6 1, EN6 4, EN6 5

10 - AL9 6, SG13 8, SG14 1

11 - SG12 0, SG12 7, SG14 2, SG14 3

12 - SG12 8, SG12 9, SG13 7

13 - CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3

b. Per capita expenditure derived from Experian MMG3 data (2014 report)

c. Population derived from Experian MMG3 data (2014 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 12.1

e. Expendiure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 12.1

2012 Prices

WYG Planning
Broxbourne Retail Capacity Study

Table 2A: Total convenience goods expenditure

Zone	Expenditure (£m) Convenience				Growth (£m) Convenience		
	2015	2020	2025	2030	2015-20	2015-25	2015-30
1	43.6	45.7	48.0	50.5	2.0	4.4	6.9
2	35.9	37.5	39.3	41.4	1.7	3.5	5.5
3	42.0	44.1	46.5	49.1	2.1	4.5	7.2
4	64.9	68.0	71.5	75.0	3.0	6.5	10.1
Sub Total	**186.4**	**195.2**	**205.3**	**216.1**	**8.8**	**18.9**	**29.7**
5	28.2	29.4	30.8	32.3	1.2	2.7	4.1
6	65.8	68.1	71.0	74.7	2.3	5.2	8.9
7	86.2	92.3	98.4	105.0	6.0	12.2	18.7
8	123.9	128.7	134.6	140.7	4.8	10.7	16.7
9	37.0	38.5	40.3	42.2	1.4	3.3	5.1
10	24.4	25.9	27.5	29.0	1.5	3.1	4.7
11	72.3	76.1	80.3	84.5	3.9	8.1	12.3
12	44.4	47.5	50.8	53.9	3.0	6.3	9.5
13	105.4	110.0	115.3	121.2	4.7	9.9	15.8
Total	**774.0**	**811.7**	**854.3**	**899.6**	**37.7**	**80.3**	**125.5**

Table 2B: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) Convenience - 2015		
	Main	Top-up	Total
1	35.53	8.08	43.61
2	28.49	7.37	35.86
3	34.61	7.38	41.99
4	54.35	10.57	64.92
Sub Total	**152.98**	**33.40**	**186.39**
5	20.69	7.46	28.15
6	50.51	15.31	65.82
7	70.48	15.76	86.24
8	90.49	33.43	123.92
9	31.26	5.77	37.03
10	19.92	4.45	24.37
11	57.82	14.44	72.26
12	36.58	7.86	44.44
13	85.14	20.25	105.39
Total	**615.9**	**158.1**	**774.0**

Notes:

a. Zones based on the following post code sectors
1 - EN11 0, EN11 8, EN11 9
2 - EN10 6, EN10 7
3 - EN7 5, EN7 6
4 - EN8 0, EN8 9, EN8 8, EN8 7
5 - EN9 2, CM19 5
6 - EN9 1, EN9 3, IG10 4, E4 7
7 - EN3 4, EN3 5, EN3 6, EN3 7
8 - EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9
9 - EN6 1, EN6 4, EN6 5
10 - AL9 6, SG13 8, SG14 1
11 - SG12 0, SG12 7, SG14 2, SG14 3
12 - SG12 8, SG12 9, SG13 7
13 - CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3
b. Per capita expenditure derived from Experian MMG3 data (2014 report)
c. Population derived from Experian MMG3 data (2014 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 12.1
e. Expendiure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 12.1
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

2012 Prices

WYG Planning
Broxbourne Retail Capacity Study

Table 3: Convenience goods shopping patterns

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Study Area																												
Zone 1																												
Aldi, Taverners Way, Hoddesdon	3.4	1.6	19.3	13.8	9.0	9.0	0.8	2.7	4.7	3.5	9.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2	0.0	10.5	0.0	4.0	2.6	0.0	0.0
Asda, High Street, Conduit Lane, Hoddesdon	1.0	1.0	4.4	11.5	7.7	3.3	0.0	1.4	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	6.9	1.8	0.0	0.0
Co-op, Stanstead Road, Hoddesdon	0.0	0.4	0.0	4.5	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Brocket Road, Hoddesdon	0.0	0.2	0.5	1.7	0.0	3.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amwell Street, Hoddesdon	4.2	0.9	15.7	10.0	8.8	3.3	1.0	2.9	2.5	0.0	2.5	3.6	0.0	0.0	12.9	0.0	0.0	0.0	0.0	0.0	0.7	0.8	5.9	0.0	3.1	0.0	0.0	0.0
Sainsbury's, Brewery Road, Hoddeson	4.7	2.6	35.1	17.8	24.9	8.5	2.6	2.0	3.2	0.9	8.6	4.6	1.7	0.0	0.0	0.0	0.0	0.0	2.7	0.0	8.7	9.8	2.3	0.0	11.5	18.8	0.0	0.0
Tesco Express, Burford Street, Hoddesdon	0.1	0.9	0.0	14.2	0.0	2.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Hoddesdon	0.0	0.1	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	0.0	1.0	0.0	16.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**13.4**	**8.7**	**75.0**	**91.9**	**50.4**	**32.1**	**4.4**	**9.9**	**12.1**	**5.9**	**20.7**	**10.7**	**1.7**	**0.0**	**13.7**	**0.0**	**0.0**	**0.0**	**3.9**	**0.0**	**10.6**	**10.6**	**18.7**	**1.2**	**25.5**	**23.2**	**0.0**	**0.0**
Zone 2																												
Local shops, Broxbourne	0.0	0.2	0.0	0.0	0.4	10.5	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	0.0	0.1	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.0**	**0.3**	**0.0**	**0.0**	**0.4**	**15.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3																												
Co-op, Goff's Lane, Goff's Oak	0.0	1.0	0.0	0.0	0.0	0.0	0.5	19.3	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hammond Court, Waltham Cross	0.1	1.9	0.0	0.0	0.0	0.0	0.9	13.5	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	24.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.1**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**32.8**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																												
Co-op, Church Lane, Cheshunt	0.1	1.3	0.0	0.0	0.0	1.6	0.5	3.4	1.3	12.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, High Street, Waltham Cross	0.1	0.5	0.0	0.0	0.0	1.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Waltham Cross	1.4	2.9	0.0	0.0	0.0	0.0	7.4	1.8	5.1	5.6	0.0	0.0	2.0	0.0	1.2	3.9	0.0	2.5	0.0	0.0	0.0	0.0	0.9	13.3	0.9	0.0	0.0	0.0
Marks and Spencer, Brookfield Centre, Cheshunt	0.8	0.9	0.0	0.7	1.4	9.8	6.2	0.9	1.9	4.3	0.7	4.0	0.0	0.0	0.8	0.0	0.0	0.0	1.2	1.6	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, The Pavilion High Street, Waltham Cross	3.2	1.6	0.0	0.0	0.0	0.0	0.5	1.8	7.2	13.7	0.0	0.0	3.1	2.7	14.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Waltham Cross	0.1	0.2	0.0	0.0	0.0	0.0	0.5	0.0	1.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	14.7	3.1	15.9	0.0	43.4	18.3	58.8	20.5	52.2	17.2	2.2	0.0	2.3	0.0	4.8	0.0	1.7	0.0	31.2	0.0	5.8	0.0	15.2	1.7	0.0	0.0	2.5	0.9
Tesco Metro, Turners Hill, Cheshunt	1.8	1.8	1.2	0.7	1.9	10.8	9.1	8.7	11.2	13.8	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	0.1	0.6	0.0	0.0	0.0	0.0	0.0	3.6	0.9	4.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Cross	0.1	0.8	0.0	0.0	0.0	0.0	0.0	4.7	0.0	3.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.9	0.0	0.0	4.1	0.0	0.0
Sub Total (Zone 4)	**22.4**	**13.7**	**17.1**	**1.4**	**46.7**	**41.6**	**83.9**	**45.4**	**80.8**	**76.8**	**2.9**	**5.5**	**8.5**	**4.3**	**21.6**	**5.4**	**1.7**	**4.7**	**32.4**	**1.6**	**5.8**	**7.5**	**17.0**	**15.0**	**0.9**	**4.1**	**2.5**	**0.9**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**35.9**	**25.6**	**92.1**	**93.3**	**97.5**	**89.6**	**89.7**	**88.1**	**92.9**	**84.0**	**24.3**	**16.2**	**10.2**	**6.7**	**35.3**	**5.4**	**1.7**	**4.7**	**36.3**	**26.3**	**16.4**	**18.1**	**35.7**	**16.2**	**26.4**	**27.3**	**2.5**	**0.9**

Table 3: Convenience goods shopping patterns cont...

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Zone 5																												
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																												
Co-op, Sun Street, Waltham Abbey	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Upshire Road, Waltham Abbey	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cartersfield Road, Waltham Abbey	**0.9**	**1.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.2	24.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Sewardstone Road, Waltham Abbey	**2.7**	**1.5**	0.0	0.0	0.0	0.0	0.0	0.0	2.9	5.0	0.0	5.0	39.2	14.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Old Station Road, Loughton	**0.4**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**4.0**	**4.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.9**	**5.0**	**0.0**	**5.0**	**60.6**	**60.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																												
Asda, High Street, Ponders End	**0.1**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, High Street, Ponders End	**5.7**	**4.2**	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7	31.6	10.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**5.8**	**5.0**	**0.5**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**26.5**	**38.5**	**10.2**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																												
Co-op, Lancaster Road, Enfield	**0.0**	**1.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cecil Road, Enfield	**0.7**	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	4.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer, Enfield Retail Park, Enfield	**2.5**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	9.4	0.0	5.9	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer, Palace Gardens Shopping Centre, Enfield	**1.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Colman Parade, Enfield	**1.8**	**0.3**	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	5.0	2.3	5.1	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Southbury Road, Enfield	**1.5**	**1.2**	0.0	0.0	0.0	0.7	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.2	1.5	6.8	5.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Crown Road, Enfield	**5.9**	**2.1**	0.0	0.0	0.0	0.0	3.9	1.8	0.8	0.0	0.0	2.2	2.0	0.0	18.1	9.2	15.2	3.6	1.2	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Savoy Parade, Southbury Road, Enfield	**2.9**	**2.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	2.2	1.5	14.6	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Palace Gardens Shopping Centre, Enfield	**1.9**	**2.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	10.4	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Windmill Hill, Enfield	**0.1**	**1.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	1.1	1.6	0.0	0.0	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**2.8**	**10.8**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.4	38.7	14.8	30.6	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**21.1**	**24.6**	**0.0**	**0.0**	**0.0**	**0.7**	**4.9**	**2.7**	**2.2**	**2.6**	**0.7**	**2.2**	**3.1**	**1.6**	**38.1**	**55.9**	**82.4**	**86.1**	**5.9**	**5.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																												
Co-op, Station Road, Cuffley	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Darkes Lane, Potters Bar	**0.3**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Station Road, Cuffley	**0.0**	**1.5**	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.9	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	1.2	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.3**	**2.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**	**0.0**	**0.0**	**0.0**	**0.0**	**10.5**	**46.4**	**0.0**	**9.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																												
Marks and Spencer, Fore Street, Hertford	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.7	0.6	2.0	0.0	0.0
Sainsbury's, Hartham Lane, Hertford	**2.9**	**2.1**	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.0	12.5	23.2	14.9	3.9	1.8	0.0	0.0
Tesco, Ware Road, Hertford	**4.5**	**2.3**	1.6	0.0	0.0	1.1	0.8	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.7	27.4	11.0	0.0	43.0	32.1	0.0	0.0
Waitrose, Bircherley Green Shopping Centre, Hertford	**1.0**	**1.5**	0.7	0.0	1.4	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	21.1	5.3	2.0	3.3	15.0	0.0	0.0
Local shops, Hertford	**0.0**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	9.2	0.0	5.3	0.0	0.0
Sub Total (Zone 10)	**8.4**	**7.4**	**2.3**	**0.7**	**1.4**	**1.1**	**1.3**	**1.4**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**67.2**	**63.4**	**39.5**	**27.8**	**50.8**	**56.2**	**0.0**	**0.0**
Zone 11																												
Co-op, Bengeo Street, Hertford	**0.1**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	6.4	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.1**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**6.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12																												
Co-op, High Street, Stanstead Abbotts	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	4.7	0.0	0.0
Tesco, West Street, Ware	**2.6**	**4.0**	1.2	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.1	33.2	15.8	10.0	0.0	0.0
Local shops, Ware	**0.0**	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0
Sub Total (Zone 12)	**2.6**	**5.6**	**1.2**	**2.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**18.1**	**46.7**	**15.8**	**14.7**	**0.0**	**0.0**
Zone 13																												
Aldi, First Avenue, Harlow	**0.6**	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	6.0
Asda, The Watergardens Shopping Centre, Harlow	**3.6**	**3.3**	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.3	28.2	1.1	0.0	0.0	0.0	1.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	18.7	14.4
Co-op, Maunds Road, Maunds Hatch, Harlow	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.9
Iceland, The Harvey Centre, Harlow	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Lidl, Staple Tye Shopping Centre, Southern Way, Harlow	**0.3**	**1.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	10.3
Sainsbury's, Fifth Avenue, Harlow	**2.4**	**2.7**	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.4	16.8
Tesco, East Road, Harlow	**3.3**	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.0	2.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	6.2
Local shops, Harlow	**0.2**	**4.2**	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	2.7	29.4	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	20.9
Sub Total (Zone 13)	**10.4**	**14.4**	**2.3**	**0.7**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**64.4**	**64.1**	**2.2**	**1.6**	**0.0**	**0.0**	**1.1**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**2.1**	**0.0**	**57.2**	**76.1**
Sub Total Study Area	**88.6**	**90.6**	**98.4**	**98.0**	**98.9**	**92.9**	**95.9**	**97.3**	**98.5**	**91.6**	**89.4**	**87.5**	**76.1**	**73.0**	**99.9**	**99.8**	**95.4**	**94.4**	**52.7**	**78.5**	**83.6**	**90.5**	**94.2**	**98.3**	**95.1**	**98.2**	**59.7**	**77.0**

Table 3: Convenience goods shopping patterns cont...

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Outside Study Area																												
Outside Study Area, Bishops Stortford																												
Local shops, Bishops Stortford	**0.6**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	3.5	2.2
Sub Total (Bishops Stortford)	**0.6**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**3.5**	**2.2**
Outside Study Area, Edmonton Green																												
Asda, West Mall, Edmonton Green	**0.9**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Sub Total (Edmonton Green)	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.8**	**0.0**
Outside Study Area, Epping																												
Tesco, High Street, Epping	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Epping)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Harlow																												
Co-op, High Street, Old Harlow	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Tesco, Church Langley Way, Harlow	**4.6**	**3.3**	0.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	8.1	5.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.9	19.8
Sub Total (Harlow)	**4.6**	**3.5**	**0.9**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.1**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**30.9**	**20.7**
Outside Study Area, Hatfield																												
Aldi, Parkhouse Court, Hatfield	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Town Centre, Hatfield	**0.1**	**0.2**	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.2	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield	**0.1**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.8	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**0.3**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.6**	**1.6**	**4.0**	**4.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London																												
Local shops, London	**0.1**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	2.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	**0.1**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**2.0**	**7.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London Colney																												
Local shops, London Colney	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar																												
Tesco, Mutton Lane, Potters Bar	**1.4**	**0.6**	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.6	10.8	2.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**1.4**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**35.6**	**10.8**	**2.5**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans																												
Local shops, St Albans	**0.0**	**0.1**	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**2.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Southgate																												
Asda, Southgate Circus, Chase Side, Southgate	**0.8**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Southgate)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage																												
Local shops, Stevenage	**0.2**	**0.0**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	1.7	1.8	0.0	0.0	0.0
Sub Total (Stevenage)	**0.2**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.8**	**1.7**	**1.8**	**0.0**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City																												
Marks and Spencer, The Howard Centre, Welwyn Garden City	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Bridge Road, Welwyn Garden City	**0.3**	**0.1**	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	1.7	2.1	0.9	0.0	0.0	0.0	0.0	0.0
Local shops, Welwyn Garden City	**0.0**	**0.0**	0.0	0.0	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Welwyn Garden City)	**0.3**	**0.1**	**0.0**	**0.0**	**0.4**	**0.7**	**1.9**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**2.4**	**2.1**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Other																												
Other	**1.6**	**3.7**	0.0	1.7	0.0	3.7	0.5	1.8	0.0	7.3	0.0	5.4	20.8	20.0	0.0	0.0	0.0	4.3	0.0	9.2	7.7	1.4	0.0	0.0	0.9	1.8	0.0	0.0
Sub Total (Other)	**1.6**	**3.7**	**0.0**	**1.7**	**0.0**	**3.7**	**0.5**	**1.8**	**0.0**	**7.3**	**0.0**	**5.4**	**20.8**	**20.0**	**0.0**	**0.0**	**0.0**	**4.3**	**0.0**	**9.2**	**7.7**	**1.4**	**0.0**	**0.0**	**0.9**	**1.8**	**0.0**	**0.0**
Sub Total Outside of Study Area	**11.0**	**9.3**	**1.5**	**1.7**	**1.0**	**7.0**	**4.2**	**2.7**	**1.7**	**8.6**	**10.6**	**12.6**	**23.9**	**27.0**	**0.0**	**0.0**	**4.8**	**4.3**	**47.1**	**21.6**	**16.6**	**9.5**	**5.7**	**1.7**	**4.8**	**1.8**	**40.2**	**22.9**
Total (rounded)	**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**	**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. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 4: Convenience goods expenditure

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)
Study Area																												
Zone 1																												
Aldi, Taverners Way, Hoddesdon	**22.4**	**2.7**	6.9	1.1	2.6	0.7	0.3	0.2	2.6	0.4	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.0	6.1	0.0	1.5	0.2	0.0	0.0
Asda, High Street, Conduit Lane, Hoddesdon	**7.3**	**1.6**	1.6	0.9	2.2	0.2	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.1	0.0	0.0
Co-op, Stanstead Road, Hoddesdon	**0.0**	**0.5**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Brocket Road, Hoddesdon	**0.2**	**0.5**	0.2	0.1	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Amwell Street, Hoddesdon	**24.1**	**1.6**	5.6	0.8	2.5	0.2	0.3	0.2	1.4	0.0	0.5	0.3	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.4	0.0	1.1	0.0	0.0	0.0
Sainsbury's, Brewery Road, Hoddeson	**33.0**	**4.6**	12.5	1.4	7.1	0.6	0.9	0.1	1.7	0.1	1.8	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.7	0.4	1.3	0.0	4.2	1.5	0.0	0.0
Tesco Express, Burford Street, Hoddesdon	**0.5**	**1.3**	0.0	1.1	0.0	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Hoddesdon	**0.0**	**0.2**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**0.0**	**1.4**	0.0	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**87.4**	**14.4**	**26.6**	**7.4**	**14.4**	**2.4**	**1.5**	**0.7**	**6.6**	**0.6**	**4.3**	**0.8**	**0.9**	**0.0**	**9.7**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**2.1**	**0.5**	**10.8**	**0.2**	**9.3**	**1.8**	**0.0**	**0.0**
Zone 2																												
Local shops, Broxbourne	**0.3**	**0.8**	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	**0.4**	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.3**	**1.2**	**0.0**	**0.0**	**0.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3																												
Co-op, Goff's Lane, Goff's Oak	**0.2**	**1.6**	0.0	0.0	0.0	0.0	0.2	1.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Hammond Court, Waltham Cross	**0.3**	**2.8**	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.5**	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**2.4**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																												
Co-op, Church Lane, Cheshunt	**0.9**	**1.8**	0.0	0.0	0.0	0.1	0.2	0.3	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, High Street, Waltham Cross	**0.3**	**0.8**	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Waltham Cross	**8.0**	**4.1**	0.0	0.0	0.0	0.0	2.6	0.1	2.8	0.6	0.0	0.0	1.0	0.0	0.8	0.6	0.0	0.8	0.0	0.0	0.0	0.0	0.5	1.9	0.3	0.0	0.0	0.0
Marks and Spencer, Brookfield Centre, Cheshunt	**4.7**	**1.8**	0.0	0.1	0.4	0.7	2.1	0.1	1.0	0.5	0.1	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.4	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, The Pavilion High Street, Waltham Cross	**16.1**	**2.2**	0.0	0.0	0.0	0.0	0.2	0.1	3.9	1.4	0.0	0.0	1.6	0.4	10.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Waltham Cross	**0.7**	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**95.1**	**5.1**	5.6	0.0	12.4	1.3	20.4	1.5	28.4	1.8	0.5	0.0	1.2	0.0	3.4	0.0	1.5	0.0	9.8	0.0	1.2	0.0	8.8	0.2	0.0	0.0	2.1	0.2
Tesco Metro, Turners Hill, Cheshunt	**10.8**	**3.0**	0.4	0.1	0.5	0.8	3.1	0.6	6.1	1.5	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**0.5**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Cross	**0.5**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.3	0.0	0.0
Sub Total (Zone 4)	**137.6**	**21.2**	**6.1**	**0.1**	**13.3**	**3.1**	**29.0**	**3.4**	**43.9**	**8.1**	**0.6**	**0.4**	**4.3**	**0.7**	**15.2**	**0.9**	**1.5**	**1.6**	**10.1**	**0.1**	**1.2**	**0.3**	**9.8**	**2.2**	**0.3**	**0.3**	**2.1**	**0.2**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**225.7**	**41.2**	**32.7**	**7.5**	**27.8**	**6.6**	**31.0**	**6.5**	**50.5**	**8.9**	**5.0**	**1.2**	**5.2**	**1.0**	**24.9**	**0.9**	**1.5**	**1.6**	**11.3**	**1.5**	**3.3**	**0.8**	**20.6**	**2.3**	**9.7**	**2.1**	**2.1**	**0.2**

Table 4: Convenience goods expenditure cont...

