Rochford District Council

August 2008

Local Development Framework Evidence Base

Retail and Leisure Study

LDF Evidence Base

Rochford District Council

Rochford District Council

INVESTOR IN PEOPLE

CONTENT

APPENDICES

EXECUTIVE SUMMARY

White Young Green was commissioned by the Rochford District Council in February 2008 to undertake a comprehensive assessment of current and future capacity for retail and leisure uses in the Rochford District, in order to inform the preparation of the Council's Local Development Framework (LDF).

Our starting point was a full review of relevant current and emerging policies and market trends in both retail and leisure, details of which can be found in Chapters 2 and 3 of this report.

Thereafter we undertook an assessment of the health of the three town centres within the District, being Rayleigh, Rochford and Hockley, and primary survey research into the shopping and leisure habits of respondents in Rochford District (chapters 4, 5 and 6). Population and expenditure data was collated and manipulated to determine existing market share and forecast future need (chapters 7 and 8). Similar analysis was carried out with respect to leisure provision (chapter 9), and our overall conclusions and recommendations presented (chapter 10).

The results of our assessment are briefly detailed below.

Existing Retail Provision and Future Retail Need

Broadly speaking, Rochford District is performing poorly in terms of expenditure retention, with significant proportions of available convenience and comparison expenditure leaked to out-of-district centres and especially Southend. Retention levels are highest in Rayleigh which, as the largest centre in the District, benefits from a wide range of retailers including large format convenience retailers. Of the total retail expenditure retained by the main centres within the District, almost two-thirds (65%) is attracted to facilities in Rayleigh town centre.

Both Rochford and Hockley performed poorly in terms of expenditure retention, as did the rural areas, while the existing Somerfield Supermarket in Rochford was found to be significantly overtrading. Rural villages were found to play a role in providing top up convenience goods, but not to any great significance when compared to the overall level of expenditure, and, in particular, leakage.

Given the significant leakage of expenditure that is currently taking place it is evident that there is scope for improved retail floor space (both convenience and comparison) within the District. Our assessment identifies scope within the District for between 710 sq m (net) and 1,700 sq m (net) of additional convenience goods floor space in 2013, increasing to between 1,250 sq m (net) and 3,000 sq m (net) by 2026. However, in considering the three main centres individually, most of this need for additional convenience goods floor space is at Rochford, followed by Hockley. The trading performance of existing convenience goods provision in Rayleigh suggests that there is no clear need for additional convenience goods floor space through to 2026.

Within the comparison goods sector, our assessment identifies potential capacity of 3,280 sq m (net) in 2013, increasing to 16,220 sq m (net) by 2026. This capacity is dependent upon potential growth in SFT and the forecast growth identified in comparison goods expenditure.

We turn now to the individual town centres.

Rayleigh

Rayleigh is the principal town within the Rochford District, and benefits from both a strong convenience sector and a strong comparison sector. In addition, a wide range of retail service and financial and business service providers are present. There is a slight under-representation of leisure service providers, and as such the town centre would benefit from having a greater range of these.

Rayleigh maintains a diverse range of unit sizes making it attractive to a range of retailers, from ‘Top 20’ high street anchors to independent boutiques. Rayleigh has a low proportion of vacant units and maintains a generally high level of town centre amenity and accessibility.

Our assessment is broadly supportive of the Council’s existing approach to Rayleigh. We consider the boundaries of Rayleigh town centre to adequately reflect the parameters of the core shopping area and related town centre activities, and therefore have recommended no changes in this regard. However, there is strong demand for additional comparison floor space, evidenced by both existing retailer demand and projected capacity arising from future available expenditure. Accordingly, we recommend that the emerging Local Development Framework adopts a supportive approach to further comparison floor space within the town centre boundaries.

Rochford

Rochford town centre is the second largest town centre within the District. Rochford has strong comparison and service sectors and benefits from a unique layout and shopping environment. It is also easily accessible by a range of transport modes.

That said, Rochford has a number of identified weaknesses. Comparison goods floor space is lacking and there is a high proportion of small units which restricts potential occupiers. This may go some way to explaining the absence of a 'Top 20' retailer within Rochford, who could otherwise act as an anchor to attract shoppers to the centre. There is also a lack of retailers at the higher end of the market.

The state of Rochford's environment is generally very good although there are opportunities for improvement. For example Market Square, which has the potential to act as a strong focal point, suffers from low amenity and is dominated by vehicle parking. In preparing this study, we were struck by the absence of a consolidating feature within Rochford town centre, and have commented extensively on opportunities to pedestrianise Market Square to provide a pleasant, accessible hub and focal point for the town centre. This dovetails with opportunities to develop a 'café culture' within the town centre.

Hockley

Hockley is by far the weakest of the three town centres, to the extent that we do not consider it to meet the definition of a 'town centre' as set out by PPS6. That said, it benefits from a strong comparison goods sector and a good mix of independent traders. It has a well maintained pedestrian environment, and at the time of our health check visit exhibited a low level of vacancies compared with the national average.

We have identified a number of opportunities for Hockley, intended to build around its existing strengths and remedy identified weaknesses. There is significant scope to enhance the frontages along Spa Road, Main Road, Southend Road and Woodlands Road junction, to create a high quality core. We recognise that Hockley lacks suitable larger retail premises for prospective traders and is unlikely to attract national multiples due to its size and proximity to larger centres. We have therefore suggested that encouragement of niche and specialist businesses could assist in the creation of a 'boutique' town centre. However, redevelopment and investment is required to achieve this and success is dependant on the broader economic situation.

We have recommended that Hockley be reclassified as a district centre in accordance with the criteria set out in PPS6. This is not to say that Hockley could not at some point in the future regain town centre status, although this would depend on an expansion of its retail offer.

Broadly speaking we feel that while improvements can be made, particularly within Rochford and Hockley, the town centres are functioning reasonably well. All three offer a good range of goods and services for their size and a good level of amenity, and while there appears to be a high perception of crime and disorder, this is not borne out in reality. Town centre improvements, and in particular initiatives to encourage the night time economy, could assist in reducing this perception.

Leisure

In our opinion the provision of general leisure facilities in Rochford District is good, particularly in respect of leisure centres and health and fitness clubs. Despite this good level of provision, the majority of residents said that they did not take part in any leisure activity. In so far as they did, walking and cycling were the biggest activities, and were particularly prevalent in those over 55, reflecting the older demographic of the District.

There is a lack of larger commercial facilities such as cinemas and bingo facilities within the District, however this lack of facilities did not translate into an expressed need for them. This is likely to be due to the presence of an extensive range of facilities just outside the District boundaries, and in particular in Southend.

Indeed the vast majority of residents were not able to express a clear preference for additional leisure facilities, suggesting that there is general satisfaction with what is currently on offer. In so far as a demand could be identified, this was for additional swimming facilities. It is unclear, however, whether this demand arises from a lack of facilities per se, or a lack of accessible facilities. Certainly Sport England's Sports Facility Strategy for the East of England considers there to be sufficient existing capacity to meet current and future demand for swimming pools in Essex and encourages regulatory authorities to consider dual use access issues in respect of private facilities such as school swimming pools.

Bearing this in mind, we recommend that the Council consider either a comprehensive survey of existing swimming pool facilities with a view to strengthening its position in negotiating improved public access, or promote the development of an additional swimming pool within the District. Should the latter option be promoted, this should preferably be located within Rayleigh as the principal town centre within the District.

We have also suggested the creation of a District Council 'Youth Officer' post to coordinate existing initiatives and offer support to community based youth projects.

1.0 INTRODUCTION

Objectives of the Study

1.01 White Young Green (WYG) was commissioned by the Rochford District Council in February 2008 to undertake a comprehensive assessment of current and future capacity for retail and leisure uses in the Rochford District in order to inform the preparation of the Council's Local Development Framework (LDF). In response to the Tender Brief, this report comprises the following:

- A review of current and emerging retail and leisure trends;
- A broad assessment of the relevant planning policy framework which governs retail and leisure provision within the District;
- An assessment of the vitality and viability of the three identified centres of Rochford, Rayleigh and Hockley, supported by town centre health checks carried out in accordance with the advice contained in Planning Policy Statement 6 – Planning for Town Centres (PPS6);
- An assessment of the extent to which the centres are meeting the retail needs of the local area population and the role of the centres in the local shopping network and the sub-regional shopping hierarchy;
- An assessment of existing shopping patterns within the District, including consideration of the 'net' leakage of retail expenditure from the catchment area to competing retail centres and 'special forms of trading' (for example, internet shopping).
- Quantitative and qualitative assessment of the need for additional retail and leisure development within the town centres up to 2021;
- Advice on an appropriate strategy for managing retail and leisure provision, so as to inform the emerging Local Development Framework.

1.02 In undertaking the study, regard has been had to advice contained in Planning Policy Statement 6 (PPS6) 'Planning for Town Centres'. The study also takes into account a number of other documents, including but not limited to:

- British Council of Shopping Centres ('Future of Retail Property, 2006/7');
- Colliers CRD Midsummer Retail Report (June 2007);

- Verdict (2007);
- Planning Policy Statement 4 'Sustainable Economic Development' (Consultation Draft) (December 2007);
- Planning Policy Statement 6 'Planning for Town Centres' (Consultation Draft) (July 2008);
- Thames Gateway South Essex Partnership 'Delivering the Future' (2001);
- The East of England Plan (May 2008);
- Essex and Southend-on-Sea Replacement Structure Plan (2001);
- The Rochford District Council Local Plan (2006);
- Valuation Office Agency (VOA): Property Market Report (January 2008); and
- Focus Town Centre Reports (2008).

2.0 CURRENT AND EMERGING RETAIL AND LEISURE TRENDS

2.01 The retail property landscape across the UK has changed significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of the retail warehouse parks and out-of-town regional shopping malls.

2.02 During this time, the retail and leisure sectors have experienced considerable growth. Spending on retail goods has significantly increased over the past decade, and in particular spending on comparison (non-food) goods. This growth in spending is attributable to a number of factors, including greater disposable income, cheaper prices and new technology such as on-line shopping via the internet.

2.03 The retail market is continually changing as a result of shifts in demographics, increasingly restrictive planning policies and technological advancements such as e-tailing. These changes are also having an impact on the format of retail and leisure floorspace. Research undertaken by the British Council of Shopping Centres ('Future of Retail Property, 2006/7') suggests that for the period 1999 to 2005 the proportion of retail space in UK town centres rose by 35%. This reflects the Government's 'town centres first' approach embodied within Planning Policy Statement 6.

2.04 'Spend' (or 'spending') and 'expenditure' are referred to throughout the following discussion. 'Spend' refers to an actual amount an individual spends in obtaining goods. For example, the household survey questionnaire, discussed further in Chapter 4 of this study asked people to estimate how much they 'spend' on certain goods classes. 'Available expenditure' however, is generated on a bespoke, per capita, local basis by information providers and is used as the basis for generating expenditure available across an area.

Current Retail Picture

2.05 Colliers CRE produce annual retail reports providing information on recent trends together with forecasts for the future of retailing in the UK. The latest version is the Mid-summer Retail Report, June 2008.

2.06 Although the UK has seen impressive economic growth over the 2006 to mid-2007 period, particularly in the financial and business services sector, Colliers CRE expect economic growth to decline from 3% in 2007 to 1.7% in 2008 and 1.6% in 2009. Three base rate cuts since December 2007 are yet to have a positive impact on the economy, and in particular house prices, while persistently high inflation is preventing the Bank of England's Monetary Policy Committee from cutting interest rates any faster.

2.07 Prospects for consumer price inflation (CPI) appear to have worsened in recent weeks, with energy and food costs continuing to drive up prices. Meanwhile core inflation (that is, CPI excluding energy and food prices) has risen back up above 2%. Colliers CRE advise that prospects for house prices are particularly bleak this year, with falls of 10% expected in 2008 with similar to follow in 2009.

2.08 Associated with this broader economic slow down will be a sharp decline in consumer expenditure, with consequential impacts on retailers and town centres. Retail sales growth has, so far, remained buoyant amid a spate of profit warnings and companies falling into receivership. However, while retail sales volumes have continued to grow this has been achieved by heavy discounting, especially in the household goods sector. The retail environment has seen a divergence in performance, with high end retail sales holding up and the London market supported by tourists, particularly those from Europe benefiting from the strong euro.

2.09 There has also been a divergence according to retail sector. According to the British Retail Consortium, reduced spending on clothing and footwear, particularly women's clothing, has been felt most acutely by mid-range retailers with designer ranges, with value retailers performing well. Out of town bulky goods retailers and electrical goods outlets have all suffered from slowing demand, whilst health and beauty sales have slowed dramatically.

2.10 Colliers CRE advise that retail capital values have fallen 25% from their peak in Spring 2007 and are forecast to fall a further 10% in the next 12 months. High street rents are predicted to fall between 15-20% over the next three years. While high streets, shopping centres and out of town retail parks are not yet experiencing high levels of vacancies, an increase will be inevitable with current economic trends. In particular, Collier CRE suggest that a halt in the development of new shopping centres will result in a glut of floor space, further compounding falling retail capital and rental values.

2.11 Despite this 'doom and gloom' approach, Colliers CRE forecast that the bottom of the market will have been reached by the end of 2009 and investors will be buoyed by low interest rates and a resolution to the banking crisis. Thereafter, the economy can be expected to gradually recover, with commensurate improvements in the retail market.

Trends in Comparison Goods Shopping

2.12 Whilst it is anticipated that over the next ten years the rate of growth in retail spending will slow, there will continue to be significant overall growth in retail expenditure, particularly on comparison goods. Research undertaken by BCSC suggests that there will be a need for more than six million square metres (gross) of additional comparison goods floorspace in England and Wales between 2006 and 2015, although this does not take into account developments in the pipeline. This represents an increase of approximately 10% on 2005 stock.

2.13 There is increasing impetus from retailers to achieve more efficient use of floorspace particularly given the recent poor performance of many national multiples, many of which have been affected by the significant increase in e-tailing. As a consequence of recent economic trends, retailers are more reluctant to commit to finely balanced schemes with lower margins in contrast with previous decades. Instead, retailers are being more selective in choosing schemes that are appropriate 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 by providing a greater range of goods.

2.14 International market conditions and price deflation in some key sectors means that many high street names are becoming increasingly vulnerable to takeovers. Similarly, due to increased competition there have been a number of high profile losses from the high street, including Littlewoods and Music Zone.

2.15 There will continue to be demand for larger, more modern retail units in the future although increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will be increasingly rejected. However, many national retailers are now looking at smaller/ lower order centres in order to increase their market share. 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.

Trends in Food Retailing

2.16 The 1990's saw significant growth in the number of edge and out-of-centre large format supermarkets. The development of such facilities is now more limited due to stricter planning policy following the adoption of PPS6, and a lack of suitable sites. As a result, national multiples in the food retailing sector are adopting 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 wider range of outlets, for example small-format convenience stores in town centres (e.g. Tesco Express), smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores and hypermarkets;
- Extended opening hours;
- Offering cheaper products and no-frills service;
- Providing an attractive and powerful brand image; and
- Offering a home delivery service.

2.17 Nevertheless, Verdict (2007) notes that supermarkets increased their combined floorspace by some 294,400sq m in 2006, more than double the amount added in 2005. Tesco has been particularly prolific by aggressively targeting space as a means to boost sales. The closure in 2006 of a planning loophole regarding the installation of mezzanine floors led to a rush of floorspace expansions in supermarkets prior to this date. However, Tesco is still expected to increase its UK floorspace by around 6% in 2007/08, with ASDA, Sainsbury's, Morrison's, Waitrose, Marks and Spencer's and Iceland all set to open new stores. Growth at the discount end of the market has been more limited and in 2007 Kwik Save ceased operating. However this should be balanced by Aldi's and Lidl's ambitious expansion plans; Lidl recently announced its intention to expand at a rate of between 8 -12% per year for up to 15 years. This equates to more than 50 stores a year and matches Aldi's target of opening one store a week.

2.18 Tesco has traditionally dominated the grocery sector in the UK, and has by far the largest market share. However, Tesco has found renewed competition from Sainsbury's, Morrison's and Waitrose stores in bidding for new sites and there has been cannibalisation of trade occurring in many locations due to a proliferation of existing Tesco stores. In light of the changing market conditions, Tesco is now looking to overseas markets as a means of ensuring continued growth.

2.19 As a result, whilst supermarkets are still seeking new retail floorspace, there is a general lack of supply of new and feasible supermarket sites having regard to national planning policy and the 'town centre first' approach, although the proposed changes to PPS6 (Draft July 2008) may enable some previously policy constrained sites to be brought forward.

2.20 The Competition Commission has recently carried out an investigation and released a report regarding competition within the UK Grocery sector. Its recommendations are aimed primarily at preventing one large supermarket chain dominating an area and thus reducing competition for consumers. It proposes a ‘competition test’ in planning decisions on large grocery stores, measures to prevent exclusivity arrangements and restrictive covenants being used by retailers to restrict entry by competitors, the creation or a new strengthened and extended Groceries Supply Code of Practice (GSCOP) and the establishment of an independent ombudsman to oversee and enforce the code. The proposals do not, though, address wider social aspects such as the impact upon small businesses in town centres, nor environmental concerns such as car journeys, as these were outside the Competition Commission’s terms of reference.

2.21 In terms of products, major areas of growth in the convenience market have been in fair trade and organic produce, with customers willing to pay higher prices for food with the expectation of better quality produce and more ethical practices in production and supply.

2.22 The number of forecourt convenience stores, once popular with consumers, is now declining due to static fuel sales and high operating costs. Although there are currently around 9,400 forecourt convenience stores in the UK this has fallen from 19,250 in 1991 (UK Forecourt Retailing, IGD, 2007). Notwithstanding this the average floorspace of forecourt stores is increasing as all the major retailers continue to open and expand such operations to supplement their existing store networks.

2.23 Farmers markets and specialist firms offering a home delivery service, for example of organic food, are small-scale operations that are growing in popularity.

In Town Investment and Prime Rents

2.24 Colliers CRE advise that August 2006 saw a cooling of demand for town centre representation. Investment in town centres declined over the 2006-2007 period as a result of interest rate rises, retail failures and poor high street rental growth. Property Data show that the volume of deals was down by 60% in 2006 compared to 2005. This was despite declining retail yields which otherwise suggest improved investor confidence.

2.25 2007 saw renewed interest in retail property investment, although this was still lower than in previous years. 2008 has, thus far, fared poorly with falls in values of between 5-10% from January to June. This said, Colliers CRE suggest that the market is now close to, if not at, the bottom and is starting to look fair value. While investors are still active in acquiring property, this has been on a more selective basis with close regard to the occupational market. Investors are concentrating on predominantly substantial, prime, well located assets in major city/town centres and in Central London. This may indicate a willingness to take a longer term view on the high street, rather than a demonstration of confidence in the current market.

2.26 Despite the onset of the ''credit crunch'' and its impact on the economy, UK prime rents have increased, on average, by 1.1% during the 12 months to May 2008. This is the 15th consecutive year that rents have risen. However, the rental growth of 2007/08 is low compared to previous years and when inflation is taken into account the small increase translates to a fall of 3.1%. As a result, the average UK prime rent is now 12% below that of the late 1980's. There is regional variation to this broad trend, with the East, South East, the South West, Northern Ireland and Wales performing at a level below the national average.

Out of Centre

2.27 Colliers CRE advise that out-of-centre retailers, particularly open A1 retailers, are adopting a cautious approach having regard to the current economic climate with many, including MFI, Mothercare and Curry's, either disposing of stores or downsizing ('right sizing') their operations. This said, some retailers are actively acquiring sites; for example, Dreams has acquired a further 50 stores over the 12 months to June 2008 while Halfords is looking for a further 23 stores.

2.28 In terms of proposals in the development pipeline, the majority of permissions for out-of-centre retail floorspace are for bulky goods stores. However, there has been a decline in overall out-of-centre proposals in the development pipeline as a result of the reduced availability of credit. Despite this, Colliers CRE predict that the development of out-of-centre floorspace development will increase, albeit by a modest amount.

Shopping Centre Development

2.29 Research undertaken by Colliers CRE recognises that, within town centres, supply outstrips demand. This is particularly prevalent in terms of lettings within shopping centres. As a result, Colliers CRE expect future shopping centre schemes to be pre-let by only 70% to 80%, compared to similar schemes being 100% pre-let in previous years. That said, reports suggest that the White City shopping development in West London will be over 90% let when it opens in autumn 2008. In general however, this presents challenges for schemes due to open in the next few years, and it is anticipated that the timeframes for developing shopping centre schemes will be pushed back.

2.30 The research also suggests that retailers are reluctant to commit to schemes before they are constructed due to difficult trading conditions and a large amount of supply. Retailers are able to 'cherry-pick' the best schemes to which they commit, and the largest anchor stores (such as Debenhams, House of Frasier and Marks and Spencer) are able to negotiate very favourable letting terms.

2.31 Town centre shopping centre schemes that will be successful in the future will be those which benefit from good design and good location. Car parking facilities are also a distinct advantage. It is this type of development that will be able to compete with out-of-centre shopping facilities which, whilst more convenient for many consumers, are not considered to offer an attractive shopping experience.

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

2.32 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. This trend is set to continue, although the exact impact that e-commerce will have on the high street has yet to be fully established. However, the rise of e-commerce in the UK in recent years has impacted upon retailers, developers and investors alike. As access to the internet and opportunities for online shopping continue to grow through digital televisions and mobile phones, proportionally less money is anticipated to be spent in the high street or at retail parks.

2.33 The growth in use of the internet as a sales medium has been enabled by increased household access to the internet. In March 2008, the Marketing Innovation Group reported that 97% of UK web users have made a purchase online. This accounts for almost 31 million adults based on ONS figures. This number will continue to rise with internet penetration, improved consumer confidence in the security of online payments, and heavy demand for expensive electrical products available online.

2.34 In 2006, online sales of £10.9 billion (bn) were recorded in the UK. This grew to £14.7bn in 2007; a rise of 35% as reported by Verdict with an average spend of £653 per head. The longer term forecasts predict steeper rises per head, with a 12.9% increase forecast for the coming year and 104% in the five years to 2012.

2.35 The success of internet shopping is impacting on traditional high streets by reason 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, but is unlikely to impact on capital values. Research by BCSC identifies that 'large' and 'very large' shopping centres (of over 40,000sq m) are deemed almost immune from the impact of online shopping as they offer the complete 'day out', although, as the size of the shopping centres decreases, it is more likely that they will feel greater adverse effects. Within small shopping centres (sized between 5,000 – 20,000sq m) it is likely that the growth of online shopping could reduce turnover, notwithstanding any growth in disposable income.

2.36 Furthermore, there is some evidence to suggest that an increase in e-commerce impacts not just high street sales, but also on the inclination of retailers to expand their 'bricks and mortar' outlets (BCSC, 2006). Despite this, retailers are optimistic, envisaging a continued demand for physical stores and, for most, store sizes are likely to remain the same. Significantly, more retailers ranked physical stores ahead of all other current channels of retail distribution, and this is a pattern which is envisaged to continue.

2.37 As a consequence of the likely increase in e-tailing, retailers will increasingly have to adapt their stores to create more experience led environments. However, the increase in 'virtual' floorspace could result in a decrease in the level of innovation and number of new concepts and formats in the high street and in shopping centres.

2.38 Despite all these different assumptions with regard to the future effect of online shopping, it is considered that e-tailing will not replace the shopping experience which is considered to be a social activity. Online shopping is very much seen as a complementary tool to support retail sales from shops (BCSC, 2006). For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand generated through shops whilst high-street outlets can benefit by reaching a wider customer base through the internet.

2.39 In response to increased competition from the internet, high street retailers have improved their online services. The future for online retailing will mean that retailers without a website may lose out to competitors who have one. Crucially, retailers who combine a strong high-street offer with a well-represented and closely related e-tail offer will have a positive outlook.

Trends in Leisure

2.40 Leisure is the most rapidly expanding sector of the UK economy and has experienced dramatic changes and growth during the last decade. The main sectors in the leisure industry are explored below in more detail.

Cinemas

2.41 During the mid-1990's established multiplex cinema operators undertook a rapid expansion throughout the United Kingdom. The operators moved away from their traditional City Centre locations and opened large 'category killer' cinemas (usually between 12-16 screens). This expansion marked the advent of the out-of-town leisure park as other leisure operators sought to locate adjacent to cinemas, believing there was a natural synergy between the uses. This in turn fuelled the expansion of the health and fitness sector and revived the interest in bowling centres.

2.42 Cinema operators had traditionally expanded on a piecemeal basis, usually by acquiring their own freehold site. However in order to realise the proposed rapid expansion operators had to sign up to institutional leases with high rents. Operators quickly realised that these rental levels were unsustainable. At the same time, the operators realised that they were reaching saturation level and could not sustain any further large developments. This was coupled with the downturn in cinema attendances.

2.43 As a consequence, operators slowed down their acquisition programmes, although two companies were borne out of this, namely Cine UK and Spean Bridge, who identified that there was a need for multiplex cinemas in smaller towns but of a smaller scale. Many developers were left with sites with leisure consent and no operator of any strength while in reality they needed a cinema to anchor the scheme and attract the associated uses. Therefore, the likes of Cine UK undertook a relatively unchallenged expansion throughout the United Kingdom, cherry picking opportunities and driving extremely hard financial transactions. This had a substantial impact on developers residual valuation and in many cases prevented sites earmarked for leisure development progressing.

2.44 More latterly, acquisition of cinemas has been at a corporate level with the main operators pursuing company acquisitions. As a consequence, the two most active operators in the United Kingdom are currently Vue and Cineworld.

Health and Fitness

2.45 At the same time as cinema expansion, the concept of the modern large private members health and fitness club was realised and followed by expansion throughout the country. Examples include Fitness First, David Lloyd, Esporta and Greens. This particular market has reached saturation point with operators now opening very few new health clubs and expansion tending to occur through company acquisition. As the concept evolved, certain operators recognised the need for representation in smaller towns and therefore the likes of Fitness First and LA Fitness progressed an acquisition programme based on smaller units.

2.46 More recently, two operators entered the market to aggressively compete, namely Total Fitness, whose philosophy is to construct large health clubs with lower membership fees, and JJB Sports who have pioneered their concept of a ground floor health and fitness club with mezzanine level retail, primarily situated in retail parks.

Bowling

2.47 Bowling centres have long been a traditional place of family entertainment. However the concept has never been updated. Various operators tried to expand the concept to a family entertainment centre, which was comprised several complementary leisure uses under one roof. This concept failed but did revive interest in upgrading the bowling centre offer.

2.48 As with cinema operators, the fit out costs for bowling centres are extremely high and therefore operators tend to negotiate transactions whereby they receive substantial financial incentives from the developer up front. The other criterion for bowling centre operators is synergy with adjacent users, in particular cinemas. Operators also prefer sites with large amounts of free car parking.

2.49 Mintel note that the popularity of tenpin bowling has declined in recent years and it is anticipated that this trend will continue. Tenpin bowling has undergone a shift in patronage in recent years, with attendees now more likely to be part of group visiting the location for mixed leisure activities rather than solely for ten-pin bowling. However, although demand for ten pin bowling alleys is likely to be restricted, demand for the expansion and refurbishment of existing venues may increase.

2.50 There are a handful of bowling centre operators seeking to expand, the best known of which is Hollywood Bowl. However, there are a number of strong original operators now undertaking redevelopments throughout the United Kingdom.

Restaurants

2.51 This sector also expanded to mirror cinema expansion and the offer was effectively split into two, namely out-of-town restaurants situated in leisure parks and the more traditional town centre offer.

2.52 The leisure park offer both performed poorly and reached a saturation level. There are now only a few restaurant operators, including Pizza Hut, Frankie & Benny's and Nandos, who are actively acquiring units in these locations.

2.53 Within town centres, restaurant offer has in many ways mirrored the trend of the edge-of-town/out-of-town operators, with many town and city centres having reached saturation level. There has also been a noticeable lack of 'new entrants' into the sector. Therefore, over and above the established national names such as Pizza Hut, McDonald's, and Chiquito, the focus is general on strong independents such as The Living Room, Croma and Piccolinos taking vacant space in city centres.

Public Houses

2.54 Public house operators can effectively be split into three sectors; edge-of-town in leisure parks; edge-of-town standalone on busy arterial roads; and town centre.

2.55 Many operators jumped onto the success of the edge-of-town leisure park format. However, it became apparent that this concept would not work for public house operators, mainly as a result of the dependency on cars as a means of access. As a consequence the expansion of such schemes has been extremely limited.

2.56 Operators remain extremely keen to acquire sites on a freehold basis in good suburban areas and on prominent main roads and often will combine their requirement with a budget hotel operator, if possible.

2.57 In the town centre market, again due to the corporate acquisition of companies, there is a very limited number of new entrants.

Bingo

2.58 Bingo has been well represented over many years. Initially operators located themselves in town centre sites, either at ground floor or at first floor levels. However, operators now exhibit a preference to locate on freestanding edge-of-town locations with free customer car parking. Of all the leisure operators, bingo is seen to be the least concerned about adjacencies to complementary leisure operators, as the concept seems to trade very successfully on its own. Although bingo participation, in particular with the younger population, has increased in recent years the smoking ban may affect future expansion in this sector, at least in the short term.

Other Leisure Activities

2.59 This study assesses other leisure activities not falling within the above categories including, in particular, non-commercial uses such as community halls and youth clubs. However, there is little evidence available of changes in this sector, by its very nature.

2.60 It also broadly assesses the provision of smaller scale commercial uses such as cafes, restaurants, pubs and bars.

3.0 PLANNING POLICY FRAMEWORK

Introduction

3.01 Given that this Study will provide part of the evidence base and will inform the Council's Local Development Framework, it is important to identify the relevant planning policy framework from the outset. In particular, it is necessary to identity how national and regional guidance may impact upon the development of local policies. The key policy documents considered as part of this study include:

- Planning Policy Statement (PPS) 6 'Planning for Town Centres' (March 2005);
- Planning Policy Statement (PPS) 4 'Sustainable Economic Development' (Consultation Draft) (December 2007);
- Thames Gateway South Essex Partnership 'Delivering the Future' (2001);
- Essex and Southend-on-Sea Replacement Structure Plan (2001);
- The East of England Plan (May 2008); and
- The Rochford District Local Plan (2006).

3.02 We also consider the proposed changes to Planning Policy Statement 6 given its recent publication for consultation.

Planning Policy Statement 6 – Planning for Town Centres (March 2005)

3.03 Planning Policy Statement 6: 'Planning for Town Centres' (PPS6) was published in March 2005 and sets out the Government's national policies and principles with regard to retailing and town centres.

3.04 Paragraph 1.3 of PPS6 notes that: **'***The Government's key objective for town centres is to promote their vitality and viability by:*

- *Planning for the growth and development of existing centres; and*
- *Promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment accessible to all.'*

3.05 There are other Government objectives which should be considered in the context of paragraph 1.3. These include:

- *'enhancing customer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, particularly socially-excluded groups;*
- *supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and*
- *improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.'*

3.06 In order to deliver the Government's objectives, paragraph 2.1 advises that development should be focused in existing centres in order to strengthen and, where appropriate, regenerate them.

3.07 A positive and proactive approach to planning is encouraged by PPS6, stating that local planning authorities should work in conjunction with stakeholders and the community to, *inter alia*, assess the need for new floorspace for retail, leisure and other main town centre uses taking into account quantitative and qualitative considerations.

3.08 In assessing the need and capacity for additional retail and leisure development, paragraph 2.33 of PPS6 notes that:

'…local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However, local planning authorities should also take account of qualitative considerations. In deprived areas which lack access to a range of services and facilities, and there will be clear and demonstrable benefits in identifying sites for appropriate development to serve communities in these areas, additional weight should be given to meeting these qualitative considerations.'

3.09 In terms of assessing quantitative need for additional retail development when preparing development plan documents, paragraph 2.34 states that local planning authorities should assess likely future demand having realistic regard to:

- *'Existing and forecast population levels;*
- *Forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and for main leisure sectors; and*
- *Forecast improvements in productivity in the use of floorspace.'*

3.10 In terms of qualitative need, paragraph 2.35 states that:

'…a key consideration for a local planning department will be to provide for consumer choice by ensuring that:

- *An appropriate distribution of locations is achieved, subject to the key objective of promoting the vitality and viability of town centres and the application of the sequential approach, to improve accessibility for the whole community; and*
- *Provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas.'*

3.11 Paragraph 2.36 states that, in addition to the above, other considerations that may be taken into account including the degree to which shops may be overtrading.

3.12 Paragraph 2.41 states that local planning authorities should, when selecting sites for development, ensure that the scale of opportunities identified are related to the role and function of the centre and its catchment. Appropriate development should be located in the right type of centre to ensure that it fits and complements the centre's role and function.

3.13 The guidance states that local centres are inappropriate locations for large scale new development. Therefore, local planning authorities are to consider an indicative upper limit for the scale of development likely to be permissible in different types of centres.

3.14 PPS6 adopts a sequential approach to site selection whereby local planning authorities are directed to select sites for allocation within centres where an identified need is to be met. All options in town centres should be thoroughly assessed before less central sites are considered for development for town centre uses. Paragraph 2.44 sets out the sequential approach that is required. Local planning authorities should allocate sites in the following order:-

1. Locations in appropriate existing centres where suitable sites or buildings for conversion are, or are likely to become available within the development plan document period, taking account of the appropriate scale of development in relation to the role and function of the centre;
2. Edge-of-centre locations with preference given to sites that are or will be well connected to the centre;
3. Out-of-centre sites with preference given to sites that are or will be well served by a choice of transport modes and which are close to the centre or have a high likelihood of forming links with the centre.

3.15 When considering sites local planning authorities should, in consultation with stakeholders, identify an appropriate range of sites to accommodate the identified need. It also recognises that local planning authorities should be flexible and realistic when selecting sites and should discuss this with developers and operators. It is also recognised that local planning authorities should have appreciation of and take into account operator business models in terms of scale, format, car parking provision and the scope for disaggregation.