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	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)
Zone 5																												
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																												
Co-op, Sun Street, Waltham Abbey	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Upshire Road, Waltham Abbey	**0.0**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cartersfield Road, Waltham Abbey	**7.7**	**3.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Sewardstone Road, Waltham Abbey	**21.4**	**3.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.5	0.0	0.4	19.8	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Old Station Road, Loughton	**3.1**	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**32.2**	**10.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.5**	**0.0**	**0.4**	**30.6**	**9.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																												
Asda, High Street, Ponders End	**0.6**	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, High Street, Ponders End	**27.5**	**5.8**	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.1	5.0	9.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**28.1**	**6.9**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**18.7**	**6.1**	**9.2**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																												
Co-op, Lancaster Road, Enfield	**0.0**	**2.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cecil Road, Enfield	**3.6**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer, Enfield Retail Park, Enfield	**12.1**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.6	0.0	5.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer, Palace Gardens Shopping Centre, Enfield	**5.1**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Colman Parade, Enfield	**9.6**	**0.4**	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	3.5	0.4	4.6	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Southbury Road, Enfield	**8.1**	**2.0**	0.0	0.0	0.0	0.1	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.8	0.2	6.2	1.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Crown Road, Enfield	**29.7**	**3.2**	0.0	0.0	0.0	0.0	1.3	0.1	0.4	0.0	0.0	0.2	1.0	0.0	12.8	1.4	13.8	1.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Savoy Parade, Southbury Road, Enfield	**14.8**	**4.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.6	0.2	13.2	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Palace Gardens Shopping Centre, Enfield	**10.0**	**3.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	9.4	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Windmill Hill, Enfield	**0.6**	**2.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.2	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**14.4**	**16.5**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	6.1	13.4	10.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**107.9**	**38.9**	**0.0**	**0.0**	**0.0**	**0.1**	**1.7**	**0.2**	**1.2**	**0.3**	**0.1**	**0.2**	**1.6**	**0.2**	**26.9**	**8.8**	**74.6**	**28.8**	**1.8**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																												
Co-op, Station Road, Cuffley	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Darkes Lane, Potters Bar	**2.9**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Station Road, Cuffley	**0.0**	**2.1**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.4**	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**3.3**	**3.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**3.3**	**2.7**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																												
Marks and Spencer, Fore Street, Hertford	**0.2**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.0	0.0
Sainsbury's, Hartham Lane, Hertford	**19.4**	**2.9**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.6	13.4	2.2	1.4	0.1	0.0	0.0
Tesco, Ware Road, Hertford	**30.4**	**3.9**	0.6	0.0	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	1.2	6.4	0.0	15.7	2.5	0.0	0.0
Waitrose, Bircherley Green Shopping Centre, Hertford	**6.7**	**2.4**	0.2	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.9	3.1	0.3	1.2	1.2	0.0	0.0
Local shops, Hertford	**0.0**	**1.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.0	0.4	0.0	0.0
Sub Total (Zone 10)	**56.7**	**11.5**	**0.8**	**0.1**	**0.4**	**0.1**	**0.4**	**0.1**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.4**	**2.8**	**22.8**	**4.0**	**18.6**	**4.4**	**0.0**	**0.0**
Zone 11																												
Co-op, Bengeo Street, Hertford	**0.5**	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.5**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12																												
Co-op, High Street, Stanstead Abbotts	**0.0**	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.4	0.0	0.0
Tesco, West Street, Ware	**16.7**	**5.8**	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.5	4.8	5.8	0.8	0.0	0.0
Local shops, Ware	**0.0**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Sub Total (Zone 12)	**16.7**	**8.1**	**0.4**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**10.5**	**6.7**	**5.8**	**1.2**	**0.0**	**0.0**
Zone 13																												
Aldi, First Avenue, Harlow	**3.8**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.2
Asda, The Watergardens Shopping Centre, Harlow	**22.7**	**5.5**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	2.1	0.6	0.0	0.0	0.0	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	15.9	2.9
Co-op, Maunds Road, Maunds Hatch, Harlow	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Iceland, The Harvey Centre, Harlow	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lidl, Staple Tye Shopping Centre, Southern Way, Harlow	**1.8**	**2.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.1
Sainsbury's, Fifth Avenue, Harlow	**15.3**	**3.5**	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	3.4
Tesco, East Road, Harlow	**20.8**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0	1.3
Local shops, Harlow	**1.2**	**6.8**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	2.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	4.2
Sub Total (Zone 13)	**65.7**	**21.2**	**0.8**	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**13.3**	**4.8**	**1.1**	**0.2**	**0.0**	**0.0**	**1.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.8**	**0.0**	**48.7**	**15.4**
Sub Total Study Area	**536.8**	**142.7**	**35.0**	**7.9**	**28.2**	**6.8**	**33.2**	**7.2**	**53.5**	**9.7**	**18.5**	**6.5**	**38.4**	**11.2**	**70.4**	**15.7**	**86.3**	**31.6**	**16.5**	**4.5**	**16.7**	**4.0**	**54.5**	**14.2**	**34.8**	**7.7**	**50.8**	**15.6**

Table 4: Convenience goods expenditure cont...

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	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)
Outside Study Area																												
Outside Study Area, Bishops Stortford																												
Local shops, Bishops Stortford	**4.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.0	0.4
Sub Total (Bishops Stortford)	**4.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**3.0**	**0.4**
Outside Study Area, Edmonton Green																												
Asda, West Mall, Edmonton Green	**5.9**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0
Sub Total (Edmonton Green)	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.9**	**0.0**
Outside Study Area, Epping																												
Tesco, High Street, Epping	**0.6**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Epping)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Harlow																												
Co-op, High Street, Old Harlow	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tesco, Church Langley Way, Harlow	**29.2**	**4.4**	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.3	4.0
Sub Total (Harlow)	**29.2**	**4.6**	**0.3**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**26.3**	**4.2**
Outside Study Area, Hatfield																												
Aldi, Parkhouse Court, Hatfield	**0.8**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Asda, Town Centre, Hatfield	**0.6**	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Mount Pleasant, Oldings Corner, Hatfield	**1.2**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**2.6**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.1**	**0.8**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London																												
Local shops, London	**1.0**	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London)	**1.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**1.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London Colney																												
Local shops, London Colney	**1.1**	**0.0**	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar																												
Tesco, Mutton Lane, Potters Bar	**11.8**	**0.8**	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**11.8**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.1**	**0.6**	**0.5**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans																												
Local shops, St Albans	**0.0**	**0.2**	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Southgate																												
Asda, Southgate Circus, Chase Side, Southgate	**4.3**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Southgate)	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage																												
Local shops, Stevenage	**3.6**	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.2	0.7	0.0	0.0	0.0
Sub Total (Stevenage)	**3.6**	**0.2**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.8**	**0.2**	**0.7**	**0.0**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City																												
Marks and Spence, The Howard Centre, Welwyn Garden City	**0.1**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Bridge Road, Welwyn Garden City	**2.2**	**0.1**	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.3	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Local shops, Welwyn Garden City	**0.3**	**0.1**	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Welwyn Garden City)	**2.6**	**0.1**	**0.0**	**0.0**	**0.1**	**0.1**	**0.7**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.5**	**0.1**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Other																												
Other	**12.5**	**7.0**	0.0	0.1	0.0	0.3	0.2	0.1	0.0	0.8	0.0	0.4	10.5	3.1	0.0	0.0	0.0	1.4	0.0	0.5	1.5	0.1	0.0	0.0	0.3	0.1	0.0	0.0
Sub Total (Other)	**12.5**	**7.0**	**0.0**	**0.1**	**0.0**	**0.3**	**0.2**	**0.1**	**0.0**	**0.8**	**0.0**	**0.4**	**10.5**	**3.1**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.5**	**1.5**	**0.1**	**0.0**	**0.0**	**0.3**	**0.1**	**0.0**	**0.0**
Sub Total Outside of Study Area	**79.1**	**15.0**	**0.5**	**0.1**	**0.3**	**0.5**	**1.5**	**0.2**	**0.9**	**0.9**	**2.2**	**0.9**	**12.1**	**4.1**	**0.0**	**0.0**	**4.3**	**1.4**	**14.7**	**1.2**	**3.3**	**0.4**	**3.3**	**0.2**	**1.8**	**0.1**	**34.2**	**4.6**
Total	**615.9**	**157.6**	**35.5**	**8.1**	**28.5**	**7.4**	**34.6**	**7.4**	**54.5**	**10.6**	**20.7**	**7.5**	**50.5**	**15.3**	**70.4**	**15.7**	**90.7**	**33.0**	**31.2**	**5.8**	**20.0**	**4.5**	**57.8**	**14.4**	**36.5**	**7.9**	**85.1**	**20.2**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

2012 Prices

WYG Planning
Broxbourne Retail Capacity Study

Table 5: Survey-derived performance of stores compared to expected benchmark performance at 2014

Destination	Gross Floorspace (sq m)	Net Sales (sq m)	Net Convenience Sales Area (sq m) (A)	Sales Density (£ per sq m) (B)	Benchmark Turnover (£m) (AxB)	Survey Turnover (£m)	Inflow Allowance (%)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
Zone 1									
Aldi, Taverners Way, Hoddesdon	1,678	1,165	1,049	9,795	10.3	25.1	0.0	25.1	14.9
Asda, High Street, Conduit Lane, Hoddesdon		858	575	13,350	7.7	8.9	0.0	8.9	1.2
Co-op, Stanstead Road, Hoddesdon		154	134	7,823	1.0	0.5	0.0	0.5	-0.5
Iceland, Brocket Road, Hoddesdon		435	422	7,313	3.1	0.7	0.0	0.7	-2.4
Morrisons, Amwell Street, Hoddesdon	5,410	2,657	2,126	12,857	27.3	25.7	0.0	25.7	-1.7
Sainsbury's, Brewery Road, Hoddeson		4,398	2,639	12,181	32.1	37.5	0.0	37.5	5.4
Tesco Express, Burford Street, Hoddesdon					1.8	1.8	0.0	1.8	0.0
Tesco Express, High Street, Hoddesdon	360	231	219	11,619	2.5	0.2	0.0	0.2	-2.4
Local shops, Hoddesdon					1.4	1.4	0.0	1.4	0.0
Sub Total (Zone 1)					**87.4**	**101.8**		**101.8**	**14.4**
Zone 2									
Local shops, Broxbourne					1.0	1.0	0.0	1.0	0.0
Local shops, Wormley					0.4	0.4	0.0	0.4	0.0
Sub Total (Zone 2)					**1.4**	**1.4**		**1.4**	**0.0**
Zone 3									
Co-op, Goff's Lane, Goff's Oak		156	136	7,823	1.1	1.7	0.0	1.7	0.7
Tesco Express, Hammond Court, Waltham Cross	341	218	207	11,619	2.4	3.1	0.0	3.1	0.7
Sub Total (Zone 3)					**3.5**	**4.8**		**4.8**	**1.4**
Zone 4									
Co-op, Church Lane, Cheshunt		183	159	7,823	1.2	2.7	0.0	2.7	1.5
Iceland, High Street, Waltham Cross		553	537	7,313	3.9	1.1	0.0	1.1	-2.8
Lidl, High Street, Waltham Cross	1,547	1,063	957	3,046	2.9	12.1	0.0	12.1	9.2
Marks and Spencer, Brookfield Centre, Cheshunt	8,770	1,189	1,134	11,119	12.6	6.4	3.0	6.6	-6.0
Sainsbury's, The Pavilion High Street, Waltham Cross	3,143	1,532	1,106	12,181	13.5	18.3	0.0	18.3	4.8
Tesco Express, High Street, Waltham Cross		134	127	11,619	1.5	0.9	0.0	0.9	-0.5
Tesco Extra, Brookfield Centre, Cheshunt	11,722	6,416	3,849	11,619	44.7	100.2	3.0	103.2	58.5
Tesco Metro, Turners Hill, Cheshunt	2,991	1,323	1,002	11,619	11.6	13.7	0.0	13.7	2.1
Local shops, Cheshunt					1.3	1.3	0.0	1.3	0.0
Local shops, Waltham Cross					1.9	1.9	0.0	1.9	0.0
Sub Total (Zone 4)					**95.2**	**158.8**		**162.0**	**66.8**
Total in Borough of Broxbourne					**187.5**	**266.9**		**270.1**	**82.6**

Notes:

a. Gross floorspace derived from Council database, IGD Database or WYG Assessment

b. Net floorspace derived from IGD data where available or based on WYG professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)

c. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2014 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience.

Aldi and Lidl are assumed to have 90% of net sales dedicated to convenience goods, which correlates with our experience elsewhere

d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2014, and for Lidl and Aldi from Verdict UK Food & Grocery Retailers 2012 and Mintel Retail Rankings 2013.

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

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

Town Centre
District Centre
Neighbourhood Centre
Local Centre

2012 Prices

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table 6a: Estimated 'capacity' for convenience goods facilities in Borough of Broxbourne

Year	Total Turnover - £m[1]	Borough of Broxbourne Turnover - £m[2]	Borough of Broxbourne Inflow - £m	Surplus Expenditure - £m
2015	186.9	266.9	3.2	83.1
2020	184.7	279.8	3.4	98.5
2025	185.0	294.5	3.5	113.0
2030	186.0	310.1	3.7	127.9
Study Area Market Share (%)		**34.5**		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (Oct 2014)

2. Assumes constant market share claimed by Borough of Broxbourne facilities at 34.5% from Study Area (allows for no inflow)

2012 prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Borough of Broxbourne

Year	Convenience Goods		
		Floorspace Requirement (sq m net)	
	£m	Min[1]	Max[2]
2015	83.1	6,700	9,400
2020	98.5	8,000	11,200
2025	113.0	9,200	12,900
2030	127.9	10,300	14,500

1. Average sales density assumed to be £12,502 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2013

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,502/sq m) and 50% assumed to be consumed by discount operators (£5,289 per sq.m) as identified by Verdict 2013. This equates to £8,896/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014)

2012 prices

Table 6c: Net quantitative capacity for additional convenience goods gloorspace in Borough of Broxbourne

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min[1]	Max[2]
2015	83.1	10.7	72.4	5,800	8,200
2020	98.5	10.7	87.8	7,100	10,000
2025	113.0	10.9	102.2	8,300	11,600
2030	127.9	11.0	116.9	9,400	13,200

1. Average sales density assumed to be £12,524 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2013

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£12,524/sq m) and 50% assumed to be consumed by discount operators (£5,289 per sq.m) as identified by Verdict 2013. This equates to £8,907/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (Oct 2014)

2012 prices

Table 6d: Extant convenience goods commitments in Borough of Broxbourne

Destination	Reference	Proposal	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Zone 1						
Vacant Snooker Club, Conduit Lane, Hoddesdon, EN11 8EP	07/11/0129/F	1 no 3 storey block comprising, 2 no retail units (A1), 1 no (A1,A2 or A3) unit on ground floor, 14 no 2 bed flats and offices above, with associated basement parking (Renewal of planning permission	505	5,000	2.53	Extant permission
Units A, B, D, E, F & K, Fawkon Walk, Hoddesdon, EN11 8TJ	07/12/0218/F	Change of use from Class A1 to Classes A1, A2, A3 and D1 and new shop fronts.	127	5,000	0.64	Extant permission
Woodside Units, Brewery Road, Hoddesdon, EN11 8HF	07/13/0874/F	Demolition of existing commercial units and construction of new building consisting of 2 no. ground floor commercial units for Class A1, A2 or A3 use and 14 no. two bedroom flats above with undercroft parking and roof terraces	167	5,000	0.84	Extant permission
110-114 High Street, Hoddesdon, EN11 8HD	07/12/0153/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	140	5,000	0.70	Extant permission
Aldi Foodstore Ltd, Taverners Way, Hoddesdon, EN11 8TJ	07/13/0858/F	Side extension with associated car parking space alteration, landscaping & external alterations	303	6,616	2.00	Extant permission
Social Club, 76 High Street, Hoddesdon, EN11 8ET	07/12/0805/F	Restoration, alteration and conversion of existing social club building to form a bar and restaurant building (A3/A4) with 2x1 bed units, erection of a new social club building including ancillary offices and erection of a 3/4 storey building containing 22 one bed and 18 two bed units with associated parking and amenity works (Renewal of planning permission 7/0910/08/LB/HOD, refer listed buildings application 07/12/0806/LB))	131	5,000	0.65	Extant permission

Table 6d: Extant convenience goods commitments in Borough of Broxbourne cont...

Destination	Reference	Proposal	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Zone 2					0.00	
Ground floor, Bridge House, 55 - 59 High Road, Broxbourne, EN10 7HX	07/13/0902/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	143	5,000	0.72	Extant permission
Zone 4					0.00	
Land adjacent to Unit 6, Brookfield Retail Park, Halfhide Lane, Cheshunt, EN8 0QE	07/14/0007/F	Side extension to existing unit 6 to create two new retail units for flexible Use Class A1, A2 and A3 use, external seating area , works to reconfigure car park and other associated works (Re-submission	103	5,000	0.52	Extant permission
88-90 Turners Hill, Cheshunt, EN8 8LQ	07/11/0970/F	The alteration and extension of ground floor retail space to form seven retail units and the conversion of first floor office space and construction of first and second floor extensions in roof space and to the rear to create 12 residential units (Renewal of planning permission 7/0423/08/F/WOL)	155	5,000	0.78	Extant permission
Cheshunt and Waltham Cross Conservative Club, Eleanor Cross Road, Waltham Cross, EN8 7LF	07/11/0258/F	Demolition of existing building and construction of a new eight storey building, comprising retail unit (A1) on ground and part first floor, car parking on ground floor, Conservative Club on first floor and 60 no residential units above on six floors (Renewal of planning permission 7/0233/08/F/WX)	268	5,000	1.34	Extant permission
TOTAL			**2,043**		**10.7**	

1. Sales density assumed to be £5,000 based on WYG judgement where the occupier has not been referenced within the application.

2. Convenience floorspace is assumed to be 1/3 net sales area based on WYG judgement where the occupier has not been referenced within the application.

2012 prices

WYG Planning
Broxbourne Retail Capacity Study

Table 7a: Population and comparison goods expenditure per capita

Zone	Population			
	2015	2020	2025	2030
1	22,519	23,208	23,894	24,544
2	18,131	18,681	19,173	19,698
3	20,108	20,785	21,499	22,150
4	35,606	36,695	37,803	38,725
Sub Total	**96,364**	**99,369**	**102,369**	**105,117**
5	13,460	13,835	14,208	14,525
6	33,855	34,477	35,247	36,157
7	54,916	57,846	60,457	62,904
8	67,694	69,237	70,924	72,319
9	17,188	17,580	18,044	18,422
10	11,562	12,092	12,582	12,971
11	35,647	36,984	38,219	39,251
12	23,003	24,193	25,349	26,275
13	58,427	60,067	61,670	63,245
Total	**412,116**	**425,680**	**439,069**	**451,186**

Table 7b: Population and comparison goods expenditure

Zone	Comparison goods per capita expenditure																	
	2015 with SfT									2015								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	386	195	480	835	208	603	452	94	**3,253**	338	170	420	731	182	528	396	82	**2,846**
2	408	209	518	912	215	639	488	102	**3,491**	357	183	453	798	188	559	427	89	**3,055**
3	436	224	522	953	229	662	475	108	**3,609**	381	196	457	834	200	579	416	95	**3,158**
4	344	166	414	751	184	533	414	84	**2,890**	301	146	362	657	161	466	362	74	**2,529**
5	394	222	503	884	221	622	513	93	**3,452**	345	194	440	774	193	544	449	81	**3,020**
6	392	181	444	869	201	589	430	90	**3,196**	343	158	389	760	176	515	376	79	**2,797**
7	266	98	258	689	122	431	280	61	**2,205**	233	85	226	603	107	377	245	53	**1,929**
8	368	143	375	903	184	576	367	90	**3,006**	322	125	328	790	161	504	321	79	**2,631**
9	449	252	594	1,007	241	714	515	120	**3,892**	393	220	520	881	211	625	451	105	**3,405**
10	417	232	549	1,012	240	685	572	110	**3,817**	365	203	481	886	210	599	501	96	**3,340**
11	414	212	495	884	219	639	506	98	**3,467**	363	186	433	774	192	559	443	86	**3,034**
12	408	202	471	894	210	633	503	95	**3,416**	357	177	412	782	184	554	440	83	**2,989**
13	288	143	338	717	166	490	404	70	**2,617**	252	125	295	627	145	429	354	61	**2,289**

Notes:

a. Zones based on the following post code sectors
1 - EN11 0, EN11 8, EN11 9
2 - EN10 6, EN10 7
3 - EN7 5, EN7 6
4 - EN8 0, EN8 9, EN8 8, EN8 7
5 - EN9 2, CM19 5
6 - EN9 1, EN9 3, IG10 4, E4 7
7 - EN3 4, EN3 5, EN3 6, EN3 7
8 - EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9
9 - EN6 1, EN6 4, EN6 5
10 - AL9 6, SG13 8, SG14 1
11 - SG12 0, SG12 7, SG14 2, SG14 3
12 - SG12 8, SG12 9, SG13 7
13 - CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3
b. Per capita expenditure derived from Experian MMG3 data (2014 report)
c. Population derived from Experian MMG3 data (2014 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 12.1
e. Expendiure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 12.1

2012 Prices

Table 7b: Population and comparison goods expenditure cont...