3.16 When considering potential sites for allocation either in edge-of-centre or out-of-centre locations, PPS6 requires local planning authorities to assess the impact of the development on identified centres within the catchment. In addition, local planning authorities should ensure that sites are accessible. This includes consideration of whether the site is or will be accessible or well served by a choice of means of transport, especially public transport, walking and cycling, as well as by car; and the impact of car use on traffic and congestion.

3.17 PPS6 identifies other matters which may be relevant when considering sites for allocation. These include the physical regeneration benefits of developing a site, additional employment opportunities, economic growth, and social inclusion.

3.18 Local planning authorities are required to allocate sufficient land to need for at least the first five years following adoption of development plan documents. Notwithstanding this, large town centres sites necessary to meet need over the longer term will also need to be identified.

Proposed Changes to Planning Policy Statement 6 – Planning for Town Centres (July 2008)

3.19 Proposed changes to Planning Policy Statement 6: 'Planning for Town Centres' (PPS6) were published for consultation in July 2008.

3.20 One of the key aims of the change, the Government says, is to protect local retailers which may struggle in the current economic climate, and in the face of competition from internet sales and the global marketplace. The consultation draft removes the current 'needs test' for new retail development outside town centres, which the Government considers to have unintentionally stifled diversity and consumer choice, and led to some new retail schemes on the edge of town centres having been refused despite potential benefits to the vitality and viability of the centre. It proposes instead a new 'impact test'. This test includes consideration of social, economic and environmental criteria including:

(i) Retail diversity and consumer choice;
(ii) Loss of trade;
(iii) Impact on town centre investment;
(iv) Impact on sustainable development and climate change;
(v) Scope for regeneration; and
(vi) Job creation.

3.21 The current PPS6 tests, which ensure that the size of the development is not out of scale with a town centre and that development is accessible by a range of transport modes, are to be retained within the new impact test.

3.22 The Consultation Draft states that new development will normally be refused where there are significant negative impacts on a town centres. However, if wider benefits outweigh negative impacts the proposal should be approved.

3.23 The ‘sequential test’ is retained, requiring more central sites to be developed first, but the policy also encourages investment in disadvantaged areas where new employment opportunities can be created through development. As a general rule, new development proposals should satisfy both the new ‘impact’ test and the sequential test.

3.24 The Consultation Draft carries forward the thrust of current policy by requiring local authorities to take a pro-active approach to planning for their town centres and to provide for sustainable economic growth through policies which are responsive to economic change. Local planning policies should still be based on quantitative and qualitative assessments of need for new floor space.

3.25 The Consultation Draft contains no formal response to the Competition Commission’s recommendation that the Government should introduce a ‘competition test’ into the planning system. This is due to an appeal recently lodged by Tesco with the Competition Appeal Tribunal, which argues that the test would not remedy the adverse effects on competition identified by the Commission. A response is expected from the government shortly.

3.26 The consultation period end on 3 October 2008. A final reviewed planning policy statement is expected to be published in early 2009, together with supporting practice guidance.

Planning Policy Statement 4 - Sustainable Economic Development (Consultation Draft) (December 2007)

3.27 DCLG published the consultation draft Planning Policy Statement 4 (PPS4) in December 2007. While this has yet to be formally adopted its provisions have significant weight by reason of their recent release, particularly having regard to the provision of Planning Policy Guidance 4 - Industrial, commercial development and small firms, which were published 16 years ago in 1992.

3.28 Draft PPS4 requires local planning authorities to proactively encourage economic growth in line with the principles of sustainable development. The guidance promotes the development of flexible policies which are able to respond to economic change and identifies the need to co-ordinate this with infrastructure and housing provision.

3.29 The guidance promote the use of the planning system to achieve key economic development outputs including; raising the productivity of the UK economy; maximising job opportunities; reducing the gap in economic development rates between the regions; delivering sustainable development; and building prosperous communities.

3.30 The guidance recognises the role that retail, leisure and office uses have on economic development and that town centres are major employment generators. The guidance requires local planning authorities to assess the existing supply of available land for economic development in support of specific sectors. The guidance promotes office development on sites in or on the edge of town centres consistent with the sequential approach. It promotes efficient and effective use of land including vacant and derelict buildings as a means to contribute positively towards an area’s regeneration, to provide wider economic benefits.

Thames Gateway South Essex Partnership ‘Delivering the Future’

3.31 South Essex is included within the Thames Gateway Area. The Thames Gateway South Essex Partnership’s ‘Vision for the Future’ provides the basis of a strategy for South Essex recognising the contribution that town centres and retailing make to the local economy and urban renaissance. The ‘Delivering the Future’ document also emphasises the importance of local and sub-regional retail centres and town centre renewal.

3.32 The ‘Delivering the Future’ document recognises that thriving town centres are essential components of successful communities. The importance of local and sub-regional centres is recognised, and actions to share best practice and support and develop the individual character of local retail and community centres are encouraged. These should include initiatives to revitalise local towns and centres to deliver an urban renaissance.

3.33 This document identifies Rochford District as a 'zone of change'. Action and investment is needed to continue a comprehensive programme of estate renewal, enable local towns and centres to thrive and establish South Essex as an attractive place to live and work.

Essex and Southend-on-Sea Replacement Structure Plan (2001)

3.34 The Essex County Council and Southend-on-Sea Borough Council adopted the Replacement Structure Plan in April 2001. It covers the period 1996-2011. While the Replacement Structure Plan remains part of the Development Plan, only 6 policies have a transitional status and will remain force until they are replaced by Development Plan Documents adopted by district planning authorities. None of the 'saved' policies are relevant to issues of urban hierarchy, town centre development or retail and leisure provision. Notwithstanding this, the Essex Structure Plan First Alteration identifies Rayleigh as a Principal Town Centre while Rochford and Hockley are not identified.

The East of England Plan (May 2008)

3.35 The East of England Plan (May 2008) locates Rochford District within the Essex Thames Gateway sub-region. Policy SS5 (Priority Areas for Regeneration) identifies the Essex Thames Gateway as an 'area with generally weak economic performance and significant areas of deprivation', and directs local development documents to includes policies to address the problems of economic, social and environmental deprivation in these areas.

3.36 Policy SS3 (Key Centres for Development and Change) identifies the locations where new development should be concentrated. These include Southend on Sea, Basildon, Chelmsford and Colchester, among others. Policy SS4 (Towns other than Key Centres and Rural Areas) requires local development documents to define the approach to development in towns such as Rochford, Rayleigh and Hockley, including measures to support urban and rural renaissance, secure new housing, local employment and other facilities, and improve town centre accessibility, especially by public transport.

3.37 Policy E1 (Job Growth) and Policy H1 (Regional Housing Provision 2001 to 2021) sets out the targets for net job and housing growth for the District. Policy H1 sets Rochford District a target of 4600 new units, of which 810 were completed in the period April 2001 to March 2006, leaving a residual requirement of 3,790 units or 250 per year for the remainder of the plan period. Policy E1 does not provide a target for Rochford District per se, but rather sets a target of 55,000 new jobs for the Essex Thames Gateway, which also includes Thurrock, Basildon, Castle Point and Southend Districts. Further breakdown is provided by Policy ETG5 (Employment Generating Development) which allocates 3,000 new jobs to Rochford District over the plan period.

3.38 Policy E5 (Regional Structure of Town Centres) sets out the retail hierarchy within the region. It identifies a number of 'regional centres' including Basildon, Chelmsford and Southend, and 'major town centres' including Harlow, Great Yarmouth and Kings Lynn. It thereafter states that major new retail development and complementary town centre uses should be primarily located in the identified regional and major town centres. It goes on to require local development documents to identify 'a network of more local town centres, district centres, neighbourhood centres and village centres'.

Rochford District Replacement Local Plan (2006)

3.39 The Rochford District Replacement Local Plan became operative on 16 June 2006 and covers the time period to 15 June 2009. It will thereafter be replaced by the Local Development Framework.

3.40 Policy SAT1 holds that a sequential approach shall be adopted when considering the suitability of proposals for retail, commercial, public offices, entertainment, leisure and other such activities. The preferred location for such activities will be within the town centre boundaries of Rayleigh, Rochford and Hockley, as indicated on the Proposals Maps, followed by edge-of-centre sites, and thereafter out of centre sites. In this respect SAT1 reflects guidance in PPS6.

3.41 Having demonstrated a need for retail development, applications for retail and other development covered by policy SAT1 outside town centres will be determined having regard to the following factors:

i) The availability of any alternative site or sites (whether allocated for the proposed use, or otherwise) within a town centre. Applicants must be flexible in terms of format, design and scale of their development;

ii) The quantitative and qualitative need for the amount of floorspace proposed;

iii) The likely impact of the development on the vitality and viability of existing town centres, including the evening economy, and on the rural economy;

iv) The accessibility of the application site by a choice of transport modes;

v) The likely effect of the proposal on overall travel patterns and car use; and

vi) The likely harm of the proposal to the foregoing strategy.

3.42 Policy SAT2 sets out the circumstances where retail development within the urban areas but outside the town centres of Rayleigh, Hockley and Rochford will be permitted. These circumstances include:

i) the proposal is within or adjacent to an established local shopping centre;

ii) the proposal will serve an identifiable need;

iii) it is of a size appropriate to the scale and character of the centre;

iv) it would not adversely affect the vitality and viability of the centre or other centres;

v) it would be readily accessible by public transport, bicycle or on foot.

3.43 Policies SAT4 and SAT5 relate to non-retail uses within primary and secondary shopping frontages respectively. Both policies set out a range of criteria which must be satisfied before applications for a change from retail use at ground floor level will be approved. The criteria include the appropriateness of the proposed non-retail use, the degree to which the non-retail use would support the vitality and viability of the shopping frontage, and whether the proposal would result in an ‘over concentration’ or ‘undue dominance’ of non-retail uses.

3.44 Policy SAT6 relates specifically to the role of neighbourhood and village shops. The subtext to this policy acknowledges the vital role that these play in providing convenience goods and services to meet people’s day to day needs while negating the need to travel extensively.

3.45 Policy SAT6 sets out rigorous criteria which must be satisfied before applications for a change from retail use at ground floor level will be approved in these locations. These include demonstrating that the loss of the retail unit is justified because it has been vacant for a minimum period of 12 months, or because the existing use is not financially viable. Evidence of marketing for a replacement retail occupier must also be provided. In addition, the proposed use must be shown to serve the day to day needs of local residents, be compatible with residential amenity, would continue to allow access to upper floors where present and maintain the street scene through the retention of display shop fronts. In this respect Policy SAT6 is highly protective of existing neighbourhood and village shops.

4.0 ORIGINAL MARKET RESEARCH

Introduction

4.01 As part of the overall brief, we were required to obtain primary survey research into the shopping and leisure habits of respondents in and adjacent to Rochford District.

4.02 While there are limitations to survey based research, particularly in relation to the samples that can be achieved, the results can provide important broad indicators of consumer preferences relative to where people live and shop. Indeed, original market research enables analysis of a particular area, which helps to evaluate the actual draw of major centres and how they impact upon the market share of smaller centres. It can also provide a detailed understanding of shopping patterns within and immediately adjacent to the District and the potential catchment of existing centres within it. This is particularly pertinent to existing centres within the Rochford District given the proximity and strength of nearby competing centres such as Basildon, Southend-on-Sea and Chelmsford. The use of specifically commissioned survey research is therefore necessary to inform this study.

Household Telephone Survey

4.03 We commissioned specialist market researchers (NEMS Market Research Limited) to undertake empirical research into retail and leisure use patterns in the Rochford District. This took the form of a Household Telephone Survey.

4.04 The Council's brief required the Study Area to cover the Rochford District in its entirety. In order to ensure a representative spread of telephone survey responses, it was necessary to break the Study Area down into seven Zones. These Zones were based on postcode sectors at a four digit level (e.g. SS5 5), and were designed to ensure that Rochford, Rayleigh and Hockley were located in separate Zones. The postcode areas contained within each Zone comprise:

Zone 1	(SS5 6 and SS11 8)
Zone 2	(SS6 7, SS6 8 and SS6 9)
Zone 3	(SS5 4, SS5 5 and SS9 5)

Zone 4	(SS4 3)
Zone 5	(SS4 1, SS2 5 and SS2 6)
Zone 6	(SS4 2 and SS3 9)
Zone 7	(SS3 0 and SS2 4)

4.05 The boundaries of post code areas do not exactly align with local government jurisdictional boundaries. Accordingly, while the survey area covers and predominantly comprises the Rochford District, it also extends into the neighbouring authorities of Basildon and Southend on Sea. In particular, Zone 5 (which focuses on Rochford town centre) extends southwards into Southend on Sea. The plan overleaf (Figure 4.1) indicates the extent of the defined Study Area. A more detailed plan indicating the Study Area in relation to the local authority boundaries is contained at **Appendix 1**.

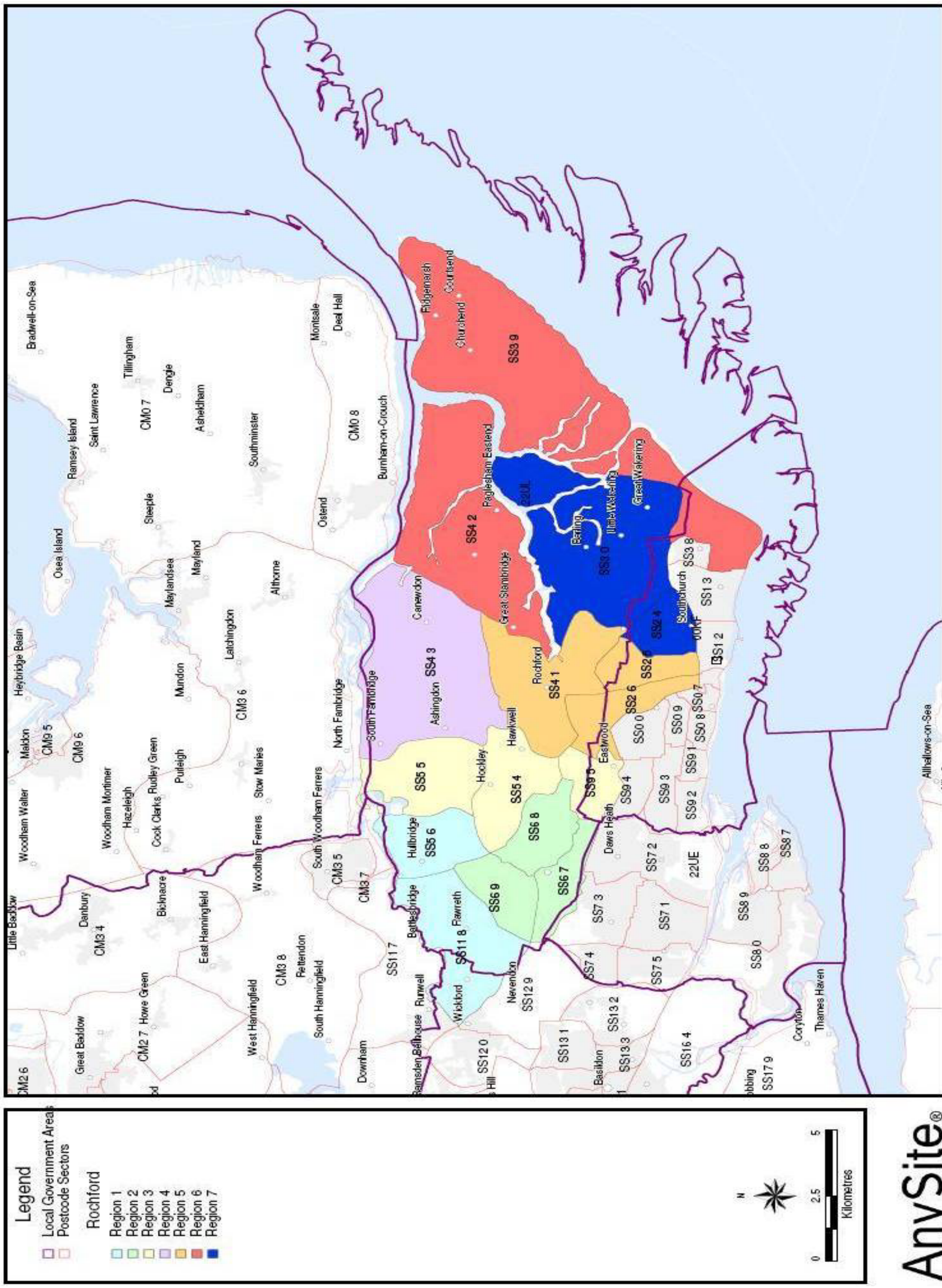
4.06 This situation is frequently encountered when undertaking research of this nature, and stems from the need to ensure that the District's resident population is fully accounted for. This is considered preferable to the alternative which would involve the partial survey of District residents.

4.07 To counteract this, the telephone survey script utilised by NEMS Market Research Limited included an introduction advising the respondent that the survey was being carried out on behalf of the Rochford District Council to investigate shopping patterns within Rochford District itself. This provided respondents with the opportunity to terminate the survey in the event that they did not live within Rochford District.

4.08 Nevertheless the potential for people residing outside the Rochford District to have responded to the survey is acknowledged, and has been accounted for in subsequent analysis and discussions.

4.09 The telephone survey was carried out in March 2008 and 1002 responses were obtained. A copy of the household survey questionnaire and full tabulations of the household survey are contained at **Appendices 2 and 3** respectively.

Figure 4.1: The Extent of the Rochford Study Area and the Household Survey Zones



5.0 SHOPPING PATTERNS WITHIN THE STUDY AREA

Introduction

5.01 A key element of this study to obtain a detailed understanding of the potential catchment of existing centres within the Study Area. At this point we acknowledge the distinction between the jurisdictional boundaries of the Rochford District Council and the Study Area which extends, at points, some distance into Southend. Whilst the Study looks at shopping in Rochford, it is not possible or indeed necessarily helpful to seek to confine the assessment to the District boundary. The intention is to gain a broad understanding of shopping patterns in the locality.

5.02 This section is concerned with the percentage market share of existing centres/facilities based on shopping trips rather than the amount of expenditure generated. Notwithstanding this, the difference between the boundaries of the Rochford District Council and the Study Area does not compromise the findings of this section as it provides a true assessment of shopper behaviour taking into account the significant pull of Southend. A more detailed breakdown of the market shares achieved by each centre/ facility is contained at **Appendix 5**.

Food Shopping Patterns

Main Food Shopping Pattern

5.03 The Study Area retains just 17.8% of its main food shopping expenditure, with the vast majority leaked to larger convenience stores located in Southend on Sea. Of note, Asda located at Shoeburyness and Tesco Extra in Westcliff on Sea draws 33.5% of the District's expenditure. Sainsbury's in Rayleigh Weir accounts for a further 10.7% of expenditure leakage. Figure 5.1 (below) illustrates the main flows of convenience expenditure out of the Study Area. This poor level of performance is indicative of the lack of large convenience stores capable of meeting the needs of modern consumers across the Study Area as a whole.

5.04 There is a greater degree of retention in those Zones which include one of the three main centres. Zone 2, which includes Rayleigh, retains 37.8% of its main food shopping expenditure, indicative of the presence of larger convenience retailers better able to meet local demand. Similarly, although nowhere near as successfully, Zone 5 (which includes Rochford) retains 19% of its expenditure reflecting the presence of a Somerfield Supermarket. Hockley retains just 8.1% of Zone 3's expenditure, indicative of the limited range of convenience goods on offer within the town centre.

5.05 Expenditure retention in the remaining Zones is poor. Only 1.4% of main food expenditure in Zone 7 goes to Rochford with 90.2% of expenditure going to retailers within adjoining Southend-on-Sea borough. This is to be expected given that the zone straddles the District boundary and in light of the pull of Southend. Zones 4 and 6 fare marginally better, retaining 16.8% and 5% of expenditure respectively, reflecting their slightly better proximity to Rochford's Somerfield supermarket. However, the larger format stores in Southend on Sea still exert a considerable force, drawing 69.1% and 89.6% of expenditure from these Zones, despite consumers having to pass by Rochford or Hockley to access these out of district stores.

Figure 5.1: Flow of Convenience Expenditure (main food) out of the Study Area

5.06 Convenience retailers in Basildon exert a significant draw on expenditure from Zone 1 (36%), however this draw not seen in other Zones. Retailers in adjoining Castle Point Borough draw 33.2% of all main food expenditure from Zone 2, which includes Rayleigh.

5.07 Of interest, the internet accounts for 5.10% of main food shopping expenditure across the Study Area, rising to 7.1% in Zone 4, possibly reflecting its low level of accessibility (other than by private car) to local centres.

Top-up Food Shopping Pattern

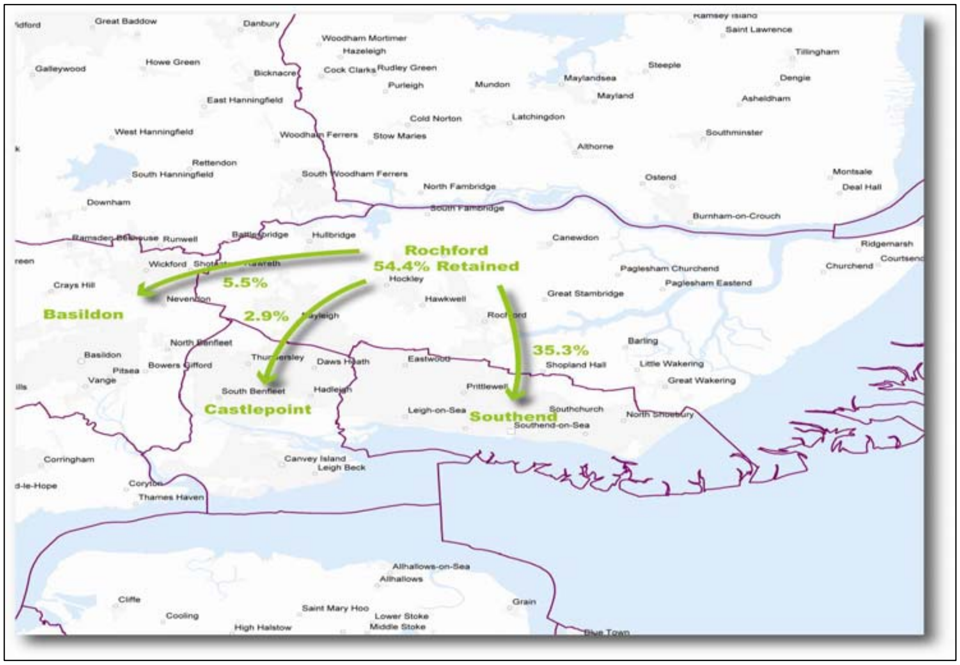
5.08 The Study Area retains slightly more top up food expenditure than main food shopping expenditure, at 19.9%. However, the larger convenience stores in Southend on Sea still exert a considerable pull, drawing 35.3% of all top up convenience expenditure from the Study Area. This is also illustrated in figure 6.1 above. This is possibly explained by many Rochford residents working in Southend and undertaking top up shopping linked with a work trip.

5.09 Those Zones which are focused on one of the three main centres within the District fare the best. Zone 2 (Rayleigh) retains 75.9% of its top up expenditure while Zone 5 (Rochford) retains 56.9%. Zone 3 (Hockley) retains 42%.

5.10 The convenience stores located in Rayleigh exert a similar influence over Zone 1 in terms of both main food and top up shopping. Where as Rayleigh draws 19% of main food expenditure from Zone 1, it draws 18.8% of top up expenditure. A similar relationship exists with Basildon, which draws 30.4% of top up expenditure from Zone 1, compared to 26% of main shopping expenditure.

5.11 Zone 4 relies heavily on in-District centres for its top up shopping, with Rochford retaining 63.5%, Rayleigh 4.5% and Hockley 4.5% of this Zone's top up expenditure. Canewdon caters for 9.1% of top up convenience expenditure within this Zone, representing its geographical location relative to Zone boundaries.

Figure 5.2: Flow of Convenience Expenditure (top up food) out of the Study Area



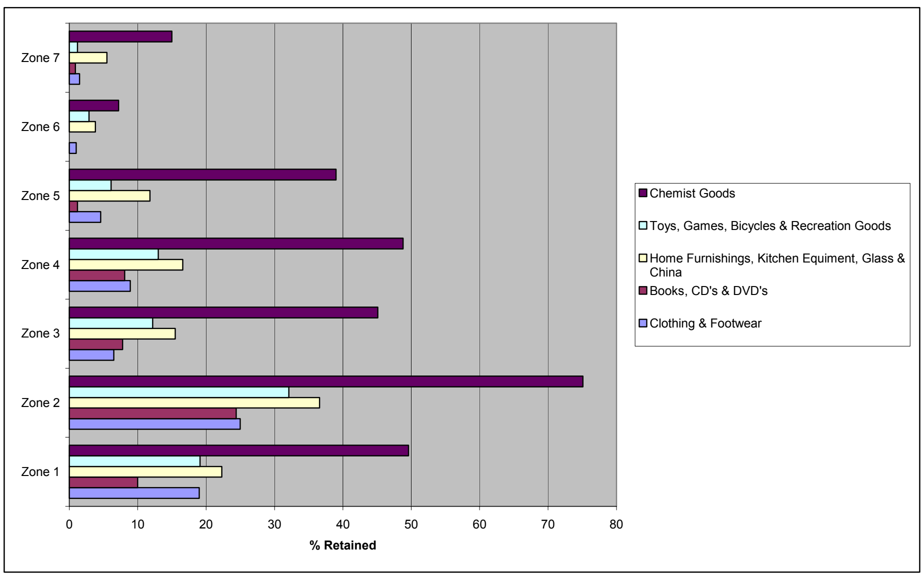
5.12 This reliance on secondary (village) centres is replicated in Zones 1 and 7 which incorporate Hullbridge and Great Wakering respectively. The Co-op and Budgen's convenience stores in Hullbridge account for 24.6% of Zone 1's convenience top up shopping, but just 4.2% of the Zone's main food shopping expenditure. Similarly, the Co-op Supermarket in Great Wakering retains 35.7% of top up expenditure from this Zone, although it only accounts for 0.7% of main food shopping expenditure. The Co-op in Hawkwell is used exclusively for top – up shopping, accounting for 4.3% of top up expenditure in Zone 3.

5.13 These relationships highlight the importance of local convenience provision for top up shopping to meet the day to day needs of, in particular, rural communities. The presumption of Policy SAT6 (that is the retention of local shops in secondary and rural areas) is therefore supported by local shopping patterns.

Non-food (Non-Bulky) Shopping

5.14 The telephone survey undertaken by NEMS Market Research asked specific questions about what destinations households visited for a variety of comparison goods. These goods can be divided into bulky and non-bulky goods, with questions asked about shopping habits in relation to sub-sectors of each type of good. In this regard, questions were asked about specific non-bulky goods shopping trips in relation to the following sectors: 'clothing and footwear'; 'books, CDs and DVDs'; 'home furnishings, kitchen equipment, glass and china items'; 'toys, games, bicycles and recreation goods'; and 'chemist goods'. The shopping patterns identified with respect to each of these goods sectors will now be examined in turn.

Figure 5.3: Retention of Expenditure (Non-Bulky Goods) in Rochford District



Clothing and Footwear

5.15 The Study Area performs poorly in terms of available retaining expenditure for clothes and footwear, retaining just 10.2%. Zone 2 (which includes Rayleigh) fares best, retaining 25% of available expenditure while Zones 6 and 7 perform poorly, retaining just 1.0% and 1.5% of all expenditure, unsurprising given the absence of any centres of note. Rochford town centre retains just 3.6% of Zone 5's expenditure. However this is considered to be low having regard to the scale of the town centre and its position within the retail hierarchy.

5.16 In total, 83.8% of available expenditure for clothing and footwear is spent outside the Study Area. The majority of this (54.1%) goes to Southend Town Centre. This is also a considerable draw for Zones 3, 4, 5, 6 and 7, from where substantial proportions of their clothing and footwear expenditure goes to Southend. Basildon District draws 8.7% of the Study Area's expenditure, rising to 32% in Zone 1, which abuts Basildon District.

Books, CDs and DVDs

5.17 Only 8.3% of the Study Area's expenditure on books, CDs and DVDs remains within its boundaries. The highest level of retention is associated with Zone 2 which includes Rayleigh. In contrast, Rochford attracts just 0.6% of Zone 5's expenditure.

5.18 63.9% of available expenditure goes to towns and Districts lying outside the Study Area. Unsurprisingly, retailers in Southend-on-Sea draw 48.1% of available expenditure. A further 28% of the total expenditure is spent via internet, mail order and catalogue shopping. Accordingly, retailers in Southend and internet shopping accounts for a total of 76.1% of the Study Area's available expenditure for books, CD's and DVD's.

Home furnishings, kitchen equipment, glass and china items

5.19 The Study Area loses just under three-quarters of its available expenditure for home furnishings, kitchen equipment, glass and china items (74.3%), retaining just 16.9%. Southend-on-Sea is a strong draw, accounting for 52.4% of all expenditure. This ranges from just 10.5% in Zone 1 which is geographically remote from the boundary, to 82.3% in Zone 6. Having said this, Basildon exerts a strong influence over Zone 1 drawing 30.2% of this Zone's expenditure, while Castle Point Borough attracts 12.4% of Zone 2's expenditure.

Toys, games, bicycles and recreation goods

5.20 As with each of the aforementioned comparison goods, much of the available expenditure on toys, games, bicycles and recreation goods is directed elsewhere. 86.4% of available expenditure is spent elsewhere, 70% of which is directed to town centres outside of the Study Area, whilst the remaining 16.6% is spent through internet, mail order and catalogue shopping.

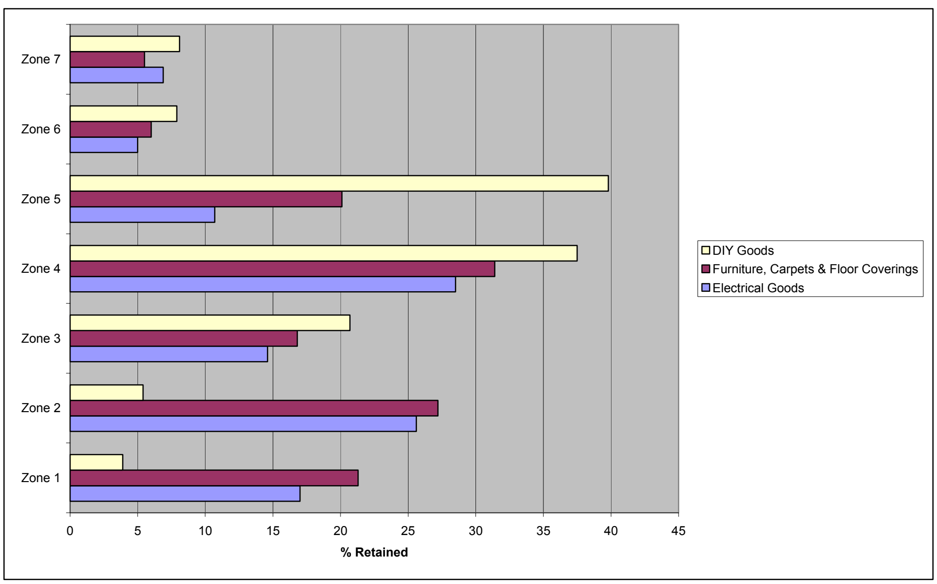
Chemist goods

5.21 Unlike the other comparison goods considered in this section, a reasonable proportion of expenditure on chemist goods is retained within the Study Area (42.9%). This is unsurprising since residents would not be expected to travel far for such items. A chemist is considered to be a necessity in all but the smallest villages.

Bulky Goods Shopping

5.22 Like non-bulky goods, bulky goods can be broken down into a number of distinct sub-sectors. These are: electrical items; DIY goods; and furniture, carpets and floor coverings. Each of these sub-sectors will now be examined in term to ascertain how residents shop for such goods across the Study Area.

Figure 5.4: Retention of Expenditure (Bulky Goods) in Rochford District



Electrical Goods

5.23 Only 14.9% of the Study Area' expenditure on electrical goods is retained within the District, with 65.9% of expenditure going outside of the District. Southend Town Centre is the largest draw, attracting 27.8% of the Study Area's available expenditure, much of which comes from Zones 5, 6 and 7.

DIY Goods

5.24 The vast majority of the Study Area's expenditure on DIY goods is spent outside the District (81.4%). Only 17.3% of DIY goods expenditure is retained within Study Area, mainly due to the presence of a Homebase store at Purdeys Industrial Estate which accounts for 14.4%.

Furniture Goods

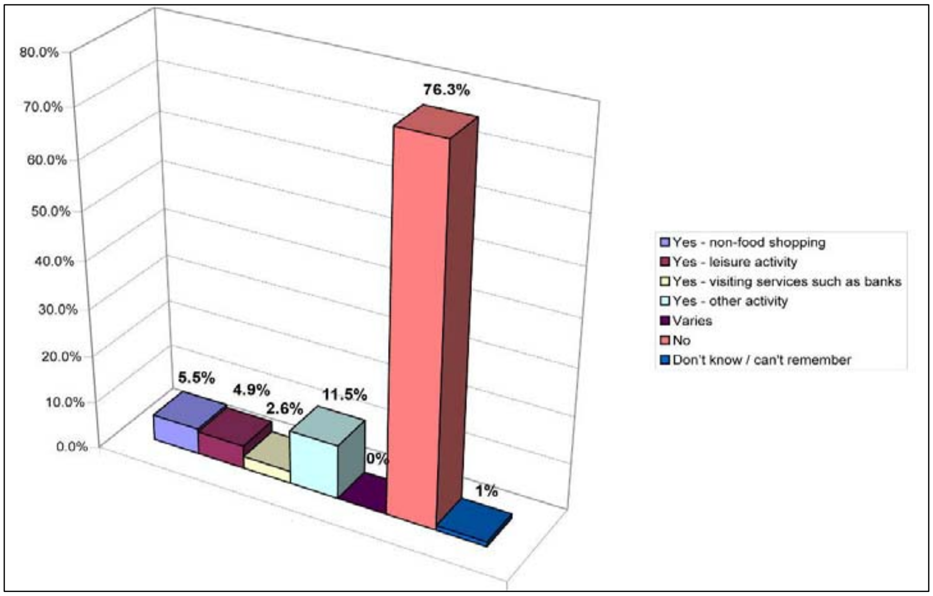
5.25 As with DIY goods, the Study Area retains very little of its available expenditure on furniture goods. Only 18% is retained within the Study Area, whilst 76.9% goes elsewhere.