Zone	2020									2025									2030								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	379	191	471	820	204	592	444	92	**3,194**	444	224	552	960	239	693	520	108	**3,741**	524	264	652	1,134	282	819	614	128	**4,416**
2	401	205	508	896	211	628	479	100	**3,429**	469	241	596	1,049	247	735	561	117	**4,015**	554	284	703	1,238	292	868	663	138	**4,740**
3	428	220	513	936	225	650	466	106	**3,544**	501	258	601	1,096	263	761	546	124	**4,150**	592	304	709	1,294	311	898	645	147	**4,899**
4	337	163	407	737	181	523	407	82	**2,838**	395	191	476	864	212	613	476	97	**3,324**	466	226	562	1,020	250	724	562	114	**3,924**
5	387	218	494	868	217	611	504	91	**3,390**	453	255	578	1,017	254	716	590	107	**3,970**	535	301	683	1,200	300	845	696	126	**4,686**
6	385	178	436	853	197	578	422	88	**3,139**	451	208	511	999	231	677	495	104	**3,676**	532	245	603	1,180	273	800	584	122	**4,339**
7	262	96	253	677	120	423	275	60	**2,165**	306	112	297	792	140	496	322	70	**2,536**	362	133	350	935	166	585	380	83	**2,994**
8	362	140	368	887	181	566	360	88	**2,952**	424	164	431	1,039	212	662	422	104	**3,458**	500	194	509	1,226	250	782	498	122	**4,082**
9	441	247	583	989	237	701	506	118	**3,822**	516	289	683	1,158	277	821	592	138	**4,476**	610	341	807	1,367	327	969	699	163	**5,283**
10	410	228	539	994	236	672	562	108	**3,748**	480	267	632	1,164	276	787	658	127	**4,390**	567	315	746	1,374	326	930	777	149	**5,182**
11	407	208	486	868	215	627	497	96	**3,405**	477	244	570	1,017	252	735	582	113	**3,988**	562	288	672	1,200	297	867	687	133	**4,708**
12	400	199	462	878	206	622	494	93	**3,354**	469	233	542	1,028	242	728	579	109	**3,929**	553	275	639	1,214	285	860	683	129	**4,638**
13	283	141	332	704	163	482	397	69	**2,569**	332	165	388	825	191	564	465	81	**3,009**	392	194	458	973	225	666	549	95	**3,552**

Notes:

a. Zones based on the following post code sectors

1 - EN11 0, EN11 8, EN11 9

2 - EN10 6, EN10 7

3 - EN7 5, EN7 6

4 - EN8 0, EN8 9, EN8 8, EN8 7

5 - EN9 2, CM19 5

6 - EN9 1, EN9 3, IG10 4, E4 7

7 - EN3 4, EN3 5, EN3 6, EN3 7

8 - EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9

9 - EN6 1, EN6 4, EN6 5

10 - AL9 6, SG13 8, SG14 1

11 - SG12 0, SG12 7, SG14 2, SG14 3

12 - SG12 8, SG12 9, SG13 7

13 - CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3

b. Per capita expenditure derived from Experian MMG3 data (2014 report)

c. Population derived from Experian MMG3 data (2014 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 12.1

e. Expendiure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 12.1

2012 Prices

WYG Planning
Broxbourne Retail Capacity Study

Table 8: Total comparison goods expenditure

Zone	Comparison goods per capita expenditure 2015									2020								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	7.6	3.8	9.5	16.5	4.1	11.9	8.9	1.9	**64.1**	8.8	4.4	10.9	19.0	4.7	13.7	10.3	2.1	**74.1**
2	6.5	3.3	8.2	14.5	3.4	10.1	7.7	1.6	**55.4**	7.5	3.8	9.5	16.7	3.9	11.7	9.0	1.9	**64.0**
3	7.7	3.9	9.2	16.8	4.0	11.6	8.4	1.9	**63.5**	8.9	4.6	10.7	19.5	4.7	13.5	9.7	2.2	**73.7**
4	10.7	5.2	12.9	23.4	5.7	16.6	12.9	2.6	**90.0**	12.4	6.0	14.9	27.1	6.6	19.2	14.9	3.0	**104.1**
5	4.6	2.6	5.9	10.4	2.6	7.3	6.0	1.1	**40.7**	5.4	3.0	6.8	12.0	3.0	8.5	7.0	1.3	**46.9**
6	11.6	5.4	13.2	25.7	6.0	17.4	12.7	2.7	**94.7**	13.3	6.1	15.0	29.4	6.8	19.9	14.6	3.0	**108.2**
7	12.8	4.7	12.4	33.1	5.9	20.7	13.5	2.9	**106.0**	15.1	5.5	14.7	39.1	6.9	24.5	15.9	3.5	**125.3**
8	21.8	8.5	22.2	53.5	10.9	34.1	21.7	5.3	**178.1**	25.0	9.7	25.5	61.4	12.5	39.2	25.0	6.1	**204.4**
9	6.8	3.8	8.9	15.1	3.6	10.7	7.7	1.8	**58.5**	7.8	4.3	10.3	17.4	4.2	12.3	8.9	2.1	**67.2**
10	4.2	2.3	5.6	10.2	2.4	6.9	5.8	1.1	**38.6**	5.0	2.8	6.5	12.0	2.8	8.1	6.8	1.3	**45.3**
11	12.9	6.6	15.4	27.6	6.8	19.9	15.8	3.1	**108.2**	15.0	7.7	18.0	32.1	8.0	23.2	18.4	3.6	**125.9**
12	8.2	4.1	9.5	18.0	4.2	12.7	10.1	1.9	**68.8**	9.7	4.8	11.2	21.2	5.0	15.0	12.0	2.3	**81.2**
13	14.7	7.3	17.3	36.7	8.5	25.1	20.7	3.6	**133.8**	17.0	8.4	19.9	42.3	9.8	28.9	23.8	4.1	**154.3**
Total	**130.2**	**61.5**	**150.1**	**301.4**	**68.2**	**205.3**	**152.0**	**31.5**	**1,100.2**	**150.8**	**71.3**	**173.9**	**349.3**	**79.0**	**237.8**	**176.1**	**36.5**	**1,274.7**

Zone	2025									2030									Comparison goods growth		
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**	2015-2020	2015-2025	2015-2030
1	10.6	5.4	13.2	22.9	5.7	16.6	12.4	2.6	**89.4**	12.9	6.5	16.0	27.8	6.9	20.1	15.1	3.1	**108.4**	10.0	25.3	44.3
2	9.0	4.6	11.4	20.1	4.7	14.1	10.8	2.2	**77.0**	10.9	5.6	13.8	24.4	5.7	17.1	13.1	2.7	**93.4**	8.7	21.6	38.0
3	10.8	5.5	12.9	23.6	5.7	16.4	11.7	2.7	**89.2**	13.1	6.7	15.7	28.7	6.9	19.9	14.3	3.2	**108.5**	10.2	25.7	45.0
4	14.9	7.2	18.0	32.7	8.0	23.2	18.0	3.7	**125.7**	18.1	8.7	21.8	39.5	9.7	28.0	21.8	4.4	**151.9**	14.1	35.6	61.9
5	6.4	3.6	8.2	14.4	3.6	10.2	8.4	1.5	**56.4**	7.8	4.4	9.9	17.4	4.4	12.3	10.1	1.8	**68.1**	6.2	15.8	27.4
6	15.9	7.3	18.0	35.2	8.1	23.9	17.4	3.6	**129.6**	19.3	8.9	21.8	42.7	9.9	28.9	21.1	4.4	**156.9**	13.5	34.9	62.2
7	18.5	6.8	17.9	47.9	8.5	30.0	19.5	4.2	**153.3**	22.8	8.3	22.0	58.8	10.4	36.8	23.9	5.2	**188.3**	19.3	47.4	82.4
8	30.1	11.7	30.6	73.7	15.0	47.0	29.9	7.3	**245.2**	36.2	14.0	36.8	88.7	18.1	56.5	36.0	8.8	**295.2**	26.3	67.2	117.1
9	9.3	5.2	12.3	20.9	5.0	14.8	10.7	2.5	**80.8**	11.2	6.3	14.9	25.2	6.0	17.9	12.9	3.0	**97.3**	8.7	22.2	38.8
10	6.0	3.4	7.9	14.6	3.5	9.9	8.3	1.6	**55.2**	7.3	4.1	9.7	17.8	4.2	12.1	10.1	1.9	**67.2**	6.7	16.6	28.6
11	18.2	9.3	21.8	38.9	9.6	28.1	22.2	4.3	**152.4**	22.1	11.3	26.4	47.1	11.7	34.0	27.0	5.2	**184.8**	17.8	44.3	76.6
12	11.9	5.9	13.7	26.1	6.1	18.5	14.7	2.8	**99.6**	14.5	7.2	16.8	31.9	7.5	22.6	17.9	3.4	**121.9**	12.4	30.8	53.1
13	20.5	10.1	23.9	50.9	11.8	34.8	28.7	5.0	**185.6**	24.8	12.3	29.0	61.6	14.3	42.1	34.7	6.0	**224.7**	20.6	51.8	90.9
Total	**182.2**	**86.1**	**210.0**	**421.8**	**95.4**	**287.2**	**212.7**	**44.0**	**1,539.4**	**220.9**	**104.4**	**254.6**	**511.5**	**115.6**	**348.3**	**257.9**	**53.4**	**1,866.6**	**174.5**	**439.2**	**766.4**

Notes:

a. Zones based on the following post code sectors

1 - EN11 0, EN11 8, EN11 9

2 - EN10 6, EN10 7

3 - EN7 5, EN7 6

4 - EN8 0, EN8 9, EN8 8, EN8 7

5 - EN9 2, CM19 5

6 - EN9 1, EN9 3, IG10 4, E4 7

7 - EN3 4, EN3 5, EN3 6, EN3 7

8 - EN1 1, EN1 3, EN1 4, EN2 0, EN2 6, EN2 7, EN2 8, EN2 9

9 - EN6 1, EN6 4, EN6 5

10 - AL9 6, SG13 8, SG14 1

11 - SG12 0, SG12 7, SG14 2, SG14 3

12 - SG12 8, SG12 9, SG13 7

13 - CM18 6, CM18 7, CM19 4, CM20 1, CM20 2, CM20 3

b. Per capita expenditure derived from Experian MMG3 data (2014 report)

c. Population derived from Experian MMG3 data (2014 report)

d. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 12.1

e. Expendiure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 12.1

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Table 9: Clothes/shoes shopping patterns

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 (%)	Zone 7 Clothes/shoes (%)	Zone 8 Clothes/shoes (%)	Zone 9 Clothes/shoes (%)	Zone 10 Clothes/shoes (%)	Zone 11 Clothes/shoes (%)	Zone 12 Clothes/shoes (%)	Zone 13 Clothes/shoes (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.6**	6.3	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**1.3**	16.7	3.2	2.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Sub Total (Zone 1)	**1.9**	**23.0**	**10.9**	**2.8**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.6**	0.4	0.5	0.7	0.0	0.8	0.0	3.9	0.0	0.0	1.1	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.6**	**0.4**	**0.5**	**0.7**	**0.0**	**0.8**	**0.0**	**3.9**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**2.8**	3.9	3.8	6.1	3.8	0.0	2.6	8.1	3.2	1.4	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**1.2**	0.0	1.4	3.6	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Brookfield Shopping Park, Cheshunt	**17.9**	27.8	43.0	40.1	39.8	5.0	15.6	8.7	8.0	28.8	9.1	24.0	30.8	3.8
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**2.4**	1.7	2.9	9.2	1.5	6.0	0.0	0.0	0.0	17.1	6.0	4.9	1.8	0.0
Local shops, Waltham Cross	**1.7**	0.0	1.5	1.0	7.3	0.8	4.9	5.1	0.0	1.4	1.1	0.0	0.0	0.0
Sub Total (Zone 4)	**26.0**	**33.4**	**52.6**	**60.0**	**62.1**	**11.8**	**23.1**	**21.9**	**11.2**	**48.7**	**16.2**	**28.9**	**35.6**	**3.8**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**28.5**	**56.8**	**64.0**	**63.5**	**62.8**	**12.6**	**23.1**	**25.8**	**11.2**	**48.7**	**17.3**	**28.9**	**36.5**	**3.8**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**1.0**	0.0	0.0	0.0	1.1	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.3**	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**1.3**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**22.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.3	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**1.4**	0.4	0.0	0.0	0.0	0.0	0.0	1.7	6.4	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**18.8**	0.0	0.0	5.3	4.5	0.0	3.0	53.4	53.5	3.7	3.4	0.0	18.5	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**20.7**	**0.4**	**0.0**	**6.0**	**4.5**	**0.0**	**3.0**	**56.8**	**61.2**	**3.7**	**3.4**	**0.0**	**18.5**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**2.3**	2.5	1.0	2.0	1.8	0.0	1.5	0.0	0.0	0.0	5.1	17.4	0.9	0.0
Sub Total (Zone 10)	**2.3**	**2.5**	**1.0**	**2.0**	**1.8**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**5.1**	**17.4**	**0.9**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0
Van Hage, Amwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0
Sub Total (Zone 12)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.2**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.3	0.0
Oaks Retail Park, Harlow	**0.3**	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Queensgate Retail Park, Harlow	**0.2**	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Local shops, Harlow	**20.7**	23.0	21.6	8.7	7.3	78.3	15.6	5.1	0.0	3.0	3.8	4.9	6.4	78.7
Sub Total (Zone 13)	**21.4**	**23.0**	**23.7**	**8.7**	**7.3**	**78.3**	**18.2**	**5.1**	**0.0**	**3.0**	**3.8**	**7.9**	**7.7**	**79.5**
Sub Total Study Area	**75.1**	**82.7**	**88.7**	**80.2**	**77.5**	**90.9**	**68.7**	**88.8**	**72.4**	**58.8**	**29.6**	**62.4**	**63.6**	**83.3**

Table 9: Clothes/shoes shopping patterns cont...

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 (%)	Zone 7 Clothes/shoes (%)	Zone 8 Clothes/shoes (%)	Zone 9 Clothes/shoes (%)	Zone 10 Clothes/shoes (%)	Zone 11 Clothes/shoes (%)	Zone 12 Clothes/shoes (%)	Zone 13 Clothes/shoes (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub Total (Bishops Stortford)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.6**	0.0	0.0	2.3	0.0	1.2	0.0	0.0	2.2	0.0	1.1	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.6**	**0.0**	**0.0**	**2.3**	**0.0**	**1.2**	**0.0**	**0.0**	**2.2**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.9	2.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**1.9**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.7**	1.0	0.0	0.0	2.5	0.0	0.0	1.7	1.3	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.7**	**1.0**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**1.7**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.2**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.8	0.0	0.0	0.0
Local shops, Hatfield	**0.5**	0.0	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0
Sub Total (Hatfield)	**0.7**	**0.4**	**0.7**	**0.7**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**5.1**	**0.8**	**4.6**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**2.8**	9.1	2.4	0.0	3.7	2.7	2.3	3.9	0.0	0.0	2.6	0.0	9.5	3.5
Sub Total (Lakeside, Grays)	**2.8**	**9.1**	**2.4**	**0.0**	**3.7**	**2.7**	**2.3**	**3.9**	**0.0**	**0.0**	**2.6**	**0.0**	**9.5**	**3.5**
Outside Study Area, London														
Local shops, London	**7.4**	1.1	0.5	5.3	7.3	1.4	4.2	4.4	17.2	5.4	13.1	0.0	9.5	8.6
Sub Total (London)	**7.4**	**1.1**	**0.5**	**5.3**	**7.3**	**1.4**	**4.2**	**4.4**	**17.2**	**5.4**	**13.1**	**0.0**	**9.5**	**8.6**
Outside Study Area, London Colney														
Local shops, London Colney	**0.4**	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	5.4	4.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.4**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.4**	**4.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.4**	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**1.4**	0.0	0.0	2.3	0.0	0.0	0.0	0.0	3.5	3.0	11.0	1.8	0.9	0.0
Sub Total (St Albans)	**1.4**	**0.0**	**0.0**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**3.5**	**3.0**	**11.0**	**1.8**	**0.9**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**1.5**	0.0	0.5	3.3	5.3	0.0	8.3	0.0	0.0	0.0	13.2	1.5	0.0	0.0
Sub Total (Stratford)	**1.5**	**0.0**	**0.5**	**3.3**	**5.3**	**0.0**	**8.3**	**0.0**	**0.0**	**0.0**	**13.2**	**1.5**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**1.6**	0.7	0.5	0.7	0.7	0.0	0.0	0.0	0.0	0.0	4.5	7.7	8.7	0.0
Sub Total (Stevenage)	**1.6**	**0.7**	**0.5**	**0.7**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.5**	**7.7**	**8.7**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**3.0**	3.8	1.7	0.7	0.0	1.6	0.0	0.0	0.0	19.0	20.0	10.0	6.4	0.0
Sub Total (Welwyn Garden City)	**3.0**	**3.8**	**1.7**	**0.7**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**19.0**	**20.0**	**10.0**	**6.4**	**0.0**
Outside Study Area, Other														
Other	**3.1**	1.3	5.2	4.0	2.4	2.3	9.1	0.0	1.3	1.4	0.0	11.9	1.5	2.7
Sub Total (Other)	**3.1**	**1.3**	**5.2**	**4.0**	**2.4**	**2.3**	**9.1**	**0.0**	**1.3**	**1.4**	**0.0**	**11.9**	**1.5**	**2.7**
Sub Total Outside of Study Area	**24.5**	**17.4**	**11.5**	**20.0**	**22.6**	**9.2**	**31.1**	**11.1**	**27.4**	**41.3**	**70.3**	**37.5**	**36.5**	**16.6**
Total	**99.6**	**100.1**	**100.2**	**100.2**	**100.1**	**100.1**	**99.8**	**99.9**	**99.8**	**100.1**	**99.9**	**99.9**	**100.1**	**99.9**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre
District Centre
Neighbourhood Centre
Local Centre

Table 10: Clothes/shoes expenditure

Destination	Total Clothes/shoes (£m)	Zone 1 Clothes/shoes (£m)	Zone 2 Clothes/shoes (£m)	Zone 3 Clothes/shoes (£m)	Zone 4 Clothes/shoes (£m)	Zone 5 Clothes/shoes (£m)	Zone 6 Clothes/shoes (£m)	Zone 7 Clothes/shoes (£m)	Zone 8 Clothes/shoes (£m)	Zone 9 Clothes/shoes (£m)	Zone 10 Clothes/shoes (£m)	Zone 11 Clothes/shoes (£m)	Zone 12 Clothes/shoes (£m)	Zone 13 Clothes/shoes (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**2.2**	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**4.0**	2.7	0.5	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total (Zone 1)	**6.2**	**3.8**	**1.6**	**0.5**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 2														
Local shops, Broxbourne	**1.7**	0.1	0.1	0.1	0.0	0.1	0.0	1.3	0.0	0.0	0.1	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**1.7**	**0.1**	**0.1**	**0.1**	**0.0**	**0.1**	**0.0**	**1.3**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**8.4**	0.6	0.5	1.0	0.9	0.0	0.7	2.7	1.7	0.2	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**3.6**	0.0	0.2	0.6	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Brookfield Shopping Park, Cheshunt	**57.4**	4.6	6.2	6.7	9.3	0.5	4.0	2.9	4.3	4.4	0.9	6.6	5.5	1.4
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**8.1**	0.3	0.4	1.5	0.4	0.6	0.0	0.0	0.0	2.6	0.6	1.4	0.3	0.0
Local shops, Waltham Cross	**5.5**	0.0	0.2	0.2	1.7	0.1	1.3	1.7	0.0	0.2	0.1	0.0	0.0	0.0
Sub Total (Zone 4)	**82.9**	**5.5**	**7.6**	**10.1**	**14.5**	**1.2**	**5.9**	**7.3**	**6.0**	**7.4**	**1.7**	**8.0**	**6.4**	**1.4**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**90.8**	**9.3**	**9.3**	**10.6**	**14.7**	**1.3**	**5.9**	**8.5**	**6.0**	**7.4**	**1.8**	**8.0**	**6.6**	**1.4**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**4.8**	0.0	0.0	0.0	0.3	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**1.4**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**6.2**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**5.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**4.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.6	3.4	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**53.2**	0.0	0.0	0.9	1.1	0.0	0.8	17.7	28.6	0.6	0.3	0.0	3.3	0.0
Local shops, Crews Hill	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**58.7**	**0.1**	**0.0**	**1.0**	**1.1**	**0.0**	**0.8**	**18.8**	**32.7**	**0.6**	**0.3**	**0.0**	**3.3**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**7.2**	0.4	0.1	0.3	0.4	0.0	0.4	0.0	0.0	0.0	0.5	4.8	0.2	0.0
Sub Total (Zone 10)	**7.2**	**0.4**	**0.1**	**0.3**	**0.4**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.5**	**4.8**	**0.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Sub Total (Zone 12)	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0
Oaks Retail Park, Harlow	**1.0**	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Queensgate Retail Park, Harlow	**0.7**	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Local shops, Harlow	**56.1**	3.8	3.1	1.5	1.7	8.2	4.0	1.7	0.0	0.5	0.4	1.4	1.2	28.8
Sub Total (Zone 13)	**58.5**	**3.8**	**3.4**	**1.5**	**1.7**	**8.2**	**4.7**	**1.7**	**0.0**	**0.5**	**0.4**	**2.2**	**1.4**	**29.1**
Sub Total Study Area	**224.4**	**13.6**	**12.8**	**13.4**	**18.1**	**9.5**	**17.7**	**29.4**	**38.7**	**8.9**	**3.0**	**17.2**	**11.4**	**30.5**

Table 10: Clothes/shoes expenditure cont...

Destination	Total Clothes/shoes (£m)	Zone 1 Clothes/shoes (£m)	Zone 2 Clothes/shoes (£m)	Zone 3 Clothes/shoes (£m)	Zone 4 Clothes/shoes (£m)	Zone 5 Clothes/shoes (£m)	Zone 6 Clothes/shoes (£m)	Zone 7 Clothes/shoes (£m)	Zone 8 Clothes/shoes (£m)	Zone 9 Clothes/shoes (£m)	Zone 10 Clothes/shoes (£m)	Zone 11 Clothes/shoes (£m)	Zone 12 Clothes/shoes (£m)	Zone 13 Clothes/shoes (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sub Total (Bishops Stortford)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**1.8**	0.0	0.0	0.4	0.0	0.1	0.0	0.0	1.2	0.0	0.1	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**1.8**	**0.0**	**0.0**	**0.4**	**0.0**	**0.1**	**0.0**	**0.0**	**1.2**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**1.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.0	0.3	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**1.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**2.0**	0.2	0.0	0.0	0.6	0.0	0.0	0.6	0.7	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**2.0**	**0.2**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.6**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.9**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0
Local shops, Hatfield	**1.7**	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Sub Total (Hatfield)	**2.6**	**0.1**	**0.1**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.1**	**1.3**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**8.1**	1.5	0.3	0.0	0.9	0.3	0.6	1.3	0.0	0.0	0.3	0.0	1.7	1.3
Sub Total (Lakeside, Grays)	**8.1**	**1.5**	**0.3**	**0.0**	**0.9**	**0.3**	**0.6**	**1.3**	**0.0**	**0.0**	**0.3**	**0.0**	**1.7**	**1.3**
Outside Study Area, London														
Local shops, London	**21.8**	0.2	0.1	0.9	1.7	0.1	1.1	1.5	9.2	0.8	1.3	0.0	1.7	3.2
Sub Total (London)	**21.8**	**0.2**	**0.1**	**0.9**	**1.7**	**0.1**	**1.1**	**1.5**	**9.2**	**0.8**	**1.3**	**0.0**	**1.7**	**3.2**
Outside Study Area, London Colney														
Local shops, London Colney	**1.3**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.4	0.0	0.0	0.0
Sub Total (London Colney)	**1.3**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.4**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**1.9**	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**4.5**	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.9	0.5	1.1	0.5	0.2	0.0
Sub Total (St Albans)	**4.5**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.5**	**1.1**	**0.5**	**0.2**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**5.8**	0.0	0.1	0.6	1.2	0.0	2.1	0.0	0.0	0.0	1.4	0.4	0.0	0.0
Sub Total (Stratford)	**5.8**	**0.0**	**0.1**	**0.6**	**1.2**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**1.4**	**0.4**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**4.6**	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.5	2.1	1.6	0.0
Sub Total (Stevenage)	**4.6**	**0.1**	**0.1**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**2.1**	**1.6**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**10.0**	0.6	0.2	0.1	0.0	0.2	0.0	0.0	0.0	2.9	2.0	2.8	1.2	0.0
Sub Total (Welwyn Garden City)	**10.0**	**0.6**	**0.2**	**0.1**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**2.9**	**2.0**	**2.8**	**1.2**	**0.0**
Outside Study Area, Other														
Other	**10.2**	0.2	0.8	0.7	0.6	0.2	2.3	0.0	0.7	0.2	0.0	3.3	0.3	1.0
Sub Total (Other)	**10.2**	**0.2**	**0.8**	**0.7**	**0.6**	**0.2**	**2.3**	**0.0**	**0.7**	**0.2**	**0.0**	**3.3**	**0.3**	**1.0**
Sub Total Outside of Study Area	**76.9**	**2.9**	**1.7**	**3.4**	**5.3**	**1.0**	**8.0**	**3.7**	**14.7**	**6.3**	**7.2**	**10.3**	**6.6**	**6.1**
Total	**301.3**	**16.5**	**14.5**	**16.8**	**23.4**	**10.4**	**25.7**	**33.1**	**53.4**	**15.2**	**10.2**	**27.5**	**18.0**	**36.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 11: Books, CDs, DVDs shopping patterns

Destination	Total Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)	Zone 6 Books, CDs, DVDs (%)	Zone 7 Books, CDs, DVDs (%)	Zone 8 Books, CDs, DVDs (%)	Zone 9 Books, CDs, DVDs (%)	Zone 10 Books, CDs, DVDs (%)	Zone 11 Books, CDs, DVDs (%)	Zone 12 Books, CDs, DVDs (%)	Zone 13 Books, CDs, DVDs (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.4**	2.6	1.4	2.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**5.6**	66.0	35.3	12.2	4.6	3.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0
Sub Total (Zone 1)	**6.0**	**68.6**	**36.7**	**14.6**	**6.4**	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.2**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.2**	0.0	0.0	2.4	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.2**	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.4**	**0.0**	**0.0**	**2.4**	**1.8**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.2**	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.2**	**0.0**	**0.0**	**4.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**3.1**	0.0	14.2	19.4	16.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Brookfield Shopping Park, Cheshunt	**1.3**	1.5	2.9	2.4	10.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**1.6**	0.0	1.4	14.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Local shops, Waltham Cross	**7.1**	0.0	6.1	6.4	26.4	0.0	22.9	7.0	7.1	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	**13.1**	**1.5**	**24.6**	**42.2**	**62.3**	**0.0**	**22.9**	**7.0**	**7.1**	**0.0**	**0.0**	**0.0**	**7.6**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**19.7**	**70.1**	**61.3**	**63.9**	**70.5**	**4.5**	**22.9**	**7.0**	**7.1**	**0.0**	**0.0**	**5.2**	**7.6**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**3.9**	0.0	0.0	0.0	3.2	0.0	42.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**1.2**	0.0	0.0	0.0	0.0	0.0	8.9	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**5.1**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**	**51.3**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**0.1**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**26.9**	0.0	0.0	4.1	8.2	0.0	0.0	81.7	85.8	6.7	0.0	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**28.1**	**0.0**	**2.5**	**4.1**	**8.2**	**0.0**	**0.0**	**81.7**	**92.9**	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.4	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**5.0**	0.0	0.0	3.5	0.0	0.0	0.0	4.2	0.0	0.0	25.0	50.6	19.5	0.0
Sub Total (Zone 10)	**5.0**	**0.0**	**0.0**	**3.5**	**0.0**	**0.0**	**0.0**	**4.2**	**0.0**	**0.0**	**25.0**	**50.6**	**19.5**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0	0.0	0.0
Sub Total (Zone 12)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.0**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**0.2**	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Harlow	**28.4**	11.9	25.2	2.4	5.0	91.4	0.0	0.0	0.0	14.8	52.6	26.0	11.3	96.1
Sub Total (Zone 13)	**28.6**	**17.1**	**25.2**	**2.4**	**5.0**	**91.4**	**0.0**	**0.0**	**0.0**	**14.8**	**52.6**	**26.0**	**11.3**	**96.1**
Sub Total Study Area	**88.2**	**87.2**	**89.0**	**73.9**	**86.9**	**95.9**	**74.2**	**99.9**	**100.0**	**34.9**	**77.6**	**94.8**	**38.4**	**96.1**

Table 11: Books, CDs, DVDs shopping patterns cont...

Destination	Total Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)	Zone 6 Books, CDs, DVDs (%)	Zone 7 Books, CDs, DVDs (%)	Zone 8 Books, CDs, DVDs (%)	Zone 9 Books, CDs, DVDs (%)	Zone 10 Books, CDs, DVDs (%)	Zone 11 Books, CDs, DVDs (%)	Zone 12 Books, CDs, DVDs (%)	Zone 13 Books, CDs, DVDs (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.6**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	2.0
Sub Total (Bishops Stortford)	**0.6**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.8**	**2.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.6**	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.6**	**0.0**	**0.0**	**0.0**	**6.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.6**	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	16.8	4.5	0.0	0.0	0.0
Local shops, Hatfield	**0.5**	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub Total (Hatfield)	**1.1**	**0.0**	**0.0**	**8.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**16.8**	**4.5**	**0.0**	**3.8**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**2.3**	0.0	2.5	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.2	0.0
Sub Total (Lakeside, Grays)	**2.3**	**0.0**	**2.5**	**5.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**40.2**	**0.0**
Outside Study Area, London														
Local shops, London	**2.4**	4.8	3.2	0.0	6.8	2.6	8.9	0.0	0.0	11.6	10.0	0.0	2.5	0.0
Sub Total (London)	**2.4**	**4.8**	**3.2**	**0.0**	**6.8**	**2.6**	**8.9**	**0.0**	**0.0**	**11.6**	**10.0**	**0.0**	**2.5**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**1.0**	0.0	0.0	0.0	0.0	0.0	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.4**	0.0	0.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.4**	**0.0**	**0.0**	**8.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.1**	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.1**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	5.2	0.0	0.0
Sub Total (Stevenage)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.9**	**5.2**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**1.2**	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.0	0.0	0.0	7.6	0.0
Sub Total (Welwyn Garden City)	**1.2**	**2.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**30.0**	**0.0**	**0.0**	**7.6**	**0.0**
Outside Study Area, Other														
Other	**1.7**	5.5	1.4	4.1	0.0	1.5	5.1	0.0	0.0	6.7	0.0	0.0	3.8	2.0
Sub Total (Other)	**1.7**	**5.5**	**1.4**	**4.1**	**0.0**	**1.5**	**5.1**	**0.0**	**0.0**	**6.7**	**0.0**	**0.0**	**3.8**	**2.0**
Sub Total Outside of Study Area	**11.8**	**12.9**	**11.0**	**26.3**	**13.2**	**4.1**	**25.9**	**0.0**	**0.0**	**65.1**	**22.4**	**5.2**	**61.7**	**4.0**
Total	**100.0**	**100.1**	**100.0**	**100.2**	**100.1**	**100.0**	**100.1**	**99.9**	**100.0**	**100.0**	**100.0**	**100.0**	**100.1**	**100.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£m)	Zone 6 Books, CDs, DVDs (£m)	Zone 7 Books, CDs, DVDs (£m)	Zone 8 Books, CDs, DVDs (£m)	Zone 9 Books, CDs, DVDs (£m)	Zone 10 Books, CDs, DVDs (£m)	Zone 11 Books, CDs, DVDs (£m)	Zone 12 Books, CDs, DVDs (£m)	Zone 13 Books, CDs, DVDs (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.4**	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**5.1**	2.7	1.2	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Sub Total (Zone 1)	**5.5**	**2.8**	**1.3**	**0.6**	**0.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.1**	**0.0**	**0.0**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.2**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**2.4**	0.0	0.5	0.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Brookfield Shopping Park, Cheshunt	**0.9**	0.1	0.1	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**1.2**	0.0	0.0	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Local shops, Waltham Cross	**4.5**	0.0	0.2	0.3	1.5	0.0	1.4	0.4	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	**9.0**	**0.1**	**0.8**	**1.7**	**3.6**	**0.0**	**1.4**	**0.4**	**0.8**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**14.8**	**2.9**	**2.1**	**2.6**	**4.0**	**0.1**	**1.4**	**0.4**	**0.8**	**0.0**	**0.0**	**0.4**	**0.3**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**2.7**	0.0	0.0	0.0	0.2	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.7**	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**3.4**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**3.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**15.0**	0.0	0.0	0.2	0.5	0.0	0.0	4.8	9.4	0.2	0.0	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**15.9**	**0.0**	**0.1**	**0.2**	**0.5**	**0.0**	**0.0**	**4.8**	**10.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**5.3**	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.6	3.5	0.8	0.0
Sub Total (Zone 10)	**5.3**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.6**	**3.5**	**0.8**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sub Total (Zone 12)	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**0.2**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Harlow	**16.3**	0.5	0.9	0.1	0.3	2.4	0.0	0.0	0.0	0.5	1.3	1.8	0.5	8.2
Sub Total (Zone 13)	**16.5**	**0.7**	**0.9**	**0.1**	**0.3**	**2.4**	**0.0**	**0.0**	**0.0**	**0.5**	**1.3**	**1.8**	**0.5**	**8.2**
Sub Total Study Area	**57.5**	**3.6**	**3.0**	**3.0**	**5.0**	**2.5**	**4.4**	**5.9**	**10.9**	**1.3**	**1.9**	**6.5**	**1.6**	**8.2**

Table 12: Books, CDs, DVDs expenditure cont...

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£m)	Zone 6 Books, CDs, DVDs (£m)	Zone 7 Books, CDs, DVDs (£m)	Zone 8 Books, CDs, DVDs (£m)	Zone 9 Books, CDs, DVDs (£m)	Zone 10 Books, CDs, DVDs (£m)	Zone 11 Books, CDs, DVDs (£m)	Zone 12 Books, CDs, DVDs (£m)	Zone 13 Books, CDs, DVDs (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Sub Total (Bishops Stortford)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.2**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.4**	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.4**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.8**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0
Local shops, Hatfield	**0.4**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total (Hatfield)	**1.2**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.1**	**0.0**	**0.2**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**2.0**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Sub Total (Lakeside, Grays)	**2.0**	**0.0**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**
Outside Study Area, London														
Local shops, London	**2.1**	0.2	0.1	0.0	0.4	0.1	0.5	0.0	0.0	0.4	0.2	0.0	0.1	0.0
Sub Total (London)	**2.1**	**0.2**	**0.1**	**0.0**	**0.4**	**0.1**	**0.5**	**0.0**	**0.0**	**0.4**	**0.2**	**0.0**	**0.1**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.7**	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.3**	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.3**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0
Sub Total (Stevenage)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.4**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**1.5**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.3	0.0
Sub Total (Welwyn Garden City)	**1.5**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.3**	**0.0**
Outside Study Area, Other														
Other	**1.4**	0.2	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.2	0.2
Sub Total (Other)	**1.4**	**0.2**	**0.0**	**0.2**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.2**	**0.2**
Sub Total Outside of Study Area	**10.6**	**0.5**	**0.4**	**1.1**	**0.8**	**0.1**	**1.5**	**0.0**	**0.0**	**2.4**	**0.5**	**0.4**	**2.6**	**0.3**
Total	**68.1**	**4.1**	**3.4**	**4.0**	**5.7**	**2.6**	**6.0**	**5.9**	**10.9**	**3.6**	**2.4**	**6.8**	**4.2**	**8.5**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 13: Small household goods shopping patterns

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 (%)	Zone 7 Small household (%)	Zone 8 Small household (%)	Zone 9 Small household (%)	Zone 10 Small household (%)	Zone 11 Small household (%)	Zone 12 Small household (%)	Zone 13 Small household (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.6**	10.3	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**1.6**	7.2	1.3	0.0	12.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**2.2**	**17.5**	**5.0**	**0.0**	**12.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.2**	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.2**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**1.4**	1.5	6.3	0.0	1.9	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**2.8**	10.1	6.6	31.7	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Brookfield Shopping Park, Cheshunt	**7.0**	8.0	13.8	6.8	14.2	3.1	2.8	10.3	7.9	4.6	3.8	6.8	8.1	0.0
Homebase, Waltham Cross	**0.3**	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**5.1**	0.0	3.0	5.3	17.4	5.5	2.8	2.6	2.3	45.4	6.6	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**1.8**	3.4	0.0	5.9	0.0	2.7	9.7	0.0	0.0	0.0	5.5	0.0	3.1	1.7
Local shops, Waltham Cross	**5.3**	1.0	21.9	4.7	6.4	0.0	12.5	5.3	12.5	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	**23.7**	**24.0**	**51.6**	**54.4**	**46.3**	**11.3**	**27.8**	**27.3**	**22.7**	**50.0**	**15.9**	**6.8**	**12.7**	**1.7**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**26.1**	**41.5**	**56.6**	**54.4**	**60.9**	**11.3**	**27.8**	**27.3**	**22.7**	**50.0**	**15.9**	**6.8**	**12.7**	**1.7**
Zone 5														
Nazeing	**0.2**	0.0	2.6	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.2**	**0.0**	**2.6**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.4**	0.0	2.6	4.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**0.4**	**0.0**	**2.6**	**4.4**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**1.9**	0.0	0.0	0.0	0.0	0.0	0.0	13.7	2.3	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.7**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	4.6	3.4	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**4.3**	0.0	0.7	5.6	1.9	0.0	5.6	22.4	5.7	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**9.9**	2.9	3.4	8.7	10.6	0.0	4.8	22.9	28.4	2.7	1.1	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**15.3**	**2.9**	**4.1**	**14.3**	**12.5**	**0.0**	**10.4**	**49.9**	**37.5**	**2.7**	**1.1**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**1.7**	4.8	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	3.5	13.2	1.5	0.0
Sub Total (Zone 10)	**1.7**	**4.8**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.5**	**13.2**	**1.5**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.9**	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	3.1	0.0
Van Hage, Amwell Hill, Ware	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	0.0
Local shops, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 12)	**2.1**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.8**	**19.3**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**1.2**	0.0	0.0	0.0	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Harlow Retail Park, Harlow	**1.5**	6.3	1.1	0.0	1.9	4.3	0.0	0.0	0.0	0.0	1.7	0.0	7.1	1.7
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**0.5**	0.0	0.0	0.0	0.0	2.1	4.8	0.0	0.0	0.0	1.7	0.0	1.5	0.0
Local shops, Harlow	**15.8**	20.6	17.8	3.4	6.7	58.2	2.8	0.0	0.0	0.0	3.8	26.9	30.6	43.1
Sub Total (Zone 13)	**19.0**	**26.9**	**18.9**	**3.4**	**8.6**	**78.9**	**7.6**	**0.0**	**0.0**	**0.0**	**7.2**	**26.9**	**39.2**	**48.7**
Sub Total Study Area	**66.9**	**77.1**	**84.8**	**77.7**	**83.1**	**92.3**	**45.8**	**90.9**	**62.5**	**58.1**	**27.7**	**53.7**	**72.7**	**50.4**

Table 13: Small household goods shopping patterns cont...