Linked Trips

5.26 The Household Survey also asked specific questions regarding linked trips in conjunction with journeys to main food shopping destinations, and between main food shopping destinations and other centres/ facilities for other activities.

5.27 The results indicate that 76.3% of respondents do not link their main food shopping trip with any other activity. However, 5.5% link it with non-food shopping, 4.9% with leisure activity, and 2.6% with visiting a service such as a bank or other financial intuition. A further 11.5% indicate that they link their main food shopping trip with another undefined activity. However, people are more likely to link clothing or footwear shopping trips with other activities, with 36.3% indicating that such trips are linked.

Figure 5.5: Percentage of people linking food shopping journeys with other activities



Customer Preferences

5.28 The Household Survey also sought to identify why respondents chose not to shop in within the Study Area for clothing and footwear goods.

5.29 Residents within Zone 2 indicated that, by and large, they chose to shop outside Rayleigh for clothing or footwear because of the choice of food goods available (34.2%) and the choice of shops selling non-food items (43%).

5.30 Residents within Zone 3 indicated that they chose to shop outside Hockley for clothing or footwear because of the choice of both food and non-food goods available (44.1% and 52%). The quality of food goods available and the quality of shops selling non-food goods were also cited as significant reasons (8.8% each).

5.31 Residents within Zone 5 indicated that they chose to shop outside Rochford for clothing or footwear for similar reasons, citing the choice of food goods available (37.4%) and the choice of shops selling non food goods (50.3%)

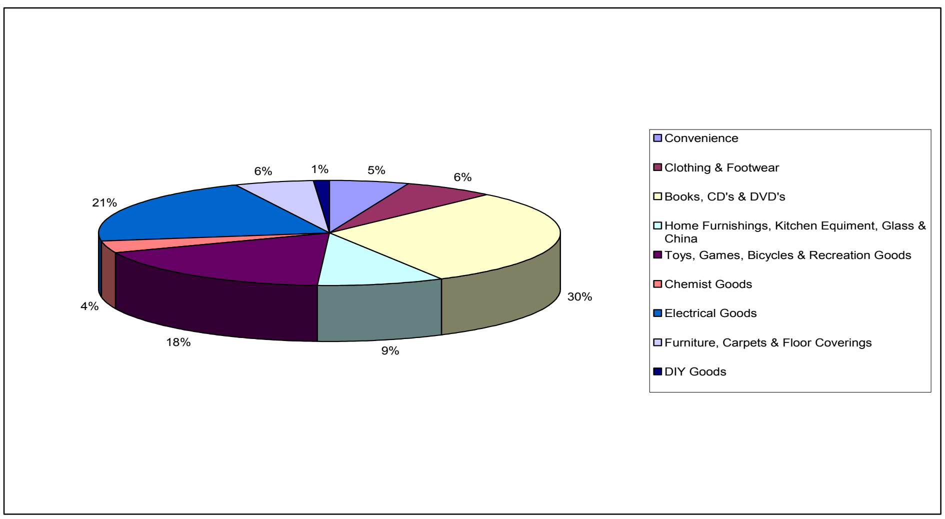
Internet Shopping

5.32 The proportion of expenditure spent via the internet, mail order or catalogue varies considerably depending on the type of goods purchased.

5.33 At presently, just 5.10% of main food shopping convenience expenditure is spent via the internet. Expenditure on DIY goods is just 1%, while expenditure on clothes and shoes is just 5.9%. Just 3.5% of expenditure on chemist goods is via the internet or other comparable routes, highlighting the small, discrete nature of these goods.

5.34 However, the use of internet, mail order or catalogue retail formats predominates when considering toys, games, bicycles and recreational goods (16.6%), electrical goods (19.1%) or books, CD's or DVD's (28%). This is attributable to the success of such websites as Amazon.com, Play.com, and Argos.com

Figure 5.6: Percentage of goods bought online



Summary

5.35 Based on the Household Survey undertaken, it is possible to identify the following key findings:

- The Study Area is performing very poorly in terms of attracting convenience expenditure, and in particular expenditure associated with the main food shop. The majority of this expenditure is being spent in larger convenience stores located outside the District, and particularly those in Southend on Sea.
- This relationship is particularly striking when considering Rochford town centre, which despite the new Somerfield supermarket, is attracting just 19% of main food expenditure. This may be due to the modest size of the new Somerfield supermarket, its lack of visibility and linkages to the main frontages within the town centre, and the more limited range of comparison goods available in the town centre to encourage linked trips when compared to competing centres such as Southend.
- The presence of larger format convenience retailers in Rayleigh has alleviated this trend within its immediate hinterland. It is therefore evident that the presence of larger format convenience retailers providing a greater range of goods assists in retaining local main food expenditure.
- The District centres lose considerable comparative expenditure to competing centres, particularly Southend-on-Sea. There is also expenditure movement towards Basildon to the west and centres in Castle Point to the south west, although these movements are most prominent from those Zones which are within geographical proximity to these alternative centres.
- The secondary (village) centres such as Canewdon, Hawkwell, Hullbridge and the Wakerings play an important role in providing top up convenience facilities to their immediate hinterland.

6.0 ASSESSMENT OF VITALITY AND VIABILITY OF EXISTING CENTRES

Assessing the 'Vitality and Viability' of Existing Centres

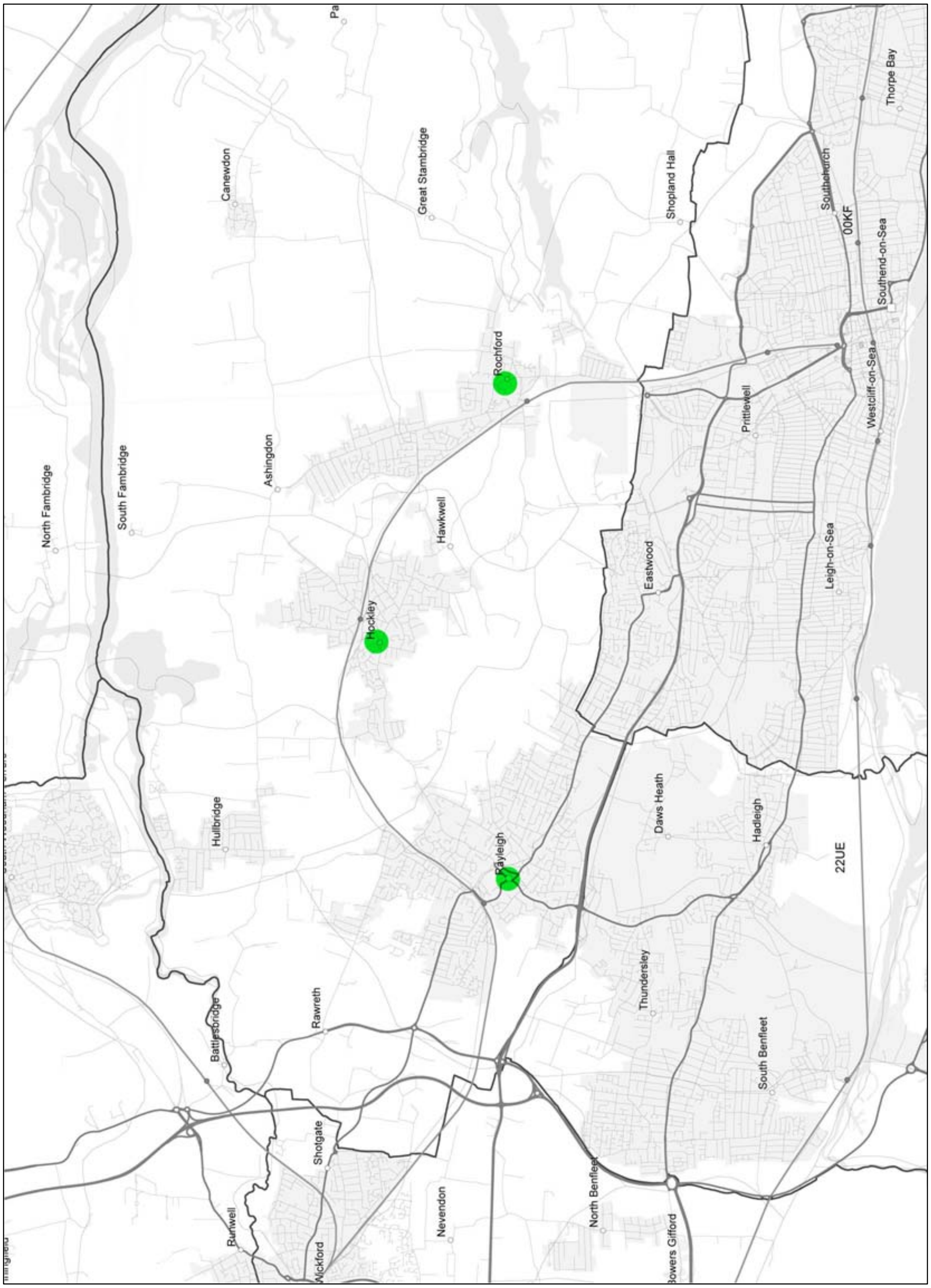
6.01 PPS6 emphasises the importance of maintaining a 'healthy' town centre as it helps foster civic pride and local identity and can contribute towards the aim of sustainable development. It also states that by monitoring town centres on a regular basis, signs of decline can be identified and acted upon.

6.02 Paragraph 4.4 of PPS6 sets out indicators of vitality and viability which can be used as a basis for assessing the 'health' of existing centres. They include:

- The diversity of main town centre uses (by number, type and amount of floor space);
- The amount of retail, leisure and office floor space in town centre locations;
- The potential capacity for growth or change of centres in the network;
- Commercial operator representation and intentions to change representation;
- Shopping rents;
- Proportion of vacant street level property;
- Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental);
- Pedestrian flows;
- Accessibility;
- Customers' and residents' views and behaviour;
- Perception of safety and occurrence of crime; and
- State of the city / town centre environmental quality.

6.03 **Appendix 5** contains detailed analysis of the vitality and viability of Rochford town centre, Rayleigh town centre and Hockley town centre in accordance with the aforementioned indicators.

Figure 6.1: Geographical Location of District's Town Centres



Town Centres

6.04 The following comprises a summary description of the three town centres located within the District and a SWOT analysis (addressing strengths, weaknesses, opportunities and threats) for each centre.

Rayleigh

6.05 Rayleigh is the principal town within the Rochford District, with a total of 200 retail units. The Essex County Council's hierarchy of retail centres identifies it as a District Centre.

6.06 The convenience goods sector in Rayleigh is similar to the national average figures for convenience goods. The percentage of convenience retail units is slightly below the national average of 8.42% at 7.0%, while the floorspace percentage is just above the national average of 13.7% at 15.0%.

6.07 The comparison sector in Rayleigh is made up of 75 units and includes national multiple retailers such as Boots, Argos, Woolworths, Superdrug, Lloyds Pharmacy, New Look and Dorothy Perkins. This equates to 37.5% of the total number of units which is slightly above the national average of 35.71%. This trend is also reflected in floorspace figures, with Rayleigh's comparison floorspace equating to 41.2% of the total compared to a national average of 38.9%.

6.08 The retail service sector and financial and business sector are well represented in Rayleigh, with both unit numbers and floorspace figures exceeding national averages. However, the leisure service sector, which includes pubs, bars, nightclubs, restaurants, bingo halls, cinemas and many other leisure activities, is below the national average for both unit numbers and floorspace. Unit numbers comprise 18.5% compared to 21.16% and the floorspace equates to just 17.24% compared with a national average of 22.49%. In this respect only a small proportion of the town centre area is located outside primary or secondary shopping frontages. As a result, much of the town centre is subject to the presumption against non-retail uses (including A3 and A4) set out in Local Plan Policies SAT4 and SAT5, notwithstanding the potential contribution such activities could make towards the night time economy.

6.09 Rayleigh's composition of unit sizes is much more diverse than Rochford and Hockley. There are more mid- to large sized units with 47% of units within the mid range of 93-232sq m. The higher proportion of mid- to large sized units may, in part, account for the higher levels of national multiple representation than the other centres.

6.10 The October 2007 Focus Report indicates that since the date of the report, 20 retailers have expressed demand to locate within Rayleigh, indicating that Rayleigh is a favourable retailing location. The presence of a range of unit sizes also ensures that prospective retailers have a greater likelihood of securing suitable premises.

6.11 Prime pitch Zone A rents (the rental value of the first six metres depth of floorspace in retail units from the shop window) in Rayleigh have increased 22.2% over a nine year period, from £45.00sq ft to £55.00sq ft. While no information is available for Rochford and Hockley to enable comparisons, Basildon and Southend-on-sea have also experienced Zone A rent increases over this period. This indicates that retailer's perception of as a town centre has increased over recent years; a trend that is replicated in other centres in the South East Region.

6.12 Yields in Rayleigh have fallen from 8% in October 2000 to 6.25% in 2008 which suggests improved investor confidence. This trend of reducing yields is also evident in other neighbouring centres including Basildon and Southend-on-sea. Yields in Southend-on-sea have reduced from 7.5% to 4.75% and from 7% to 5.75% in Basildon, over this period.

6.13 Rayleigh benefits from a low proportion of vacant units with only 6% of all retail units vacant, compared to a national average of 10.09%. In terms of floorspace, 3.5% is vacant compared to a national average of 8.17%. Vacancies are scattered throughout the town, rather than concentrated to one specific area. As a result there are no sub-areas of decline and the town centre appears vibrant. The most prominent vacancy at the time of the health check visits was located at 69 High Street. However, construction was taking place within the store suggesting it would shortly be brought into use.

6.14 Rayleigh benefits from good accessibility by a range of transport modes. Main line rail services operate between London Liverpool Street and Southend-on-Sea three times an hour on weekdays, with slightly larger intervals during the weekend. Frequent bus services provide access to neighbouring towns. Routes no. 7 and 8 travel to and from Hockley and Rochford via Hockley Road. Routes 9, 11A, 15A-C, 16, 25 and 250 depart from Eastwood Road bound for Westcliff-on-Sea and Southend-on-Sea, while routes A, 3, 3A, 15A-B, 16, 24, and X30 depart High Road bound for Benfleet, Hadleigh and Leigh-on-Sea.

6.15 The town is also easily accessed by car directly from Hockley via the A127 which thereafter connects with Southend-on-Sea and Westcliff-on-Sea to the south and Wickford and Basildon to the West. On-street parking is available throughout the majority of the town, while seven large at-grade car parks offer short, long and mixed stay off street parking. Charges range from 60p for up to one hour, £2.40 for up to four hours and £4 for all day parking. Quarterly and annual season tickets are also available for some car parks.

6.16 Rayleigh is an attractive town with a vibrant High Street. The built environment is well maintained, and contains a mix of buildings of different ages and architectural styles. The northern end of the High Street benefits from wide footpaths with well placed seating areas. There is very little litter and graffiti within the main shopping area and CCTV is in operation throughout the town centre.

Table 6.1: SWOT Analysis of Rayleigh

Strengths	***Weaknesses***
• *Strong convenience sector* • *Strong comparison sector* • *Strong retail service and financial and business service sectors* • *Diverse range of unit sizes* • *High retail demand* • *Low proportion of vacant units* • *Ease of accessibility to the centre* • *High amenity built environment*	• *Under-representation of leisure service sector*
Opportunities	***Threats***
• *Placement of stores that have expressed demand to locate in Rayleigh.*	• *Improved retail and leisure offer of competing and out-of-centre developments.*

Rochford

6.17 Rochford town centre is the second largest town centre within the District, containing 87 retail units and 10,988sq m of retail floorspace.

6.18 The convenience goods sector in Rochford is strong, with 13.8% of retail units in Rochford in use for the sale of convenience goods compared to a national average of 8.42%. Prior to the opening of the Somerfield supermarket in 2007, the largest convenience retailer was the Spar convenience store located in Market Square. Due to its size and limited product range the Spar is used as a top-up facility, as it is unable to meet the demands of a weekly shop. This resulted in the majority of residents travelling outside of Rochford for their main weekly food shop.

6.19 The comparison goods sector is rather limited - this is expected given the stronger convenience and service sectors within the centre. Comparison traders in Rochford occupy 28.7% of outlets, compared to a national average of 35.71%. Only 26.8% of floorspace within Rochford town centre is occupied by comparison traders, compared to a national average of 38.9%. The comparison offer is also dominated by independent vendors, with a notable absence of national multiples.

6.20 The combined service sector in Rochford compares favourably to the national average. When considered holistically (retail, leisure and financial and business services) 46.59% of units in the town centre are occupied by service activities compared to a national average of 45.13%. More specifically, 15 units or 17% of the total number of units in Rochford are occupied by retail services compared to a national average of 12.66%. Eighteen units are occupied by leisure service activities, equating to 20.7% of the total number of units which is slightly lower than the national average of 21.16%. Seven units are occupied by financial and business service providers which equates to 8.1% compared to a national average of 11.61%.

6.21 The Focus Report indicates that between October 2007 and April 2008, four retailers registered demand for sites within Rochford town centre. These included Barefruit Juice, Dominos Pizza Group, Subway and the Factory Shop. Due to Rochford's modest size and low level of turnover, there is insufficient information to determine rental or yield trends over time.

6.22 A very high proportion of units within the town centre are small, with almost 60% being less than 93sq m. There are no large units in excess of 1,393sq m. While the absence of larger units is not unexpected in a town the size of Rochford, a lack of larger alternatives may act as a constraint to further retail development.

6.23 The centre is easily accessed from the main railway line which runs between London Liverpool Street and Southend-on-Sea. The town is also served by frequent bus services which run from Rayleigh, Hockley and Southend-on-Sea. Cycle parking is provided in Market Square and at the Rochford Rail Station.

6.24 There are two main car parks within Rochford town centre; one accessed via Back Lane and one in the centre of the Market Square. Car parking probably presents the greatest challenge to this centre. Market Square has the potential to be an active, vibrant, focal point for the Rochford community, providing a consolidating feature for the town centre as a whole. However, its use as a car park detracts from the amenity and utility of the area. The car park is heavily utilised and is often at capacity. In these instances vehicles queue along West Street while waiting for a space to become available, thereby compromising highway safety and town centre amenity and creating an unpleasant pedestrian environment.

6.25 The traffic dominated environment discourages public use of the area, for example for al fresco dining or utilising street seating to ‘watch the world go by’. Public consultation has highlighted a perception of Market Square as a focus for anti-social activities and a broad desire for family orientated A3 and A4 activities within the town centre.

6.26 Market Square is located within a primary shopping frontage, as defined by the Local Plan, and accordingly there is a presumption against non-retail activities in this area. The promotion of A3 and A4 activities in this location, in conjunction with the creation of a more pleasant environment through pedestrianisation, could promote public use and enhance the character of the area, while providing greater levels of natural surveillance which in turn could engender a greater sense of security. A greater diversity of activities could also assist by promoting a more vibrant night time economy.

6.27 The town centre boundary, as defined by the Local Plan, extends well beyond the key retail area. While town centre functions are focused on West, North and South Street, the town centre boundary extends to Weir Pond Road to the east and Rochford Hospital to the west. This leads to a dilution of town centre activities with higher proportions of residential or other activities represented on the town centre periphery.

6.28 The state of Rochford's environment is very good. Buildings are generally attractive, although public consultation has highlighted the negative perception of the SPAR building located on Market Square, which is considered to detract from the visual environment in this area. There is very little litter or graffiti within the central shopping area, and the historical 18th/19th century market square layout creates a unique town centre environment. There is limited street furniture within Market Square, however as previously noted its use as a car park detracts from the area's amenity.

Table 6.2: SWOT Analysis of Rochford

Strengths	***Weaknesses***
• *Strong service and convenience sectors;* • *Unique layout and shopping environment;* • *Easily accessible by a range of transport modes;*	• *Under-represented comparison goods sector;* • *High proportion of small units;* • *Low amenity, vehicle dominated Market Square area;* • *Lack of new modern larger units;* • *Lack of high quality retailers.*
Opportunities	***Threats***
• *Redevelopment of market square to a pedestrianized key node for the centre;* • *Placement of key anchor stores within the centre;* • *Rationalisation of the town centre boundary.*	• *Improve retail and leisure offer of competing centres and out-of-centre developments;* • *Lack of available retail stock may force perspective retail investors to locate elsewhere.*

6.29 To conclude, Rochford has strong comparison and service sectors and benefits from a unique layout and shopping environment. In terms of comparison goods, the centre lacks 'Top 20' retailers which act as anchors to attract shoppers to a centre. There is a need for a consolidating feature. The future use of Market Square as a car park needs to be considered.

Hockley

6.30 Hockley Town Centre is classified as a 'minor local' centre by Management Horizon's UK Shopping Index 2008. The defined central shopping area contains 64 retail units comprising 7,000sq m of retail floorspace. The comparison goods sector is most prolific, accounting for 37.5% of the total unit numbers and 41.5% of total floorspace. The provision of comparison units and floorspace is therefore above national averages which is unusual given the small size and scale of the centre. However, comparison traders in Hockley typically comprise independents with few national multiples present.

6.31 Convenience unit numbers and floorspace are also above national average. A total of eight units in Hockley are occupied by convenience goods retailers, accounting for 12.5% of unit numbers and 18.54% of total floorspace, compared to national averages of 8.42% and 13.71% respectively. Although the convenience offer in Hockley is above the national average, the comparatively small size of the stores lends them to top-up rather than weekly shopping.

6.32 The service sectors in Hockley are not as strong as the comparison or convenience sectors. The retail service sector, with a total floorspace of 618.6sq m represents 15.6% of total units and 8.85% of total floorspace. This compares to national averages of 12.66% and 6.88% respectively. The leisure service sector is well below national averages, accounting for just 14.1% of unit numbers and 12.71% of floorspace, compared to respective percentages of 21.16% and 22.49%. Virtually all of the town centre is within either a primary or secondary shopping frontage and therefore subject to the provisions of Local Plan Policies SAT4 and SAT5. Financial and business services occupy 9 units and 925sq m. This represents 14.1% of total unit numbers in Hockley Town Centre and 13.22% of total floorspace. This compares to national averages of 11.6% and 9.11% respectively. While the combined service sector is not strong, this is principally influenced by the under provision of leisure service operators.

6.33 Vacancies in Hockley account for 6.2% of retail units and 5.2% of the total floorspace compared to respective national averages of 10.09% and 8.17%. While the number of vacancies is below the national average, the location of the vacant units in the heart of the town centre detracts from the streetscene and overall amenity. An increase in vacancies is also evidenced by a comparison of the primary and secondary shopping frontages surveys undertaken by Rochford District Council in July 2006, in which only one vacancy was recorded and May 2008 in which three vacancies were recorded. Reports from local business representatives have indicated that further vacancies are expected as a result of worsening economic conditions.

6.34 Hockley contains a very high percentage of smaller units with almost 60% of units less than 93sq m in area. An absence of larger units is common in centres of this size however the lack of diversity in unit sizes may preclude the entrance of larger format national multiples.

6.35 The October 2007 Focus Report indicates that since October 2007 Barefruit Juice and LA Fitness have registered interest in locating within Hockley. WYG has contacted these businesses to enquire about existing levels of demand. LA Fitness advised that they were not actually looking for any new sites while Barefruit Juice (now renamed Love Juice) indicated that they are presently pursuing site acquisitions within Essex and would be prepared to consider opportunities as they arose. Due to Hockley's modest size and low level of turnover, there is no information on rents or yields sufficient to determine trends over time.

6.36 The centre can be accessed by car via the B1013 from Rayleigh and Rochford. Thereafter, the road connects with the A127 which links to Southend-on-Sea and Westcliff-on-Sea to the south, and Wickford and Basildon to the West.

6.37 The centre contains on street parking along Main Road and two large car parks located at the station and behind the library. As there are no clear linkages between the library car park and the High Street, the preferred location for town centre shopping appears to be the High Street. Hockley is also served by two bus routes providing frequent connections with Rayleigh, Ashingdon, Rochford, Southend-on-sea and Hawkwell. There is no specific provision for cyclists or people with disabilities within the Hockley Town Centre other than some limited cycle parking at the Railway Station.

6.38 The environmental quality of the centre is generally good, with street furniture and landscaping including park benches and planters. Planting along Main Road is the only indication of recent improvements to the streetscape. Occupied units located in the main shopping area are maintained to a fair standard, however some are dated or vacant, detracting from the visual amenity of the area.

Table 6.3: SWOT Analysis of Hockley

Strengths	***Weaknesses***
• *Strong comparison goods sector;* • *Good mix of independent traders;* • *Good transport links by public transport and road;* • *Well maintained pedestrian environment;* • *Good service sector offer;* • *Low level of vacancies compared with the national average.*	• *Key location of vacancies within the centre;* • *Inactive frontage along Spa Road between the Spa Hotel and The Royal Taste Takeaways;* • *Lack of suitable larger retail premises for prospective traders;* • *Increase in vacancies since 2006.* • *Lack of high quality retail traders;* • *Dominance of small retail outlets;* • *Absence of multi comparison traders.*
Opportunities	***Threats***
• *Enhancement of frontages along Spa Road, Main Road, Southend Road and Woodlands Road junction.* • *Redevelopment of inactive frontage between Spa Hotel and The Royal Taste Takeaways.* • *Ongoing streetscape enhancement of Spa and Main Roads;* • *Development of niche and specialist businesses;* • *New office development (some vacancies noted at first floor level above street level units).*	• *Lack of appropriate retail outlets for prospective retailers;* • *Continued growth of competing centres and out-of-centre retail destinations;*

6.39 In conclusion, whilst Hockley has strong comparison and convenience sectors, its future growth will be restricted unless new, high quality, larger retail outlets can be brought into the centre. The ‘four-cross roads’ of Spa Road, Southend Road, Main Road and Woodland Road present an opportunity to create a high quality core for this centre, however redevelopment and investment is required to achieve this.

Rochford District Perception of Safety and Occurrence of Crime

6.40 Public surveys on the perception of crime within Rochford District did not form part of the brief for this study. However, a range of information has been obtained through discussions with the Essex Police and the Rochford District Council’s Community Safety Officer.

6.41 Rochford District has a historically low crime rate, reflecting its relatively low population, higher socio-economic status and older demographic. However, as it often the case, the perception of crime is significantly higher than the reality.

6.42 Central Government has introduced a series of Public Service Agreements (PSA’s) across a range of areas including Crime Reduction (PSA 1). The national target for PSA 1 is a reduction of crime by 15% by the year 2008. However due to the District’s historically low level of crime, the Rochford Crime and Disorder Reduction Partnership was given a target of reducing crime by 13.5% by 2008.

6.43 The Rochford Crime and Disorder Reduction Partnership is a partner to the Public Service Agreement. The partnership is an amalgamation of both statutory and voluntary organisations working in an innovative way to combat crime and disorder throughout the District. The Rochford District Council has a Community Safety Unit which plays a vital role within the Partnership.

6.44 The District has, as a whole, achieved an overall crime reduction of 31% from the 03/04 baseline and 26.8% since April 2004. This is the biggest percentage decrease across the Eastern Region and far exceeds the PSA 1 target.

6.45 The breakdown of crime rate changes since the 03/04 baseline is set out in the table below:

Table 6.4: Rochford District Crime Rates

Type of Crime	2007/2008 Target	Actual Offences*	% Change from 03/04 Baseline
Overall Crime	2,418	1,053	Down 31%
Theft of a Vehicle	131	84	Down 6%
Theft from a Vehicle	292	179	Down 10%
Vehicle Interference	33	16	Down 41%
Domestic Burglary	199	68	Down 49%
Theft of a Cycle	58	35	Down 22%
Theft from Person	24	10	Down 50%
Criminal Damage	1,184	418	Down 38%
Common Assault	98	74	Up 3%
Wounding	387	164	Down 35%
Robbery of Personal Property	12	5	Down 36%

* for the period 1 April 2007 to 31 March 2008

6.46 Criminal damage is the most prolific category, accounting for 49% of reported crime. Such activities have the potential to significantly impact on the perception of a town centre and the public's own sense of safety, despite it not directly correlating to a higher incidence of personal attack or injury. Figures for criminal damages for the year to date, compared to the previous financial year are as follows:

Table 6.5: Rochford District Criminal Damage Figures

	2006/2007	2007/2008	% Change
Rayleigh	312	239	-24%
Rochford	207	243	+17
Hockley	231	100	-57%

6.47 While a slight increase has been recorded in Rochford, the Essex Police attribute this to a higher level of policing which has led to more arrests leading to charge/caution or reprimand/final warning.

6.48 The police have indicated that youth diversionary activities have contributed to the broad reduction in crime across the District. These activities include graffiti walls, a games night, a teen café in Rochford and engagement with the Rochford District Council's Youth Services. These initiatives have proven successful and are complemented within the community. In addition, the Rochford Crime and Disorder Reduction Partnership conducts a number of activities aimed at raising awareness on reduced crime rates and reducing the fear of crime. The partnership holds an annual Community Conference to inform the community of news and progress. At the most recent conference held in February 2007, the partnership produced a document highlighting the vast amount of community initiatives undertaken by Rochford District Council and its partners. The document also appeared in the Council's quarterly newspaper, 'Rochford District Matters.' The partnership also has a regular page within this publication, offering the community news items that reflect areas of crime and community safety that have been identified through analysis. It also acts as a means to inform and reassure the public, with the aim of reducing fear of crime.

6.49 CCTV is in operation in Rayleigh and is manned everyday until between 2am and 3am. Static CCTV cameras are used within Rochford. There is no electronic surveillance in Hockley.

7.0 POPULATION AND EXPENDITURE

7.01 This section of the report assesses the current population and expenditure generated within Rochford District and the wider area for both convenience and comparison goods. This expenditure is applied to the market shares identified in Section 4 to identify expenditure flows.

Study Area Population

7.02 The population within each postal code Zone has been calculated using MapInfo AnySite (2005 estimate) from 2008 to 2017. Thereafter the population has then been projected forward to 2026 based on the growth rates between 2012 and 2017 interpolated.

7.03 MapInfo AnySite (2005) data has been used owing to delays arising from processing of the more recent (2007) ONS data set. MapInfo have advised that it currently takes up to three years for the raw ONS data set to be converted to provide expenditure and population projections. As such, the more recent (2007) data is not yet available for the purpose of this study.

7.04 The adopted Study Area is identified to contain a resident population of approximately 150,881 (2008 estimate), which is set to increase to 152,499 in 2013, to 153,254 by 2018 representing an increase of 2,373 (or 1.6%) between 2008 and 2018. Population in the Study Area is set to rise by 710 between 2018 and 2023. Total population for the Study Area is set to increase by 3,518, representing a total rise of 2.3% between 2008 and 2026.

7.05 As mentioned earlier, the Study Area extends beyond Rochford District in order to capture areas on the fringe of the District. As a result, and due to the built up nature of Southend, the population of the Study Area significantly exceeds that of the District alone. It would be inappropriate to attempt to manipulate population data to align the Study Area with the jurisdictional boundaries of Rochford District Council as this would entail the adoption of a range of assumptions which could collectively compromise the robustness of the analysis presented in this document. In any event, given that the Study aims to obtain a broad assessment of shopping patterns both in, and around, Rochford, to artificially adjust the survey area or results would be counter productive.

7.06 Population figures (derived from MapInfo) are provided for each of the seven survey Zones. For the purpose of this study, population and expenditure has been calculated at five-year intervals in accordance with guidance set out in PPS6. This corresponds with the draft RSS, with the exception of the final three year period between 2023 and 2026. Table 7.1 provides a detailed breakdown of the forecast population change within each survey Zone through to 2026.

Table 7.1 - Population by Survey Zone (2008 – 2026)

Zone	2008	2013	2018	2023	2026
1	15,786	15,795	15,779	15,697	15,648
2	30,520	30,742	30,679	30,617	30,579
3	26,373	26,536	26,533	26,531	26,529
4	8,572	8,945	9,187	9,435	9,588
5	29,554	29,808	29,918	30,029	30,095
6	17,420	17,912	18,382	18,864	19,160
7	22,656	22,761	22,776	22,791	22,800
Total	**150,881**	**152,499**	**153,254**	**153,964**	**154,399**

Source: MapInfo AnySite (2008)

Retail Expenditure

7.07 In order to calculate convenience and comparison expenditure per head, WYG has utilised MapInfo AnySite data, which provides detailed information on local consumer expenditure and which takes into account the socio-economic characteristics of the local resident population.

7.08 Expenditure forecasts have been derived from MapInfo Information Brief 07/02 (September 2007). In terms of convenience goods, MapInfo identify a forecast growth rate of +1.0% per annum between 2005 and 2007 (Table 2 of 07/02) and +1.2% per annum between 2005 and 2017. For the purpose of this study this forecast growth rate has been utilised up to 2026.

7.09 For comparison goods, MapInfo identifies uniform forecast growth rates. The actual growth rate from 2005 to 2006 is 5.5%, whilst the forecast growth rates between 2006 to 2017 is 5.3% per annum. For the purpose of this study these forecast growth rates have been extrapolated up to 2026.

7.10 Using these forecasts, it is possible to produce expenditure estimates for each survey Zone in 2008, 2013, 2018, 2023 and 2026. The assessment takes into account both retail expenditure growth and population change. Tables 7.2 and 7.3 provide a summary of the estimated growth in retail expenditure per person within the Study Area.