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 (%)	Zone 7 Small household (%)	Zone 8 Small household (%)	Zone 9 Small household (%)	Zone 10 Small household (%)	Zone 11 Small household (%)	Zone 12 Small household (%)	Zone 13 Small household (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	3.9
Sub Total (Bishops Stortford)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**3.9**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**1.2**	0.0	0.0	0.0	1.1	0.0	4.8	0.0	4.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**1.2**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**4.8**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**2.9**	0.0	0.0	1.9	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0	13.0
Sub Total (Brent Cross)	**2.9**	**0.0**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**5.7**	**0.0**	**0.0**	**0.0**	**0.0**	**13.0**
Outside Study Area, Chingford														
Local shops, Chingford	**1.4**	0.0	0.0	0.0	0.0	0.0	7.6	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.6**	**9.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**1.6**	3.4	1.1	0.0	0.0	0.0	4.2	0.0	3.4	0.0	0.0	0.0	3.5	1.9
Sub Total (Edmonton)	**1.6**	**3.4**	**1.1**	**0.0**	**0.0**	**0.0**	**4.2**	**0.0**	**3.4**	**0.0**	**0.0**	**0.0**	**3.5**	**1.9**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0
The Galleria, Hatfield	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.6**	0.0	1.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.9	1.5	0.0
Sub Total (Hatfield)	**1.3**	**0.0**	**1.3**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**	**1.1**	**9.7**	**1.5**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**4.3**	1.5	2.6	0.0	1.1	1.9	4.8	0.0	0.0	0.0	0.0	0.0	0.0	27.4
Sub Total (Lakeside, Grays)	**4.3**	**1.5**	**2.6**	**0.0**	**1.1**	**1.9**	**4.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**27.4**
Outside Study Area, London														
Local shops, London	**2.8**	0.0	0.0	0.0	2.5	2.1	0.0	0.0	10.8	4.0	1.7	0.0	0.0	1.7
Sub Total (London)	**2.8**	**0.0**	**0.0**	**0.0**	**2.5**	**2.1**	**0.0**	**0.0**	**10.8**	**4.0**	**1.7**	**0.0**	**0.0**	**1.7**
Outside Study Area, London Colney														
Local shops, London Colney	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.6**	0.0	0.0	0.0	0.0	0.0	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**10.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	13.9	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.0**	**13.9**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.1**	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Sub Total (St Albans)	**0.1**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.2**	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.2**	**0.0**	**0.0**	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.2**	1.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Local shops, Stevenage	**2.2**	3.4	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	12.2	3.5	0.0
Sub Total (Stevenage)	**2.4**	**5.1**	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**	**0.0**	**12.2**	**4.5**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**8.6**	9.7	3.6	13.1	4.7	3.7	4.8	0.0	6.8	21.3	54.5	15.6	12.7	0.0
Sub Total (Welwyn Garden City)	**8.6**	**9.7**	**3.6**	**13.1**	**4.7**	**3.7**	**4.8**	**0.0**	**6.8**	**21.3**	**54.5**	**15.6**	**12.7**	**0.0**
Outside Study Area, Other														
Other	**4.1**	3.4	4.1	0.0	7.5	0.0	17.4	0.0	3.4	7.3	0.0	6.8	5.1	1.7
Sub Total (Other)	**4.1**	**3.4**	**4.1**	**0.0**	**7.5**	**0.0**	**17.4**	**0.0**	**3.4**	**7.3**	**0.0**	**6.8**	**5.1**	**1.7**
Sub Total Outside of Study Area	**32.9**	**23.1**	**15.1**	**22.4**	**16.9**	**7.7**	**54.0**	**9.1**	**37.5**	**42.0**	**72.3**	**46.3**	**27.3**	**49.6**
Total	**99.8**	**100.2**	**99.9**	**100.1**	**100.0**	**100.0**	**99.8**	**100.0**	**100.0**	**100.1**	**100.0**	**100.0**	**100.0**	**100.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre
District Centre
Neighbourhood Centre
Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 14: Small household goods expenditure

Destination	Total Small household (£m)	Zone 1 Small household (£m)	Zone 2 Small household (£m)	Zone 3 Small household (£m)	Zone 4 Small household (£m)	Zone 5 Small household (£m)	Zone 6 Small household (£m)	Zone 7 Small household (£m)	Zone 8 Small household (£m)	Zone 9 Small household (£m)	Zone 10 Small household (£m)	Zone 11 Small household (£m)	Zone 12 Small household (£m)	Zone 13 Small household (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**1.6**	1.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**3.1**	0.9	0.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**4.7**	**2.1**	**0.5**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.3**	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.3**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**3.0**	0.2	0.6	0.0	0.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**6.3**	1.2	0.7	3.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Brookfield Shopping Park, Cheshunt	**14.2**	1.0	1.4	0.8	2.4	0.2	0.5	2.1	2.7	0.5	0.3	1.4	1.0	0.0
Homebase, Waltham Cross	**0.5**	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**11.4**	0.0	0.3	0.6	2.9	0.4	0.5	0.5	0.8	4.9	0.5	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**4.2**	0.4	0.0	0.7	0.0	0.2	1.7	0.0	0.0	0.0	0.4	0.0	0.4	0.4
Local shops, Waltham Cross	**11.5**	0.1	2.2	0.5	1.1	0.0	2.2	1.1	4.3	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	**51.0**	**2.9**	**5.2**	**6.3**	**7.7**	**0.8**	**4.9**	**5.7**	**7.7**	**5.4**	**1.1**	**1.4**	**1.6**	**0.4**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**56.1**	**4.9**	**5.7**	**6.3**	**10.1**	**0.8**	**4.9**	**5.7**	**7.7**	**5.4**	**1.1**	**1.4**	**1.6**	**0.4**
Zone 5														
Nazeing	**0.4**	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.4**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**1.0**	0.0	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**1.0**	**0.0**	**0.3**	**0.5**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**3.6**	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.8**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**2.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**8.6**	0.0	0.1	0.7	0.3	0.0	1.0	4.6	1.9	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**19.1**	0.3	0.3	1.0	1.8	0.0	0.8	4.7	9.7	0.3	0.1	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**29.8**	**0.3**	**0.4**	**1.7**	**2.1**	**0.0**	**1.8**	**10.3**	**12.8**	**0.3**	**0.1**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**3.8**	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.6	0.2	0.0
Sub Total (Zone 10)	**3.8**	**0.6**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**2.6**	**0.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**1.9**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.4	0.0
Van Hage, Amwell Hill, Ware	**2.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Local shops, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 12)	**3.9**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**2.5**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**2.0**	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Harlow Retail Park, Harlow	**2.9**	0.7	0.1	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.4
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**1.3**	0.0	0.0	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.1	0.0	0.2	0.0
Local shops, Harlow	**30.8**	2.4	1.8	0.4	1.1	4.3	0.5	0.0	0.0	0.0	0.3	5.4	3.9	10.8
Sub Total (Zone 13)	**37.1**	**3.2**	**1.9**	**0.4**	**1.4**	**5.8**	**1.3**	**0.0**	**0.0**	**0.0**	**0.5**	**5.4**	**5.0**	**12.2**
Sub Total Study Area	**136.3**	**9.2**	**8.6**	**9.0**	**13.8**	**6.8**	**8.0**	**18.8**	**21.3**	**6.2**	**1.9**	**10.7**	**9.3**	**12.6**

Table 14: Small household goods expenditure cont...

Destination	Total Small household (£m)	Zone 1 Small household (£m)	Zone 2 Small household (£m)	Zone 3 Small household (£m)	Zone 4 Small household (£m)	Zone 5 Small household (£m)	Zone 6 Small household (£m)	Zone 7 Small household (£m)	Zone 8 Small household (£m)	Zone 9 Small household (£m)	Zone 10 Small household (£m)	Zone 11 Small household (£m)	Zone 12 Small household (£m)	Zone 13 Small household (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0
Sub Total (Bishops Stortford)	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**1.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**2.4**	0.0	0.0	0.0	0.2	0.0	0.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**2.4**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.8**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**5.4**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	3.3
Sub Total (Brent Cross)	**5.4**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**3.3**
Outside Study Area, Chingford														
Local shops, Chingford	**3.2**	0.0	0.0	0.0	0.0	0.0	1.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**3.3**	0.4	0.1	0.0	0.0	0.0	0.7	0.0	1.2	0.0	0.0	0.0	0.4	0.5
Sub Total (Edmonton)	**3.3**	**0.4**	**0.1**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.4**	**0.5**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
The Galleria, Hatfield	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Local shops, Hatfield	**1.2**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.2	0.0
Sub Total (Hatfield)	**2.8**	**0.0**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.1**	**1.9**	**0.2**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**8.5**	0.2	0.3	0.0	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Sub Total (Lakeside, Grays)	**8.5**	**0.2**	**0.3**	**0.0**	**0.2**	**0.1**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.9**
Outside Study Area, London														
Local shops, London	**5.2**	0.0	0.0	0.0	0.4	0.2	0.0	0.0	3.7	0.4	0.1	0.0	0.0	0.4
Sub Total (London)	**5.2**	**0.0**	**0.0**	**0.0**	**0.4**	**0.2**	**0.0**	**0.0**	**3.7**	**0.4**	**0.1**	**0.0**	**0.0**	**0.4**
Outside Study Area, London Colney														
Local shops, London Colney	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**1.8**	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**1.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total (St Albans)	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.5**	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.5**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.6**	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Local shops, Stevenage	**4.4**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	2.4	0.4	0.0
Sub Total (Stevenage)	**5.0**	**0.6**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**2.4**	**0.6**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**18.0**	1.2	0.4	1.5	0.8	0.3	0.8	0.0	2.3	2.3	3.8	3.1	1.6	0.0
Sub Total (Welwyn Garden City)	**18.0**	**1.2**	**0.4**	**1.5**	**0.8**	**0.3**	**0.8**	**0.0**	**2.3**	**2.3**	**3.8**	**3.1**	**1.6**	**0.0**
Outside Study Area, Other														
Other	**9.5**	0.4	0.4	0.0	1.2	0.0	3.0	0.0	1.2	0.8	0.0	1.4	0.6	0.4
Sub Total (Other)	**9.5**	**0.4**	**0.4**	**0.0**	**1.2**	**0.0**	**3.0**	**0.0**	**1.2**	**0.8**	**0.0**	**1.4**	**0.6**	**0.4**
Sub Total Outside of Study Area	**69.0**	**2.7**	**1.5**	**2.6**	**2.8**	**0.6**	**9.4**	**1.9**	**12.8**	**4.5**	**5.0**	**9.2**	**3.5**	**12.4**
Total	**205.3**	**11.9**	**10.1**	**11.7**	**16.6**	**7.3**	**17.4**	**20.7**	**34.1**	**10.7**	**6.9**	**19.9**	**12.7**	**25.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre
District Centre
Neighbourhood Centre
Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 15: Toys, recreations goods shopping patterns

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)	Zone 7 Recreation (%)	Zone 8 Recreation (%)	Zone 9 Recreation (%)	Zone 10 Recreation (%)	Zone 11 Recreation (%)	Zone 12 Recreation (%)	Zone 13 Recreation (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**2.1**	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.4	0.0
Local shops, Hoddesdon	**1.8**	20.9	2.2	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**3.9**	**30.5**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**23.4**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.3**	0.0	3.8	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.3**	**0.0**	**3.8**	**0.0**	**0.0**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**5.6**	7.1	8.2	8.1	28.1	0.0	0.0	7.0	5.0	0.0	0.0	0.0	4.4	0.0
Brookfield Shopping Park, Cheshunt	**3.0**	3.5	16.3	11.0	17.9	2.1	0.0	0.0	0.0	3.2	10.6	0.0	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**2.2**	2.9	18.9	13.9	7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Local shops, Waltham Cross	**1.4**	0.0	0.0	0.0	5.7	0.0	5.6	2.0	0.0	0.0	0.0	0.0	5.1	0.0
Sub Total (Zone 4)	**12.2**	**13.5**	**43.4**	**33.0**	**59.6**	**2.1**	**5.6**	**9.0**	**5.0**	**3.2**	**10.6**	**0.0**	**11.7**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**16.4**	**44.0**	**49.4**	**33.0**	**59.6**	**5.7**	**5.6**	**11.0**	**5.0**	**3.2**	**10.6**	**0.0**	**35.1**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**2.6**	0.0	0.0	0.0	5.7	0.0	37.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**2.6**	**0.0**	**0.0**	**0.0**	**5.7**	**0.0**	**37.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**17.7**	0.0	15.2	3.8	10.5	0.0	16.0	41.3	44.9	3.2	0.0	0.0	0.0	0.0
Local shops, Enfield	**15.2**	0.0	0.0	2.9	10.9	0.0	0.0	40.5	37.7	8.8	9.6	0.0	0.0	0.0
Local shops, Crews Hill	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**33.0**	**0.0**	**15.2**	**6.7**	**21.4**	**0.0**	**16.0**	**81.8**	**82.6**	**15.2**	**9.6**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**0.5**	0.0	1.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	2.2	0.0
Sub Total (Zone 10)	**0.5**	**0.0**	**1.3**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**10.0**	**0.0**	**2.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Local shops, Ware	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.8	0.0	0.0
Sub Total (Zone 12)	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**40.8**	**0.0**	**1.5**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**7.8**	12.5	0.9	30.6	2.6	30.8	3.2	0.0	0.0	0.0	7.4	0.0	12.1	17.9
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**4.5**	13.0	3.1	0.0	0.0	25.7	3.2	0.0	0.0	0.0	0.0	12.3	4.4	9.9
Local shops, Harlow	**17.2**	15.2	25.1	13.9	5.3	37.8	0.0	0.0	0.0	3.2	7.4	24.6	30.0	54.7
Sub Total (Zone 13)	**29.5**	**40.7**	**29.1**	**44.5**	**7.9**	**94.3**	**6.4**	**0.0**	**0.0**	**3.2**	**14.8**	**36.9**	**46.5**	**82.5**
Sub Total Study Area	**83.4**	**84.7**	**95.0**	**86.1**	**94.6**	**100.0**	**65.0**	**92.8**	**87.6**	**21.6**	**45.0**	**77.7**	**83.8**	**84.0**

Table 15: Toys, recreations goods shopping patterns cont...

Destination	Total Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)	Zone 7 Recreation (%)	Zone 8 Recreation (%)	Zone 9 Recreation (%)	Zone 10 Recreation (%)	Zone 11 Recreation (%)	Zone 12 Recreation (%)	Zone 13 Recreation (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**1.0**	0.0	0.0	0.0	0.0	0.0	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**17.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**2.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	2.1	0.0	0.0	11.4
Local shops, Hatfield	**0.9**	13.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**3.2**	**13.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**2.1**	**0.0**	**0.0**	**11.4**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**1.1**	0.0	0.9	0.0	1.8	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Sub Total (Lakeside, Grays)	**1.1**	**0.0**	**0.9**	**0.0**	**1.8**	**0.0**	**5.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.0**
Outside Study Area, London														
Local shops, London	**2.4**	0.0	0.0	0.0	3.9	0.0	5.6	0.0	7.9	0.0	0.0	0.0	0.0	1.7
Sub Total (London)	**2.4**	**0.0**	**0.0**	**0.0**	**3.9**	**0.0**	**5.6**	**0.0**	**7.9**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**
Outside Study Area, London Colney														
Local shops, London Colney	**0.1**	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.2**	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.3**	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0
Sub Total (St Albans)	**0.3**	**0.0**	**0.0**	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**2.0**	0.0	0.0	0.0	0.0	0.0	0.0	7.0	4.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.0**	**4.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	5.9	0.0
Local shops, Stevenage	**0.7**	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	3.2	8.2	3.7	0.0
Sub Total (Stevenage)	**1.2**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**6.9**	**8.2**	**9.6**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**4.4**	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	66.4	39.4	14.2	4.0	0.0
Sub Total (Welwyn Garden City)	**4.4**	**0.0**	**0.0**	**7.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**66.4**	**39.4**	**14.2**	**4.0**	**0.0**
Outside Study Area, Other														
Other	**0.8**	0.0	4.0	0.0	0.0	0.0	3.2	0.0	0.0	5.6	2.1	0.0	2.6	0.0
Sub Total (Other)	**0.8**	**0.0**	**4.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**	**0.0**	**5.6**	**2.1**	**0.0**	**2.6**	**0.0**
Sub Total Outside of Study Area	**16.7**	**15.4**	**4.9**	**13.9**	**5.7**	**0.0**	**35.2**	**7.0**	**12.3**	**78.4**	**54.7**	**22.4**	**16.2**	**16.1**
Total	**100.1**	**100.1**	**99.9**	**100.0**	**100.3**	**100.0**	**100.2**	**99.8**	**99.9**	**100.0**	**99.7**	**100.1**	**100.0**	**100.1**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 16: Toys, recreations goods expenditure

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)	Zone 7 Recreation (£m)	Zone 8 Recreation (£m)	Zone 9 Recreation (£m)	Zone 10 Recreation (£m)	Zone 11 Recreation (£m)	Zone 12 Recreation (£m)	Zone 13 Recreation (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**3.2**	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Local shops, Hoddesdon	**2.3**	1.9	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**5.5**	**2.7**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.5**	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.5**	**0.0**	**0.3**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**8.0**	0.6	0.6	0.7	3.6	0.0	0.0	0.9	1.1	0.0	0.0	0.0	0.4	0.0
Brookfield Shopping Park, Cheshunt	**5.8**	0.3	1.3	0.9	2.3	0.1	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**4.1**	0.3	1.5	1.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Local shops, Waltham Cross	**2.2**	0.0	0.0	0.0	0.7	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.5	0.0
Sub Total (Zone 4)	**20.2**	**1.2**	**3.4**	**2.8**	**7.7**	**0.1**	**0.7**	**1.2**	**1.1**	**0.2**	**0.6**	**0.0**	**1.2**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**26.2**	**3.9**	**3.8**	**2.8**	**7.7**	**0.3**	**0.7**	**1.5**	**1.1**	**0.2**	**0.6**	**0.0**	**3.6**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**5.4**	0.0	0.0	0.0	0.7	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**5.4**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**4.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**20.5**	0.0	1.2	0.3	1.4	0.0	2.0	5.6	9.8	0.2	0.0	0.0	0.0	0.0
Local shops, Enfield	**16.5**	0.0	0.0	0.2	1.4	0.0	0.0	5.4	8.2	0.7	0.6	0.0	0.0	0.0
Local shops, Crews Hill	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**37.2**	**0.0**	**1.2**	**0.6**	**2.8**	**0.0**	**2.0**	**11.0**	**18.0**	**1.2**	**0.6**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**1.1**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0
Sub Total (Zone 10)	**1.1**	**0.0**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Local shops, Ware	**6.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
Sub Total (Zone 12)	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.4**	**0.0**	**0.3**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**11.7**	1.1	0.1	2.6	0.3	1.9	0.4	0.0	0.0	0.0	0.4	0.0	1.2	3.7
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**7.8**	1.2	0.2	0.0	0.0	1.6	0.4	0.0	0.0	0.0	0.0	1.9	0.4	2.0
Local shops, Harlow	**26.3**	1.4	1.9	1.2	0.7	2.3	0.0	0.0	0.0	0.2	0.4	3.9	3.0	11.3
Sub Total (Zone 13)	**45.8**	**3.6**	**2.3**	**3.7**	**1.0**	**5.7**	**0.8**	**0.0**	**0.0**	**0.2**	**0.9**	**5.8**	**4.7**	**17.0**
Sub Total Study Area	**122.5**	**7.5**	**7.4**	**7.2**	**12.2**	**6.0**	**8.3**	**12.5**	**19.0**	**1.7**	**2.6**	**12.3**	**8.5**	**17.3**

Table 16: Toys, recreations goods expenditure cont...

Destination	Total Recreation (£m)	Zone 1 Recreation (£m)	Zone 2 Recreation (£m)	Zone 3 Recreation (£m)	Zone 4 Recreation (£m)	Zone 5 Recreation (£m)	Zone 6 Recreation (£m)	Zone 7 Recreation (£m)	Zone 8 Recreation (£m)	Zone 9 Recreation (£m)	Zone 10 Recreation (£m)	Zone 11 Recreation (£m)	Zone 12 Recreation (£m)	Zone 13 Recreation (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**2.2**	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**2.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	2.4
Local shops, Hatfield	**1.2**	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**3.9**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**2.4**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**1.6**	0.0	0.1	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub Total (Lakeside, Grays)	**1.6**	**0.0**	**0.1**	**0.0**	**0.2**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**
Outside Study Area, London														
Local shops, London	**3.3**	0.0	0.0	0.0	0.5	0.0	0.7	0.0	1.7	0.0	0.0	0.0	0.0	0.4
Sub Total (London)	**3.3**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.7**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**
Outside Study Area, London Colney														
Local shops, London Colney	**0.1**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.4**	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.7**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total (St Albans)	**0.7**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**1.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.0
Local shops, Stevenage	**2.2**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	1.3	0.4	0.0
Sub Total (Stevenage)	**3.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.4**	**1.3**	**1.0**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**10.7**	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	5.1	2.3	2.2	0.4	0.0
Sub Total (Welwyn Garden City)	**10.7**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.1**	**2.3**	**2.2**	**0.4**	**0.0**
Outside Study Area, Other														
Other	**1.5**	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.1	0.0	0.3	0.0
Sub Total (Other)	**1.5**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.4**	**0.1**	**0.0**	**0.3**	**0.0**
Sub Total Outside of Study Area	**29.5**	**1.4**	**0.4**	**1.2**	**0.7**	**0.0**	**4.5**	**0.9**	**2.7**	**6.1**	**3.2**	**3.5**	**1.6**	**3.3**
Total	**152.0**	**8.9**	**7.7**	**8.4**	**12.9**	**6.0**	**12.8**	**13.4**	**21.7**	**7.7**	**5.8**	**15.8**	**10.1**	**20.7**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**1.4**	11.2	2.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	0.0
Local shops, Hoddesdon	**4.7**	59.0	17.4	1.7	1.6	3.5	0.0	0.0	0.0	1.4	8.4	1.5	3.5	0.0
Sub Total (Zone 1)	**6.1**	**70.2**	**20.3**	**1.7**	**2.1**	**3.5**	**0.0**	**0.0**	**0.0**	**1.4**	**8.4**	**1.5**	**13.2**	**0.0**
Zone 2														
Local shops, Broxbourne	**1.3**	0.4	22.5	1.8	0.8	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.2**	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**1.5**	**0.4**	**29.0**	**1.8**	**0.8**	**0.0**	**0.0**	**3.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.6**	0.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.6**	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	1.4	1.3	0.0	0.0	0.0
Sub Total (Zone 3)	**1.2**	**0.0**	**0.0**	**16.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.8**	**1.3**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**3.4**	4.5	8.3	27.4	9.9	0.0	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.8
Brookfield Shopping Park, Cheshunt	**7.9**	9.9	24.4	14.3	30.9	1.5	3.2	4.6	0.0	9.2	0.0	20.0	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.5**	0.0	0.0	0.5	4.2	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Local shops, Cheshunt	**5.5**	7.2	4.1	28.5	27.0	4.2	0.0	0.0	0.0	16.4	0.0	0.0	0.0	0.0
Local shops, Waltham Cross	**3.0**	0.0	1.7	2.2	16.2	0.0	2.4	7.1	0.0	0.0	1.1	0.0	1.9	0.0
Sub Total (Zone 4)	**20.3**	**21.6**	**39.3**	**72.9**	**88.2**	**5.7**	**6.8**	**12.6**	**0.0**	**25.6**	**3.6**	**20.0**	**1.9**	**0.8**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**29.1**	**92.2**	**88.6**	**92.8**	**91.1**	**9.2**	**6.8**	**15.7**	**0.0**	**29.8**	**13.3**	**21.5**	**15.1**	**0.8**
Zone 5														
Nazeing	**0.5**	0.0	0.0	0.0	0.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**15.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.4**	0.0	0.0	0.0	0.8	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**2.5**	0.0	0.0	0.0	0.0	0.0	39.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**2.9**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**44.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	16.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**16.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**2.0**	0.0	0.0	0.8	0.8	0.0	0.0	5.8	5.8	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**1.1**	0.0	0.0	0.0	0.0	0.0	2.0	0.0	5.8	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**22.9**	0.0	0.7	0.0	0.9	0.0	3.2	52.7	83.8	2.8	1.1	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**26.0**	**0.0**	**0.7**	**0.8**	**1.7**	**0.0**	**5.2**	**58.5**	**95.4**	**2.8**	**1.1**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**1.0**	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	20.4	4.8	0.0	0.0	0.0
Local shops, Potters Bar	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.5	0.7	0.0	0.0	0.0
Sub Total (Zone 9)	**2.0**	**0.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**49.9**	**5.5**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9	0.0	9.8	0.0
Local shops, Hertford	**7.0**	1.3	1.5	1.8	0.0	0.0	0.0	0.0	0.0	0.0	49.2	41.9	32.4	0.0
Sub Total (Zone 10)	**8.0**	**1.3**	**1.5**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**65.1**	**41.9**	**42.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**3.4**	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.2	16.6	0.0
Sub Total (Zone 12)	**3.4**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**27.2**	**16.6**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**1.7**	0.0	0.7	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9	8.8
Harlow Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Harlow	**14.7**	3.9	1.3	0.0	0.0	62.0	3.2	0.0	0.0	0.0	0.0	1.8	1.9	86.8
Sub Total (Zone 13)	**16.4**	**3.9**	**2.0**	**0.0**	**0.0**	**73.5**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**3.8**	**95.6**
Sub Total Study Area	**90.8**	**98.7**	**97.8**	**95.4**	**93.6**	**98.1**	**59.8**	**91.1**	**95.4**	**82.5**	**85.0**	**92.4**	**77.7**	**96.4**

Table 17: Chemist goods shopping patterns cont...

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.8**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	3.6	0.0	3.6
Sub Total (Bishops Stortford)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.6**	**0.0**	**3.6**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**1.1**	0.0	0.0	0.0	0.0	0.0	14.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.1**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.4**	0.0	0.0	0.0	1.8	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.4**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.1**	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.5	1.6	0.0	0.0	0.0
Sub Total (Hatfield)	**0.1**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**1.6**	**0.0**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	8.9	0.0
Sub Total (Lakeside, Grays)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**8.9**	**0.0**
Outside Study Area, London														
Local shops, London	**1.8**	0.0	0.0	0.9	4.7	0.0	3.2	1.3	0.0	2.5	0.0	0.0	12.7	0.0
Sub Total (London)	**1.8**	**0.0**	**0.0**	**0.9**	**4.7**	**0.0**	**3.2**	**1.3**	**0.0**	**2.5**	**0.0**	**0.0**	**12.7**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.1**	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.6**	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9	10.3	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.9**	**10.3**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.3**	0.0	0.0	1.8	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.3**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**0.3**	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	2.6	0.0	0.0
Sub Total (Stevenage)	**0.3**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**2.6**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**0.3**	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.8	1.5	0.0	0.0
Sub Total (Welwyn Garden City)	**0.3**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**1.8**	**1.5**	**0.0**	**0.0**
Outside Study Area, Other														
Other	**2.1**	0.7	0.4	1.0	0.0	0.8	13.6	3.3	3.5	0.0	0.0	0.0	0.6	0.0
Sub Total (Other)	**2.1**	**0.7**	**0.4**	**1.0**	**0.0**	**0.8**	**13.6**	**3.3**	**3.5**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**
Sub Total Outside of Study Area	**9.3**	**1.3**	**2.3**	**4.5**	**6.5**	**2.0**	**40.0**	**9.0**	**4.7**	**17.4**	**15.0**	**7.7**	**22.2**	**3.6**
Total	**100.1**	**100.0**	**100.1**	**99.9**	**100.1**	**100.1**	**99.8**	**100.1**	**100.1**	**99.9**	**100.0**	**100.1**	**99.9**	**100.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

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Table 18: Chemist goods expenditure

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)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Local shops, Hoddesdon	**1.7**	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
Sub Total (Zone 1)	**2.2**	**1.3**	**0.3**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.3**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.5**	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.6**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.4**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**1.1**	0.1	0.1	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookfield Shopping Park, Cheshunt	**2.7**	0.2	0.4	0.3	0.8	0.0	0.1	0.1	0.0	0.2	0.0	0.6	0.0	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**1.8**	0.1	0.1	0.5	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Local shops, Waltham Cross	**0.8**	0.0	0.0	0.0	0.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 4)	**6.5**	**0.4**	**0.6**	**1.4**	**2.3**	**0.1**	**0.2**	**0.4**	**0.0**	**0.5**	**0.0**	**0.6**	**0.0**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**9.7**	**1.7**	**1.4**	**1.8**	**2.4**	**0.1**	**0.2**	**0.5**	**0.0**	**0.5**	**0.1**	**0.7**	**0.3**	**0.0**
Zone 5														
Nazeing	**0.2**	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**1.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**0.4**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Local shops, Enfield	**6.2**	0.0	0.0	0.0	0.0	0.0	0.1	1.5	4.5	0.1	0.0	0.0	0.0	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**7.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**1.7**	**5.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9														
Local shops, Cuffley	**0.5**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Local shops, Potters Bar	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**1.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.9**	**0.1**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0
Local shops, Hertford	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.3	0.6	0.0
Sub Total (Zone 10)	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**1.3**	**0.8**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.3	0.0
Sub Total (Zone 12)	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.3**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.5**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Harlow Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Harlow	**4.1**	0.1	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.1	0.0	3.1
Sub Total (Zone 13)	**4.5**	**0.1**	**0.0**	**0.0**	**0.0**	**0.8**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**3.4**
Sub Total Study Area	**28.3**	**1.8**	**1.6**	**1.8**	**2.4**	**1.1**	**1.6**	**2.7**	**5.1**	**1.5**	**0.9**	**2.8**	**1.5**	**3.4**

Table 18: Chemist goods expenditure cont...

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)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Sub Total (Bishops Stortford)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total (Lakeside, Grays)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside Study Area, London														
Local shops, London	**0.6**	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total (London)	**0.6**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Stevenage	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total (Stevenage)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Welwyn Garden City)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Other														
Other	**0.7**	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total (Other)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Sub Total Outside of Study Area	**3.2**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**	**1.1**	**0.3**	**0.3**	**0.3**	**0.2**	**0.2**	**0.4**	**0.1**
Total	**31.5**	**1.9**	**1.6**	**1.9**	**2.6**	**1.1**	**2.7**	**2.9**	**5.3**	**1.8**	**1.1**	**3.1**	**1.9**	**3.6**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 19: Electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.3**	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Local shops, Hoddesdon	**0.6**	7.8	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**0.9**	**12.3**	**5.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.4**	0.0	4.7	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.4**	**0.0**	**4.7**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.1**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**1.8**	0.0	5.0	13.2	4.6	0.0	0.0	1.5	0.0	3.3	1.0	0.0	4.5	0.0
Brookfield Shopping Park, Cheshunt	**4.7**	12.9	4.4	1.6	10.5	2.5	25.8	0.0	0.0	7.4	1.8	9.1	7.5	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**2.1**	9.5	11.2	7.8	1.1	0.0	3.6	0.0	0.0	0.0	0.0	5.0	2.3	0.0
Local shops, Waltham Cross	**1.8**	0.0	3.2	0.9	7.3	2.2	0.0	5.3	0.0	0.0	0.0	0.0	5.2	0.0
Sub Total (Zone 4)	**10.5**	**22.4**	**23.8**	**23.5**	**23.5**	**4.7**	**31.5**	**6.8**	**0.0**	**10.7**	**2.8**	**14.1**	**19.5**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**11.8**	**34.7**	**33.9**	**23.5**	**25.1**	**4.7**	**31.5**	**6.8**	**0.0**	**10.7**	**2.8**	**14.1**	**23.3**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0
Local shops, Waltham Abbey	**1.1**	0.0	0.0	0.0	2.2	0.0	9.7	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**1.6**	**0.0**	**0.0**	**0.0**	**2.2**	**0.0**	**9.7**	**2.3**	**0.0**	**0.0**	**0.0**	**7.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.8**	0.0	0.0	0.0	0.0	0.0	3.1	1.5	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**1.5**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**15.6**	3.6	18.0	9.9	22.1	0.0	3.1	30.4	39.4	0.0	1.6	3.0	0.0	0.7
Local shops, Enfield	**14.3**	0.0	3.2	5.0	19.2	0.0	13.3	46.5	20.2	6.7	0.0	0.0	17.4	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**29.9**	**3.6**	**21.2**	**14.9**	**41.3**	**0.0**	**16.4**	**76.9**	**59.6**	**6.7**	**1.6**	**3.0**	**17.4**	**0.7**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**1.8**	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9	16.1	4.1	0.0
Sub Total (Zone 10)	**1.8**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**10.9**	**16.1**	**4.1**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Sub Total (Zone 12)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**13.4**	10.8	12.1	1.4	1.1	19.6	0.0	0.0	0.0	0.0	3.6	9.6	9.4	61.0
Oaks Retail Park, Harlow	**0.1**	0.0	1.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**3.6**	9.4	1.6	0.0	0.0	18.9	0.0	0.0	0.0	0.0	12.1	0.0	9.4	9.3
Local shops, Harlow	**10.0**	22.4	19.6	0.0	1.6	42.6	4.1	0.0	0.0	0.0	2.1	7.1	15.0	29.0
Sub Total (Zone 13)	**27.1**	**42.6**	**34.3**	**1.4**	**2.7**	**83.3**	**4.1**	**0.0**	**0.0**	**0.0**	**17.8**	**16.7**	**33.8**	**99.3**
Sub Total Study Area	**73.2**	**82.8**	**89.4**	**39.8**	**71.3**	**88.0**	**64.8**	**87.5**	**61.5**	**22.4**	**33.1**	**58.9**	**78.6**	**100.0**

Table 19: Electrical goods shopping patterns cont...

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**1.1**	0.0	0.0	0.0	1.1	0.0	7.1	0.0	3.3	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**1.1**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**7.1**	**0.0**	**3.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**1.7**	0.0	0.0	0.0	0.0	0.0	9.2	7.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.2**	**7.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.2**	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	3.4	2.0	0.0	0.0
Sub Total (Hatfield)	**1.1**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.3**	**3.3**	**4.4**	**2.0**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.1**	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Lakeside, Grays)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London														
Local shops, London	**5.6**	0.0	0.0	16.8	0.0	0.0	2.1	2.6	18.2	0.0	5.2	7.0	1.5	0.0
Sub Total (London)	**5.6**	**0.0**	**0.0**	**16.8**	**0.0**	**0.0**	**2.1**	**2.6**	**18.2**	**0.0**	**5.2**	**7.0**	**1.5**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.1**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.1**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.3**	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**1.3**	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	3.3	0.0	3.5	2.3	0.0
Local shops, Stevenage	**0.7**	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.0	4.5	0.0
Sub Total (Stevenage)	**2.0**	**0.9**	**0.0**	**16.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.3**	**1.0**	**8.5**	**6.8**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**12.3**	14.6	7.6	25.6	24.0	8.8	3.6	0.0	11.6	70.9	55.1	16.5	11.7	0.0
Sub Total (Welwyn Garden City)	**12.3**	**14.6**	**7.6**	**25.6**	**24.0**	**8.8**	**3.6**	**0.0**	**11.6**	**70.9**	**55.1**	**16.5**	**11.7**	**0.0**
Outside Study Area, Other														
Other	**1.7**	1.6	2.0	0.0	3.8	1.3	9.2		0.0	0.0	0.0	7.0	1.5	0.0
Sub Total (Other)	**1.7**	**1.6**	**2.0**	**0.0**	**3.8**	**1.3**	**9.2**	**0.0**	**0.0**	**0.0**	**0.0**	**7.0**	**1.5**	**0.0**
Sub Total Outside of Study Area	**26.7**	**17.1**	**10.7**	**60.0**	**28.9**	**12.0**	**35.3**	**12.4**	**38.3**	**77.5**	**66.7**	**41.0**	**21.5**	**0.0**
Total	**99.9**	**99.9**	**100.1**	**99.8**	**100.2**	**100.0**	**100.1**	**99.9**	**99.8**	**99.9**	**99.8**	**99.9**	**100.1**	**100.0**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 20: Electrical goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.6**	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Local shops, Hoddesdon	**1.2**	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**1.7**	**1.2**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.8**	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.8**	**0.0**	**0.4**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.3**	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**3.2**	0.0	0.4	1.2	0.6	0.0	0.0	0.2	0.0	0.3	0.1	0.0	0.4	0.0
Brookfield Shopping Park, Cheshunt	**9.5**	1.2	0.4	0.1	1.4	0.1	3.4	0.0	0.0	0.7	0.1	1.4	0.7	0.0
Homebase, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**4.1**	0.9	0.9	0.7	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.8	0.2	0.0
Local shops, Waltham Cross	**2.6**	0.0	0.3	0.1	0.9	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.5	0.0
Sub Total (Zone 4)	**19.7**	**2.1**	**2.0**	**2.2**	**3.0**	**0.3**	**4.1**	**0.8**	**0.0**	**1.0**	**0.2**	**2.2**	**1.8**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**22.2**	**3.3**	**2.8**	**2.2**	**3.2**	**0.3**	**4.1**	**0.8**	**0.0**	**1.0**	**0.2**	**2.2**	**2.2**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Local shops, Waltham Abbey	**1.8**	0.0	0.0	0.0	0.3	0.0	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**2.9**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**1.3**	**0.3**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**1.0**	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.2**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**19.2**	0.3	1.5	0.9	2.9	0.0	0.4	3.8	8.8	0.0	0.1	0.5	0.0	0.1
Local shops, Enfield	**17.4**	0.0	0.3	0.5	2.5	0.0	1.7	5.8	4.5	0.6	0.0	0.0	1.6	0.0
Local shops, Crews Hill	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**36.6**	**0.3**	**1.7**	**1.4**	**5.3**	**0.0**	**2.2**	**9.5**	**13.2**	**0.6**	**0.1**	**0.5**	**1.6**	**0.1**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**3.7**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.5	0.4	0.0
Sub Total (Zone 10)	**3.7**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**2.5**	**0.4**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Sub Total (Zone 12)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**16.5**	1.0	1.0	0.1	0.1	1.2	0.0	0.0	0.0	0.0	0.2	1.5	0.9	10.5
Oaks Retail Park, Harlow	**0.2**	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queensgate Retail Park, Harlow	**5.3**	0.9	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.7	0.0	0.9	1.6
Local shops, Harlow	**14.6**	2.1	1.6	0.0	0.2	2.5	0.5	0.0	0.0	0.0	0.1	1.1	1.4	5.0
Sub Total (Zone 13)	**36.7**	**4.0**	**2.8**	**0.1**	**0.3**	**4.9**	**0.5**	**0.0**	**0.0**	**0.0**	**1.0**	**2.6**	**3.2**	**17.1**
Sub Total Study Area	**103.9**	**7.8**	**7.3**	**3.7**	**9.2**	**5.2**	**8.5**	**10.8**	**13.7**	**2.0**	**1.8**	**9.1**	**7.4**	**17.3**

Table 20: Electrical goods expenditure cont...

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**1.8**	0.0	0.0	0.0	0.1	0.0	0.9	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**1.8**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.9**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**2.1**	0.0	0.0	0.0	0.0	0.0	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.4**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0
The Galleria, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.3	0.0	0.0
Sub Total (Hatfield)	**1.7**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.3**	**0.2**	**0.3**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Lakeside, Grays)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London														
Local shops, London	**7.7**	0.0	0.0	1.5	0.0	0.0	0.3	0.3	4.0	0.0	0.3	1.1	0.1	0.0
Sub Total (London)	**7.7**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.3**	**0.3**	**4.0**	**0.0**	**0.3**	**1.1**	**0.1**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.5**	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**2.4**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.2	0.0
Local shops, Stevenage	**1.4**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	0.4	0.0
Sub Total (Stevenage)	**3.9**	**0.1**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.1**	**1.3**	**0.6**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**24.1**	1.4	0.6	2.4	3.1	0.5	0.5	0.0	2.6	6.3	3.1	2.5	1.1	0.0
Sub Total (Welwyn Garden City)	**24.1**	**1.4**	**0.6**	**2.4**	**3.1**	**0.5**	**0.5**	**0.0**	**2.6**	**6.3**	**3.1**	**2.5**	**1.1**	**0.0**
Outside Study Area, Other														
Other	**3.3**	0.2	0.2	0.0	0.5	0.1	1.2	0.0	0.0	0.0	0.0	1.1	0.1	0.0
Sub Total (Other)	**3.3**	**0.2**	**0.2**	**0.0**	**0.5**	**0.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.1**	**0.0**
Sub Total Outside of Study Area	**46.1**	**1.6**	**0.9**	**5.5**	**3.7**	**0.7**	**4.6**	**1.5**	**8.5**	**6.9**	**3.7**	**6.3**	**2.0**	**0.0**
Total	**150.1**	**9.5**	**8.2**	**9.2**	**12.9**	**5.9**	**13.2**	**12.4**	**22.2**	**8.9**	**5.5**	**15.4**	**9.5**	**17.3**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 21: DIY goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.0**	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**1.0**	2.4	4.4	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	8.1	1.0	0.0
Sub Total (Zone 1)	**1.0**	**2.4**	**5.4**	**0.0**	**0.0**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.1**	**1.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.4**	0.0	1.5	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.4**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.4**	0.0	0.0	1.7	2.9	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.4**	**0.0**	**0.0**	**1.7**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**0.1**	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookfield Shopping Park, Cheshunt	**5.8**	0.5	14.7	5.4	13.8	1.5	11.8	6.1	0.0	41.1	0.0	0.0	3.3	0.0
Homebase, Waltham Cross	**5.5**	0.0	8.7	18.3	35.6	1.5	9.9	1.8	0.0	0.0	5.5	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.2**	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**0.6**	0.0	3.0	5.1	2.1	3.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Local shops, Waltham Cross	**8.5**	2.4	22.9	14.2	27.0	0.0	4.3	18.6	4.9	0.0	0.0	0.0	11.1	0.0
Sub Total (Zone 4)	**20.7**	**3.7**	**51.1**	**43.0**	**80.2**	**6.2**	**26.0**	**26.5**	**4.9**	**41.1**	**6.3**	**0.0**	**14.4**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**22.5**	**6.1**	**58.0**	**44.7**	**83.1**	**9.1**	**26.0**	**28.5**	**4.9**	**42.5**	**6.3**	**8.1**	**15.4**	**0.0**
Zone 5														
Nazeing	**0.4**	0.7	1.5	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.7
Sub Total (Zone 5)	**0.4**	**0.7**	**1.5**	**0.0**	**0.0**	**4.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.0**	**0.7**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.9**	1.5	0.0	0.0	0.0	0.0	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**0.9**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**13.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**13.5**	3.5	9.7	25.9	7.2	0.0	10.7	30.2	28.6	7.9	0.0	0.0	0.0	0.0
Local shops, Enfield	**13.5**	7.8	4.1	4.1	2.1	0.0	0.0	39.6	23.8	0.0	9.2	5.3	3.3	8.0
Local shops, Crews Hill	**3.8**	0.0	2.5	2.5	0.0	0.0	0.0	0.0	17.7	5.8	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**30.8**	**11.3**	**16.3**	**32.5**	**9.3**	**0.0**	**10.7**	**69.8**	**70.1**	**13.7**	**9.2**	**5.3**	**3.3**	**8.0**
Zone 9														
Local shops, Cuffley	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.2**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**3.9**	4.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.6	13.4	33.2	0.0
Sub Total (Zone 10)	**3.9**	**4.5**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**30.6**	**13.4**	**33.2**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**2.0**	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0	13.8	10.5	0.0
Van Hage, Armwell Hill, Ware	**0.5**	0.0	1.9	1.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.0
Local shops, Ware	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	2.8	2.9	0.0
Sub Total (Zone 12)	**3.1**	**1.5**	**1.9**	**1.7**	**0.8**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**12.0**	**16.6**	**16.5**	**1.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**7.5**	18.8	2.2	1.4	0.0	7.2	0.0	0.0	0.0	0.0	4.0	0.0	3.3	41.2
Oaks Retail Park, Harlow	**2.8**	4.1	1.9	0.0	1.2	5.1	0.0	0.0	0.0	0.0	0.0	18.8	1.4	5.9
Queensgate Retail Park, Harlow	**3.6**	14.2	1.9	0.0	0.0	19.7	0.0	0.0	0.0	0.0	0.0	2.4	7.2	11.6
Local shops, Harlow	**10.3**	35.8	15.1	1.7	5.5	54.6	5.5	0.0	0.0	0.0	0.0	6.9	11.0	31.5
Sub Total (Zone 13)	**24.2**	**72.9**	**21.1**	**3.1**	**6.7**	**86.6**	**5.5**	**0.0**	**0.0**	**0.0**	**4.0**	**28.1**	**22.9**	**90.2**
Sub Total Study Area	**86.4**	**98.5**	**99.3**	**82.0**	**99.9**	**100.1**	**55.2**	**100.1**	**75.0**	**69.4**	**62.1**	**73.1**	**91.3**	**99.9**

Table 21: DIY goods shopping patterns cont...