Table 7.2: Convenience Goods Expenditure per Person per Annum (2008 – 2026)

Zones	2008	2013	2018	2023	2026
1	1,709	1,814	1,925	2,044	2,118
2	1,689	1,793	1,903	2,020	2,094
3	1,683	1,786	1,896	2,013	2,086
4	1,683	1,786	1,896	2,013	2,086
5	1,600	1,699	1,803	1,914	1,983
6	1,529	1,623	1,723	1,828	1,895
7	1,555	1,650	1,752	1,859	1,927

Source: MapInfo AnySite (2008) and MapInfo Information Brief 07/02

Table 7.3: Comparison Good Expenditure per Person per Annum (2008-2026)

Zones	2008	2013	2018	2023	2026
1	3,669	4,749	6,149	7,960	9,294
2	3,701	4,792	6,203	8,031	9,377
3	3,653	4,730	6,123	7,927	9,256
4	3,719	4,814	6,233	8,069	9,421
5	3,359	4,349	5,630	7,289	8,510
6	3,205	4,149	5,372	6,954	8,120
7	3,294	4,264	5,520	7,147	8,344

Source: MapInfo AnySite (2008) and MapInfo Information Brief 07/02

7.11 As illustrated above, it is anticipated that expenditure per person on convenience goods will increase by approximately 24% between 2008 and 2026. This growth in convenience goods expenditure compares to growth in comparison goods expenditure per person of 159% over the same period.

Convenience Goods Expenditure

7.12 It is estimated that in 2008 the resident population within the Study Area generates some £246.49m of convenience goods expenditure (at 2005 prices). By 2018, this expenditure is estimated to be £282m, an increase of some £35.5m (or 14.4%) between 2008 and 2018. By 2026, convenience expenditure is estimated to increase by a further £30.45m, an overall increase of 26.8% between 2008 and 2026.

Main Food and 'Top-up' Shopping

7.13 As part of the Household survey, respondents were specifically asked questions in relation to the proportion of money they spend on their main food shopping and 'top-up' shopping. Analysis of these results indicates that approximately 86% of total convenience goods expenditure is spent on main food shopping and 14% on 'top-up' shopping.

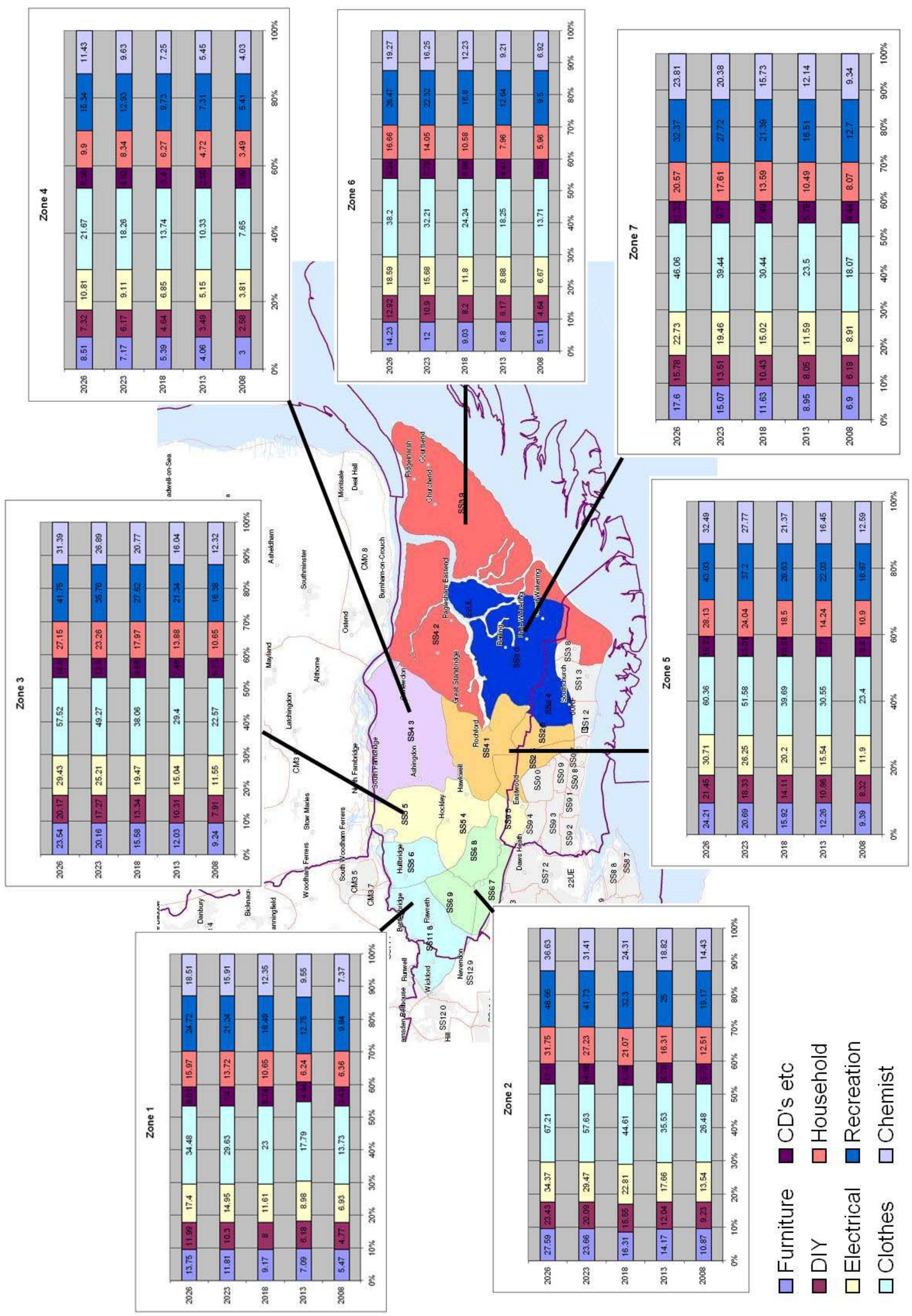
7.14 By applying these expenditure estimates per person to the identified population of the defined Study Area, convenience goods expenditure on main shopping is estimated to be approximately £212.1m in 2008. This expenditure is set to increase by 23% between 2008 and 2026 to £261.6m. With regard to 'top-up' shopping, in 2008 the resident population within the Study Area is estimated to generate £34.4m of convenience goods expenditure, increasing to £50.9m by 2026, representing an increase of 48% (or £16.5m).

Comparison Goods Expenditure

7.15 By 2026 the population within the Study Area is estimated to generate £1,370m of comparison goods expenditure, increasing from £528.8m in 2008. This represents an increase of more than 159% (or £841.1m) between 2008 and 2026.

7.16 For the purpose of this study comparison goods expenditure has also been divided into eight sub-categories: Electrical; Furniture; DIY ('bulky goods') and what are referred to as 'non-bulky' goods: 'Clothing and Footwear'; 'Chemist'; 'Toys, Games, Bicycles and Recreation Goods'; Books, CDs and DVDs' and 'Small Household Goods'. Although PPS6 stipulates that when assessing quantitative need for additional development, expenditure levels should relate to the class of goods to be sold within the broad categories of 'convenience' and 'comparison' goods. 'Bulky and 'non-bulky' goods have also been examined in order to provide a qualitative overview.

Figure 7.1: Projected proportions of comparison goods expenditure per study area zone



Electrical Goods

7.17 By utilising expenditure information and forecast growth rates derived from AnySite, it is estimated that within the Study Area approximately £420 per person per annum will be spent on Electrical Goods (2008 estimate). This represents 12% of all comparison goods expenditure within the identified Study Area.

7.18 It is estimated that by 2026 expenditure on electrical goods will increase to £1,062 per person, representing growth of 153% between 2008 and 2026.

7.19 By applying these expenditure figures to the identified population, it is estimated that the total expenditure on electrical goods will be some £164m by 2026 within the Study Area (an increase of £100.7m or 159% from 2008 estimate).

DIY Goods

7.20 By utilising the 2005 price estimates for what are considered to be DIY goods by WYG (based on expenditure breakdown identified by AnySite, includes repair and maintenance materials, tools and equipment for house & garden among others), together with the forecast growth rate, it is estimated that within the defined Study Area approximately £289 per person per annum will be spent on DIY goods in 2008. This represents 8.3% of all comparison goods expenditure within the Study Area. By 2026 it is estimated that the average spend on DIY goods within the Study Area will be £732 per person per annum, representing a growth of 153%.

7.21 By applying these expenditure figures to the Study Area population, it is estimated that the total expenditure on DIY goods will be some £43.6m in 2008, rising to £113.1m by 2026 (an increase of £69.5m between 2008 and 2026).

Furniture Goods

7.22 It is estimated that within the defined Study Area, approximately £331.2 per person per annum will be spent on furniture goods (as identified by AnySite) in 2008. This represents 9.5% of all comparison goods expenditure within the defined Study Area. This expenditure is anticipated to increase to £838.3m per person per annum by 2026, representing growth of 153% between 2008 and 2026.

7.23 By applying these expenditure figures to the identified population, it is estimated that the Study Area will generate expenditure on furniture goods totalling some £49.9m in 2008. Using the identified growth forecasts derived from AnySite (5.3% per annum), the level of expenditure for furniture goods is anticipated to increase to £129.4m by 2026 (an increase of £79.5m or 159% between 2008 and 2026).

Clothing and Footwear Goods

7.24 Within the defined Study Area it is estimated that approximately £832.4 per person will be spent on clothing and footwear goods (2008 estimate), which represents 23.8% of all comparison goods expenditure generated by residents within the Study Area. This expenditure is anticipated to increase to £2,108 per person per annum by 2026, representing growth of 153% between 2008 and 2026.

7.25 When applying expenditure figures to the identified population within the Study Area, it is estimated that the resident population will generate expenditure on clothing and footwear totalling some £125.6m in 2008. Using the latest forecasts identified by AnySite for comparison goods, the level of expenditure for clothing and footwear is anticipated to increase to £325.5m by 2026, representing an increase of £199.9m (or 159%) between 2007 and 2022.

Chemist Goods

7.26 AnySite estimate that within the defined Study Area, approximately £444 per person will be spent on chemist goods (2008 estimate) which represents 12.7% of all comparison goods expenditure generated by residents. This expenditure is estimated to increase to £1,124 per person by 2026. This represents growth of 153% between 2008 and 2026.

7.27 By applying these expenditure figures to the identified population, it is estimated that the Study Area will generate expenditure on chemist goods totalling some £67m in 2008. Using the identified forecasts derived from AnySite (5.3% per annum), the level of expenditure for chemist goods is anticipated to increase to £173.5m by 2026 (an increase of £106.5m or 159% between 2008 and 2026).

Recreation Goods

7.28 It is estimated that within the defined Study Area, approximately £596 per person per annum will be spent on recreation goods (as identified by AnySite) in 2008. Recreation goods are considered to include toys, games, bicycles and other recreation goods. This represents 17% of all comparison goods expenditure within the defined Study Area. This expenditure is anticipated to increase to £1,508 per person per annum by 2026, representing growth of 153% between 2008 and 2026.

7.29 By applying these expenditure figures to the identified population, it is estimated that the Study Area will generate expenditure on recreation goods totalling some £89.9m in 2008. Using the identified forecasts derived from AnySite (5.3% per annum), the level of expenditure for recreation goods is anticipated to increase to £232.8m by 2026 (an increase of £142.9m or 159% between 2007 and 2022).

Books, CDs, and DVDs Goods

7.30 Within the defined Study Area it is estimated that approximately £208 per person will be spent on books, CDs, and DVDs goods (2008 estimate), which represents 5.9% of all comparison goods expenditure generated by residents within the Study Area. This expenditure is anticipated to increase to £528 per person per annum by 2026, representing growth of 153% between 2008 and 2026.

7.31 When applying expenditure figures to the identified population within the Study Area, it is estimated that the resident population will generate expenditure on books, CD’s and DVD’s totalling some £31.4m in 2008. Using the latest forecasts identified by AnySite for comparison goods, the level of expenditure for books, CD’s, DVD’s is anticipated to increase to £81.4m by 2026, representing an increase of £50m (or 159%) between 2008 and 2026.

Small Household Comparison Goods

7.32 In order to estimate the level of expenditure spent on other comparison goods, such as jewellery, watches, etc. for the purposes of this study, the expenditure for the other identified categories (electrical, furniture, DIY and clothing and footwear goods, Books, CDs, DVDs, chemist, recreation) from the AnySite database estimates has been deducted from the total comparison goods expenditure.

7.33 Therefore, it is estimated that in 2008 approximately £384 per person per annum will be spent on other comparison goods not previously highlighted within the defined Study Area, which represents 10.9% of all comparison goods expenditure. This is anticipated to increase to £972 per person per annum by 2026, equating to an increase of 153% between 2008 and 2026.

7.34 In 2008 the resident population within the defined Study Area is estimated to generate approximately £57.8m on other comparison goods. This level of expenditure is anticipated to increase to £150.1m by 2026, representing an increase of £92.3m (or 159%) between 2008 and 2026.

Summary

7.35 With uniform rates of growth forecast prescribed by MapInfo (07/02), in each of the 'bulky' and non-bulky goods categories it is estimated that by 2026, the total proportion of spend on 'bulky' type goods will remain relatively unchanged up to 2026. Table 7.4 provides a breakdown of different comparison goods expenditure per capita per annum within the defined catchment by type of goods.

Table 7.4: Breakdown of Comparison Goods Expenditure per Person within the Study Area

	Furni-ture	%	DIY	%	Elec-trical	%	Clothes	%	CDs	%	H'hold	%	Recrea-tion	%	Chemist	%	Total	%
2008	331.2	10	289.2	8	419.7	12	832.4	24	208.4	6	384.2	11	595.7	17	444.1	13	3,504.90	100
2013	428.8	10	374.4	8	543.3	12	1,077.60	24	269.8	6	497.3	11	771.1	17	574.8	13	4,537.10	100
2018	554.9	10	484.6	8	703.2	12	1,395.00	24	349.1	6	643.6	11	998.1	17	743.9	13	5,872.40	100
2023	718.1	10	627.2	8	910.1	12	1,805.70	24	451.9	6	833	11	1,291.80	17	962.8	13	7,600.60	100
2026	838.3	10	732.2	8	1,062.40	12	2,108.10	24	527.5	6	972.3	11	1,508.00	17	1,123.90	13	8,873.00	100

Source: MapInfo (Anysite) 2008

Table 7.5: Comparison of Retail Expenditure in Bulky and Non Bulky Goods (2008-2026)

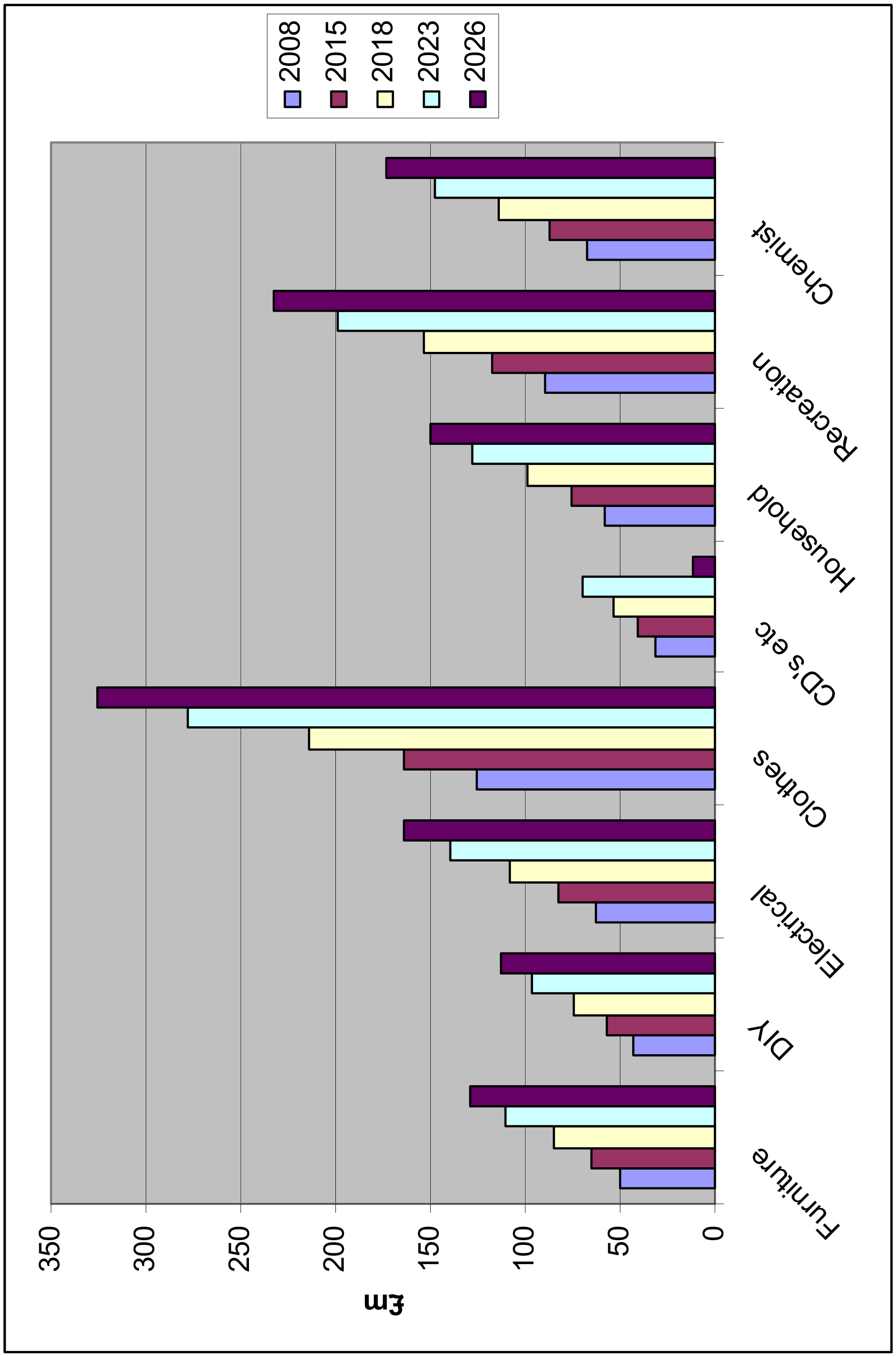
Year	Bulky Goods (£m)			Non Bulky Goods (£m)					Total Comparison Goods (£m)
	Furniture	*DIY*	*Electrical*	*Clothing*	*H'hold*	*Books, Cds, DVD's*	*Recreation*	*Chemist*	
2008	50.0	43.6	63.3	125.6	58.0	31.4	89.9	67.0	
Sub-Total	**156.9**			**371.9**					**528.8**
2013	65.4	57.1	82.8	164.3	75.8	41.1	117.6	87.7	
Sub-Total	**205.3**			**486.6**					**691.9**
2018	85.0	74.3	107.8	213.8	98.6	53.5	153.0	114.0	
Sub-Total	**267.1**			**632.9**					**900.0**
2023	110.6	96.6	140.1	278.0	128.2	69.6	198.9	148.2	
Sub-Total	**347.3**			**823.0**					**1,170.2**
2026	129.4	113.1	164.0	325.5	150.1	11.3	232.8	173.5	
Sub-Total	**406.5**			**893.3**					**1,299.9**

Source: WYG (2008)

Note: Totals may not sum due to rounding.

7.36 Table 7.5 above indicates that collectively 'Bulky' Goods expenditure within the Study Area is estimated to increase by 159% (or £249.6m) from 2008 to 2026. In addition, expenditure on non-bulky (clothing and footwear, books, CD's, DVD's, small household goods etc) goods within the Study Area will increase by over 150% by 2026 (from £371.9m to £893.3m).

Figure 7.2: Projected expenditure in Bulky and Non-Bulky Goods (2008-2026)



Rochford District Market Share

7.37 Having calculated the likely levels of expenditure that are generated by the resident population living within the defined Study Area it is also important to understand what proportion of this expenditure is currently attracted to retail facilities within Rochford.

7.38 As previously highlighted, a critical element of the overall study has involved the completion of 1000 household telephone interviews within the defined Study Area. By analysing the results from the survey it has been possible to understand the likely levels of expenditure that is captured by facilities in the District. The estimated market shares for the various expenditure categories are highlighted below **(N.B. The market shares may differ slightly from those identified in Section 6 of this study as the market shares below are based on expenditure whereas Section 6 is based on the proportion of shopping trips).**

Table 7.6 Rochford Current Market Share (%) (2007)

	Rochford Town Centre	Rayleigh Town Centre	Hockley Town Centre	Local Centres	Out of Centre	**District Total**	**Leakage**
Main Food Shopping	2.7	5.4	1.5	0.6	7.6	**17.8**	**82.2**
Top Up Food Shopping	9.5	14.3	7.2	12.7	10.8	**54.5**	**45.5**
Clothes/Shoes	0.9	9.2	0.1	-	-	**10.2**	**89.8**
Books/CDs/DVDs	0.3	7.5	0.4	-	0.1	**8.3**	**91.7**
Small Household	4.2	10.8	1.1	0.1	0.7	**16.9**	**83.1**
Toys / Recreation	2.1	10.6	0.3	0.2	0.4	**13.6**	**86.4**
Chemist	9.6	20.9	5.1	5.3	2	**42.9**	**57.1**
Electrical	2.5	10	1.1	0.4	0.9	**14.9**	**85.1**
Furniture	6.9	8.7	0.8	-	1.6	**18**	**82**
DIY	0.9	0.8	1	-	14.6	**17.3**	**82.7**

7.39 Table 7.6 indicates that destinations within Rochford District attract a total of 17.8% of main food shopping expenditure generated by residents within the Study Area. In terms of 'top-up' convenience shopping, existing facilities within Rochford District attract over half (54.5%) of expenditure in the Study Area. Accordingly £39.1m of main food expenditure and £18.4m of 'top-up' expenditure generated in the Study Area is directed to destinations in the District. Accordingly, facilities within the District retain £57.5m of food shopping expenditure generated in the Study Area. Overall, facilities in the District attract approximately 23.3% of all convenience goods expenditure generated in the Study Area (£246.41m). The level of attraction varies within different Zones, with the highest attraction of convenience expenditure in Zone 2, which contains the Asda and Somerfield stores in Rayleigh, as well as local store provision enabling nearly 32% of top-up spending in the local area.

7.40 In terms of individual foodstores within the District, the Somerfield store in Rochford is the most popular store, achieving a convenience goods turnover of £13.77m. The second and third most popular stores are the Asda (£13.4m) & Somerfield (£12.66m) stores in Rayleigh. The three stores are in a somewhat dominant position in the District, with the next most popular store, Somerfield in Hockley, achieving a turnover of £5.54m.

7.41 Popular stores outside the District include the Asda at Shoeburyness, Southend-on-Sea, which is identified to achieve a turnover from residents within the defined Study Area of just over £39m, and the Tesco Extra at Princes Avenue, Westcliff-on-Sea, with an estimated turnover of £32m.

7.42 With regard to comparison goods shopping, the sector with the greatest level of attraction achieved by existing facilities in Rochford is chemist goods, with a market share of 42.9% within the Study Area, which equates to approximately £29m in turnover.

7.43 Collectively, the identified 'non bulky' goods sector is estimated to achieve a market share of 17.7% (£65.4m), showing the low level of expenditure attraction within the District. Within the category of non-bulky goods, the District loses a significant amount of expenditure with a market share of 10.2% for clothing and shoes. A market share of 8.3% for CDs, Books & DVDs reflects the significant proportion of expenditure on these products being spent over the internet. Attraction rates for small household comparison goods within the District is similarly low, with a market share of 16.9%, as well as 13.6% expenditure attraction rate for recreational goods, such as toys, games & bicycles.

7.44 Expenditure attraction within Zone 2 of 37.5% for 'non-bulky' goods is the highest in the District, with the lowest market share identified in Zone 7, where only 1.9% of non-bulky expenditure is attracted to the District. This low rate of attraction can be attributed to the proximity of shopping facilities in Southend-on-Sea, as well as one of the postcode sectors in the Zone extending into the Southend-on-Sea District.

7.45 In respect of bulky comparison goods expenditure, existing facilities attract some 16.8% (£26.3m) of the expenditure within the District. While, the bulky goods market share of 16.8% is marginally lower than the 17.7% market share of the 'non-bulky' goods sector, both highlight the significant amount of expenditure in centres outside the District. The market shares within each Zone differ with the highest level of attraction in Zone 4, where nearly 32% of 'bulky goods' expenditure generated by residents within this Zone is attracted to facilities in the District. Zone 6 has the lowest level of 'bulky goods' attraction within the District, with only 6.1% of the expenditure attracted to the District.

7.46 With regard to individual bulky goods sectors, 18% of expenditure on furniture goods is spent within the District, compared to 17.3% for DIY goods and 14.9% for electrical goods.

7.47 The highest level of spending at facilities within the District for Clothing and Footwear is identified to be within Zones 2 and 1 which attract 25% and 19% respectively. These two Zones are also responsible for the highest retention of small household goods with 37% and 23% respectively. The two Zones also maintain the highest retention of non-bulky goods expenditure within the District, with the highest rates of retention for pharmaceutical (75% & 26%), recreation (32% & 19%) and CDs, DVDs and books (24% & 10%). The relatively higher retention rates for non-bulky goods in Zones 1 & 2 can be attributed to the shopping facilities present in Rayleigh Town Centre.

7.48 With regard to all comparison goods expenditure in the Study Area, existing facilities in the District attract 17% of comparison goods expenditure. This equates to approximately £92m.

8.0 RETAIL CAPACITY ASSESSMENT AND THE ROLE OF EXISTING CENTRES

Introduction

8.01 The modelling for the capacity assessment has been undertaken for two different categories of expenditure. Typically these categories reflect the differences in patterns for convenience shopping and comparison shopping. This approach is advocated in PPS6, which states at paragraph 2.34 that:

'In assessing quantitative need for additional development when preparing its development plan documents, a local planning authority should assess the likely future demand for additional retail and leisure floorspace, having regard to a realistic assessment of:

- **Existing and forecast population levels;**
- **Forecast expenditure for specific classes of goods to be sold, within the broad categories of *comparison and convenience goods* and for the main leisure sectors; and**
- **Forecast improvements in productivity in the use of floorspace.'** (Our emphasis).

8.02 For the purposes of this exercise, need has been examined primarily for new convenience and comparison floorspace. Indicative capacity assessments are provided for 2008, to reflect the current position together with 2013, 2018, 2023 and 2026. However, any assessment in the long term (i.e. post 2013) should be viewed with caution. Furthermore, any identified need or capacity identified beyond 2013 is not justification for new retail floorspace outside of existing centres, as this could prejudice more central sites coming forward that, although not available for retail development at present, may become available between now and 2013 or after 2013.

Capacity Formula

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

Expenditure (£m) – the expenditure element of the above equation is calculated by taking the population within a defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The formula is subject to a number of factors, which need to be considered to help provide the most accurate figure for that particular local catchment. These include:

- Growth in population;
- Growth in expenditure per person per annum; and
- Special Forms of Trading (e.g. purchase via the internet, mail order, party plan or vending machines)

Turnover (£m) – the turnover figure relates to the annual turnover generated by existing retail facilities within a study area. The turnover of existing facilities is calculated using Retail Rankings and Verdict Grocery Retailers – independent analysis which lists the sales densities for most major retail multiples.

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

8.04 Although a surplus figure is generated in monetary values, it is possible to convert this figure into an indication of aggregate floorspace. The level of floorspace will vary dependent on the type of retail goods sold. Indeed, electrical retailers such as Currys (which are classified as bulky goods retailers for the purposes of this assessment) have a much higher sales density than other bulky goods retailers such as Carpetright. Clothing and footwear (non-bulky) goods operators generally have a higher sales density than typical bulky goods retailers.

Retail Capacity Assessment - Rochford District

Overview

8.05 The Rochford Replacement Local Plan (2006) identifies three town centres in the District – Rayleigh, Rochford and Hockley. Rayleigh town centre is identified as providing the most comprehensive range of facilities and is defined in the Replacement Structure Plan as a Principal Town Centre. In accordance with PPS6, policies within the Local Plan seek to concentrate retail development within the defined town centre boundaries of the three main centres. Set out below is our assessment of the need for additional retail floorspace in the District as a whole and the role of the three main centres.

Convenience Goods Shopping

Existing Provision

8.06 Convenience retailing within the District is dominated by the Asda and Somerfield stores in Rayleigh together with the two Somerfield stores in Rochford, one which is located in the town centre and the out-of-centre store at Golden Cross Parade. The largest store within the District (Asda in Rayleigh) comprises only 3,000 sq m (gross). Consequently, the main foodstores within the District are significantly smaller than competing stores elsewhere outside the District, such as the Tesco Extra store in Westcliff-on-Sea (6,438 sq m gross) and Asda store in Southend-on-Sea (6,907 sq m gross). Other convenience retailers within the District include a Somerfield in Hockley, Co-op in Hullbridge and Iceland in Rayleigh together with smaller format retailers or independents.

Market Shares and Capacity

8.07 The Household Survey identifies that all facilities in Rochford District retain **23.3%** of total convenience goods expenditure generated in the Study Area. The highest level of retention is identified to be derived from the 'Rayleigh Zone' (Zone 2) attracting 42.2% of convenience goods expenditure generated in this Zone. This compares to facilities in the District retaining only 5.7% of convenience goods expenditure generated in the 'Paglesham Eastend Zone' (Zone 6).

8.08 The current market share of all facilities equates to a convenience goods turnover of approximately £57.5m in 2008. Analysis of the Household Survey identifies that for main food shopping, facilities in the District have an identified catchment population of approximately 34,500 people.

8.09 In terms of individual stores within the District, the Household Survey identifies that the Asda store in Rayleigh is the most popular destination attracting £13.4m of convenience goods expenditure generated within the Study Area. This is followed by the Somerfield store in Rayleigh (£12.7m) and the Somerfield stores in Rochford (£7.0m and £6.4m respectively). Collectively, these four stores retain 69% of convenience goods expenditure currently attracted to facilities in the District.

8.10 In terms of capacity for additional convenience goods floorspace within Rochford District, Table 8.1 provides a breakdown of the trading performance of existing facilities within the District.

8.11 Our analysis of the District's market share indicates that existing facilities retain approximately £57.5m of convenience goods expenditure generated within the defined Study Area. By comparing this estimate with anticipated 'benchmark' turnover of existing facilities (£52.1m), there would appear to be an under-supply of convenience retail facilities in the District. Indeed, existing facilities are identified to be overtrading by approximately £5.4m in 2008.

8.12 It is apparent from examination of the trading performance of existing stores within the District that the three largest stores are overtrading. The Asda and Somerfield stores in Rayleigh are identified to trading some 17% and 7% respectively above expected turnover. Within Rochford, the Somerfield store within Rochford Town Centre (which opened in August 2007) and the out-of-centre store at Golden Cross Parade are identified to be trading significantly above expected turnover (by 106% and 327% respectively).

Table 8.1: Estimated Available Convenience Goods Expenditure – Rochford District

Store	Gross Floorspace – sq m[1]	Net Floorspace – sq m[2]	Net Convenience – sq m[3]	Turnover per sq m - £[4]	Benchmark Turnover - £m	Survey Estimate - £m[5]
Rayleigh						
Asda, Rawreth Lane	3,000	1,134	794^	14,481	11.5	13.4
Somerfield, Eastwood Road	2,303	1,888	1,612	7,368	11.9	12.7
Iceland, High Street	529	370	347	5,698	2.0	0.4
Local Stores	4,290	3,432	3,260	3,000	9.8	3.4
Sub-Total	***10,122***	***6,824***	***6,013***	***30,547-***	***35.2***	***29.9***
Rochford						
Somerfield, Roche Close	805	564	482	7,368	3.4	7.0
Local Stores	1,093	874	830	3,000	2.5	2.2
Out-of-Centre						
Somerfield, Golden Cross Parade	345	242	199	7,368	1.5	6.4
Sub-Total	***2,243***	***1,680***	***1,511***	***-***	***7.4***	***15.6***
Hockley						
Somerfield, 45 Spa Road	551	386	330	7,368	2.4	5.6
Local Stores	747	598	568	2,500	1.4	0.8
Sub-Total	***1,298***	***984***	***898***	***-***	***3.8***	***6.4***
Other^						
Hullbridge					2.9	2.9
Great Wakering					2.4	2.4
Other					0.4	0.4
Sub-Total					***5.7***	***5.7***
TOTAL					**52.1**	**57.5**

Notes:
1 – Gross Floorspace derived from WYG land-use survey (2008) or IGD Database (2006)
2 – Net floorspace based on WYG assumptions or IGD Database
3 – Net convenience floorspace derived from Verdict Grocery Retailers (2008) where available with the exception of the Asda store at Rayleigh
4 – Sales densities derived from Verdict (2008) for national multiples and WYG assessment for local shops
5 – Survey derived turnover derived from Rochford Household Survey (2008)
^ - Assumed to be trading in equilibrium
At 2005 Prices

8.13 Table 8.2 considers the likely need for additional convenience goods facilities within the District through to 2026 based on *current market shares.*

Table 8.2: Estimated 'Capacity' for Convenience Goods Facilities – Rochford District

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	52.1	57.5	5.4
2013	53.4	62.1	8.7
2018	54.8	66.3	11.5
2023	56.1	70.7	14.6
2026	57.0	73.4	16.4

Notes: [1] Allows for increased turnover efficiency of +0.5% per annum
[2] Assumes constant market share at 23.5% in the Study Area
At 2005 prices

8.14 Given the current overtrading of existing provision there is identified to be immediate capacity for approximately £7.3m of additional convenience goods floorspace in the District based on current market shares. In the short-term (i.e. 2013), this is anticipated to increase to £10.2m, to £13.1m by 2018, £16.2m by 2023 and to £18.0m by 2026. This identified 'capacity' within the District could represent a potential need for between 710 sq m (net) and 1,700 sq m (net) of convenience goods floorspace by 2013 (depending upon the end operator) increasing to between 1,250 sq m (net) and 3,000 sq m (net) by 2026 (Table 8.3).