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Chingford														
Local shops, Chingford	0.7	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	0.7	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Edmonton														
Local shops, Edmonton	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	0.7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	9.7	5.6	0.0	0.0	0.0
The Galleria, Hatfield	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Local shops, Hatfield	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	5.2	0.0	1.4	0.0
Sub Total (Hatfield)	1.2	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	14.8	10.8	0.0	1.4	0.0
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Lakeside, Grays)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, London														
Local shops, London	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.5	0.0	2.8	0.0	0.0	0.0
Sub Total (London)	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.5	0.0	2.8	0.0	0.0	0.0
Outside Study Area, London Colney														
Local shops, London Colney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Loughton														
Local shops, Loughton	2.0	0.0	0.0	0.0	0.0	0.0	31.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	2.0	0.0	0.0	0.0	0.0	0.0	31.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, St Albans														
St Albans Retail Park	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0
Local shops, St Albans	0.2	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Sub Total (St Albans)	0.5	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0
Outside Study Area, Stratford														
Westfield Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	1.2	0.0	0.0	13.2	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.4	4.8	0.0
Local shops, Stevenage	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	19.0	0.0	0.0
Sub Total (Stevenage)	2.7	0.0	0.0	13.2	0.0	0.0	0.0	0.0	0.0	2.5	2.2	21.4	4.8	0.0
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	22.3	5.3	0.0	0.0
Sub Total (Welwyn Garden City)	1.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	22.3	5.3	0.0	0.0
Outside Study Area, Other														
Other	1.7	0.0	0.8	0.0	0.0	0.0	1.6	0.0	7.5	0.0	0.0	0.0	2.4	0.0
Sub Total (Other)	1.7	0.0	0.8	0.0	0.0	0.0	1.6	0.0	7.5	0.0	0.0	0.0	2.4	0.0
Sub Total Outside of Study Area	13.7	1.2	0.8	18.1	0.0	0.0	44.8	0.0	25.0	30.6	38.1	26.7	8.6	0.0
Total	100.1	99.7	100.1	100.1	99.9	100.1	100.0	100.1	100.0	100.0	100.2	99.8	99.9	99.9

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**0.9**	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Sub Total (Zone 1)	**0.9**	**0.1**	**0.2**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.3**	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.3**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**0.1**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookfield Shopping Park, Cheshunt	**4.1**	0.0	0.5	0.2	0.7	0.0	0.6	0.3	0.0	1.6	0.0	0.0	0.1	0.0
Homebase, Waltham Cross	**3.6**	0.0	0.3	0.7	1.8	0.0	0.5	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Fishpools, Waltham Cross	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**0.5**	0.0	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Cross	**4.8**	0.1	0.8	0.6	1.4	0.0	0.2	0.9	0.4	0.0	0.0	0.0	0.5	0.0
Sub Total (Zone 4)	**13.2**	**0.1**	**1.7**	**1.7**	**4.2**	**0.2**	**1.4**	**1.2**	**0.4**	**1.6**	**0.1**	**0.0**	**0.6**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**14.5**	**0.2**	**1.9**	**1.8**	**4.3**	**0.2**	**1.4**	**1.3**	**0.4**	**1.6**	**0.1**	**0.5**	**0.6**	**0.0**
Zone 5														
Nazeing	**0.3**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Sub Total (Zone 5)	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**0.8**	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 6)	**0.8**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**6.6**	0.1	0.3	1.0	0.4	0.0	0.6	1.4	2.4	0.3	0.0	0.0	0.0	0.0
Local shops, Enfield	**5.9**	0.3	0.1	0.2	0.1	0.0	0.0	1.9	2.0	0.0	0.2	0.4	0.1	0.6
Local shops, Crews Hill	**1.9**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**14.3**	**0.4**	**0.5**	**1.3**	**0.5**	**0.0**	**0.6**	**3.3**	**5.9**	**0.5**	**0.2**	**0.4**	**0.1**	**0.6**
Zone 9														
Local shops, Cuffley	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**3.1**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	1.4	0.0
Sub Total (Zone 10)	**3.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.9**	**1.4**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**1.7**	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	0.4	0.0
Van Hage, Armwell Hill, Ware	**0.4**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Local shops, Ware	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.1	0.0
Sub Total (Zone 12)	**2.4**	**0.1**	**0.1**	**0.1**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.3**	**1.1**	**0.7**	**0.1**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**4.3**	0.7	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	3.0
Oaks Retail Park, Harlow	**2.1**	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.4
Queensgate Retail Park, Harlow	**2.4**	0.5	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.8
Local shops, Harlow	**7.2**	1.4	0.5	0.1	0.3	1.4	0.3	0.0	0.0	0.0	0.0	0.5	0.4	2.3
Sub Total (Zone 13)	**16.0**	**2.8**	**0.7**	**0.1**	**0.3**	**2.3**	**0.3**	**0.0**	**0.0**	**0.0**	**0.1**	**1.9**	**0.9**	**6.6**
Sub Total Study Area	**52.0**	**3.8**	**3.3**	**3.2**	**5.2**	**2.6**	**3.0**	**4.7**	**6.4**	**2.6**	**1.5**	**4.8**	**3.7**	**7.3**

Table 22: DIY goods expenditure cont...

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**0.6**	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.1**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Edmonton)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
The Galleria, Hatfield	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
Sub Total (Hatfield)	**0.9**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.3**	**0.0**	**0.1**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Lakeside, Grays)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, London														
Local shops, London	**1.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.1	0.0	0.0	0.0
Sub Total (London)	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**1.7**	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.2**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total (St Albans)	**0.4**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**0.9**	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.2	0.0
Local shops, Stevenage	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.0	0.0
Sub Total (Stevenage)	**2.3**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.1**	**1.4**	**0.2**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.4	0.0	0.0
Sub Total (Welwyn Garden City)	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.5**	**0.4**	**0.0**	**0.0**
Outside Study Area, Other														
Other	**0.8**	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.1	0.0
Sub Total (Other)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**
Sub Total Outside of Study Area	**9.5**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**2.4**	**0.0**	**2.1**	**1.2**	**0.9**	**1.8**	**0.4**	**0.0**
Total	**61.5**	**3.8**	**3.3**	**3.9**	**5.2**	**2.6**	**5.4**	**4.7**	**8.5**	**3.8**	**2.3**	**6.6**	**4.1**	**7.3**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**2.2**	21.6	1.5	1.2	2.5	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**2.2**	**21.6**	**1.5**	**1.2**	**2.5**	**0.0**	**0.0**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**1.3**	0.0	3.7	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**1.3**	**0.0**	**3.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.3**	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.3**	**0.0**	**0.0**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.3**	2.3	4.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookfield Shopping Park, Cheshunt	**3.3**	0.7	20.7	0.0	9.9	1.3	2.0	9.4	0.0	0.0	0.0	2.7	6.3	0.0
Homebase, Waltham Cross	**0.6**	0.0	1.3	0.0	2.5	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**8.0**	5.1	3.1	21.2	36.8	11.2	19.1	1.5	7.3	9.4	2.7	6.2	4.3	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**1.6**	1.1	2.8	12.0	6.7	2.8	0.0	0.0	0.0	0.0	5.4	3.1	0.0	0.0
Local shops, Waltham Cross	**5.3**	1.1	12.0	7.1	13.7	0.0	16.1	5.8	9.3	0.0	3.0	0.0	0.0	0.0
Sub Total (Zone 4)	**19.1**	**10.3**	**44.5**	**40.3**	**71.0**	**15.3**	**44.0**	**16.7**	**16.6**	**9.4**	**11.1**	**12.0**	**10.6**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**22.9**	**31.9**	**49.7**	**48.4**	**73.5**	**15.3**	**44.0**	**21.8**	**23.5**	**9.4**	**11.1**	**12.0**	**10.6**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**6.0**	0.0	2.8	2.0	9.2	0.0	14.1	23.2	3.0	0.0	0.0	2.7	0.0	0.0
Sub Total (Zone 6)	**6.0**	**0.0**	**2.8**	**2.0**	**9.2**	**0.0**	**14.1**	**23.2**	**3.0**	**0.0**	**0.0**	**2.7**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**5.8**	4.3	13.2	8.0	2.1	0.0	3.4	7.6	18.1	0.0	1.6	0.0	0.0	0.0
Local shops, Enfield	**14.1**	11.5	4.8	1.7	4.6	1.3	6.8	34.5	25.0	0.0	14.4	0.0	15.3	8.2
Local shops, Crews Hill	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**21.1**	**15.8**	**18.0**	**9.7**	**6.7**	**1.3**	**10.2**	**42.1**	**49.5**	**0.0**	**16.0**	**0.0**	**15.3**	**8.2**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.5	3.8	0.0	0.0	0.0
Sub Total (Zone 9)	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**26.5**	**3.8**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**2.1**	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	23.0	6.2	18.8	0.0
Sub Total (Zone 10)	**2.1**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**23.0**	**6.2**	**18.8**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Amwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.6**	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	6.0	0.0
Sub Total (Zone 12)	**0.6**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.7**	**6.0**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**10.8**	9.0	2.2	0.0	0.0	0.0	0.0	1.5	0.0	0.0	3.8	5.8	4.6	52.0
Oaks Retail Park, Harlow	**1.4**	0.0	1.3	1.2	0.0	4.5	0.0	2.2	0.0	0.0	0.0	6.2	1.3	1.1
Queensgate Retail Park, Harlow	**2.2**	7.6	6.5	0.0	0.0	2.6	0.0	0.0	0.0	0.0	1.6	2.7	5.3	5.8
Local shops, Harlow	**10.3**	22.1	12.0	4.0	0.0	54.8	0.0	0.0	0.0	0.0	2.2	13.3	22.4	24.9
Sub Total (Zone 13)	**24.7**	**38.7**	**22.0**	**5.2**	**0.0**	**61.9**	**0.0**	**3.7**	**0.0**	**0.0**	**7.6**	**28.0**	**33.6**	**83.8**
Sub Total Study Area	**78.5**	**86.4**	**92.5**	**67.7**	**89.4**	**78.5**	**68.3**	**90.8**	**76.0**	**35.9**	**61.5**	**51.6**	**84.3**	**92.0**

Table 23: Furniture goods shopping patterns cont...

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.0**	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.1**	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.1**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**1.7**	0.0	0.0	0.0	0.0	0.0	14.1	5.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.1**	**5.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**0.9**	0.0	0.0	1.2	2.1	0.0	3.4	0.0	0.0	0.0	0.0	6.2	0.0	0.0
Sub Total (Edmonton)	**0.9**	**0.0**	**0.0**	**1.2**	**2.1**	**0.0**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**6.2**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.1**	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**0.5**	**0.0**	**0.0**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.9**	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Sub Total (Lakeside, Grays)	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.6**
Outside Study Area, London														
Local shops, London	**1.2**	0.0	1.5	0.0	0.0	2.2	3.4	0.0	2.0	3.6	6.2	0.0	0.0	1.1
Sub Total (London)	**1.2**	**0.0**	**1.5**	**0.0**	**0.0**	**2.2**	**3.4**	**0.0**	**2.0**	**3.6**	**6.2**	**0.0**	**0.0**	**1.1**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.2**	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	2.0	0.0
Sub Total (St Albans)	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.1**	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**2.2**	4.3	1.5	18.3	4.9	0.0	0.0	0.0	0.0	0.0	5.1	5.4	4.0	0.0
Local shops, Stevenage	**2.5**	1.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.3	5.3	0.0
Sub Total (Stevenage)	**4.7**	**5.3**	**2.4**	**18.3**	**4.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.1**	**31.7**	**9.3**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**5.9**	7.7	1.3	5.4	0.0	0.0	3.4	0.0	7.9	58.1	27.3	4.5	4.6	0.0
Sub Total (Welwyn Garden City)	**5.9**	**7.7**	**1.3**	**5.4**	**0.0**	**0.0**	**3.4**	**0.0**	**7.9**	**58.1**	**27.3**	**4.5**	**4.6**	**0.0**
Outside Study Area, Other														
Other	**4.1**	0.7	2.4	3.1	3.6	14.8	2.0	4.4	6.8	2.4	0.0	6.2	0.0	2.5
Sub Total (Other)	**4.1**	**0.7**	**2.4**	**3.1**	**3.6**	**14.8**	**2.0**	**4.4**	**6.8**	**2.4**	**0.0**	**6.2**	**0.0**	**2.5**
Sub Total Outside of Study Area	**21.4**	**13.7**	**7.6**	**32.2**	**10.6**	**21.5**	**31.7**	**9.5**	**24.1**	**64.1**	**38.6**	**48.6**	**15.9**	**8.2**
Total	**99.9**	**100.1**	**100.1**	**99.9**	**100.0**	**100.0**	**100.0**	**100.3**	**100.1**	**100.0**	**100.1**	**100.2**	**100.2**	**100.2**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)
Study Area														
Zone 1														
Sainsbury's, Brewery Road, Hoddeson	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hoddesdon	**2.8**	1.6	0.1	0.1	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 1)	**2.8**	**1.6**	**0.1**	**0.1**	**0.3**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2														
Local shops, Broxbourne	**1.7**	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Local shops, Wormley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**1.7**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 3														
Boots, Goff's Oak	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**0.5**	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**0.5**	**0.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4														
Marks and Spencer, Brookfield Centre, Cheshunt	**0.6**	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Brookfield Centre, Cheshunt	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brookfield Shopping Park, Cheshunt	**4.8**	0.1	1.3	0.0	1.1	0.1	0.2	1.2	0.0	0.0	0.0	0.3	0.5	0.0
Homebase, Waltham Cross	**1.1**	0.0	0.1	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**12.6**	0.4	0.2	1.6	3.9	0.5	2.2	0.2	1.6	0.6	0.1	0.8	0.4	0.0
Boots, Waltham Cross	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**2.7**	0.1	0.2	0.9	0.7	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0
Local shops, Waltham Cross	**7.6**	0.1	0.8	0.5	1.5	0.0	1.9	0.7	2.0	0.0	0.1	0.0	0.0	0.0
Sub Total (Zone 4)	**29.5**	**0.8**	**2.9**	**3.1**	**7.6**	**0.7**	**5.1**	**2.1**	**3.6**	**0.6**	**0.5**	**1.6**	**0.9**	**0.0**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**34.5**	**2.4**	**3.2**	**3.7**	**7.9**	**0.7**	**5.1**	**2.8**	**5.1**	**0.6**	**0.5**	**1.6**	**0.9**	**0.0**
Zone 5														
Nazeing	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 5)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6														
Tesco, Sewardstone Road, Waltham Abbey	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Waltham Abbey	**6.9**	0.0	0.2	0.2	1.0	0.0	1.6	3.0	0.7	0.0	0.0	0.3	0.0	0.0
Sub Total (Zone 6)	**6.9**	**0.0**	**0.2**	**0.2**	**1.0**	**0.0**	**1.6**	**3.0**	**0.7**	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**
Zone 7														
Tesco Extra, High Street, Ponders End	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8														
Sainsbury's, Crown Road, Enfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**7.4**	0.3	0.9	0.6	0.2	0.0	0.4	1.0	3.9	0.0	0.1	0.0	0.0	0.0
Local shops, Enfield	**15.6**	0.9	0.3	0.1	0.5	0.1	0.8	4.4	5.5	0.0	0.6	0.0	1.3	1.2
Local shops, Crews Hill	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**24.4**	**1.2**	**1.2**	**0.7**	**0.7**	**0.1**	**1.2**	**5.4**	**10.8**	**0.0**	**0.7**	**0.0**	**1.3**	**1.2**
Zone 9														
Local shops, Cuffley	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**1.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.2	0.0	0.0	0.0
Sub Total (Zone 9)	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**0.2**	**0.0**	**0.0**	**0.0**
Zone 10														
Tesco, Ware Road, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Hertford	**3.4**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	1.5	0.0
Sub Total (Zone 10)	**3.4**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.8**	**1.5**	**0.0**
Zone 11														
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12														
Madford Retail Park, Hertford	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Van Hage, Armwell Hill, Ware	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ware	**0.9**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.0
Sub Total (Zone 12)	**0.9**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**0.5**	**0.0**
Zone 13														
Tesco, East Road, Harlow	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlow Retail Park, Harlow	**10.0**	0.7	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.7	0.4	7.7
Oaks Retail Park, Harlow	**1.7**	0.0	0.1	0.1	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.8	0.1	0.2
Queensgate Retail Park, Harlow	**2.8**	0.6	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.3	0.4	0.9
Local shops, Harlow	**12.6**	1.7	0.8	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.1	1.7	1.8	3.7
Sub Total (Zone 13)	**27.2**	**2.9**	**1.4**	**0.4**	**0.0**	**2.9**	**0.0**	**0.5**	**0.0**	**0.0**	**0.3**	**3.6**	**2.8**	**12.4**
Sub Total Study Area	**99.3**	**6.6**	**6.0**	**5.2**	**9.6**	**3.6**	**7.9**	**11.6**	**16.6**	**2.4**	**2.6**	**6.7**	**6.9**	**13.6**

Table 24: Furniture goods expenditure cont...

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)	Zone 13 Furniture (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**0.1**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Bishops Stortford)	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**0.1**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Brent Cross)	**0.1**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Chingford														
Local shops, Chingford	**2.3**	0.0	0.0	0.0	0.0	0.0	1.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**1.5**	0.0	0.0	0.1	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Sub Total (Edmonton)	**1.5**	**0.0**	**0.0**	**0.1**	**0.2**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.8**	**0.0**	**0.0**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Galleria, Hatfield	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Local shops, Hatfield	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Hatfield)	**0.6**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**0.8**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sub Total (Lakeside, Grays)	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**
Outside Study Area, London														
Local shops, London	**1.7**	0.0	0.1	0.0	0.0	0.1	0.4	0.0	0.4	0.2	0.3	0.0	0.0	0.2
Sub Total (London)	**1.7**	**0.0**	**0.1**	**0.0**	**0.0**	**0.1**	**0.4**	**0.0**	**0.4**	**0.2**	**0.3**	**0.0**	**0.0**	**0.2**
Outside Study Area, London Colney														
Local shops, London Colney	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (London Colney)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**0.4**	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Potters Bar)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, St Albans	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0
Sub Total (St Albans)	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**0.2**	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Stratford)	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**3.6**	0.3	0.1	1.4	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.7	0.3	0.0
Local shops, Stevenage	**4.0**	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.4	0.0
Sub Total (Stevenage)	**7.6**	**0.4**	**0.2**	**1.4**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**4.1**	**0.8**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**9.2**	0.6	0.1	0.4	0.0	0.0	0.4	0.0	1.7	3.9	1.2	0.6	0.4	0.0
Sub Total (Welwyn Garden City)	**9.2**	**0.6**	**0.1**	**0.4**	**0.0**	**0.0**	**0.4**	**0.0**	**1.7**	**3.9**	**1.2**	**0.6**	**0.4**	**0.0**
Outside Study Area, Other														
Other	**5.1**	0.1	0.2	0.2	0.4	0.7	0.2	0.6	1.5	0.2	0.0	0.8	0.0	0.4
Sub Total (Other)	**5.1**	**0.1**	**0.2**	**0.2**	**0.4**	**0.7**	**0.2**	**0.6**	**1.5**	**0.2**	**0.0**	**0.8**	**0.0**	**0.4**
Sub Total Outside of Study Area	**31.0**	**1.0**	**0.5**	**2.5**	**1.1**	**1.0**	**3.7**	**1.2**	**5.3**	**4.3**	**1.6**	**6.3**	**1.3**	**1.2**
Total	**130.3**	**7.6**	**6.5**	**7.7**	**10.7**	**4.6**	**11.6**	**12.8**	**21.8**	**6.8**	**4.2**	**12.9**	**8.2**	**14.8**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

WYG Planning
Broxbourne Retail Capacity Study

Table 25: Total comparison goods expenditure

Destination	Total Study area (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Inflow (£m)
Study Area															
Zone 1															
Sainsbury's, Brewery Road, Hoddeson	**8.4**	3.9	1.6	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Local shops, Hoddesdon	**21.1**	11.7	2.9	1.1	2.9	0.2	0.0	0.9	0.0	0.0	0.1	0.9	0.3	0.0	2.1
Sub Total (Zone 1)	**29.5**	**15.6**	**4.6**	**1.2**	**3.0**	**0.2**	**0.0**	**0.9**	**0.0**	**0.0**	**0.1**	**0.9**	**3.0**	**0.0**	**2.1**
Zone 2															
Local shops, Broxbourne	**5.9**	0.1	1.4	0.2	0.5	0.3	0.0	1.5	1.5	0.0	0.1	0.0	0.2	0.0	0.0
Local shops, Wormley	**0.2**	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 2)	**6.1**	**0.1**	**1.5**	**0.2**	**0.6**	**0.3**	**0.0**	**1.5**	**1.5**	**0.0**	**0.1**	**0.0**	**0.2**	**0.0**	**0.0**
Zone 3															
Boots, Goff's Oak	**0.2**	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Goff's Oak	**1.2**	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 3)	**1.4**	**0.0**	**0.0**	**1.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4															
Marks and Spencer, Brookfield Centre, Cheshunt	**12.3**	1.0	1.5	1.0	1.4	0.0	0.9	4.6	1.7	0.2	0.0	0.0	0.0	0.0	1.2
Tesco Extra, Brookfield Centre, Cheshunt	**24.8**	1.9	2.6	7.5	8.3	0.0	0.0	1.2	1.1	0.3	0.1	0.0	1.8	0.0	2.5
Brookfield Shopping Park, Cheshunt	**99.3**	7.4	11.6	9.2	18.5	1.1	8.8	6.6	7.0	7.5	1.9	10.3	7.9	1.4	9.9
Homebase, Waltham Cross	**5.2**	0.0	0.4	0.7	2.6	0.0	1.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Fishpools, Waltham Cross	**24.0**	0.4	0.5	2.2	6.9	0.9	2.7	0.7	2.4	5.5	0.6	0.8	0.4	0.0	2.4
Boots, Waltham Cross	**0.1**	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cheshunt	**26.8**	2.1	3.2	6.3	3.5	1.1	2.2	0.0	0.0	2.9	1.2	2.5	1.3	0.4	2.7
Local shops, Waltham Cross	**39.5**	0.3	4.5	2.2	9.3	0.2	7.7	5.9	7.5	0.2	0.3	0.0	1.5	0.0	4.0
Sub Total (Zone 4)	**232.0**	**13.1**	**24.2**	**29.2**	**50.6**	**3.4**	**23.7**	**19.1**	**19.6**	**16.6**	**4.2**	**13.7**	**12.9**	**1.8**	**22.7**
Sub Total Borough of Broxbourne (Zones 1, 2, 3 and 4)	**269.0**	**28.7**	**30.3**	**31.7**	**54.3**	**3.9**	**23.7**	**21.5**	**21.1**	**16.7**	**4.4**	**14.6**	**16.1**	**1.8**	**24.8**
Zone 5															
Nazeing	**0.9**	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
Sub Total (Zone 5)	**0.9**	**0.0**	**0.3**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.1**	**0.0**
Zone 6															
Tesco, Sewardstone Road, Waltham Abbey	**14.2**	0.0	0.0	0.0	1.2	0.0	11.9	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Local shops, Waltham Abbey	**13.6**	0.1	0.4	0.7	1.5	0.0	6.6	3.4	0.7	0.0	0.0	0.3	0.0	0.0	0.0
Sub Total (Zone 6)	**27.8**	**0.1**	**0.4**	**0.7**	**2.6**	**0.0**	**18.5**	**3.4**	**0.7**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**
Zone 7															
Tesco Extra, High Street, Ponders End	**5.7**	0.0	0.0	0.0	0.0	0.0	0.4	4.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 7)	**5.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.4**	**4.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8															
Sainsbury's, Crown Road, Enfield	**4.7**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Enfield Retail Park, Enfield	**66.7**	0.9	4.0	3.5	5.1	0.0	4.4	16.9	30.6	0.5	0.2	0.5	0.0	0.1	0.0
Local shops, Enfield	**149.0**	1.5	1.1	3.1	7.8	0.1	4.2	46.2	72.3	2.4	1.8	0.4	6.4	1.8	0.0
Local shops, Crews Hill	**3.7**	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.9	0.5	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 8)	**224.0**	**2.4**	**5.1**	**6.8**	**12.9**	**0.1**	**8.7**	**64.8**	**108.7**	**3.4**	**2.0**	**0.8**	**6.4**	**1.9**	**0.0**
Zone 9															
Local shops, Cuffley	**0.9**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0
Local shops, Potters Bar	**4.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.2	0.0	0.0	0.0	0.0
Sub Total (Zone 9)	**5.5**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.2**	**0.2**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10															
Tesco, Ware Road, Hertford	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0
Local shops, Hertford	**30.0**	1.4	0.3	0.9	0.4	0.0	0.4	0.2	0.0	0.0	4.8	16.3	5.3	0.0	0.0
Sub Total (Zone 10)	**30.4**	**1.4**	**0.3**	**0.9**	**0.4**	**0.0**	**0.4**	**0.2**	**0.0**	**0.0**	**5.0**	**16.3**	**5.5**	**0.0**	**0.0**
Zone 11															
-	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Zone 11)	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 12															
Madford Retail Park, Hertford	**4.5**	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.3	0.8	0.0	0.0
Van Hage, Armwell Hill, Ware	**2.7**	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.4	0.0
Local shops, Ware	**11.4**	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	10.3	0.9	0.0	0.0
Sub Total (Zone 12)	**18.7**	**0.2**	**0.1**	**0.2**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.3**	**13.5**	**3.9**	**0.4**	**0.0**
Zone 13															
Tesco, East Road, Harlow	**2.5**	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Harlow Retail Park, Harlow	**46.3**	4.5	1.4	2.7	0.8	3.5	0.4	0.2	0.0	0.0	1.0	2.6	3.8	25.3	0.0
Oaks Retail Park, Harlow	**5.1**	0.2	0.2	0.1	0.1	0.5	0.7	0.3	0.0	0.0	0.0	2.0	0.2	0.9	0.0
Queensgate Retail Park, Harlow	**20.4**	3.2	1.2	0.0	0.0	3.5	1.2	0.0	0.0	0.0	0.9	2.9	2.3	5.4	0.0
Local shops, Harlow	**168.1**	13.3	10.6	3.5	4.3	24.3	5.4	1.7	0.0	1.2	2.6	15.7	12.3	73.2	0.0
Sub Total (Zone 13)	**242.3**	**21.2**	**13.4**	**6.3**	**5.1**	**32.9**	**7.7**	**2.2**	**0.0**	**1.2**	**4.4**	**23.2**	**18.5**	**106.1**	**0.0**
Sub Total Study Area	**824.4**	**53.9**	**50.0**	**46.6**	**75.5**	**37.3**	**59.4**	**96.4**	**131.7**	**26.6**	**16.3**	**70.1**	**50.4**	**110.3**	**24.8**

Table 25: Total comparison goods expenditure cont...

Destination	Total Study area (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)
Outside Study Area														
Outside Study Area, Bishops Stortford														
Local shops, Bishops Stortford	**2.7**	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.2	1.9
Sub Total (Bishops Stortford)	**2.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.2**	**1.9**
Outside Study Area, Bluewater, Greenhithe														
Bluewater Shopping Centre	**6.7**	0.0	0.0	0.4	0.3	0.1	1.8	0.0	4.0	0.0	0.1	0.0	0.0	0.0
Sub Total (Bluewater, Greenhithe)	**6.7**	**0.0**	**0.0**	**0.4**	**0.3**	**0.1**	**1.8**	**0.0**	**4.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**
Outside Study Area, Brent Cross														
Brent Cross Shopping Centre	**7.9**	0.0	0.0	0.4	0.0	0.0	0.0	0.6	3.4	0.3	0.0	0.0	0.0	3.3
Sub Total (Brent Cross)	**7.9**	**0.0**	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.6**	**3.4**	**0.3**	**0.0**	**0.0**	**0.0**	**3.3**
Outside Study Area, Chingford														
Local shops, Chingford	**10.8**	0.0	0.0	0.0	0.0	0.0	7.3	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Chingford)	**10.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.3**	**3.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Edmonton														
Local shops, Edmonton	**7.4**	0.6	0.1	0.1	1.2	0.0	1.2	0.6	1.9	0.0	0.0	0.8	0.4	0.5
Sub Total (Edmonton)	**7.4**	**0.6**	**0.1**	**0.1**	**1.2**	**0.0**	**1.2**	**0.6**	**1.9**	**0.0**	**0.0**	**0.8**	**0.4**	**0.5**
Outside Study Area, Hatfield														
Oldings Corner Retail Park, Hatfield	**2.3**	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	1.4	0.0	0.0
The Galleria, Hatfield	**5.3**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.4	2.0	0.3	0.0	0.0	2.4
Local shops, Hatfield	**6.2**	1.2	0.2	0.8	0.2	0.0	0.0	0.0	0.7	0.2	0.4	2.2	0.4	0.0
Sub Total (Hatfield)	**13.9**	**1.3**	**0.3**	**1.0**	**0.2**	**0.0**	**0.0**	**0.0**	**1.2**	**2.8**	**0.9**	**3.5**	**0.4**	**2.4**
Outside Study Area, Lakeside, Grays														
Lakeside Shopping Centre	**21.4**	1.7	0.8	0.2	1.3	0.7	2.1	1.3	0.0	0.0	0.3	0.0	3.6	9.5
Sub Total (Lakeside, Grays)	**21.4**	**1.7**	**0.8**	**0.2**	**1.3**	**0.7**	**2.1**	**1.3**	**0.0**	**0.0**	**0.3**	**0.0**	**3.6**	**9.5**
Outside Study Area, London														
Local shops, London	**43.8**	0.4	0.3	2.4	3.1	0.5	3.1	1.8	20.6	2.0	2.3	1.1	2.2	4.1
Sub Total (London)	**43.8**	**0.4**	**0.3**	**2.4**	**3.1**	**0.5**	**3.1**	**1.8**	**20.6**	**2.0**	**2.3**	**1.1**	**2.2**	**4.1**
Outside Study Area, London Colney														
Local shops, London Colney	**1.8**	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.4	0.0	0.0	0.0
Sub Total (London Colney)	**1.8**	**0.1**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.4**	**0.0**	**0.0**	**0.0**
Outside Study Area, Loughton														
Local shops, Loughton	**7.1**	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total (Loughton)	**7.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Outside Study Area, Potters Bar														
Tesco, Mutton Lane, Potters Bar	**2.0**	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.6	1.3	0.0	0.0	0.0
Sub Total (Potters Bar)	**2.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**1.3**	**0.0**	**0.0**	**0.0**
Outside Study Area, St Albans														
St Albans Retail Park	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Local shops, St Albans	**6.6**	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.4	0.5	1.3	0.5	0.3	0.0
Sub Total (St Albans)	**6.8**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**0.8**	**1.3**	**0.5**	**0.3**	**0.0**
Outside Study Area, Stratford														
Westfield Stratford City	**9.0**	0.0	0.2	1.1	1.2	0.0	2.9	0.9	1.0	0.0	1.4	0.4	0.0	0.0
Sub Total (Stratford)	**9.0**	**0.0**	**0.2**	**1.1**	**1.2**	**0.0**	**2.9**	**0.9**	**1.0**	**0.0**	**1.4**	**0.4**	**0.0**	**0.0**
Outside Study Area, Stevenage														
Roaring Meg Retail Park, Stevenage	**8.3**	0.5	0.3	3.3	0.5	0.0	0.0	0.0	0.0	0.3	0.5	1.4	1.5	0.0
Local shops, Stevenage	**18.6**	0.8	0.1	0.2	0.2	0.0	0.0	0.0	1.2	0.3	0.9	11.7	3.2	0.0
Sub Total (Stevenage)	**27.0**	**1.3**	**0.5**	**3.5**	**0.7**	**0.0**	**0.0**	**0.0**	**1.2**	**0.6**	**1.4**	**13.1**	**4.7**	**0.0**
Outside Study Area, Welwyn Garden City														
Local shops, Welwyn Garden City	**74.8**	3.9	1.3	5.0	3.9	1.0	1.7	0.0	6.6	21.9	12.9	11.6	5.0	0.0
Sub Total (Welwyn Garden City)	**74.8**	**3.9**	**1.3**	**5.0**	**3.9**	**1.0**	**1.7**	**0.0**	**6.6**	**21.9**	**12.9**	**11.6**	**5.0**	**0.0**
Outside Study Area, Other														
Other	**32.6**	1.1	1.9	1.1	2.7	1.1	8.0	0.7	4.2	1.8	0.1	6.5	1.6	2.0
Sub Total (Other)	**32.6**	**1.1**	**1.9**	**1.1**	**2.7**	**1.1**	**8.0**	**0.7**	**4.2**	**1.8**	**0.1**	**6.5**	**1.6**	**2.0**
Sub Total Outside of Study Area	**275.8**	**10.2**	**5.4**	**17.0**	**14.6**	**3.4**	**35.2**	**9.5**	**46.3**	**31.9**	**22.3**	**38.1**	**18.4**	**23.5**
Total	**1100.2**	**64.1**	**55.4**	**63.5**	**90.1**	**40.7**	**94.6**	**105.9**	**177.9**	**58.5**	**38.6**	**108.1**	**68.8**	**133.8**

Notes:

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

2012 Prices

Town Centre

District Centre

Neighbourhood Centre

Local Centre

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area - Constant market share scenario

Table 26a: Estimated 'capacity' for comparison goods facilities in Borough of Broxbourne - Constant market share scenario

Year	Total Turnover - £m[1]	Borough of Broxbourne Turnover - £m[2]	Borough of Broxbourne Inflow - £m	Surplus Expenditure - £m
2015	293.7	269.0	24.8	0.0
2020	325.3	311.6	28.7	15.1
2025	361.9	376.3	34.7	49.1
2030	403.5	456.3	42.0	94.8
Study Area Market Share (%)		**24.4**		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2. Assumes constant market share claimed by Borough of Broxbourne facilities at 24.4% from Study Area (allows for no inflow)

2012 prices

Table 26b: Gross Quantitative capacity for additional comparison goods floorspace in Borough of Broxbourne - Constant market share scenario

Year	Comparison Goods		
		Floorspace Requirement	
	£m	Min[1]	Max[2]
2020	15.1	3,000	5,400
2025	49.1	8,800	15,900
2030	94.8	15,300	27,600

1. Average sales density assumed to be £4,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne

2. Average sales density assumed to be £2,500 per sq.m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne

3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2012 prices

Table 26c: Net quantitative capacity for additional comparison goods floorspace in Borough of Broxbourne - Constant market share scenario

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min[1]	Max[2]
2020	15.1	12.2	2.9	600	1,000
2025	49.1	12.4	36.7	6,600	11,900
2030	94.8	12.5	82.2	13,300	23,900

1. Average sales density assumed to be £4,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne

2. Average sales density assumed to be £2,500 per sq.m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne

3. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2012 prices

Table 26d: Extant comparison goods commitments in Borough of Broxbourne

Destination	Reference	Proposal	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 1						
Vacant Snooker Club, Conduit Lane, Hoddesdon, EN11 8EP	07/11/0129/F	1 no 3 storey block comprising, 2 no retail units (A1), 1 no (A1,A2 or A3) unit on ground floor, 14 no 2 bed flats and offices above, with associated basement parking (Renewal of planning permission	1,010	3,500	3.54	Extant permission
Units A, B, D, E, F & K, Fawkon Walk, Hoddesdon, EN11 8TJ	07/12/0218/F	Change of use from Class A1 to Classes A1, A2, A3 and D1 and new shop fronts.	255	3,500	0.89	Extant permission
Woodside Units, Brewery Road, Hoddesdon, EN11 8HF	07/13/0874/F	Demolition of existing commercial units and construction of new building consisting of 2 no. ground floor commercial units for Class A1, A2 or A3 use and 14 no. two bedroom flats above with undercroft parking and roof terraces	335	3,500	1.17	Extant permission
110-114 High Street, Hoddesdon, EN11 8HD	07/12/0153/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	280	3,500	0.98	Extant permission
Social Club, 76 High Street, Hoddesdon, EN11 8ET	07/12/0805/F	Restoration, alteration and conversion of existing social club building to form a bar and restaurant building (A3/A4) with 2x1 bed units, erection of a new social club building including ancillary offices and erection of a 3/4 storey building containing 22 one bed and 18 two bed units with associated parking and amenity works (Renewal of planning permission 7/0910/08/LB/HOD, refer listed buildings application 07/12/0806/LB))	261	3,500	0.91	Extant permission

Table 26d: Extant comparison goods commitments in Borough of Broxbourne cont...

Destination	Reference	Proposal	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 2					0.00	
Ground floor, Bridge House, 55 - 59 High Road, Broxbourne, EN10 7HX	07/13/0902/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	287	3,500	1.00	Extant permission
Zone 4					0.00	
Land adjacent to Unit 6, Brookfield Retail Park, Halfhide Lane, Cheshunt, EN8 0QE	07/14/0007/F	Side extension to existing unit 6 to create two new retail units for flexible Use Class A1, A2 and A3 use, external seating area , works to reconfigure car park and other associated works (Re-submission	206	3,500	0.72	Extant permission
88-90 Turners Hill, Cheshunt, EN8 8LQ	07/11/0970/F	The alteration and extension of ground floor retail space to form seven retail units and the conversion of first floor office space and construction of first and second floor extensions in roof space and to the rear to create 12 residential units (Renewal of planning permission 7/0423/08/F/WOL)	310	3,500	1.09	Extant permission
Cheshunt and Waltham Cross Conservative Club, Eleanor Cross Road, Waltham Cross, EN8 7LF	07/11/0258/F	Demolition of existing building and construction of a new eight storey building, comprising retail unit (A1) on ground and part first floor, car parking on ground floor, Conservative Club on first floor and 60 no residential units above on six floors (Renewal of planning permission 7/0233/08/F/WX)	536	3,500	1.88	Extant permission
TOTAL			**3,479**		**12.2**	

1. Sales density assumed to be £3,500 based on WYG judgement where the occupier has not been referenced within the application.

2. Comparison floorspace is assumed to be 2/3 net sales area based on WYG judgement where the occupier has not been referenced within the application.

2012 prices

Table 27: Estimated capacity for new comparison goods provision within study area - Market share 'uplift' scenario

Table 27a: Estimated 'capacity' for comparison goods facilities in Borough of Broxbourne - Market share 'uplift' scenario

Year	Total Turnover - £m[1]	Borough of Broxbourne Turnover - £m[2]	Borough of Broxbourne Inflow - £m	Surplus Expenditure - £m	Study Area Market Share (%)
2015	293.7	269.0	24.8	0.0	24.4
2020	325.3	326.7	30.1	31.6	25.6
2025	361.9	412.8	38.0	88.9	26.8
2030	403.5	522.6	48.1	167.2	28.0
Study Area Market Share (%)		**28 (at 2030)**			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2. Assumes gradual market share 'uplift' claimed by Borough of Broxbourne facilities from Study Area at 28% by 2030

2012 prices

Table 27b: Gross Quantitative capacity for additional comparison goods floorspace in Borough of Broxbourne - Market share 'uplift' scenario

Year	Comparison Goods		
		Floorspace Requirement	
	£m	Min[1]	Max[2]
2020	31.6	6,300	11,400
2025	88.9	16,000	28,900
2030	167.2	27,100	48,700

1. Average sales density assumed to be £4,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne

2. Average sales density assumed to be £2,500 per sq.m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne

3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2012 prices

Table 27c: Net quantitative capacity for additional comparison goods floorspace in Borough of Broxbourne - Market share 'uplift' scenario

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min[1]	Max[2]
2020	31.6	12.2	19.4	3,900	7,000
2025	88.9	12.4	76.5	13,800	24,800
2030	167.2	12.5	154.7	25,000	45,000

1. Average sales density assumed to be £4,500 per sq.m which WYG considers to be towards the higher end of what could be achieved in Borough of Broxbourne

2. Average sales density assumed to be £2,500 per sq.m which WYG considers to be towards the lower end of what could be achieved in Borough of Broxbourne

3. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (Oct 2014)

2012 prices

Table 27d: Extant comparison goods commitments in Borough of Broxbourne

Destination	Reference	Proposal	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 1						
Vacant Snooker Club, Conduit Lane, Hoddesdon, EN11 8EP	07/11/0129/F	1 no 3 storey block comprising, 2 no retail units (A1), 1 no (A1,A2 or A3) unit on ground floor, 14 no 2 bed flats and offices above, with associated basement parking (Renewal of planning permission	1,010	3,500	3.54	Extant permission
Units A, B, D, E, F & K, Fawkon Walk, Hoddesdon, EN11 8TJ	07/12/0218/F	Change of use from Class A1 to Classes A1, A2, A3 and D1 and new shop fronts.	255	3,500	0.89	Extant permission
Woodside Units, Brewery Road, Hoddesdon, EN11 8HF	07/13/0874/F	Demolition of existing commercial units and construction of new building consisting of 2 no. ground floor commercial units for Class A1, A2 or A3 use and 14 no. two bedroom flats above with undercroft parking and roof terraces	335	3,500	1.17	Extant permission
110-114 High Street, Hoddesdon, EN11 8HD	07/12/0153/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	280	3,500	0.98	Extant permission
Social Club, 76 High Street, Hoddesdon, EN11 8ET	07/12/0805/F	Restoration, alteration and conversion of existing social club building to form a bar and restaurant building (A3/A4) with 2x1 bed units, erection of a new social club building including ancillary offices and erection of a 3/4 storey building containing 22 one bed and 18 two bed units with associated parking and amenity works (Renewal of planning permission 7/0910/08/LB/HOD, refer listed buildings application 07/12/0806/LB))	261	3,500	0.91	Extant permission

Table 27d: Extant comparison goods commitments in Borough of Broxbourne cont...

Destination	Reference	Proposal	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 2					0.00	
Ground floor, Bridge House, 55 - 59 High Road, Broxbourne, EN10 7HX	07/13/0902/F	Redevelopment to provide A1 use on ground floor, a two storey entrance and first floor A3 use. Residential redevelopment providing 4 no. one bed and 9 no. two bed flats with parking and amenity area (Refer conservation area consent 07/12/0882/CA)	287	3,500	1.00	Extant permission
Zone 4					0.00	
Land adjacent to Unit 6, Brookfield Retail Park, Halfhide Lane, Cheshunt, EN8 0QE	07/14/0007/F	Side extension to existing unit 6 to create two new retail units for flexible Use Class A1, A2 and A3 use, external seating area , works to reconfigure car park and other associated works (Re-submission	206	3,500	0.72	Extant permission
88-90 Turners Hill, Cheshunt, EN8 8LQ	07/11/0970/F	The alteration and extension of ground floor retail space to form seven retail units and the conversion of first floor office space and construction of first and second floor extensions in roof space and to the rear to create 12 residential units (Renewal of planning permission 7/0423/08/F/WOL)	310	3,500	1.09	Extant permission
Cheshunt and Waltham Cross Conservative Club, Eleanor Cross Road, Waltham Cross, EN8 7LF	07/11/0258/F	Demolition of existing building and construction of a new eight storey building, comprising retail unit (A1) on ground and part first floor, car parking on ground floor, Conservative Club on first floor and 60 no residential units above on six floors (Renewal of planning permission 7/0233/08/F/WX)	536	3,500	1.88	Extant permission
TOTAL			**3,479**		**12.2**	

1. Sales density assumed to be £3,500 based on WYG judgement where the occupier has not been referenced within the application.

2. Comparison floorspace is assumed to be 2/3 net sales area based on WYG judgement where the occupier has not been referenced within the application.

2012 prices