Table 8.3: Quantitative Need for Additional Floorspace in Rochford District

Year	Convenience Goods		
	£m	Floorspace Requirement	
		Min[1*]	Max[2*]
2008	5.4	450	1,080
2013	8.7	710	1,700
2018	11.5	915	2,190
2023	14.6	1,130	2,710
2026	16.4	1,250	3,000

Notes:
[1] – Average sales density assumed to be £11,977/sq m (based on the average sales density of the leading four supermarkets as identified by Verdict 2008)
[2] – Average sales density assumed to be £5,000/sq m
* - Allows for increase in turnover efficiency of +0.5% per annum
At 2005 prices

Potential Growth of Special Forms of Trading

8.15 For the purposes of this assessment no allowance has been made for an increase in Special Forms of Trading for convenience goods shopping - identified by the Household Survey to account for approximately 5.1% of expenditure generated in the Study Area. Although recent research undertaken by Experian identifies that the market share of non-store retail sales for convenience goods shopping could increase, it is important to note that an internet sale does not necessarily imply that items have not passed through a retail outlet. Research undertaken by Experian acknowledges that some supermarkets source internet goods from existing stores and therefore the current market share identified for non-store retail sales may be an over-estimate.

Outstanding Commitments

8.16 It is important to take account of outstanding commitments within the District for additional convenience goods floorspace. Following discussions with Rochford District Council it is our understanding that there are no outstanding commitments for additional convenience goods floor space so no further allowance need be made in this report.

Qualitative Need

8.17 The Household Survey suggests that most households undertake two kinds of convenience shopping (i.e. main food shopping and 'top-up' food shopping). The District contains no superstores (defined as comprising more than 2,500 sq m of trading floorspace in Annex A of PPS6) reflecting the limited provision and relative size of the District. Instead, the District is dominated by two medium sized stores (Asda and Somerfield) both of which are located in Rayleigh. In addition, although smaller in size, the recently developed Somerfield store in Rochford is a popular destination within the District.

8.18 These stores are supported by a number of smaller stores and independent retailers, including an Iceland store in Rayleigh, out-of-centre Somerfield store and Spar convenience store in Rochford, Alldays in Hockley and Co-op store in Great Wakering, which sell a limited range of convenience goods.

8.19 Existing facilities within the District retain less than a quarter (23.5%) of convenience goods expenditure generated in the Study Area. This suggests that more than three-quarters (or £189m) of convenience goods expenditure generated in the Study Area is spent at destinations outside the District (including £11m via the internet). Most of this expenditure (£131m) is directed to facilities in Southend-on-Sea District, most notably to the Asda store at Shoeburyness (£39m) and Tesco Extra store at Westcliff-on-Sea (£32m). It is understandable that some 'leakage' will take place to competing provision outside the District, most notably from the peripheral zones given the extent of the zones and the proximity of competing provision (e.g. 'Paglesham Eastend Zone' (Zone 6) and 'The Wakerings Zone' (Zone 7)) where some 96% and 99% of main food shopping trips are undertaken to facilities outside the District. Even within the 'Rayleigh Zone' (Zone 2) and 'Rochford Zone' (Zone 5) some 58% and 75% of convenience goods expenditure generated in these zones is directed to facilities outside the District.

8.20 Consequently, it is considered that there is a demonstrable need to improve convenience goods provision within the District, particularly for main food shopping, to meet the need of local residents and reduce the need for local residents to travel to competing facilities elsewhere.

8.21 PPS6 indicates that the degree to which shops are overtrading should be taken into consideration when determining the qualitative need for new convenience floorspace. Existing facilities within the District are overtrading by 10% (or £5m) in 2008. Therefore, our analysis suggests that there is a qualitative need for additional convenience goods floorspace to alleviate this overtrading. Indeed, the three main foodstores in the District are all identified to be overtrading. Furthermore, it is notable that more than 91% of main food shopping expenditure retained by facilities in the District is directed to two retailers (Somerfield and Asda). Therefore, the introduction of a new operator within the District is likely to improve choice for local consumers.

Comparison Goods

Existing Provision

8.22 The main focus of comparison goods floorspace within the District is located within Rayleigh town centre, which comprises some 12,835 sq m (gross) of comparison goods floorspace[1]. In contrast the comparison goods offer of the smaller centres of Hockley (c. 2,944 sq m) and Rochford (c. 2,574 sq m) is significantly less. Further comparison goods floorspace is provided within the larger supermarkets in the District (most notably the Asda in Rayleigh) together with additional comparison goods floorspace within smaller settlements such as Great Wakering and Hullbridge and at out-of-centre destinations including Rawreth Industrial Estate.

Market Shares and Capacity

8.23 Analysis of the Household Survey identifies that the current level of trade passing through existing facilities in the District (both in-centre and out-of-centre) is estimated to be £91.7m. This represents a market share of 17.4% within the defined Study Area. Of this expenditure some 40% (or £36.8m) is derived from 'Rayleigh Zone' (Zone 2).

8.24 By rolling forward the District's market share it is possible to examine the likely comparison floorspace required in order to <u>maintain</u> its current market share, namely at a level of 17.4% of all comparison goods expenditure within the defined Study Area. It is forecast that between 2008 and 2026, an additional £330m of expenditure will be available for comparison goods shopping in the District.

8.25 It is important to note that this level of growth is based on the latest growth rates recorded by MapInfo (published September 2007). These growth rates have been based on the economic growth that has occurred since 1964 and therefore take into account previous recession and booms in the economy. However, given the current global 'credit crunch' and less disposable income for households, economic growth in 2008 is expected to decline. Given the current economic uncertainty together with the timescale of the study (i.e. up to 2026) the level of capacity identified particularly in the long-term should be treated with a 'note of caution'.

[1] Based on WYG land use survey (2008)

Table 8.4: Estimated Available Comparison Goods Expenditure – Rochford District

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	91.7	91.7	-
2013	98.8	120.4	21.6
2018	106.4	156.6	50.2
2023	114.6	203.6	89.0
2026	119.9	238.4	118.5

Notes:
[1] – Allows for increased productivity of +1.5% per annum
[2] – Assumes constant market share at 17.4% within the Study Area
At 2005 prices

8.26 Table 8.4 indicates that by 2013 there will be some £21.6m of additional comparison goods expenditure available for new retail development within the District based on current market share. This level of expenditure is identified to increase to £50.2m by 2018, to £89.0m by 2023 and to £118.5m by 2026. This amount of expenditure will be available for <u>all</u> comparison goods floorspace (both 'bulky' and 'non-bulky') and does not take into account over or undertrading of existing floorspace.

8.27 In floorspace terms, although dependent upon the end-operator, assuming an average comparison goods sales density of £4,500 per sq m (and allowing for increased productivity of +1.5% per annum) this equates to a potential floorspace requirement by 2013 for approximately 4,455 sq m (net) of additional comparison goods floorspace (or 6,365 sq m gross[2]) within the District. This requirement is identified to increase to 9,600 sq m (net) by 2018, to 15,800 sq m (net) by 2023 and to 20,140 sq m (net) by 2026 just to maintain current market share should the forecast growth in expenditure (5.3% per annum) be maintained through to 2026.

8.28 PPS6 advises that quantitative need should be based on specific classes of goods to be sold (i.e. convenience and comparison) rather than specific goods such as 'bulky goods' or DIY products. However, it is possible from the Household Survey results to apply the market shares identified for 'bulky' and 'non-bulky' goods and identifies the potential capacity for additional comparison goods retail floorspace within these two sectors.

[2] Assumes net floorspace is 70% the gross

8.29 The Household Survey results suggest that existing facilities in the District retain **16.8%** (or £26.3m) of bulky goods expenditure generated within the Study Area. A breakdown of the market share achieved by existing facilities in the District on a zonal basis is contained at Table 8.5.

Table 8.5: Breakdown of Market Shares in Rochford District – Bulky Goods

Goods	1	2	3	4	5	6	7	Total
Electrical	17.1%	25.6%	14.6%	28.4%	10.7%	5.0%	6.9%	**15.2%**
DIY	3.9%	5.4%	20.7%	37.5%	39.8%	7.9%	8.1%	**17.1%**
Furniture	21.3%	27.3%	16.8%	31.3%	20.1%	6.0%	5.5%	**18.4%**
TOTAL	**14.8%**	**20.6%**	**17.0%**	**31.8%**	**21.8%**	**6.1%**	**6.8%**	**16.8%**

Notes: Derived from Rochford Household Survey (2008) and WYG analysis

8.30 Existing facilities within the District are identified to retain less than 17% of 'bulky goods' expenditure generated within the Study Area. The highest level of retention achieved by existing facilities is identified to be within the 'Ashingdon/Canewdon Zone' (Zone 4) – 31.8%, which compares to only 6% retention within the 'Paglesham Eastend Zone' (Zone 6). Accordingly, more than £130m (or 83%) of bulky goods expenditure generated in the Study Area is directed to facilities outside the District (including online sales).

8.31 Of this 'leakage' the majority (57%) is identified to be directed to facilities in Southend-on-Sea District. Indeed, within the 'Paglesham Eastend Zone' (Zone 6) and 'The Wakerings Zone' (Zone 7) some 81% and 75% of bulky goods expenditure generated is directed to facilities in Southend-on-Sea District.

8.32 In terms of specific goods, the highest market share is achieved in Furniture Goods shopping (18.4%) followed by DIY Goods shopping (17.1%) and Electrical Goods shopping (15.2%).

8.33 Based on current market shares it is estimated that there is a bulky goods capacity within the District of approximately £6.2m in the short-term (i.e. 2013) increasing to £14.4m by 2018, £25.4m by 2023 and to £33.9m by 2026 (Table 8.6).

8.34 By applying a typical sales density of leading 'bulky goods' operators of approximately £3,000 per sq m, by 2013 this capacity equates to a requirement of approximately 1,920 sq m (net) of 'bulky goods' floorspace within the District to maintain current market share. This is anticipated to increase to some 8,650 sq m (net) by 2026. Again, this level of capacity is dependent upon the end-operator.

Table 8.6: Estimated Available Comparison Goods Expenditure (Bulky Goods) – Rochford District

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	26.3	26.3	-
2013	28.3	34.5	6.2
2018	30.5	44.9	14.4
2023	32.9	58.3	25.4
2026	34.4	68.3	33.9

Notes: [1] – Allows for increased productivity of +1.5% per annum
[2] – Assumes constant market share at 16.8% within the Study Area at 2005 prices

8.35 In terms of non-bulky goods, the findings of the Household Survey suggests that existing facilities within the District achieve an overall market share of **17.7%** (or £65.4m) within the defined Study Area. This is comparable to that identified for 'bulky goods' shopping (16.8%). The highest levels of retention are identified to be within the 'Rayleigh Zone' (Zone 2) and 'Rawreth/Hullbridge Zone' (Zone 1) where existing facilities retain 38% and 24% of non-bulky goods expenditure respectively. Table 8.7 provides a breakdown of market shares achieved by existing facilities within the District for the variety of goods identified on a zone-by-zone basis.

Table 8.7: Breakdown of Market Shares in Rochford District – Non-Bulky Goods

Goods	1	2	3	4	5	6	7	Total
Clothing & Footwear	19.0%	25.1%	6.5%	8.9%	4.6%	1.0%	1.5%	**10.3%**
Books, CDs, etc.	10.0%	24.4%	7.8%	8.1%	1.2%	0.0%	0.9%	**8.6%**
Household Goods	22.3%	36.5%	15.6%	16.7%	11.8%	3.8%	5.5%	**17.6%**
Toys, Games, etc.	19.1%	32.0%	12.2%	13.0%	6.1%	2.9%	1.2%	**13.6%**
Chemist Goods	49.4%	75.2%	45.1%	48.8%	38.9%	7.2%	15.0%	**43.0%**
TOTAL	**24.3%**	**37.5%**	**16.5%**	**18.2%**	**12.0%**	**2.9%**	**1.9%**	**17.7%**

Notes: Derived from Rochford Household Survey (2008) and WYG analysis

8.36 Table 8.7 indicates that within the Study Area existing facilities within the District retain between 8.6% of expenditure for 'Books, CDs, DVDs' and 43.0% of expenditure for 'Chemist Goods'.

8.37 In terms of the identified 'leakage' of expenditure from the Study Area, again more than half (51%) of expenditure is directed to facilities in Southend-on-Sea District (most notably to Southend town centre). Indeed, more than 80% of expenditure generated in the 'Paglesham Eastend Zone' (Zone 6) and 'The Wakerings Zone' (Zone7) is directed to facilities in Southend-on-Sea District.

8.38 By applying the identified market share (17.7%) to the available expenditure, our assessment identifies capacity in the short term of £15.6m by 2013, increasing to £36.1m by 2018, to £63.9m by 2023 and to £85.0m by 2026 (Table 8.8). By applying an average non-bulky goods turnover of £5,000 per sq m (although this is very much dependent on the end-operator) this equates to floorspace requirements of 2,900 sq m (net) in the short-term (2013) increasing to 13,000 sq m (net) by 2026 to maintain current market share (excluding any outstanding commitments).

Figure 8.1: Breakdown of Market Shares in Rochford District – Non-Bulky Goods

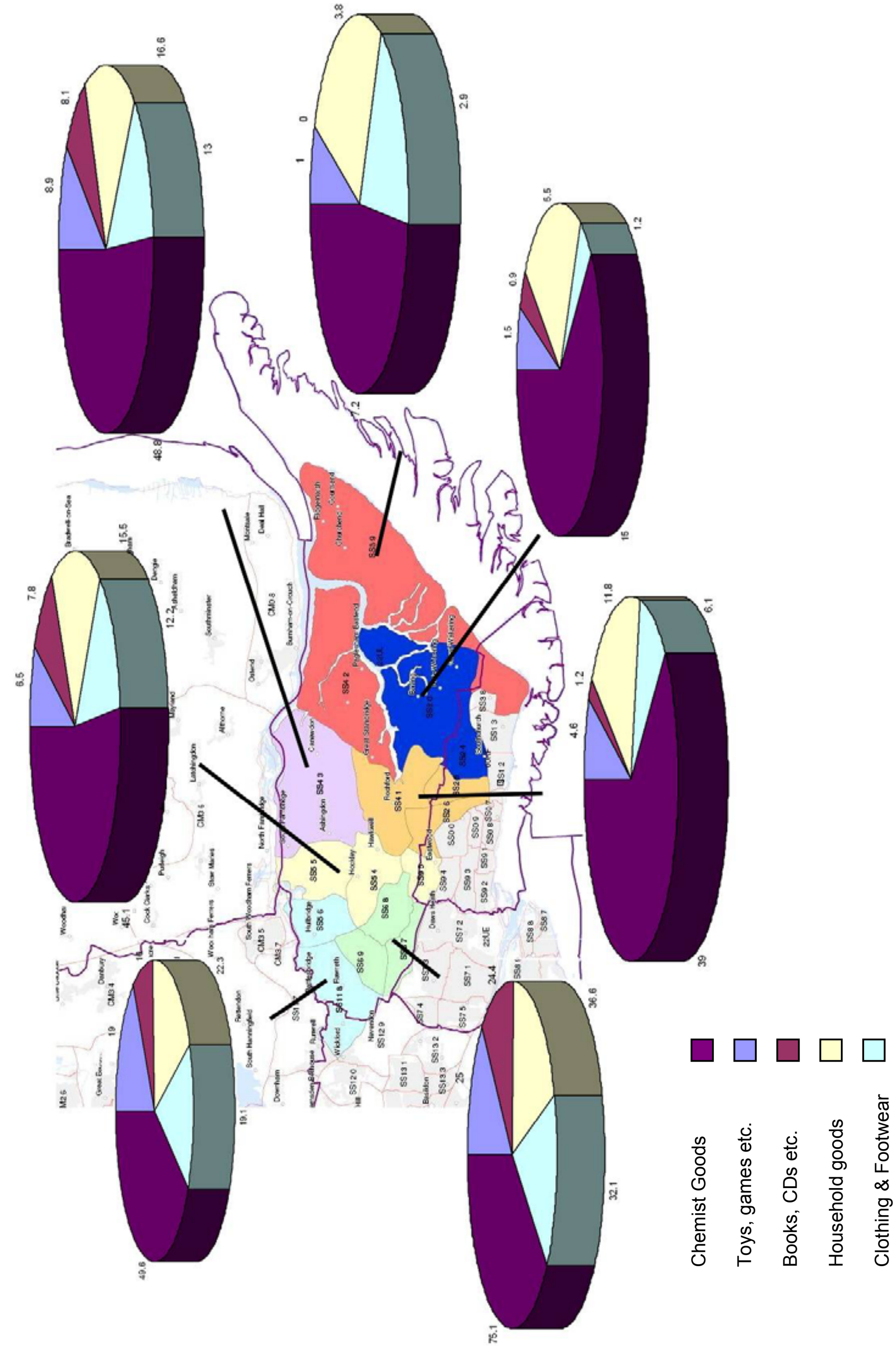


Table 8.8: Estimated Available Comparison Goods Expenditure (Non-Bulky Goods) – Rochford District

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	65.4	65.4	-
2013	70.5	86.1	15.6
2018	75.9	112.0	36.1
2023	81.8	145.7	63.9
2026	85.5	170.5	85.0

Notes:
[1] – Allows for increased productivity of +1.5% per annum
[2] – Assumes constant market share at 17.7% within the Study Area
At 2005 prices

Potential Growth of Special Forms of Trading

8.39 The above assessment of capacity has assumed that Special Forms of Trading (e.g. online sales, mail order, etc.) will remain constant over the period of the study. Recent research has indicated that online shopping, particularly for non-food shopping, has significantly increased in recent years. Furthermore, online shopping is forecast to continue to grow, which could have an impact upon future requirements for more traditional retail floorspace in Rochford District.

8.40 Given the timeframe of this study it is important to assess the potential implications of this sector increasing in the future. The retail modelling undertaken as part of this study (outlined above) is based upon current market shares achieved for on-line/catalogue sales identified by the Household Survey for each type of good identified. Within the Study Area as a whole there were identified as follows:

- Clothing & Footwear - 5.9% of expenditure
- Books, CDs, DVDs, etc. -28.1%
- Household Goods - 8.4%
- Toys, Games, Bicycles, etc. - 17.0%
- Chemist Goods -3.5%
- Electrical Goods - 19.3%
- Furniture Goods - 5.3%
- DIY Goods - 1.0%

All Comparison Goods - 10.3%

8.41 The Household Survey identifies high market shares achieved by online/mail order sales, particularly for 'Books, CDs, DVDs, etc.' (28.1%), 'Electrical Goods' (19.3%) and 'Toys, Games, Bicycles' (17.0%). Overall, internet shopping/mail order is identified to attract 10.3% (or £54.1m) of all comparison goods expenditure generated in the Study Area. Based on our experience of undertaking similar studies throughout the UK this proportion of expenditure spent online is considered to be high.

8.42 Research undertaken by Experian (Retail Planner Briefing Note 5.1 – November 2007) forecasts that the average market share of e-tailing on comparison goods within the UK could increase to almost 13% by 2013. It is evident that the current market share achieved by e-tailing within the Study Area recorded by the Household Survey is higher than the average identified by Experian. This may be reflective of either a lack of nearby provision within the District or the shopping habits of residents within the District. Given this, for the purpose of this assessment an additional scenario has been undertaken in assessing capacity. This has been based on the assumption that the proportion of expenditure directed to this type of shopping will increase to 15% by 2013 and to 20% by 2018 where it will remain static through to 2026. This compares to the assessment outlined above that is, based on assuming constant level through to 2026. Table 8.9 identifies the potential impact any increase in Special Forms of Trading (that is, purchase via the internet, mail order, party plan or vending machines) has on need for additional retail floorspace.

Table 8.9: Potential Impact of Increased Special Forms of Trading 2006-2026) – Rochford District

Sector	**Capacity (£m)**							
	2013[1]		**2018[2]**		**2023[2]**		**2026[2]**	
	Constant SFT	Increasing SFT	Constant SFT	Increasing SFT	Constant SFT	Increasing SFT	Constant SFT	Increasing SFT
Comparison Goods	21.6	15.9	50.2	35.0	89.0	69.3	118.5	95.4

Notes: WYG (2007)
[1] – Assumes growth in SFT to 15%
[2] – Assumes growth in SFT to 20%
At 2005 prices

8.43 Table 8.9 demonstrates that the potential increase in Special Forms of Trading could have a significant impact upon future capacity within the District for traditional retail floorspace. For all comparison goods, the capacity within the District in 2013 reduces from £21.6m to £15.9m, a difference of almost £6m. By 2018, the capacity reduces from £50.2m to £35.0m (a reduction of £15m), from £89.0m to £69.3m by 2023 (£20m reduction) and further from £118.5m to £95.4m (£23m reduction) by 2026.

8.44 Clearly, this reduction in available 'capacity' has implications upon floorspace capacity that could be supported in the District at current market share. Based on applying an average sales density of £4,500 per sq m (and allowing for increased productivity) the capacity for additional comparison goods floorspace in the District reduces from approximately 4,455 sq m (net) in 2013 to 3,280 sq m (net). By 2018, the identified floorspace requirement reduces from 9,600 sq m (net) to 6,700 sq m (net), from 15,800 sq m (net) to 12,320 sq m (net) in 2023 and from 20,140 sq m (net) to 16,220 sq m by 2026 – although dependent upon the end operator and based on current market shares. As previously highlighted, significant comparison goods expenditure generated within the Study Area is being lost to competing facilities elsewhere. Therefore, there appears clear scope to reduce the need of local residents to travel to competing facilities elsewhere by improving the comparison retail offer in the future. However, any additional floorspace will need to be appropriate to the centre and catchment that it will serve and should not have an adverse impact upon the vitality and viability of established centres.

Outstanding Commitments

8.45 There are currently no outstanding commitments for additional comparison goods floorspace in the District and no further allowance is therefore made.

Qualitative Need

8.46 Facilities in Rochford District provide a limited range of 'non-bulky' comparison goods floorspace, reflected by the relative high levels of expenditure being directed to facilities outside the District. The Household Survey suggests that existing facilities achieve a market share of less than 18% of non-bulky goods expenditure generated by residents within the Study Area. Indeed, the highest level of retention within a particular zone is less than 38% of expenditure ('Rayleigh Zone' (Zone 2)).

8.47 Of this retention, more than two thirds (68%) of non-bulky goods expenditure is directed to facilities in Rayleigh town centre, which is clearly the most dominant destination in the District for non-bulky goods shopping. In contrast, only 18% of retained expenditure is directed to Rochford town centre and 8% of expenditure is directed to Hockley town centre.

8.48 Of the identified leakage, almost 51% of expenditure is directed to facilities in Southend-on-Sea District, predominantly to Southend town centre. This is understandable given the strength and proximity of these facilities.

8.49 Whilst it is acknowledged that facilities in Rochford will not be able to compete with larger centres such as Southend and regional shopping centres such as Lakeside and London West End, it is considered that there is a qualitative need for some additional non-bulky goods floorspace in the District to help reduce the need for local residents to travel to competing facilities elsewhere.

8.50 Similarly, the retention of 'bulky goods expenditure by facilities in the District (17%) is also relatively low reflecting current provision. Consequently, 83% of bulky goods expenditure generated by residents within the Study Area is lost to competing facilities elsewhere, of which 57% is directed to facilities in Southend-on-Sea District.

8.51 With regard to specific types of 'bulky goods', facilities within the District are identified to attract 15% of Electrical Goods expenditure, 17% of DIY Goods expenditure and 18% of Furniture Goods expenditure generated in the Study Area. Accordingly, the Household Survey suggests that there is significant leakage in expenditure for each bulky good type. This reflects the limited range of modern retail warehousing within the District. Given this, there appears a clear qualitative need for additional bulky goods provision within the District in order to provide more sustainable shopping patterns.

Role of Existing Centres

Rayleigh town centre

8.52 Rayleigh is the largest town centre within the District. In terms of convenience goods shopping existing facilities are identified to achieve a turnover of £29.9m in 2008. This equates to a market share of **12.1%** within the Study Area (by including the Asda store on Rawreth Lane). The convenience goods offer in Rayleigh is dominated by the Asda store on Rawreth Lane and the Somerfield store on Eastwood Road, which collectively retain 87% of expenditure attracted to Rayleigh.

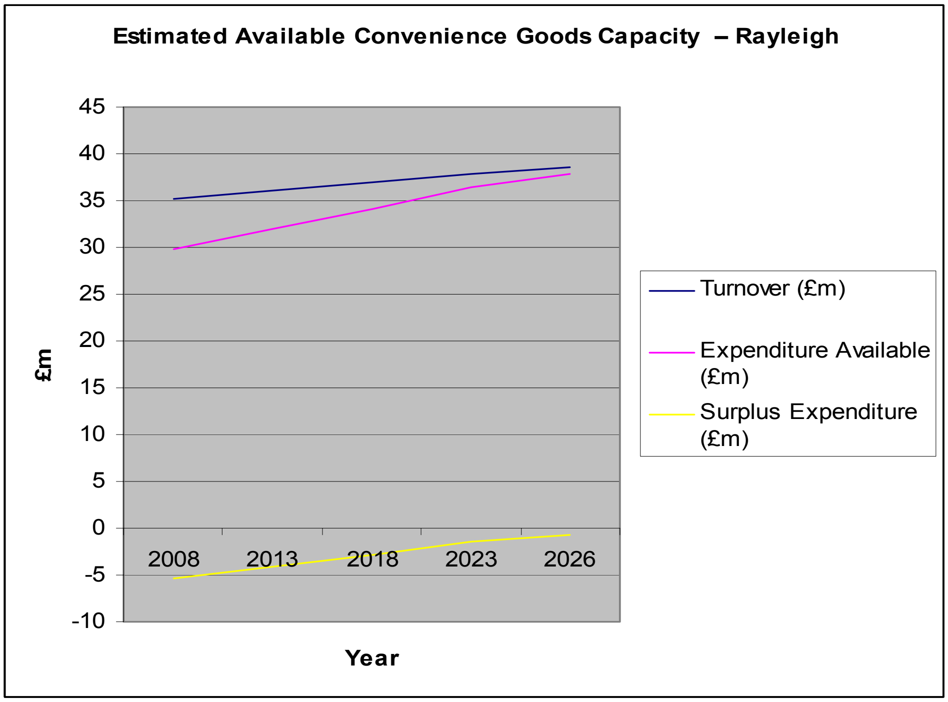
8.53 By rolling forward current market share, Table 8.10 identifies that even after allowing for forecast increases in convenience goods expenditure and population within the Study Area, given the undertrading of existing facilities as a whole there appears no demonstrable capacity to support additional convenience goods floorspace in Rayleigh through to 2026 based on current market shares.

8.54 Although our analysis identifies that the two main stores in Rayleigh (Asda and Somerfield) are marginally overtrading, as a whole existing facilities are undertrading, including 'Local Stores', although this is likely to include the Asda and Somerfield stores.

Table 8.10: Estimated Available Convenience Goods Capacity – Rayleigh

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	35.2	29.9	-5.3
2013	36.1	32.0	-4.1
2018	37.0	34.1	-2.9
2023	37.9	36.4	-1.5
2026	38.5	37.8	-0.7

Notes:
1 Allows for increased turnover efficiency of +0.5% per annum
2 Assumes constant market share at 12.1% in the Study Area
At 2005 prices



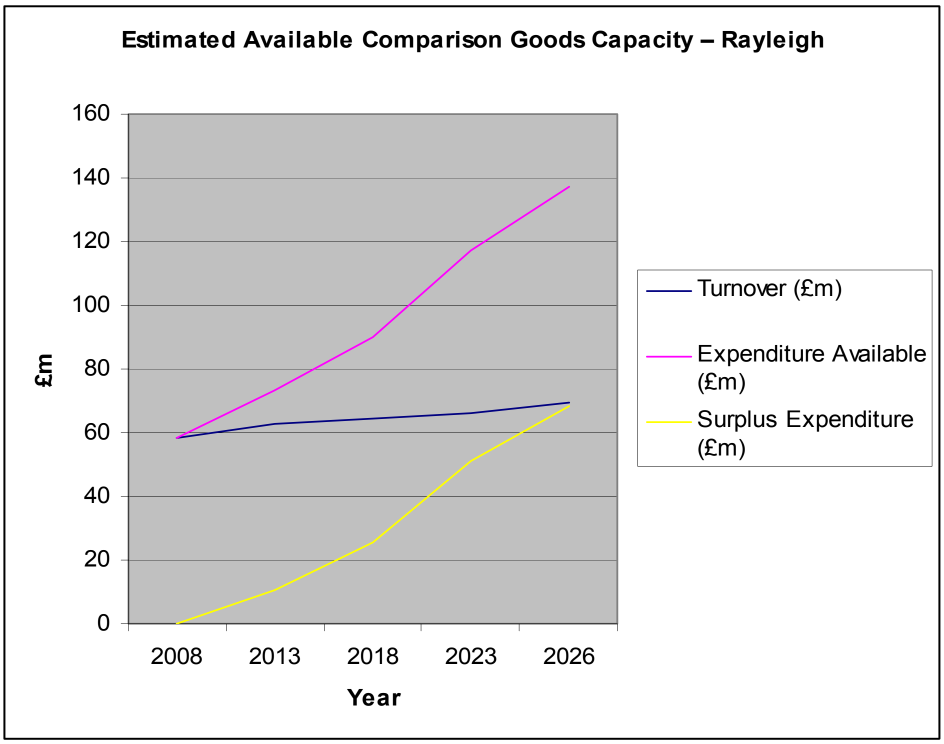
8.55 With regard to comparison goods shopping, Rayleigh town centre (including the non-food element of Somerfield and Asda) attract £56.5m of comparison goods expenditure generated in the Study Area. This equates to a market share of 10.7%. By also including the nearby out-of-centre provision, such as the Makro at Rawreth Industrial Estate this market share increases to **11.1%** (or £58.4m).

8.56 Based on current market shares, our analysis (Table 8.11) identifies capacity of £10.3m by 2013. By 2018 this capacity is identified to increase to £25.7m, to £51.2m by 2023 and to £68.1m by 2026. This equates to a potential floorspace requirement by 2013 of 2,125 sq m (net) increasing to almost 11,600 sq m (net) by 2026. However, this is subject to the forecast growth rate of +5.3% per annum being maintained through to 2026 and no change in market share.

Table 8.11: Estimated Available Comparison Goods Capacity – Rayleigh

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	58.4	58.4	-
2013	62.9	73.2	10.3
2018	64.5	90.2	25.7
2023	66.1	117.3	51.2
2026	69.2	137.3	68.1

Notes:
[1] – Allows for increased productivity of +1.5% per annum
[2] – Assumes constant market share at 11.1% within the Study Area
Allows for increased SFT
At 2005 prices



8.57 The level of comparison goods expenditure directed to Rayleigh town centre (£55.3m in 2008) equates to an average sales density of approximately £4,300 per sq m[3]. We would expect a centre the size of Rayleigh town centre to achieve a sales density in the region of between £4,000 per sq m and £4,500 per sq m taking into account existing retailers, quality of offer, etc. Accordingly, our analysis suggests that Rayleigh town centre is trading at expected level.

Rochford

8.58 Both the convenience and comparison goods offer of Rochford is much more limited than that of Rayleigh. Existing facilities achieved a convenience goods turnover of £9.2m in 2008, increasing to £15.6m by including the out-of-centre Somerfield at Golden Cross Parade. This equates to a market share of **6.3%** within the Study Area. Almost half of this expenditure (45%) is directed to the existing new Somerfield store in the town centre, with more than 40% of expenditure being directed to the out-of-centre store at Golden Cross Parade.

8.59 Despite this limited market share, existing provision within Rochford town centre is identified to be significantly overtrading. Given this overtrading there appears an immediate convenience goods capacity within Rochford of some £8.2m (Table 8.12) – by including the out-of-centre Somerfield store. By 2026, this capacity will increase to more than £11m. Although dependent upon the end-operator, this represents a potential requirement for between 685 sq m (net) and 1,640 sq m (net) in 2008, increasing to 740 sq m (net) and 1,775 sq m (net) in the short-term (2013). In the long-term (2026) this capacity represents a requirement for between 885 sq m (net) and 2,120 sq m (net). It is important to note that this capacity is based on current market shares. Consequently, improved convenience goods provision in Rochford is likely to increase current market shares and subsequent capacity.

8.60 Notwithstanding this, based on new retail floorspace being occupied by one of the leading four supermarket operators, the identified capacity could support a foodstore of approximately 1,500 sq m (gross)[4] in the short-term (i.e. 2013). However, any new foodstore in Rochford will need to be appropriate in scale to the centre and catchment that it will serve.

3 Based on dividing the level of comparison goods turnover against comparison goods floorspace identified by WYG Land-use Survey (12,835 sq m)

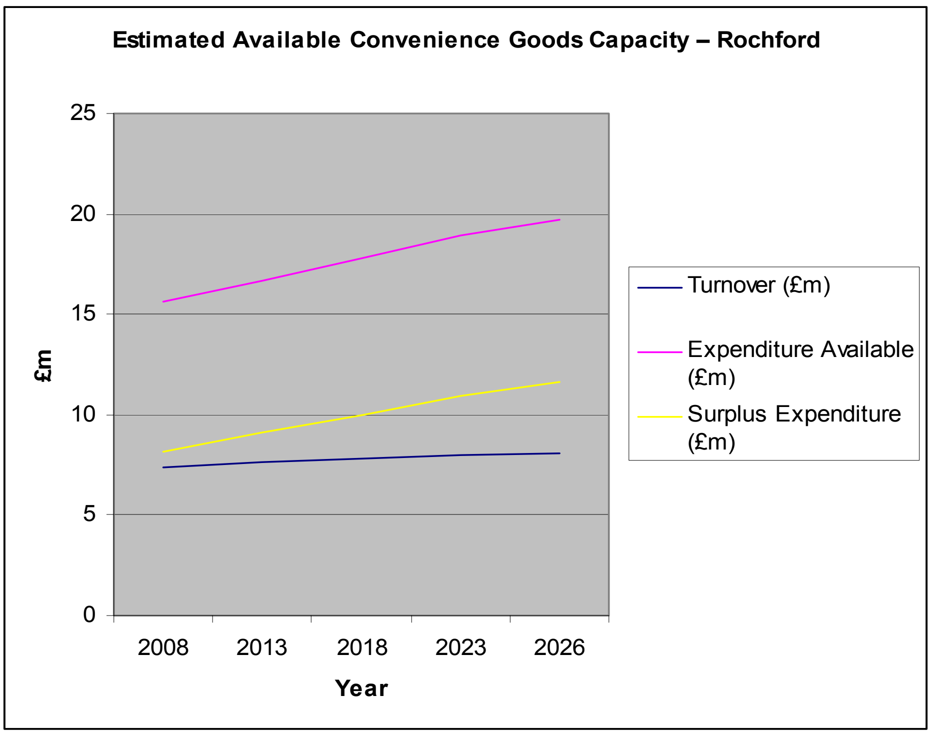
4 Based on a convenience/comparison split of 70%/30% and a net floorspace representing 70% of the gross

Table 8.12: Estimated Available Convenience Goods Capacity – Rochford

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	7.4	15.6	8.2
2013	7.6	16.7	9.1
2018	7.8	17.8	10.0
2023	8.0	18.9	10.9
2026	8.1	19.7	11.6

Notes:

[1] – Allows for increased productivity of +0.5% per annum
[2] – Assumes constant market share at 6.3% within the Study Area
At 2005 prices



8.61 With to comparison goods, our analysis identifies that Rochford town centre attracts approximately £16.6m of comparison goods expenditure generated in the Study Area. This equates to a market share of only 3.1%, reflecting the limited comparison goods offer of Rochford town centre. Despite this low market share, our assessment identifies that existing comparison goods floorspace in Rochford town centre has an average sales density of almost £6,500 per sq m[5]. Given the current size and offer of Rochford town centre, we would expect the town centre to have an average sales density of between £3,500 per sq m and £4,000 per sq m. Consequently, this high turnover (as identified by the Household Survey) implies that the comparison goods offer of Rochford town centre is overtrading and suggests additional scope for retail floorspace within the town centre to alleviate this overtrading. However, survey results should be treated with caution in seeking to identify turnover of existing floorspace, particularly for comparison goods, as respondents may state Rochford town centre but might mean an out-of-centre facility nearby. Given this uncertainty, for the purposes of this study it has been assumed that the town centre is trading in equilibrium in 2008.

8.62 Further comparison goods floorspace is located in close proximity to Rochford town centre including the out-of-centre Homebase store at Purdeys Industrial Estate. By including out-of-centre provision, Rochford's market share increases to **4.6%** (or £24.0m).

8.63 Table 8.13 identifies capacity within Rochford of approximately £4.4m in 2013. This is forecast to increase to £9.5m by 2018, to £18.6m by 2023 and to £25.5m by 2026 at current market shares. This level of capacity equates to a potential floorspace requirement of 910 sq m (net) in 2013, increasing to 4,330 sq m (net) by 2026 (dependent upon the end-operator).

[5] Based on dividing the level of comparison goods turnover against comparison goods floorspace identified by WYG Land-use survey (2,574 sq m)

Table 8.13: Estimated Available Comparison Goods Capacity – Rochford

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	24.0	24.0	-
2013	25.9	30.3	4.4
2018	27.9	37.4	9.5
2023	30.0	48.6	18.6
2026	31.4	56.9	25.5

Notes:
1 – Allows for increased productivity of +1.5% per annum
2 – Assumes constant market share at 4.6% within the Study Area
Allows for increased SFT
At 2005 prices

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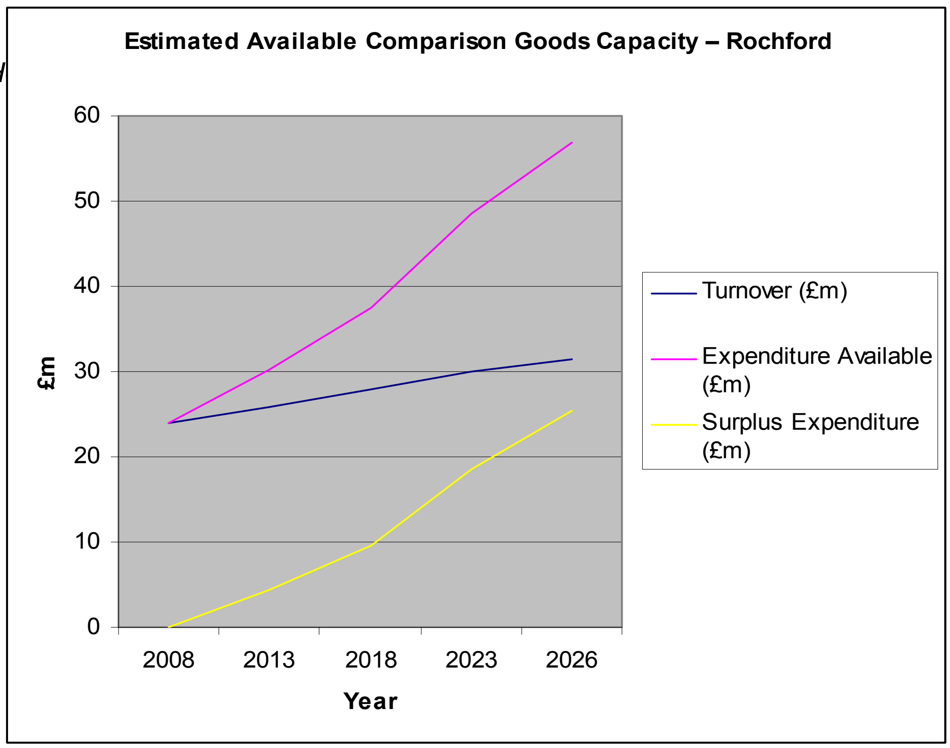


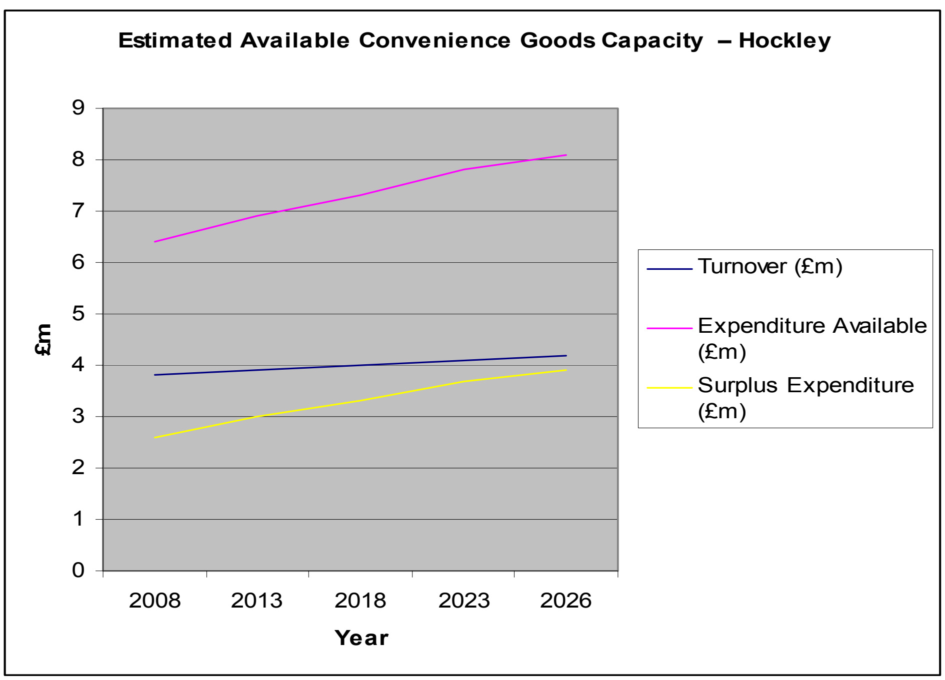
8.64 The retail offer in Hockley is very limited achieving a convenience goods turnover of only £6.4m – the lowest of the three main centres in the District. This equates to a market share of **2.6%** within the Study Area. The convenience goods offer in Hockley is dominated by the Somerfield store on Spa Road (551 sq m gross), which attracts 87% of convenience goods expenditure currently directed to Hockley.

8.65 Despite this limited market share, existing convenience facilities in Hockley are identified to be trading 68% above anticipated turnover (£6.4m compared to £3.8m). In particular the Somerfield store is identified to be trading at more than double the expected turnover level. Given this overtrading, our assessment identifies immediate capacity of some £2.6m in 2008. This capacity is forecast to increase to £3.0m by 2013 and to £3.9m by 2026 (Table 8.14). This level of capacity equates to a floorspace requirement of between 220 sq m (net) and 650 sq m (net) in 2008, increasing to between 245 sq m (net) and 730 sq m (net) in the short-term (2013) depending upon end-operator. In the long term (i.e. 2026) there is an identifiable floorspace capacity of between 300 sq m (net) and 890 sq m (net) at current market shares.

Table 8.14: Estimated Available Convenience Goods Capacity – Hockley

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	3.8	6.4	2.6
2013	3.9	6.9	3.0
2018	4.0	7.3	3.3
2023	4.1	7.8	3.7
2026	4.2	8.1	3.9

Notes:
[1] – Allows for increased productivity of +0.5% per annum
[2] – Assumes constant market share at 2.6% within the Study Area
At 2005 prices



8.66 With regard to the comparison goods sector, existing facilities in Hockley are identified to achieve a turnover of £6.7m in 2008. This equates to a market share of only **1.3%** within the defined Study Area and equates to an average sales density of the town centre being some £2,275 per sq m[6]. This trading performance is significantly less than both Rochford and Rayleigh, suggesting that the town centre is underperforming. Indeed, we would expect a centre such as Hockley to achieve an average sales density of between £2,500 per sq m and £3,000 per sq m.

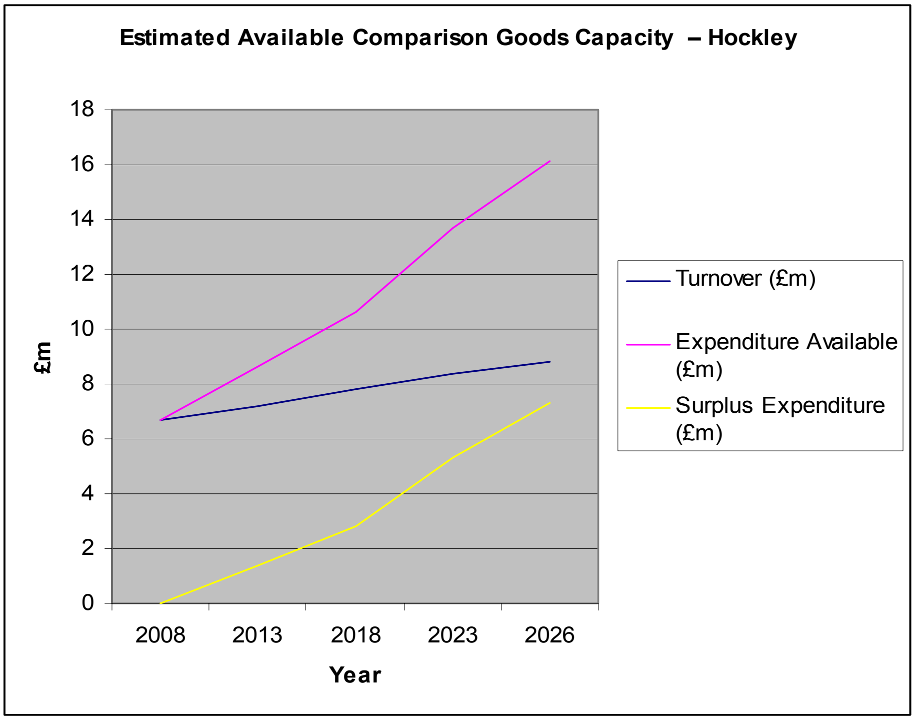
8.67 By rolling forward current market share our assessment identifies capacity in 2013 of some £1.4m, increasing to £2.8m in 2018, £5.3m in 2023 and to £7.3m by 2026. This represents a potential floorspace requirement of approximately 290 sq m (net) in 2013, increasing to 1,240 sq m (net) by 2026 at current market shares. However, given the apparent undertrading of the town centre it is likely that this capacity is overstated.

Table 8.15: Estimated Available Comparison Goods Capacity – Hockley

Year	Turnover - £m[1]	Expenditure Available - £m[2]	Surplus Expenditure - £m
2008	6.7	6.7	-
2013	7.2	8.6	1.4
2018	7.8	10.6	2.8
2023	8.4	13.7	5.3
2026	8.8	16.1	7.3

Notes:
1 – Allows for increased productivity of +1.5% per annum
2 – Assumes constant market share at 1.3% within the Study Area
Allows for increased SFT
At 2005 prices

6 Based on dividing the level of comparison goods turnover against comparison goods floorspace identified by WYG Land-use survey (2,944 sq m)



Summary

8.68 Facilities within the District provide a more important convenience goods shopping role than for comparison goods shopping (24% compared to 17%). However, it is evident that within both sectors there is significant 'leakage' of expenditure to competing destinations, most notably to facilities in Southend-on-Sea District. This is understandable given the current retail offer in the District and the strength and proximity of competing provision.

8.69 Given the significant amount of expenditure that is currently taking place in locations outside the District it is evident that there is scope for improved retail floorspace (both convenience and comparison) within the District to reduce the need of residents to travel elsewhere.

8.70 Even based on current market shares our assessment identifies scope within the District for between 710 sq m (net) and 1,700 sq m (net) of additional convenience goods floorspace in 2013, increasing to between 1,250 sq m (net) and 3,000 sq m (net) by 2026. However, in considering the three main centres individually, most of this need for additional convenience goods floorspace is at Rochford, followed by Hockley. In contrast, the trading performance of existing convenience goods provision in Rayleigh suggests that there is no clear need for additional convenience goods floorspace through to 2026.

8.71 Within the comparison goods sector, our assessment identifies potential capacity of 3,280 sq m (net) in 2013, increasing to 16,220 sq m (net) by 2026. This capacity is dependent upon potential growth in SFT and the forecast growth identified in comparison goods expenditure.

8.72 Based on the analysis undertaken it is possible to identify the hierarchy of centres within the District. The total turnover of the three main town centres within the District is identified to be £130.5m in 2008 (convenience and comparison). Table 8.16 summarises the hierarchy, turnover and market share achieved by the main centres within the District.

Table 8.16: Hierarchy and Market Share of the Main Centres within Rochford District

Centre	Convenience (£m)	Comparison (£m)	Total (£m)	Market Share in Study Area (%)	Market Shares Amongst Centres (%)
1. Rayleigh	29.9	55.3	85.2	11.0	65.3
2. Rochford	15.6	16.6	32.2	4.1	24.7
3. Hockley	6.4	6.7	13.1	1.7	10.0
TOTAL	**51.9**	**78.6**	**130.5**	**16.8**	**100.0**

Notes: WYG (2008)
Excludes edge-of-centre and out-of-centre floorspace for comparison goods turnover
At 2005 prices

8.73 Our analysis indicates that Rayleigh town centre is the dominant destination within the District, albeit achieving an overall market share within the Study Area of only 11%. Of the total retail expenditure retained by the main centres within the District, almost two-thirds (65%) is attracted to facilities in Rayleigh town centre. Table 8.17 provides a summary of the role of the three main centres within the District.

Table 8.17: Summary of the Main Centres - 2008

Centre	Floorspace (sq m)[1]	Catchment Population[2]			Market Share (%)[2]		Capacity (£m) - 2026[3]	
		Main Food	*Bulky Goods*	*Non Bulky*	*Food*	*Non Food*	*Food*	*Non Food*
Rayleigh	19,956	16,325	11,660	17,680	12.1	11.1	-0.7	68.1
Rochford	4,473	7,500	9,820	5,100	6.3	4.6	11.6	25.5
Hockley	4,242	2,550	1,520	1,960	2.6	1.3	3.9	7.3

Notes:
[1] – Floorspace derived from WYG Land-use Survey (2008)
[2] – Catchment and market share derived from Rochford Household Survey (2008) includes in centre, edge-of-centre and out-of-centre facilities
[3] – Assumes constant market share and allows for increase in SFT for comparison goods
At 2005 prices

9.0 LEISURE PROVISION IN ROCHFORD DISTRICT

Introduction

9.01 The Study Brief requires us to consider the extent of leisure provision, its usage and possible opportunities for further development in the District through the Local Development Framework process.

9.02 In this chapter we assess the extent of current leisure provision, consider the results of the household survey in relation to leisure activities and consider some possible remedies to meet deficiencies identified.

Existing Provision

9.03 At present, leisure provision in Rochford is set out in the list of facilities in the Household survey questionnaire at **Appendix 2**.

9.04 In terms of general sports and leisure provision, provided by the Council, there are main Leisure Centres at Rayleigh, Hawkwell and at Great Wakering.

9.05 The Rayleigh Leisure Centre opened in May 2006 and has a range of sporting facilities such as gym, sports hall, an outdoor area suitable for tennis, netball and football, and indoor bowls facility and squash courts. It also has support facilities such as a crèche and bar/café area.

9.06 The Clements Hall Leisure Centre is located in Hawkwell and also boasts a range of facilities similar to but, in some cases, more extensive than those found at Rayleigh. For example, it also possesses a swimming pool together with a pool especially for teaching purposes and a climbing wall. It has recently undergone a significant refurbishment.

9.07 Great Wakering Sports Centre possess a limited range of facilities and runs classes for aerobics and martial arts as well as offering badminton and both indoor and outdoor football pitches.

9.08 In terms of private sports and leisure/health clubs there are no major facilities in the District but there are a number on the periphery of the District and within reasonable access of Rochford residents. Examples are David Lloyd Leisure in Southend and Basildon, Virgin Active in Thundersley (Castle Point Borough Council), Fitness First in Southend and Basildon, and LA Fitness at Thorpe Bay, located just outside the District boundary.

9.09 In terms of less formal, commercial facilities, there are 5 libraries within the District at Great Wakering, Hullbridge, Rayleigh, Rochford and Hockley, run by Essex County Council and a range of playing fields and recreation grounds located in the main centres.

9.10 In terms of major facilities that are absent in Rochford, there are no bingo halls, the nearest such facilities being in Southend and Basildon.

Household Survey Results

9.11 A number of leisure related questions were asked of Rochford residents as part of the household survey. Questions 32-40 asked residents about the activities they currently participated in and asked some more detailed questions on their habits in relation to the more major commercial activities such as cinemas, ten pin bowling, leisure and health and fitness centres and bingo halls. Importantly, residents were also asked what facilities they would like to see more of in the District.

General

9.12 In general terms, the largest single response, when asked, was that no activities were undertaken, noted by over 27% of respondents. This was replicated across all zones as being the largest single answer, with the exception of zone 4 where it was only 14% of respondents and well below the overall figure. It also had the second smallest number of respondents over 55.

9.13 The least active zone is zone 6 where over one third of residents said that they undertook no leisure activities although this also corresponds to the zone having the greatest proportion of respondents over 55 (58%).

9.14 Where a positive answer was able to be given, walking and cycling came out as the single biggest response across all zones, registering over 25% of responses. Walking/cycling was also the highest ranked activity in zones 1, 3, 6 and 7.

9.15 Leisure centre activities was ranked second overall with 14.5% of answers whilst health and fitness clubs was third with around 13% of all responses. Swimming recorded a response rate of nearly 6% but may also be included within the leisure and health and fitness clubs categories.

9.16 These three activities were also recorded as being the most popular across 5 of the 7 zones with only zones 1 and 6 having a different top three choices.

9.17 The next section deals with some of the specific aspects of the survey.

Cinema

9.18 The most visited cinemas were the Odeon in Southend and the Empire at Festival Park in Basildon. In terms of split across the zones, in general geographical factors were dominant with the western most zones looking towards Basildon with the remainder heading to Southend.

9.19 In terms of frequency of visit, the largest single response was once a fortnight (29%) although almost half of respondents (48%) said that they visited the cinema only once every 2 months or less often. This also varied by zone with at least 60% of those in zones 2, 5 and 7 visiting the cinema every 2 months or less.

9.20 All Zone 4 residents visited the cinema at least once a month whilst almost 70% of those in zone 1 visited the cinema once a month or more frequently.

Ten Pin Bowling

9.21 In terms of ten pin bowling, CJ’s in Hockley is the single most popular destination followed by Tenpin and the Kursaal in Southend and Hollywood Bowl in Basildon. Again, this is distributed along geographical lines with respondents visiting that facility closest to them.

9.22 In frequency terms, the majority of respondents visited once every 2 months or less frequently.

Bingo

9.23 The main destination visited for Bingo was the Mecca bingo club on Southend which attracted over 60% of respondents. There were a number of “other” responses which may also have related to the Mecca club given that the respondents were located in zones 6 and 7, nearest to Southend.

9.24 Geographical location was not quite as critical in the case of bingo given the smaller number of facilities and most people, irrespective of zone, visited Southend.

9.25 In terms of frequency, most people visited a bingo hall once a week or more frequently (76%) which reflects the nature of the activity and the social element to it.

Leisure/Health and Fitness Clubs

9.26 The most quoted destination was Clement's Hall which attracted over a quarter of all answers. Surprisingly, Rayleigh Leisure Centre only attracted 3 responses although there was a large "other" response which may include some relating to Rayleigh Leisure Centre. A large proportion of respondents (19%) could not remember or didn't know their destination when visiting leisure centres.

9.27 The vast majority of leisure/health and fitness centres users visited once a week or more frequently and this was uniformly noted across all zones.

Future Needs

9.28 Respondents were asked what facilities they would like to see in the District. The most popular answer was a swimming pool, which was given by 17.2% of respondents. Interestingly, 44% said that there was nothing particular that they would like to see in the District.

9.29 We have heard from a number of local groups that additional facilities for young people are required in order to minimise the perception of anti social behaviour, on occasions, and to provide them with purposeful activity.

9.30 In the survey, and in aggregation, facilities for children and younger people scored relatively highly (5.7%) overall.

9.31 The second most popular answer, despite the presence of the Rayleigh and Clement's Hall major leisure facilities was the need for further leisure centres.

9.32 In geographical terms, the answers given by zone generally reflected the overall picture with further swimming facilities being the most popular answer across all zones with the exception of zone 4 where additional health and fitness facilities was the most popular reply although there was no clear preference in this zone.

Some Conclusions

9.33 The following are a number of broad conclusions that can be drawn from the leisure questions in the household survey:

- The majority of residents said that did not take part in any leisure activity;
- In so far as they did, walking and cycling was the single biggest activity, closely followed by visiting leisure/health and fitness centres;
- There was some difference by zone with walking and cycling being most prevalent in the zones with the greatest proportion of people over 55;
- In terms of cinemas, there are no facilities in the District so residents head to Southend or Basildon;
- Due to lack of provision within the District, bingo facilities located outside the District are used with the Mecca in Southend being the most popular destination;
- In terms of ten pin bowling, the most popular venue is within the District at CJ's in Hockley. Where residents travel outside the District they generally do so to Southend or Basildon;
- Leisure and health and fitness centres are used extensively with the Clement's Hall facility being the most popular;
- Surprisingly, the new Rayleigh Leisure Centre attracted a very small number of responses although this may be under recorded given the number of "other" responses. Even then, it would not be as attended as Clement's Hall. This may reflect the fact that Clement's Hall has a swimming pool;
- The majority of residents, in general, and by zone, could not express a clear preference for future leisure needs in the District. In so far as a preference was able to be given it was for an additional swimming pool which was the clear preference in all zones except zone 4.

9.34 Having had regard to the existing provision and the survey results we turn to deal with the future strategy for leisure provision in the District.

Future Leisure Needs

9.35 In our opinion the provision of general leisure facilities in Rochford is good, particularly in respect of leisure centres and health and fitness clubs. The Council has invested heavily in the former in recent years and Clement's Hall in particular is clearly popular with local residents and, although the survey results are surprising in this respect, we suspect Rayleigh Leisure Centre's popularity is under recorded and that it is also well attended.

9.36 Private facilities are also relatively extensive, albeit that some of the larger facilities lie outside the District, although relatively accessible to Rochford residents.

9.37 Neither scored particularly highly in the list of facilities that residents would like to see in the future and we see no major need for them at this time.

9.38 In general terms, we are heartened that residents were not able to express a clear preference for additional leisure facilities, suggesting that there is general satisfaction with what is currently on offer. On the other hand it could be a function of Rochford residents' general lack of activity, as evident through the survey or, in particular, their enjoyment of more basic facilities such as walking and cycling for which there is currently appropriate provision.

9.39 As a point of comparison, Sports England's 'Active People Survey' for 2005/06 indicated that just 19.9% of Rochford District residents 'regularly' participated in moderate intensity sport and active recreation. The term 'regularly' was defined as participating at least 3 days a week for at least 30 minutes continuously, and included activities such as recreational walking and cycling.

9.40 In contrast the national average for 'regular participation' was 21%. The slightly lower level of participation by Rochford residents may be accounted for by the older demographic, and should not be considered indicative of a comparatively high level of inactivity. Rochford District fell within the middle 50% of districts nationally, and was positioned 30th out of the 48 districts within the East of England region.

9.41 Our own telephone survey results indicate that over 25% of the resident population engage in walking and cycling as leisure pursuits. The disparity between our own and Sport England's results may indicate that Rochford residents do not participate in such activities above the frequency or intensity thresholds set by Sport England. Alternatively, it may be that participation rates have increased since 2005/06. Sport England is currently carrying out an 'Active People Survey' for 2006/07, the results of which will provide further insight into participation trends within the District.

9.42 The most popular requirement was for additional swimming facilities in the District which was most acutely felt in zones 1, 2 and 7. We are aware that Sport England's Sports Facility Strategy for the East of England considers there to be sufficient existing capacity to meet current and future demand for swimming pools in Essex. However, it highlights the need for improved access to existing swimming pools and considers it appropriate to address 'the accessibility deficit through re-negotiation of existing access arrangements, given that there are existing facilities which cannot be fully utilised by the community', such as school swimming pools.

9.43 With this in mind, the Council may wish to consider either a comprehensive survey of existing swimming pool facilities with a view to negotiating improved public access, or promoting the development of an additional swimming pool within the District.

9.44 Clement's Hall in Hawkwell is located outside the three main centres in the District. We are therefore of the view that, in the event the Council wishes to progress proposals for a new swimming pool, it should be located within an established town centre, and preferably Rayleigh, in order to maximise its catchment and accessibility.

9.45 In terms of ways of achieving this provision, the Council could provide such a facility itself as it has done at Clement's Hall or require appropriate financial contributions from developers as part of major development proposals in the District. We see the latter as being the more likely scenario given the Council's considerable recent investment in leisure facilities in the District.

9.46 The Council may wish to consider adopting a policy seeking contributions from appropriately sized development schemes for the provision of a swimming pool to serve the main settlements of the District and be located, preferably, in Rayleigh.

9.47 We do not see any clear need for additional commercial leisure facilities. Ten pin bowling and bingo, of the main uses we surveyed, did not come out strongly as areas for improvement. There was a limited requirement for a cinema in the District although given the nature and frequency of use and the presence of facilities in Southend and Basildon, this did not appear strongly as a preference. Residents currently travel similar distances to access cinemas in Chelmsford and Lakeside. We are also aware that the cinema market is not particularly strong at the current time and, given the relatively small population of Rochford and the availability of large facilities close by, a cinema may not be sustainable for the future.

9.48 There was a consistent reference to the need for an ice rink in the District but the number of respondents overall (3.7%) who expressed this as a preference is not, in our view, strong enough to justify provision at this time. It was not mentioned as an activity that residents were currently active in albeit that there are no major facilities in the District. The Council will have an opportunity to reassess the situation following the operation of a temporary ice-rink at various locations around the District over the coming months. The Riverside Ice Rink in Chelmsford is the nearest facility, located approximately 45 kilometres from Rochford town centre, while the Romford Ice Arena is located approximately 55 kilometres from Rochford.

9.49 We have heard from local groups of a general need for additional restaurants, cafes etc although this does not appear strongly in the list of preferred facilities. That said, it is an activity undertaken by a significant proportion of people across the District and there may be gaps that can be identified and filled. This may require a more flexible approach towards A3 and A4 activities within town centres. At present Local Plan Policies SAT4 and SAT5 presume against non-retail uses (including A3 and A4 activities) within primary and secondary shopping frontages, unless certain conditions can be met. We address this in the section dealing with the individual centres since this may be a way of enhancing their overall offer, especially in respect of the evening economy.

9.50 We are of the opinion that there needs to be additional investment in youth and children's facilities. In aggregation, the need for such facilities comes across in the survey, even though the proportion of younger people surveyed was relatively limited and the District in general has an ageing population. We have heard from local groups that there is a lack of such facilities and the Council may wish to consider how this can be improved.

9.51 The Council is presently supporting a range of youth facilities and initiatives. The Council's leisure team is presently working on a variety of youth projects including a teen café in the Children's Centre in Great Wakering and a teen café in Rochford. Financial support has also been made available with, amongst other initiatives, £10,000 allocated to a 'teen shelter' project in partnership with Parish Councils.

9.52 While acknowledging this level of support, we consider provision to extend beyond providing the buildings and other physical structures in which such activities can take place. A successful youth club or young persons' facility requires commitment by individuals or volunteer groups to make them work and that is something that cannot easily be planned for through the statutory planning process.

9.53 While encouraged by the provision of funding to build capacity within the Rochford District Youth Council and relevant partnerships between the Council and Extended Schools, the Massive Project and the Rochford Neighbourhood Action Panel, we understand that such partnerships are administered by different sections of the Council. As in any situation, this may result in duplication of effort, lack of effective coordination and a weakened strategic approach.

9.54 The Council may therefore wish to consider the creation of a District Council 'Youth Officer' post. The position would have responsibility for promoting youth facilities in accordance with the Council's Vision Statement 'Vision to Reality' (2008), which highlights the Council's intention of securing at least one new youth facility per year in the five years to 2012. The position could also provide support and coordinate community based initiatives such as the youth centre at St Marks Field or the Hockley 'Massive' project. Funding for this post could be secured through planning obligations associated with major development projects.

10.0 POTENTIAL DEVELOPMENT AND EMERGING STRATEGY FOR TOWN CENTRES

Introduction

10.01 This section of the report seeks to build upon the evidence gathered as part of the retail and leisure modelling and capacity exercises set out in Sections 8 and 9, but also refers to the findings of the vitality and viability assessments to generate some recommendations for the Council in preparing its Local Development Framework.

10.02 From analysis undertaken within this study there is anticipated to be significant demand for additional retail goods through to the year 2026. Whilst there has recent evidence of slow down in overall high street activity, forecasts have been utilised as part of this study to allow for long term cycles of economic growth and recession. Therefore, the conclusions reached with regard to future need for retail and leisure development, are not simply on based on the significant growth that the UK has experienced over the past 5 to 10 years.

10.03 With this in mind, it is appropriate for Rochford District Council to pro-actively and positively plan to accommodate the need identified first to ensure that Government objectives on economic development are met but also that the vitality and viability of the town centres is maintained and enhanced over the emerging plan period. Both these key considerations are important if the Government's sustainability objectives are to be met.

10.04 This section suggests measures the Council could adopt in order to ensure that the emerging LDF process will address the needs identified up to 2022. It focuses on the strategic decision making that the Council will need to undertake if it is to maximise the identified potential.

10.05 We begin by considering the role of the 3 key centres, before turning to consider the capacity for further floorspace over the period of the LDF.

The Role of Plans at the Local Level

10.06 PPS6 is clear in stating that local planning authorities should adopt a positive and pro-active approach to planning for the future types of centres. This approach should have regard to the Regional Spatial Strategy and reflect the local community strategy. Furthermore, PPS6 states that local planning authorities should, through their Core Strategy, set out a spatial strategy for the network and hierarchy of centres. In this respect Rochford District Council will need to recognise through their strategy the need to revive the District's established centres and to enhance their role and function as the main focus of community life.

10.07 The Core Strategy will also need to consider the direction of the East of England Plan, which places emphasis on local development documents to govern planning for centres not identified as Regional or Major town centres.

10.08 The policy direction adopted should be flexible enough to promote growth in key retail and leisure sectors in the District. This will act as a key economic driver which will help support retail destinations particularly in light of the anticipated economic slow down.

10.09 PPS6 at Annex A defines town centres as usually comprising:

'…market towns and other centres of similar size and role which function as important service centres, providing a rage of facilities and services for extensive rural catchment areas'.

10.10 It goes on to define 'District centres' as usually comprising:

'…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'.

10.11 The Rochford Local Plan defines three town centres – Rayleigh, Rochford and Hockley - which have been the primary focus of this Study.

10.12 Our advice towards each of the centres, which are informed by the vitality and viability assessments contained at **Appendix 4**, is laid out below.

Rayleigh

10.13 Rayleigh is the strongest retail destination within the District, benefiting from large foodstores in addition to a range of different sized comparison retailers. Our assessment has shown that, even allowing for forecast increases in convenience goods expenditure and population growth, there is no demonstrable capacity to support additional convenience goods floor space in Rayleigh through to 2026.

10.14 In contrast, there is potential comparison floor space requirement of 2,125sq m by 2013, increasing to almost 11,600 by 2026. There is existing retailer demand for floor space to be capitalised on. It is necessary however to ensure that a range of unit sizes are provided in any new developments to accommodate both larger format national multiples which anchor the town centre, and smaller independents.

10.15 Whilst it is certainly performing a role as a town centre in the local shopping hierarchy, it would benefit from having a greater range of leisure service uses. New leisure facilities should be supported, provided that they are of an appropriate scale.

10.16 We consider the boundaries of Rayleigh town centre to adequately reflect the parameters of the core shopping and related activities, and therefore recommend no changes in this regard. However, there is strong demand for additional comparison floor space, evidenced by both existing retailer demand and projected demand arising from future available expenditure. The emerging Local Development Framework should adopt a supportive approach to further intensification within the town centre boundaries.

Rochford Town Centre

10.17 Rochford town centre is the second largest within the District and benefits from a strong convenience goods sector, largely due to the recently opened Somerfield supermarket in Roche Close. However analysis has indicated that this store is significantly overtrading, and we have identified capacity for additional convenience floor space within Rochford in the immediate future.

10.18 Rochford retains a significant proportion of its convenience top up expenditure but leaks a greater proportion of its main food shopping expenditure. Notwithstanding this, our assessment indicates that existing convenience retailers, and in particular the Somerfield supermarkets at Roche Close and Golden Cross Parade, are significantly over trading. As a result there is immediate convenience goods capacity for between 685sq m and 1,640 sq m in 2008, increasing to between 740 sq m and 1,775sq m by 2013.

10.19 While the high proportion of leakage could in part be attributed to issues of connectivity between the heart of the town centre and the Somerfield supermarket, it is more likely to be the result of the limited range of convenience goods available within town centre (and particularly Somerfields) when compared to larger format stores in out of district locations. It is therefore necessary to ensure that additional convenience floor space is structured in a manner which enables the provision of a greater range of goods within the town centre rather than duplicating the existing offer.

10.20 Rochford's comparison goods sector is rather limited with a market share of just 3.1%. Notwithstanding this, existing floor space is overtrading and there is identified scope for additional retail floor space, ranging between 910sq m in 2013 to 4,430sq m in 2026.

10.21 The existing comparison goods offer is constrained by the narrow range of unit sizes available within the town centre. Additional comparison floorspace should be structured in a manner which provides a range of unit sizes. The provision of larger units in the longer term may encourage new entrants, including 'anchor' multiple nationals, while promoting town centre vitality and viability. Alternatively, there may be opportunities to amalgamate adjoining units to provide larger floor plates.

10.22 There is also a slight deficit in leisure service and financial and business service retailers. A permissive approach to non-A1 uses within the vacant units in Roche Close could meet the twin aims of enhancing local offer while improving local vitality.

10.23 We see considerable potential for town centre enhancements through the pedestrianisation of the Market Square, thereby providing a focal point for town centre activities and encouraging a local 'café culture' complementary to the 'arts and crafts' focus promoted by the Rochford Local Plan and the centre's already unique layout and shopping environment.

10.24 We also suggest that the town centre boundaries be rationalised thereby providing greater definition and focus to Rochford as a town centre. Land within but on the periphery of the town centre is predominantly occupied by non-retail uses (including a significant proportion of residential) with little connection with the heart of the town centre. The present boundary has enabled recent proposed foodstore developments (such as the proposed Sainsbury's opposite the railway station) to be permitted despite its relative isolation from the heart of the town centre.

Hockley

10.25 Hockley is the smallest of the three centres surveyed. Despite benefiting from a high proportion of convenience good floorspace, the size of the stores lend themselves to top up shopping rather than main food shopping. This is borne out by the results of the Household Survey which indicates that the zone leaks considerable expenditure.

10.26 Despite its low market share in convenience goods, Hockley is identified as having a need for between 220 sq m and 650 sq m convenience floor space in 2008, with a long term requirement of between 300sq m and 890 sq m in 2026. However the scale of need does not lend itself to a foodstore capable of retaining a significant proportion of main food shopping expenditure.

10.27 In this respect, we consider it more appropriate to focus on enhancing the existing convenience offer, potentially through extensions to existing stores, rather than the introduction of new convenience retailers who may duplicate the existing offer. Alternatively there may be opportunities for promoting smaller, independent convenience retailers (ie, a butchers or fishmongers).

10.28 Our assessment of comparison goods trading in Hockley indicates that the centre is significantly underperforming, achieving an average sales density of some £2,275 per sq m. There is no immediate capacity for additional floor space. While capacity is identified in the future, this is likely to be overstated having regard to the apparent degree of undertrading.

10.29 With this in mind, we recommend that focus be maintained on developing Hockley's existing strengths, rather than retail expansion. Hockley presently benefits from a good mix of independent traders with a well maintained pedestrian environment. The size of Hockley itself and its location relative to the larger town centres of Rochford and Rayleigh, and Southend beyond, lessen its attractiveness to multiple nationals. Collectively, these suggest there may be considerable scope to develop Hockley as a boutique shopping destination populated with smaller independent high quality retailers, to be complemented with a range of leisure and service retail uses.

10.30 While there has been an increase in vacant units within the town centre since 2006, this is not in itself indicative of poor health. However, certain areas do require attention to prevent creeping decline. Section 5 identifies a range of opportunities for environmental enhancements which could increase the attractiveness of the centre, especially should a 'boutique' approach be adopted.

10.31 The current nature of Hockley does not lend itself to classification as a 'town centre' as defined by PPS6. Moveover, we have identified that it a very small catchment population. Accordingly, the Council may wish to consider reclassifying Hockley from a town centre to a district centre. This is not to say that Hockley does not have the potential to be a 'town centre', although this would be subject to expansion of its existing retail offer and catchment to meet the definition set out in PPS6.

10.32 Local Plan Policy SAT1 sets out the Council's sequential approach to new retail development within the District, with focus firstly on the town centres, followed by edge of centre locations and then district centres. We consider this policy approach to dovetail with the recommendation to focus on Hockley's existing strengths, rather than retail expansion.

Other Centres

10.33 While not included in the Brief, in preparing this study we have obtained an insight into the operation of other local centres, such as Hawkwell or Hullbridge, and their contribution to the District as a whole.

10.34 While it is apparent that village and neighbourhood centres do not provide the range of goods or services expected by modern consumers, they nevertheless play a valuable support role, enabling local residents to meet their day to day convenience and leisure needs without travelling to more distant town centres.

10.35 Local Plan Policy SAT5 presumes against the loss of retail floorspace in village and local centres unless a range of conditions can be met, including whether 'the use proposed would serve the day to day needs of local residents'. We consider this policy to be appropriate in that it recognises and maintains the convenience role of village and neighbourhood centres without compromising opportunities for additional services, such as banks, post offices or surgeries, which could enhance the day to day lives of local residents.

10.36 We see no immediate justification for the LDF to identify sites within the other centres for retail purposes.

Leisure

10.37 We have reviewed the existing leisure provision within the District and have found a general level of satisfaction with the range and quality of facilities provided. Residents either undertake very little by way of leisure activities or prefer straightforward pursuits such as walking.

10.38 In the light of this we do not feel there is justification for seeking to identify major commercial leisure facilities through the Council's LDF, although there is a case for seeking to improve access to existing facilities, such as swimming pools.

10.39 We do, however, see merit in proposing a further swimming pool in the District, and most likely in Rayleigh, in so far as this was identified by the greatest proportion of residents as being a facility that they thought was required in the District. The Council could seek appropriate contributions from developers in order to fund an additional swimming pool and that this requirement be set out in appropriately worded policies in the Council's LDF and as part of any supplementary, or development plan, document dealing with planning obligations.

10.40 We have also heard from local groups that there is a requirement to provide greater facilities for younger people in the District. Whilst this did not come across to us in the household survey we are conscious that the District has an ageing population and the household survey may not be fully representative in this respect. We are also conscious that in providing youth clubs and purposeful leisure activities for young people it is not necessarily the availability of premises that is the issue but the organisation of events and the management of the Clubs themselves.

10.41 In order to provide the opportunity for youth activities to thrive, the Council may wish to consider funding for a Youth Officer or Youth Activity Co-ordinator, to be employed by the District Council or another public body, and whose primary task it is to encourage the establishment and maintenance of youth activity clubs in Rochford and coordinate existing youth initiatives. Funding could be sought from developers, for example from housing schemes which are likely to result in a significant increase in the number of young people in an area, in the same way that contributions are sought for education provision.

Conclusion

10.42 In conclusion, we consider Rayleigh to be adequately performing the role of a town centre, and proposes no action by the Council.

10.43 While Rochford town centre functions well at present, there are considerable opportunities for improvement taking advantage of its existing strengths and projected needs, both in terms of actual floorspace requirements and the scope of goods and services available. The Council should consider contracting the town centre boundaries to provide greater focus and definition to Rochford while simultaneously promoting better linkages between parts of the town centre and enhancing the pedestrian environment.

10.44 Hockley does not reflect its current status as a 'town centre' either in respect of the number or range of shops or the size of its catchment population and as such we recommend it be re-designated as a 'district centre'. Opportunities to develop as a town centre are limited having regard to its location and proximity to other more established centres. Having said this, there are considerable opportunities to develop Hockley as a boutique destination, capitalising on its existing high quality pedestrian environment and good mix of independent traders.

10.45 It should be highlighted that this assessment considers existing town centre designations only. It may be that there are retail areas that are functioning as district centres (for example, Hawkwell) and should be designated as such, although it is outside the scope of this Study to recommend promotions to district centre status.

10.46 In leisure terms there is general satisfaction with provision in the District. That said, there is sufficient resident requirement for additional swimming facilities to justify the Council's consideration of a further swimming pool through developer contributions.

10.47 In addition, there is a desire for further facilities for young people and the Council may wish to consider funding for a Youth Officer or Youth Activity Co-ordinator to bring together the various parties in this respect and provide focus for activity in this sector.

Rochford District Council

Retail & Leisure Study

August 2008

APPENDICES

100 St John Street, London, EC1M 4EH

Tel: 020 7250 7500 Fax: 020 7250 7501 Email: planning.london@wyg.com Website: www.wyg.com

APPENDICES

APPENDIX 1

White Young Green

Extent of Study Area Relative to District Boundaries

Project Number: A043546

Project Name: Rochford DC Retail Study

Date: June 08

Tel: +44 (0)20 7250 7500
Fax: +44 (0)20 7250 7501
london.planning@wyg.com

APPENDIX 2

Job No. 100308
Rochford Retail Study

Good morning / afternoon / evening. I am ... calling on behalf of Rochford District Council for NEMS Market Research, we are conducting a survey in your area today, investigating how people use local shops and services. Would you be kind enough to take part in this survey – the questions will only take a few minutes of your time ?

QA Are you the person responsible or partly responsible for most of your household's shopping?

1 Yes
2 No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING? IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 What is your postcode?

1 (PLEASES WRITE IN)
2 (Don't Know / can't remember)
3 (Refused)

Q02 Where do you go for your main food and grocery shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

Stores
1 Aldi, The Broadway, Wickford, SS11 7AJ
2 Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB
3 Aldi, Rectory Park Drive, Pitsea, SS13 3DU
4 Aldi, 471 Springfield Road, Chelmsford, CM2 6AP
5 Aldi, 99-101 London Road, Grays, RM17 5YB
6 ASDA, Eastgate Shopping Centre, Basildon SS14 1AE
7 ASDA, Heron Park, Basildon, SS14 3AS
8 ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA
9 ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY
10 ASDA, 127 High Street, Southend-on-Sea, SS1 1LH
11 ASDA, Rawreth Lane, Rayleigh, SS6 9RN
12 ASDA, Chelmer Village Centre, Chelmsford CM2 6RE
13 ASDA, Thurrock Park Way, Tilbury, RM18 7HJ
14 Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN
15 Budgens, 40-42 High Street, Maldon, CM9 5PN
16 Budgens, 46-54 High Street, Ingatestone, CM4 9DW
17 Budgens, 74 Church Lane, Doddinghurst, CM15 0NG
18 Co-op, London Road, Great Tarpots, SS7 5UN
19 Co-op, 268-270 Eastwood Road North, Leigh-on-Sea
20 Co-op, Wickford, Hist Street, East Side
21 Co-op, Ferry Road, Hullbridge, SS5 6DN
22 Co-op, Sutton Road, Southend-on-Sea
23 Co-op, High Street, Great Wakering
24 Co-op, Main Road, Hawkwell
25 Iceland, 13-21 Market Place, SS14 1DD
26 Iceland, York Road, Southend-on-Sea, SS1 2BD
27 Iceland, London Road, Leigh-on-Sea, SS9 3NF
28 Iceland, Hadleigh SS7 2ND
29 Iceland, Canvey Island, SS8 7AJ
30 Iceland, High Street, Wickford, SS12 9AZ
31 Iceland, High Street, Raleigh, SS6 7QA
32 Iceland, Springfield Road, Chelmsford
33 Iceland, Corringgam, SS17 7NA
34 Londis, 111 Ashingdon Road, Rochford SS4 1RF
35 Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY
36 Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD
37 Lidl, London Road, Hadleigh, SS7 2AE
38 Lidl, High Road, Pitsea,SS13 3JU
39 Lidl, Manor Road, Laindon, SS15 5PT
40 Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS
41 Marks and Spencer Food Hall, 1 Town Square, Basildon SS14 1DZ
42 Morrisons, Northwick Road, Canvey Island, SS8 0PT
43 Morrisons, 175 London Road, Hadleigh, SS7 2RD
44 Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH
45 Morrisons, Limebrook Way, Maldon, CM9 6GG
46 Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ
47 Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL
48 Sainsbury's, Furtherwick Road, Canvey Island SS8 7BB
49 Sainsbury's, Cricketers Way, Basildon, SS13 1SA
50 Safeway, Western Approach, Southend-on-Sea
51 Somerfield, Eastwood Road, Raleigh, SS6 7JQ
52 Somerfield, 45 Spa Road, Hockley, SS5 4AZ
53 Somerfield, Rear of High Street, Wickford, SS12 9AT
54 Somerfield, London Road, Leigh-on-Sea, SS9 3NF
55 Somerfield, London Road, Westcliff on Sea, SS0 9LG
56 Somerfield, High Street, South Benfleet SS7 5LA
57 Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB
58 Somerfield Rochford Road, Southend-on-Sea, SS2 6SY
59 Somerfield, Rochford town centre
60 Tesco, Mayflower Retail Park, Basildon, SS14 3HZ
61 Tesco Extra, Pitsea, SS13 3JU
62 Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP
63 Tesco Extra, Rear of High Street
64 Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX
65 Tesco Express, Eastwood, Leigh on Sea, SS9 5PS
66 Tesco Express, Southend Road, Wickford, SS11 8EE
67 Tesco Express, London Road, Leigh-on-Sea, SS9 2St
68 Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD
69 Tesco Express, Silva Island Way, Wickford, SS12 9NR
70 Tesco Express, London Road, South Benfleet, SS7 5TH
71 Tesco Express, Hamlet Court, Westcliff on Sea, SS0 7LJ
72 Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ
73 Waitrose, 112-118 High Street, Billericay, CM12 9BY
74 Welcome, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL
75 Welcome, High Road, South Benfleet, SS7 5HA
Local Stores
76 Leigh on Sea, Local Stores
77 Basildon, Local Stores
78 Canvey Island, Local Stores
79 Canvey Island - Jones Corner, Local Stores
80 Canvey Village Local Stores
81 Hadleigh, Local Stores
82 Hockley, Local Stores
83 Pitsea ,Local Stores
84 Rayleigh, Local Stores
85 Rochford, Local Stores
86 South Benfleet, Local Stores
87 Tarpots, Local Store
88 Wickford, Local Stores
89 Westcliff-on-Sea, Local Stores
90 Vange, Local Stores
Others
91 Delivered (e.g. mail order / internet) GO TO Q03
92 Other (PLEASE WRITE IN)
93 (Don't know / can't remember)

Q03 **Which retailer do you purchase your main food internet/ home delivery shopping from?**
(THOSE THAT ANSWERED INTERNET / HOME DELIVERY ATQ02)
DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda
2 Iceland
3 Sainsbury's
4 Tesco
5 Other (PLEASE WRITE IN)
6 (Don't know / can't remember)

Q04 **How frequently do you buy main food and grocery shopping trips from….. (STORE / DESTINATION MENTIONED AT Q02) ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Two or more times a week
2 At least once a week
3 At least once a fortnight
4 At least once a month
5 At least every two months
6 Less often
7 Have only visited once
8 Varies
9 (Don't know / can't remember)
A Other (PLEASE WRITE IN)

Q05 **How do you normally travel to….. (STORE / DETINATION MENTIONED ATQ02 EXCLUDES INTERNET/ HOME DELIVERY) ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Other (PLEASE WRITE IN)
A Shop via Internet

Q06 **When do you do your main food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Weekdays during the day
2 Weekdays during the evening
3 Saturday
4 Sunday
5 Varies
6 (Don't know / can't remember)

Q07 **When you go main food shopping is your trip linked with any other activity?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes – non-food shopping	GO TO Q08
2	Yes – leisure activity	GO TO Q09
3	Yes – visiting services such as banks and other financial institutions	GO TO Q09
4	Yes – other activity	GO TO Q09
5	Varies	GO TO Q09
6	No	GO TO Q09
7	(Don't know / can't remember)	GO TO Q09

Q08 Where do you do this non-food shopping?
DO NOT READ OUT. CAN BE MULTI CODED

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't do top up shopping)

Q09 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?
ONE ANSWER ONLY

1	Yes	GO TO Q10
2	No	GO TO Q14
3	(Don't know / can't remember)	GO TO Q14

Q10 Where do you go for this 'top-up' shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

Stores
1 Aldi, The Broadway, Wickford, SS11 7AJ
2 Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB
3 Aldi, Rectory Park Drive, Pitsea, SS13 3DU
4 Aldi, 471 Springfield Road, Chelmsford, CM2 6AP
5 Aldi, 99-101 London Road, Grays, RM17 5YB
6 ASDA, Eastgate Shopping Centre, Basildon SS14 1AE
7 ASDA, Heron Park, Basildon, SS14 3AS
8 ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA
9 ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY
10 ASDA, 127 High Street, Southend-on-Sea, SS1 1LH
11 ASDA, Rawreth Lane, Rayleigh, SS6 9RN
12 ASDA, Chelmer Village Centre, Chelmsford CM2 6RE
13 ASDA, Thurrock Park Way, Tilbury, RM18 7HJ
14 Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN
15 Budgens, 40-42 High Street, Maldon, CM9 5PN
16 Budgens, 46-54 High Street, Ingatestone, CM4 9DW
17 Budgens, 74 Church Lane, Doddinghurst, CM15 0NG
18 Co-op, London Road, Great Tarpots, SS7 5UN
19 Co-op, 268-270 Eastwood Road North, Leigh-on-Sea
20 Co-op, Wickford, Hist Street, East Side
21 Co-op, Ferry Road, Hullbridge, SS5 6DN
22 Co-op, Sutton Road, Southend-on-Sea
23 Co-op, High Street, Great Wakering
24 Co-op, Main Road, Hawkwell
25 Iceland, 13-21 Market Place, SS14 1DD
26 Iceland, York Road, Southend-on-Sea, SS1 2BD
27 Iceland, London Road, Leigh-on-Sea, SS9 3NF
28 Iceland, Hadleigh SS7 2ND
29 Iceland, Canvey Island, SS8 7AJ
30 Iceland, High Street, Wickford, SS12 9AZ
31 Iceland, High Street, Raleigh, SS6 7QA
32 Iceland, Springfield Road, Chelmsford
33 Iceland, Corringgam, SS17 7NA
34 Londis, 111 Ashingdon Road, Rochford SS4 1RF
35 Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY
36 Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD
37 Lidl, London Road, Hadleigh, SS7 2AE
38 Lidl, High Road, Pitsea,SS13 3JU
39 Lidl, Manor Road, Laindon, SS15 5PT
40 Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS
41 Marks and Spencer Food Hall, 1 Town Square, Basildon SS14 1DZ
42 Morrisons, Northwick Road, Canvey Island, SS8 0PT
43 Morrisons, 175 London Road, Hadleigh, SS7 2RD
44 Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH
45 Morrisons, Limebrook Way, Maldon, CM9 6GG
46 Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ
47 Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL
48 Sainsbury's, Furtherwick Road, Canvey Island SS8 7BB
49 Sainsbury's, Cricketers Way, Basildon, SS13 1SA
50 Safeway, Western Approach, Southend-on-Sea
51 Somerfield, Eastwood Road, Raleigh, SS6 7JQ
52 Somerfield, 45 Spa Road, Hockley, SS5 4AZ
53 Somerfield, Rear of High Street, Wickford, SS12 9AT
54 Somerfield, London Road, Leigh-on-Sea, SS9 3NF
55 Somerfield, London Road, Westcliff on Sea, SS0 9LG
56 Somerfield, High Street, South Benfleet SS7 5LA
57 Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB
58 Somerfield Rochford Road, Southend-on-Sea, SS2 6SY
59 Somerfield, Rochford town centre
60 Tesco, Mayflower Retail Park, Basildon, SS14 3HZ
61 Tesco Extra, Pitsea, SS13 3JU
62 Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP
63 Tesco Extra, Rear of High Street
64 Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX
65 Tesco Express, Eastwood, Leigh on Sea, SS9 5PS
66 Tesco Express, Southend Road, Wickford, SS11 8EE
67 Tesco Express, London Road, Leigh-on-Sea, SS9 2St
68 Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD
69 Tesco Express, Silva Island Way, Wickford, SS12 9NR
70 Tesco Express, London Road, South Benfleet, SS7 5TH
71 Tesco Express, Hamlet Court, Westcliff on Sea, SS0 7LJ
72 Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ
73 Waitrose, 112-118 High Street, Billericay, CM12 9BY
74 Welcome, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL
75 Welcome, High Road, South Benfleet, SS7 5HA

Local Stores
76 Leigh on Sea, Local Stores
77 Basildon, Local Stores
78 Canvey Island, Local Stores
79 Canvey Island - Jones Corner, Local Stores
80 Canvey Village Local Stores
81 Hadleigh, Local Stores
82 Hockley, Local Stores
83 Pitsea ,Local Stores
84 Rayleigh, Local Stores
85 Rochford, Local Stores
86 South Benfleet, Local Stores
87 Tarpots, Local Store
88 Wickford, Local Stores
89 Westcliff-on-Sea, Local Stores
90 Vange, Local Stores

Others
91 Delivered (e.g. mail order / internet)
92 Other (PLEASE WRITE IN)
93 (Don't know / can't remember)

Q11 **How often do you make 'top up' shopping trips to….. (STORE / DESTINATION MENTIONED AT Q10) ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Daily
2 Two or more times a week
3 At least once a week
4 At least once a fortnight
5 At least once a month
6 Less often
7 Have only visited once
8 Varies
9 (Don't know / can't remember)
A Other (PLEASE WRITE IN)

Q12 **Which retailer do you purchase your top-up food internet/ home delivery shopping from……. (THOSE THAT ANSWERED INTERNET / HOME DELIVERY AT Q10) ?**
DO NOT READ OUT. ONE ANSWER ONLY.

Asda
1 Iceland
2 Sainsbury's
3 Tesco
4 Other
5 (Don't' undertake 'home delivery')
6 (Don't know / can't remember)

Q13 **Of all the money you spend on food and household groceries what share goes to your main food shop?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Over ¾
2 ½ to ¾
3 ¼ to ½
4 Less than ¼
5 None
6 (Don't know / can't remember)
7 (Refused)

Q14 **Where did you last buy clothing or footwear goods?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q15 Which is the following centres is nearest to where you live?
READ OUT. ONE ANSWER ONLY.

1 Rochford
2 Rayleigh
3 Hockley

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
CAN BE MULTI-CODED. DO NOT READ OUT.

1 Nearer to home
2 Nearer to work
3 Poor accessibility to Rochford / Rayleigh / Hockley Town Centre
4 Choice of non food goods available
5 Choice of shops selling non food goods
6 Quality of non food goods available
7 Quality of shops selling non food goods
8 Choice of shops nearby selling food goods
9 Provision of services nearby, such as banks and other financial services
A Provision of leisure facilities nearby
B Shopping environment
C Cleanliness
D Car parking provision
E Car parking prices
F Accessibility by public transport
G Public information, signposts and public facilities
H Entertainment / events
I Safety (during the day)
J Safety (during the evening/night time)
K Other (PLEASE WRITE IN)
L (Don't know / can't remember)

Q17 How do you normally travel to….. (DESTINATION AT Q14) ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Shop via Internet
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)

Q18

When you go shopping for clothing or footwear, do you link this trip with another activity?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Yes – non-food shopping
2 Yes – leisure activity
3 Yes – visiting services such as banks and other financial institutions
4 Yes – other activity
5 Varies
6 No
7 (Don't know / can't remember)

Q19 Where did you last buy Books, CDs, DVDS?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q20 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q21

Where did you last buy goods such as toys, games, bicycles and recreations goods?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q22 Where did you last buy chemist goods (including health and beauty products)?
DO NOT READ OUT. ONE ANSWER ONLY.

Stores
1 Aldi, The Broadway, Wickford, SS11 7AJ
2 Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB
3 Aldi, Rectory Park Drive, Pitsea, SS13 3DU
4 Aldi, 471 Springfield Road, Chelmsford, CM2 6AP
5 Aldi, 99-101 London Road, Grays, RM17 5YB
6 ASDA, Eastgate Shopping Centre, Basildon SS14 1AE
7 ASDA, Heron Park, Basildon, SS14 3AS
8 ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA
9 ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY
10 ASDA, 127 High Street, Southend-on-Sea, SS1 1LH
11 ASDA, Rawreth Lane, Rayleigh, SS6 9RN
12 ASDA, Chelmer Village Centre, Chelmsford CM2 6RE
13 ASDA, Thurrock Park Way, Tilbury, RM18 7HJ
14 Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN
15 Budgens, 40-42 High Street, Maldon, CM9 5PN
16 Budgens, 46-54 High Street, Ingatestone, CM4 9DW
17 Budgens, 74 Church Lane, Doddinghurst, CM15 0NG
18 Co-op, London Road, Great Tarpots, SS7 5UN
19 Co-op, 268-270 Eastwood Road North, Leigh-on-Sea
20 Co-op, Wickford, Hist Street, East Side
21 Co-op, Ferry Road, Hullbridge, SS5 6DN
22 Co-op, Sutton Road, Southend-on-Sea
23 Co-op, High Street, Great Wakering
24 Co-op, Main Road, Hawkwell
25 Iceland, 13-21 Market Place, SS14 1DD
26 Iceland, York Road, Southend-on-Sea, SS1 2BD
27 Iceland, London Road, Leigh-on-Sea, SS9 3NF
28 Iceland, Hadleigh SS7 2ND
29 Iceland, Canvey Island, SS8 7AJ
30 Iceland, High Street, Wickford, SS12 9AZ
31 Iceland, High Street, Raleigh, SS6 7QA
32 Iceland, Springfield Road, Chelmsford
33 Iceland, Corringgam, SS17 7NA
34 Londis, 111 Ashingdon Road, Rochford SS4 1RF
35 Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY
36 Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD
37 Lidl, London Road, Hadleigh, SS7 2AE
38 Lidl, High Road, Pitsea,SS13 3JU
39 Lidl, Manor Road, Laindon, SS15 5PT
40 Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS
41 Marks and Spencer Food Hall, 1 Town Square, Basildon SS14 1DZ
42 Morrisons, Northwick Road, Canvey Island, SS8 0PT
43 Morrisons, 175 London Road, Hadleigh, SS7 2RD
44 Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH
45 Morrisons, Limebrook Way, Maldon, CM9 6GG
46 Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ
47 Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL
48 Sainsbury's, Furtherwick Road, Canvey Island SS8 7BB
49 Sainsbury's, Cricketers Way, Basildon, SS13 1SA
50 Safeway, Western Approach, Southend-on-Sea
51 Somerfield, Eastwood Road, Raleigh, SS6 7JQ
52 Somerfield, 45 Spa Road, Hockley, SS5 4AZ
53 Somerfield, Rear of High Street, Wickford, SS12 9AT
54 Somerfield, London Road, Leigh-on-Sea, SS9 3NF
55 Somerfield, London Road, Westcliff on Sea, SS0 9LG
56 Somerfield, High Street, South Benfleet SS7 5LA
57 Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB
58 Somerfield Rochford Road, Southend-on-Sea, SS2 6SY
59 Somerfield, Rochford town centre
60 Tesco, Mayflower Retail Park, Basildon, SS14 3HZ
61 Tesco Extra, Pitsea, SS13 3JU
62 Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP
63 Tesco Extra, Rear of High Street
64 Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX
65 Tesco Express, Eastwood, Leigh on Sea, SS9 5PS
66 Tesco Express, Southend Road, Wickford, SS11 8EE
67 Tesco Express, London Road, Leigh-on-Sea, SS9 2St
68 Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD
69 Tesco Express, Silva Island Way, Wickford, SS12 9NR
70 Tesco Express, London Road, South Benfleet, SS7 5TH
71 Tesco Express, Hamlet Court, Westcliff on Sea, SS0 7LJ
72 Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ
73 Waitrose, 112-118 High Street, Billericay, CM12 9BY
74 Welcome, Hamlet Court Road, Westcliff-on-Sea, SS0 7EL
75 Welcome, High Road, South Benfleet, SS7 5HA

Local Stores
76 Leigh on Sea, Local Stores
77 Basildon, Local Stores
78 Canvey Island, Local Stores
79 Canvey Island - Jones Corner, Local Stores
80 Canvey Village Local Stores
81 Hadleigh, Local Stores
82 Hockley, Local Stores
83 Pitsea ,Local Stores
84 Rayleigh, Local Stores
85 Rochford, Local Stores
86 South Benfleet, Local Stores
87 Tarpots, Local Store
88 Wickford, Local Stores
89 Westcliff-on-Sea, Local Stores
90 Vange, Local Stores

Others
91 Delivered (e.g. mail order / internet)
92 Other (PLEASE WRITE IN)
93 (Don't know / can't remember)
94 (Don't buy these products)

Q23 **Where did you last buy electrical items, such as televisions, washing machines and computers?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q24 **How do you normally travel to? (CENTRE MENTIONED AT Q23)**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Shop via Internet
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)
C (Don't buy these products)

Q25 **Where did you last buy DIY goods?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 B & Q plc, Fossetts Drive, Fossetts Park, Southend-On-Sea, Essex SS2 4DQ
2 B & Q plc, Pipps Hill Retail Park, Miles Gray Rd, Basildon, Essex SS14 3AF
3 B & Q plc, Chapel Hill Retail Park, Charter Way, Braintree, Essex CM77 8YJ
4 B & Q plc, Homelands Retail Park, Cuton Hall Lane, Chelmsford, Essex CM2 5PX
5 B & Q plc, Lakeside, Thurrock
6 BJ Supplies Ltd, 101, Rochford Rd, Southend-On-Sea, Essex SS2 6SR
7 Chris D.I.Y & Kitchen Centre, 167, Southend Rd, Wickford, Essex SS11 8EE
8 Evolutions Lifestyle Ltd, Amaryllis House, Montrose Rd, Chelmsford, Essex CM2 6TE
9 Eastwood Timber & Door Co.Ltd (3) , 405-409, Rayleigh Rd, Eastwood,Leigh-On-Sea, SS9 5JG
A Focus, Wycke Hill, Maldon, Essex CM9 6TU
B Focus, Rushbottom Lane, Great Tarpots, Benfleet, Essex SS7
C F.H Ives Ltd, 217, Southend Rd, Wickford, Essex SS11 8PG
D G B Domestics Ltd, 1, London Rd, Rayleigh, Essex SS6 9HN
E Homebase Ltd, 23-25, Stadium Way, Benfleet, Essex SS7 3NT
F Homebase Ltd, 85, London Rd, Southend-On-Sea, Essex SS1 1PA
G Homebase Ltd, 140, Church Hill, Loughton, Essex IG10 1LJ
H Homebase Ltd, London Rd, Vange, Basildon, Essex SS16 4PR
I Homebase, 23-25 Stadium Way, Benfleet, Rayleigh
J Homebase Ltd, Purdeys Industrial Estate, Purdeys Way, Rochford, Essex SS4 1NE
K Homebase Ltd, Hazelmere, Pitsea, Basildon, Essex SS13 3JY
L Homebase Ltd, Mayflower Retail Park, Gardiners Lane,Gardiners Lane South, Basildon, Essex SS14 3AP
M Homebase Ltd, 1, Baynes Place, Chelmsford, Essex CM1 2QX
N Home & Car, 105, Broadway West, Leigh-On-Sea, Essex SS9 2BU
O IKEA, Lakeside, Thurrock
P Interior Décor, 292, High Road, Benfleet,SS7 5HB
Q Multi Shop, 249, Ferry Rd, Hullbridge, Hockley, Essex SS5 6NA
R Reeve (Maldon) & Son Ltd, 126, High St, Maldon, Essex CM9 5HB
S Sapwood DIY, 202-206, Ashingdon Rd, Rochford, Essex SS4 1TB
T Sam's Trade Centre (4) rear of Lyden House, South Rd, Harlow,CM20 2BS
U S & A Supplies, 258-260, London Rd, Westcliff-On-Sea, Essex SS0 7JG
V Screwfix, 7, Northumberland Court, Montrose Court, Chelmsford, Essex CM2 6UW
W Screwfix, Unit 22/23, Yardley Business Park, Luckyn Lane, Basildon, Essex SS14 3GL
X SG Thorogood (Builders Merchants) Ltd, Century Drive, Braintree, Essex CM7 3QZ
Y The Range, Valleybridge Rd, Clacton-On-Sea, Essex CO15 4AD
Z Wickes Building Supplies Ltd, 1, Rat Lane, Rayleigh, Essex SS6 7TS
a Wickes Building Supplies, Cuton Hall Lane, Springfield, Chelmsford, Essex CM2 5PX
b Wilsons, 111-113, Leigh Rd, Leigh-On-Sea, Essex SS9 1JH
c Shop via Internet
d Other (PLEASE WRITE IN)
e (Don't know / can't remember)
f (Don't buy these products)

Q26 **How do you normally travel to? (CENTRE MENTIONED AT Q25)**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Shop via Internet
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)
C (Don't buy these products)

Q27 **Where did you last buy furniture, carpets and floor coverings?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Airport Retail Park, Southend-on-Sea
2 Arterial Retail Park, Southend-on-Sea
3 Basildon Town Centre
4 Bluewater Shopping Centre
5 Braintree Town Centre
6 Bishops Stortford Town Centre
7 Brentwood Town Centre
8 Canvey Island Town Centre
9 Chelmsford Town Centre
A Chelmer Village
B Chelmer Village Retail Park, Chelmsford
C Cricketers Retail Park, Basildon
D Cambridge Town Centre
E Colchester Town Centre
F Eastgate Shopping Centre, Basildon
G Greyhound Retail Park, Southend-on-Sea
H Great Baddow Town Centre
I Hadleigh Town Centre
J Hockley Town Centre
K High Chelmer Centre
L Halstead Town Centre
M Imperial Retail Park, Gravesend
N Lakeside Shopping Centre
O Lakeside Retail Park
P Leigh-on-Sea Town Centre
Q London West End
R London Road Retail Park
S Maldon Town Centre
T Mayflower Retail Park, Basildon
U North Melbourne
V Old Market Retail Park, Pitsea
W Pipps Hill Retail Park, Basildon
X Pitsea Town Centre
Y Rayleigh Town Centre
Z Rochford Town Centre
a Rayleigh Weir Retail Park
b Riverside Retail Park Chelmsford
c Romford Town Centre
d Royal Shopping Centre, Southend-on-Sea
e Southend-on-Sea Town Centre
f South Benfleet Town Centre
g South Woodham Ferrers
h Tarpots Town Centre
i Tiptree Town Centre
j Thundersley Town Centre
k Victoria Shopping Centre, Southend-on-Sea
l Witham Town Centre
m Wickford Town Centre
n Westcliff-on-Sea Town Centre
o Westgate Park, Basildon
p Delivered (e.g. mail order / internet)
q Other (PLEASE WRITE IN)
r (Don't know / can't remember)
s (Don't buy these products)

Q28 **How do you normally travel to? (CENTRE MENTIONED AT Q27)**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus, minibus or coach
4 Motorcycle, scooter or moped
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Shop via Internet
A Other (PLEASE WRITE IN)
B (Don't know / can't remember)
C (Don't buy these products)

Q29 **Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?**
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes, Internet	GO TO Q30
2	Yes, TV Shopping	GO TO Q30
3	Yes, both	GO TO Q30
4	No	GO TO Q31
5	(Don't know / can't remember)	GO TO Q31

Q30 Which goods or services does your household currently purchase via electronic home shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Food
2 Clothes
3 Furniture / Carpets
4 Major electrical items
5 Small household goods
6 DIY goods
7 Garden items
8 Books
9 CD's, music, videos
A Toys
B Sports goods
C Banking
D Holiday and / or Travel Tickets
E Other
F Jewellery
G Small electrical items
H Other (PLEASE WRITE IN)
I (Don't know / can't remember)

Q31 Which goods or services might your household purchase in the future via electronic home shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Food
2 Clothes
3 Furniture / Carpets
4 Major electrical items
5 Small household goods
6 DIY goods
7 Garden items
8 Books
9 CD's, music, videos
A Toys
B Sports goods
C Banking
D Holiday and / or Travel Tickets
E Other
F Jewellery
G Small electrical items
H Other (PLEASE WRITE IN)
I (Don't know / can't remember)

Q32 Which leisure activities do you or your family participate in, in your spare time?

1	Cinema	GO TO Q33
2	Theatre / concert hall	GO TO Q41
3	Pub	GO TO Q41
4	Restaurant	GO TO Q41
5	Nightclub	GO TO Q41
6	Social Club	GO TO Q41
7	Bingo	GO TO Q37
8	Health and Fitness	GO TO Q40
9	Ten Pin Bowling	GO TO Q35
A	Leisure Centre Activities	GO TO Q41
B	Walking / Cycling	GO TO Q41
C	Museum / Art Galleries	GO TO Q41
D	Other (PLEASE WRITE IN)	GO TO Q41
E	(Don't know / can't remember)	GO TO Q41

Q33 Where do you go to the cinema?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Odeon, Kings Head Walk, Chelmsford, CM2 6FH
2 Empire Cinema, Festival Leisure Park, Cranes Farm Road, Basildon SS14 3WB
3 Rio Cinema, Station Road, Burnham- on- Crouch, CM0 8HR
4 Odeon Southend-on-Sea, The Broadway, London Road, Southend-on-Sea, SS1 1TJ
5 Vue Cinema, Unit 700 Thurrock Lakeside Shopping, West Thurrock, Grays, Essex RM20
6 Movie Starr Cineplex, 31-33, Eastern Esplanade, Canvey Island, Essex SS8 7DN
7 UCI-United Cinemas International (UK) Ltd, Lakeside Retail Park, West Thurrock, Grays, Essex RM20 3WW
8 Flicks Cinema, 129, Pier Avenue, Clacton-On-Sea, Essex CO15 1NJ
9 Showcase Cinemas, Jenkins Lane, Barking, Essex IG11 0AD
A UGC Cinemas, Queensgate Centre, Edinburgh Way, Harlow, Essex CM20 2DA
B Cineworld, Freeport Leisure, Charter Way, Braintree, Essex CM77 8YH
C Electric Palace, Kings Quay St, Harwich, Essex CO12 3ER
D Odeon Cinemas, West Square, Harlow, Essex CM20 1JJ
E Showcase Cinema, Jenkins, Barking, IG11 0AD
F Other (PLEASE WRITE IN)
G (Don't know / can't remember)

Q34 How often do you visit…….. (CINEMA MENTIONED AT Q33) ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Less than once a week, but more than once a fortnight
4 Once a fortnight
5 Less than once a fortnight, but more than once a month
6 Less than once a month, but more than once in two months
7 Once in two months
8 Less often
9 Other (PLEASE WRITE IN)
A (Don't know / can't remember)

Q35 Which ten pin bowling facility do you use?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Barking & Dagenham Short, South Park Drive, Barking, Essex IG11 8UD
2 Basildon Bowl & Quasar Centre, 3-4 High Pavement, Town Square, Basildon SS14 1EA
3 Bollywood Bowling Ltd, Unit 2, Clements Rd, Ilford, Essex IG1 1BP
4 Broadway Superbowl, 258, Leigh Rd, Leigh-On-Sea, Essex SS9 1BW
5 Capitol Square, Perry Way, Witham, Essex CM8 3SX
6 CJ's Bowling Ltd, Eldon Way, Eldon Way Industrial Estate, Hockley, SS5 4AD
7 Clementswood Bowling Club, The Pavillion, South Park Rd, Ilford, Essex IG1 1SZ
8 Dagenham Bowling, Goresbrook Leisure Park, Ripple Rd, Cook Rd, Dagenham, Essex RM9 6XW
9 Dovercourt Bowling Club, Fronks Avenue, Harwich, Essex CO12 3RX
A Dunmow Bowling Club, St. Edmunds Lane, Dunmow, Essex CM6 3AT
B Epping Bowls Club, Lower Bury Lane, Epping, Essex CM16 5HA
C First Bowl, 32b, Terminus St, Harlow, Essex CM20 1EY
D Gazza's Pinballs, 19, Chelmer Rd, Witham, Essex CM8 2EY
E Hainault Bowls Club, Hainault Recreation Ground, Forest Rd, Hainault, Ilford, Essex IG6 3HQ
F Harwich District Indoor Bowls Centre, Stour Close, Harwich, Essex CO12 4TL
G Hollywood Bowl, Unit 19, Festival Leisure Park, Basildon, SS4 3WB
H Madison Heights, Park Drive, Maldon, CM9 5JQ
I Marconi Bowls Club, Waterhouse Lane, Chelmsford, Essex CM1 2QX
J Mid City Lanes, within City Limits, Collier Row Rd, Romford, Essex RM5 2BH
K New City Limits Ltd, Collier Row Rd, Romford, Essex RM5 2BH
L Number Ten Bowling Centre, Freeport Village, Charter Way, Braintree, Essex CM77 8YH
M Number Ten, 1b The Brewery, Waterloo Rd, Romford, Essex RM1 1AU
N Tenpin Ltd, Cowdray Avenue, Colchester, Essex CO1 1YH
O Tenpin Ltd, Cowdray, Colchester, OO1 1VH
P Tenpin Ltd, Kursaal Eastern, Southend-on-Sea, SS1 2WW
Q Tenpin Ltd, Tattersall Way, Widford Industrial Estate, Chelmsford CM1 3UB
R Tenpin, Colchester Leisure World, Cowdray Avenue, Colchester, Essex CO1 1YH
S Tenpin, Kursaal, Eastern Esplanade, Southend-On-Sea, Essex SS1 2WW
T Walton & District Indoor Bowls Club, Columbine Centre, Walton On The Naze, Essex CO14 8PZ
U Walton Pier Tenpin Bowling Centre, Pier Approach, Walton On The Naze, Essex CO14 8ES
V Other (PLEASE WRITE IN)
W (Don't know / can't remember)

Q36 How often do you visit…… (BOWLING FACILITY MENTIONED AT Q35) ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Less than once a week, but more than once a fortnight
4 Once a fortnight
5 Less than once a fortnight, but more than once a month
6 Less than once a month, but more than once in two months
7 Once in two months
8 Less often
9 Other (PLEASE WRITE IN)
A (Don't know / can't remember)

Q37 Which bingo hall do you visit?
DO NOT READ OUT. ONE ANSWER ONLY.

1 Deluxe Bingo Club, Pier Hill, Southend- on- Sea
2 Gala Clubs, High Road, Basildon
3 Gala Clubs, Lakeside Leisure Park, West Thurrock
4 Gala Clubs, Osbourne Street, Colchester
5 Gala Clubs, Southernhay, Basildon
6 Mecca Bingo Club, Greyhound Way, Southend- on- Sea
7 Rio Bingo Club, 124 Furtherwick Road, Canvey Island
8 Other (PLEASE WRITE IN)
9 (Don't know / can't remember)

Q38 How often do you visit……. (BINGO FACILITY MENTIONED AT Q37) ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Less than once a week, but more than once a fortnight
4 Once a fortnight
5 Less than once a fortnight, but more than once a month
6 Less than once a month, but more than once in two months
7 Once in two months
8 Less often
9 Other (PLEASE WRITE IN)
A (Don't know / can't remember)

Q39 Which health and fitness facilities do you use?
DO NOT READ OUT. ONE ANSWER ONLY.

Gyms and Leisure Centres
1 Basildon Sports Centre, Nethermayne, Basildon, Essex SS16 5NN
2 Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR
3 Chase Sports & Fitness Centre, 250, Prittlewell Chase, Westcliff-On-Sea, SS0 0PR
4 CJ's Pool and Snooker Club, 7 Eldon Way Industrial Estate, Hockley, SS5 4AD
5 Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley SS5 4LN
6 Cullys Access to Fitness Ltd, 1 Eldon Way Industrial Estate, Hockley, SS5 4AD
7 Curves For Woman, Websters Way, Rayleigh
8 Chelmsford Sport and Athletics Centre Salerno Way, Chelmsford, CM1 2EH
9 Danbury Sports & Social Centre, Dawson Fields, Eves Corner, Main Rd, Danbury, Chelmsford, CM3 4NQ
A David Lloyds Leisure, Snakes Lane, Southend-on-Sea, SS2 6XT
B David Lloyd, Basildon
C Estuary Gym, 16-18, Clarence St, Southend-On-Sea, SS1 1BD
D Eversley Leisure Centre, Crest Avenue, Pitsea, Basildon, SS13 2EF
E Fitness First, Victoria Avenue, Southend- On- Sea
F Fungi Fitness, Hull Bridge Road, Rayleigh
G Gym 80, Bowlers Croft, Basildon
H Greensward Fitness Centre, Greensward Lane, Hockley, SS5 5HG
I Great Wakering Sports Centre, High St, Great Wakering, Southend-On-Sea, SS3 0HX
J Hockley Driving Range, Aldermans Hill, Hockley
K Island Gym, Vikings Way, Canvey Island
L LA Fitness, Bournes Green, Thorpe Bay, SS1 3RB
M Little Steps Gym, Imperial Avenue, Westcliff- On- Sea
N Lords Golf and Country Club (previously known as Hanover Golf and Country Club),
O Hullbridge Road, Rayleigh, SS6 9QS
P Megazone Laser Arena, Warehouse Centre, 7 Brook Rd, Rayleigh, SS6 7XH
Q Monkey Bizzness, 14 Eldon Way Industrial Estate, SS5 4AD
R Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon, SS13 3DU
S Rayleigh Indoor Karting, 13 Brook Road, Brook Road Industrial Estate, Rayleigh, SS6 7XL
T Rayleigh Leisure Centre, Rawreth Lane, Rayleigh
U Rochford Tennis and Sports Club, 2 Church Road, Rochford, Essex, SS4 1NL
V Rochford Hundred Golf Club, Hall Road, Rochford, SS4 1NW
W Riverside Ice and Leisure Centre, Chelmsford Victoria Road, Chelmsford, CM1 1FG
X South Woodham Ferrers Leisure Centre, Trinity Square, Chelmsford, CM3 5JU
Y Shoeburyness Leisure Centre, Delaware Rd, Shoeburyness, Southend-On-Sea, SS3 9NS
Z Southend Leisure & Tennis Centre, Garon Park, Eastern Avenue, Southend-On-Sea, SS2 4FA
a The Deanes Sports Centre, Daws Heath Rd, Benfleet, SS7 2TD
b The Warehouse Centre Ltd, 7Brook Rd, Rayleigh SS6 7XX
c Virgin Active, Rayleigh Road, Benfleet
Swimming Pools
d Belfairs Swim Centre, Fairview Gardens,Eaton Rd, Leigh-On-Sea, Essex SS9 3PF
e Forrester Park Swimming Pool Ltd, Beckingham Rd, Great Totham, Maldon, Essex CM9 8EA
f Gloucester Park Swimming Pool, Broadmayne, Basildon, Essex SS14 2EB
g Harlow Pool, Mandela Avenue, Harlow, Essex CM20 2QA
h Parkwood Leisure, Shoeburyness Leisure Centre, Delaware Rd, Shoeburyness, Southend-On-Sea, Essex SS3 9NS
i Pitsea Swimming Pool, Rectory Park Drive, Pitsea, Basildon, Essex SS13 3DW
j Pleasure Pools, 11, Stanley Rd, Rochford, Essex SS4 3JA
k Runnymede Pool, Kiln Rd, Thundersley, Benfleet, Essex SS7 3DB
l Stewards School Pool, Parnell Rd, Harlow, Essex CM18 7NQ
m Sudmunstra Swimming Pool, Burnham Rd, Southminster, Essex CM0 7ES
n Swimming Tales, Lubbards Farm, Hullbridge Rd, Rayleigh, SS6 9QG
o Waltham Abbey Swimming Pool, Roundhills Estate, Waltham Abbey, Essex EN9 1UP
p Warriors Swim Centre, Warrior Square, Southend-On-Sea, Essex SS1 2JH
q Wentworth Swimming Pool, Viking Rd, Maldon, Essex CM9 6JN
r Other (PLEASE WRITE IN)
s (Don't know / can't remember)

Q40 How often do you visit……. (HEALTH AND FITNESS FACILITY MENTIONED AT Q39) ?
DO NOT READ OUT. ONE ANSWER ONLY.

1 More than once a week
2 Once a week
3 Less than once a week, but more than once a fortnight
4 Once a fortnight
5 Less than once a fortnight, but more than once a month
6 Less than once a month, but more than once in two months
7 Once in two months
8 Less often
9 Other (PLEASE WRITE IN)
A (Don't know / can't remember)
B (Don't do these activities)

Q41 Which leisure facilities would you like to see more of in the Rochford district?
DO NOT READ OUT. CAN BE MULTICODED.

1 Bars / pubs
2 Bingo
3 Bowling Alley
4 Cinema
5 Extreme Sports
6 Health and Fitness (Gym)
7 Hotels
8 Ice Rink
9 Karting
A Leisure Centre
B Paintballing
C Restaurants
D Swimming pool
E Other (PLEASE WRITE IN)
F (Don't know / can't remember)
G (None mentioned)

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

1 Record actual age ……….
2 (Refused)

SEX Sex of respondent.
CODE FROM OBSERVATION

1 Male
2 Female

ADU How many adults, including yourself, live in your household (16 years and above)?
ONE ANSWER ONLY. DO NOT READ OUT

1 One
2 Two
3 Three
4 Four
5 Five
6 Six or more
7 (Refused)

CHI How many children live in your household, aged 15 years and under?
ONE ANSWER ONLY. DO NOT READ OUT

1 One
2 Two
3 Three
4 Four
5 Five
6 Six or more
7 (Refused)

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

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

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

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

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

1 Occupation / job description (PLEASE WRITE IN)
2 Retired
3 (Refused)

ETH Ethnicity of Respondent

1 White
2 Indian
3 Pakistani
4 Bangladeshi
5 Other Asian
6 Black Caribbean
7 Black African
8 Other Black
9 Chinese
A Other Ethnic Group (PLEASE WRITE IN)
B Mixed Race
C Refused

Thank & Close

APPENDIX 3

Q02 Where do you go for your main food and grocery shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	16.3%	163	17.1%	48	16.0%	115	17.0%	19	15.5%	61	17.2%	81	13.9%	56	18.1%	75	16.3%	139
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	12.1%	121	11.4%	32	12.4%	89	14.3%	16	16.0%	63	8.7%	41	14.9%	60	11.6%	48	13.7%	117
Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ	9.1%	91	9.3%	26	9.0%	65	9.8%	11	9.1%	36	8.5%	40	12.4%	50	6.8%	28	9.8%	84
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	4.6%	46	4.3%	12	4.7%	34	6.3%	7	6.6%	26	2.8%	13	5.4%	22	4.6%	19	5.3%	45
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	4.4%	44	5.4%	15	4.0%	29	0.9%	1	4.3%	17	5.5%	26	4.2%	17	4.3%	18	4.7%	40
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	4.3%	43	3.2%	9	4.7%	34	6.3%	7	5.3%	21	3.0%	14	4.2%	17	4.1%	17	4.6%	39
Delivered (e.g. mail order / internet)	4.3%	43	4.3%	12	4.3%	31	10.7%	12	5.3%	21	2.1%	10	5.7%	23	3.4%	14	4.5%	38
Somerfield, Eastwood Road, Raleigh, SS6 7JQ	4.1%	41	2.9%	8	4.6%	33	0.9%	1	2.8%	11	6.2%	29	1.5%	6	6.0%	25	2.5%	21
Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL	3.7%	37	3.9%	11	3.6%	26	0.9%	1	1.3%	5	6.6%	31	2.7%	11	5.1%	21	2.7%	23
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	3.5%	35	1.8%	5	4.2%	30	1.8%	2	2.8%	11	4.3%	20	2.7%	11	4.1%	17	4.0%	34
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	2.3%	23	2.9%	8	2.1%	15	4.5%	5	3.3%	13	1.1%	5	3.0%	12	1.7%	7	2.7%	23
Somerfield, Rochford town centre	2.1%	21	2.1%	6	2.1%	15	0.9%	1	1.3%	5	3.0%	14	1.7%	7	3.1%	13	1.8%	15
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	1.9%	19	1.4%	4	2.1%	15	1.8%	2	1.5%	6	2.1%	10	1.0%	4	1.9%	8	1.4%	12
Somerfield, Rear of High Street, Wickford, SS12 9AT	1.5%	15	1.4%	4	1.5%	11	0.0%	0	1.0%	4	1.9%	9	0.7%	3	1.2%	5	1.2%	10
ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY	1.4%	14	0.7%	2	1.7%	12	0.0%	0	2.0%	8	1.1%	5	1.5%	6	1.4%	6	1.4%	12
Somerfield, 45 Spa Road, Hockley, SS5 4AZ	1.3%	13	1.1%	3	1.4%	10	0.0%	0	0.5%	2	2.1%	10	1.0%	4	1.4%	6	0.7%	6
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.8%	8	1.1%	3	0.7%	5	2.7%	3	0.5%	2	0.6%	3	0.7%	3	1.0%	4	0.6%	5
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	7	1.1%	3	0.6%	4	0.0%	0	1.0%	4	0.6%	3	1.5%	6	0.2%	1	0.7%	6
Co-op, Sutton Road, Southend-on-Sea	0.7%	7	2.1%	6	0.1%	1	0.9%	1	0.8%	3	0.6%	3	0.2%	1	1.0%	4	0.5%	4
Tesco Extra, Pitsea, SS13 3JU	0.6%	6	0.4%	1	0.7%	5	0.9%	1	0.5%	2	0.4%	2	0.7%	3	0.7%	3	0.7%	6
Sainsbury's, Cricketers Way, Basildon, SS13 1SA	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.8%	3	0.4%	2	1.0%	4	0.2%	1	0.5%	4
Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.8%	3	0.0%	0	0.7%	3	0.0%	0	0.5%	4
Tesco Express, Southend Road, Wickford, SS11 8EE	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.7%	3	0.2%	1	0.5%	4
Rayleigh, Local Stores	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.2%	1	0.5%	2	0.2%	2
Other	0.3%	3	0.4%	1	0.3%	2	0.9%	1	0.0%	0	0.4%	2	0.5%	2	0.2%	1	0.1%	1
Somerfield Rochford Road, Southend-on-Sea, SS2 6SY	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.4%	3
Sothend-on-Sea, Local Stores	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.2%	1	0.0%	0
ASDA, Eastgate Shopping Centre, Basildon SS14 1AE	0.2%	2	0.0%	0	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	2

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.2%	2
Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Co-op, Ferry Road, Hullbridge, SS5 6DN	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Morrisons, 175 London Road, Hadleigh, SS7 2RD	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.2%	2
Rochford, Local Stores	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.1%	1
Somerfield, High Street, South Benfleet SS7 5LA	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BD	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
ASDA, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Co-op, High Street, Great Wakering	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Iceland, High Street, Raleigh, SS6 7QA	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
ASDA, Heron Park, Basildon, SS14 3AS	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
ASDA, 127 High Street, Southend-on-Sea, SS1 1LH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco Express, Hamlet Court, Westcliff on Sea, SS0 7LJ	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Hullbridge, Local Stores	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Shoeburyness, Local Stores	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don’t know / can't remember)	15.1%	151	17.9%	50	14.0%	101	17.0%	19	14.5%	57	14.9%	70	14.4%	58	14.0%	58	15.8%	135
Base:		1000		280		720		112		394		470		404		414		853

Q03 Which retailer do you purchase your main food internet/ home delivery shopping from? (THOSE THAT ANSWERED INTERNET / HOME DELIVERY ATQ02)

Only those who do internet food shopping at Q02

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Asda	2.3%	1	0.0%	0	3.2%	1	8.3%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	2.6%	1
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
Sainsbury’s	7.0%	3	8.3%	1	6.5%	2	16.7%	2	4.8%	1	0.0%	0	13.0%	3	0.0%	0	7.9%	3
Tesco	79.1%	34	75.0%	9	80.6%	25	75.0%	9	81.0%	17	80.0%	8	78.3%	18	85.7%	12	78.9%	30
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
Waitrose	7.0%	3	8.3%	1	6.5%	2	0.0%	0	9.5%	2	10.0%	1	4.3%	1	7.1%	1	7.9%	3
(Don’t know / can't remember)	4.7%	2	8.3%	1	3.2%	1	0.0%	0	4.8%	1	10.0%	1	0.0%	0	7.1%	1	2.6%	1
Base:		43		12		31		12		21		10		23		14		38

Q04 How frequently do you buy main food and grocery shopping trips from….. (STORE / DESTINATION MENTIONED AT Q02) ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Two or more times a week	19.1%	191	19.6%	55	18.9%	136	11.6%	13	17.8%	70	22.3%	105	14.6%	59	22.0%	91	16.5%	141
At least once a week	62.1%	621	61.1%	171	62.5%	450	58.0%	65	61.9%	244	62.3%	293	62.6%	253	60.9%	252	64.1%	547
At least once a fortnight	11.4%	114	12.5%	35	11.0%	79	18.8%	21	11.9%	47	9.4%	44	12.9%	52	10.9%	45	11.8%	101
At least once a month	4.3%	43	3.2%	9	4.7%	34	9.8%	11	4.8%	19	2.8%	13	5.4%	22	4.1%	17	4.5%	38
At least every two months	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.2%	1	0.2%	2
Less often	0.0%	0	0.0%	0	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
Varies	2.5%	25	2.5%	7	2.5%	18	1.8%	2	3.6%	14	1.9%	9	4.2%	17	1.4%	6	2.6%	22
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.5%	2	0.2%	2
Base:		1000		280		720		112		394		470		404		414		853

Q05 How do you normally travel to….. (STORE / DETINATION MENTIONED AT Q02 EXCLUDES INTERNET / HOME DELIVERY) ?

Those who travel to their main food shopping destination

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car / van (as driver)	66.7%	638	75.7%	203	63.1%	435	74.0%	74	81.8%	305	52.6%	242	79.8%	304	56.0%	224	77.7%	633
Car / van (as passenger)	15.2%	145	6.0%	16	18.7%	129	17.0%	17	7.5%	28	20.7%	95	10.5%	40	18.5%	74	14.5%	118
Bus, minibus or coach	6.4%	61	4.5%	12	7.1%	49	1.0%	1	1.1%	4	12.0%	55	2.9%	11	10.0%	40	1.5%	12
Motorcycle, scooter or moped	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.0%	0	1.1%	5	0.5%	2	0.5%	2	0.0%	0
Walk	9.1%	87	10.1%	27	8.7%	60	6.0%	6	8.6%	32	10.4%	48	4.7%	18	12.5%	50	5.4%	44
Taxi	1.0%	10	1.1%	3	1.0%	7	1.0%	1	0.5%	2	1.5%	7	0.8%	3	1.3%	5	0.2%	2
Train	0.3%	3	0.4%	1	0.3%	2	1.0%	1	0.0%	0	0.4%	2	0.0%	0	0.8%	3	0.0%	0
Bicycle	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.5%	2	0.9%	4	0.5%	2	0.3%	1	0.5%	4
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
Delivered	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.2%	2
Base:		957		268		689		100		373		460		381		400		815

Q06 When do you do your main food shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Weekdays during the day	44.8%	448	34.6%	97	48.8%	351	34.8%	39	38.1%	150	53.4%	251	41.8%	169	49.5%	205	42.7%	364
Weekdays during the evening	10.0%	100	11.4%	32	9.4%	68	19.6%	22	10.2%	40	7.9%	37	12.4%	50	8.5%	35	11.0%	94
Saturday	11.4%	114	12.9%	36	10.8%	78	14.3%	16	12.4%	49	9.1%	43	12.4%	50	9.9%	41	12.5%	107
Sunday	1.8%	18	5.0%	14	0.6%	4	0.9%	1	3.0%	12	1.1%	5	1.2%	5	2.9%	12	1.9%	16
Varies	31.4%	314	35.0%	98	30.0%	216	30.4%	34	35.5%	140	27.9%	131	31.4%	127	29.0%	120	31.3%	267
(Don't know / can't remember)	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.8%	3	0.6%	3	0.7%	3	0.2%	1	0.6%	5
Base:		1000		280		720		112		394		470		404		414		853

Q07 When you go main food shopping is your trip linked with any other activity?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Yes – non-food shopping	5.5%	55	5.0%	14	5.7%	41	6.3%	7	4.3%	17	6.4%	30	6.7%	27	5.1%	21	5.2%	44
Yes – leisure activity	4.9%	49	6.4%	18	4.3%	31	5.4%	6	4.8%	19	5.1%	24	5.2%	21	5.1%	21	5.7%	49
Yes – visiting services such as banks and other financial institutions	2.6%	26	1.8%	5	2.9%	21	0.9%	1	2.0%	8	3.4%	16	2.2%	9	3.1%	13	2.5%	21
Yes – other activity	11.5%	115	12.5%	35	11.1%	80	9.8%	11	11.7%	46	11.7%	55	14.6%	59	8.2%	34	11.7%	100
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	76.3%	763	76.1%	213	76.4%	550	80.4%	90	77.4%	305	74.0%	348	72.3%	292	79.0%	327	75.7%	646
(Don't know / can't remember)	1.0%	10	1.1%	3	1.0%	7	0.0%	0	1.5%	6	0.9%	4	1.2%	5	0.7%	3	1.2%	10
Base:		1000		280		720		112		394		470		404		414		853

Q08 Where do you do this non-food shopping?
Only those who link their main food shopping trip with a non-food shopping trip at Q07

	Total %	Total	Male %	Male	Female %	Female	18 to 34 %	18 to 34	35 to 54 %	35 to 54	55+ %	55+	ABC1 %	ABC1	C2DE %	C2DE	Car in hhold %	Car in hhold
Southend-on-Sea Town Centre	38.2%	21	42.9%	6	36.6%	15	57.1%	4	29.4%	5	40.0%	12	37.0%	10	47.6%	10	43.2%	19
Rayleigh Town Centre	25.5%	14	21.4%	3	26.8%	11	0.0%	0	23.5%	4	33.3%	10	22.2%	6	28.6%	6	20.5%	9
Basildon Town Centre	7.3%	4	14.3%	2	4.9%	2	14.3%	1	11.8%	2	3.3%	1	7.4%	2	4.8%	1	9.1%	4
Delivered (e.g. mail order / internet)	5.5%	3	7.1%	1	4.9%	2	14.3%	1	11.8%	2	0.0%	0	11.1%	3	0.0%	0	4.5%	2
Brentwood Town Centre	1.8%	1	0.0%	0	2.4%	1	14.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.3%	1
Wickford Town Centre	1.8%	1	0.0%	0	2.4%	1	0.0%	0	5.9%	1	0.0%	0	3.7%	1	0.0%	0	2.3%	1
Rochford Town Centre	1.8%	1	0.0%	0	2.4%	1	0.0%	0	5.9%	1	0.0%	0	3.7%	1	0.0%	0	2.3%	1
Rayleigh Weir Retail Park	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.8%	1	2.3%	1
Hockley Town Centre	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.8%	1	0.0%	0
Bluewater Shopping Centre	1.8%	1	0.0%	0	2.4%	1	0.0%	0	5.9%	1	0.0%	0	3.7%	1	0.0%	0	2.3%	1
Golden Cross Parade Shops, Rochford	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.8%	1	0.0%	0
(Don't know / can't remember)	10.9%	6	14.3%	2	9.8%	4	0.0%	0	5.9%	1	13.3%	4	7.4%	2	4.8%	1	11.4%	5
Base:		55		14		41		7		17		30		27		21		44

Q09 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

	Total %	Total	Male %	Male	Female %	Female	18 to 34 %	18 to 34	35 to 54 %	35 to 54	55+ %	55+	ABC1 %	ABC1	C2DE %	C2DE	Car in hhold %	Car in hhold
Yes	71.9%	719	68.6%	192	73.2%	527	86.6%	97	80.5%	317	61.9%	291	78.0%	315	69.3%	287	74.6%	636
No	27.8%	278	30.4%	85	26.8%	193	12.5%	14	19.5%	77	37.7%	177	21.8%	88	30.4%	126	25.3%	216
(Don't know / can't remember)	0.3%	3	1.1%	3	0.0%	0	0.9%	1	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Base:		1000		280		720		112		394		470		404		414		853

Q10 Where do you go for this 'top-up' shopping?
Only those who do top-up food shopping at Q09

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Rayleigh, Local Stores	6.4%	46	5.7%	11	6.6%	35	7.2%	7	5.7%	18	6.5%	19	8.6%	27	4.5%	13	6.8%	43
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	5.1%	37	6.3%	12	4.7%	25	5.2%	5	5.0%	16	5.5%	16	4.8%	15	5.6%	16	5.0%	32
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	5.0%	36	5.7%	11	4.7%	25	7.2%	7	6.0%	19	3.4%	10	4.4%	14	6.6%	19	5.0%	32
Somerfield, Eastwood Road, Raleigh, SS6 7JQ	4.7%	34	3.1%	6	5.3%	28	4.1%	4	4.1%	13	5.5%	16	3.2%	10	6.3%	18	4.4%	28
Co-op, High Street, Great Wakering	4.3%	31	4.7%	9	4.2%	22	5.2%	5	4.7%	15	3.8%	11	2.9%	9	5.9%	17	4.4%	28
Somerfield, 45 Spa Road, Hockley, SS5 4AZ	4.0%	29	1.6%	3	4.9%	26	4.1%	4	3.5%	11	4.8%	14	4.4%	14	3.1%	9	3.8%	24
Somerfield, Rochford town centre	3.9%	28	3.6%	7	4.0%	21	4.1%	4	4.1%	13	3.8%	11	3.5%	11	4.2%	12	3.9%	25
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	3.8%	27	2.1%	4	4.4%	23	6.2%	6	5.0%	16	1.4%	4	4.8%	15	3.1%	9	4.1%	26
Rochford, Local Stores	3.6%	26	2.1%	4	4.2%	22	0.0%	0	1.9%	6	6.5%	19	3.2%	10	3.8%	11	3.5%	22
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	3.3%	24	3.6%	7	3.2%	17	2.1%	2	4.1%	13	3.1%	9	3.2%	10	3.1%	9	3.6%	23
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	2.6%	19	3.1%	6	2.5%	13	3.1%	3	2.2%	7	3.1%	9	2.5%	8	2.4%	7	2.7%	17
Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ	2.2%	16	2.1%	4	2.3%	12	4.1%	4	3.2%	10	0.7%	2	2.2%	7	2.8%	8	2.5%	16
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	2.1%	15	1.0%	2	2.5%	13	2.1%	2	3.2%	10	1.0%	3	2.5%	8	2.1%	6	2.4%	15
Hullbridge, Local Stores	2.1%	15	3.1%	6	1.7%	9	3.1%	3	1.3%	4	2.4%	7	2.2%	7	1.7%	5	2.2%	14
Southend-on-Sea, Local Stores	1.9%	14	2.6%	5	1.7%	9	3.1%	3	1.9%	6	1.7%	5	2.9%	9	1.7%	5	1.9%	12
Shoeburyness, Local Stores	1.9%	14	2.1%	4	1.9%	10	2.1%	2	0.9%	3	3.1%	9	1.6%	5	2.8%	8	1.1%	7
Hockley, Local Stores	1.8%	13	1.0%	2	2.1%	11	0.0%	0	3.2%	10	1.0%	3	2.2%	7	1.0%	3	1.7%	11
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	1.5%	11	2.6%	5	1.1%	6	3.1%	3	2.2%	7	0.3%	1	2.5%	8	0.7%	2	1.6%	10
Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS	1.5%	11	1.6%	3	1.5%	8	1.0%	1	0.3%	1	3.1%	9	1.0%	3	2.1%	6	0.9%	6
Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN	1.4%	10	1.6%	3	1.3%	7	1.0%	1	1.3%	4	1.7%	5	1.9%	6	1.4%	4	1.6%	10
Other	1.3%	9	1.0%	2	1.3%	7	2.1%	2	0.3%	1	2.1%	6	1.3%	4	1.0%	3	1.3%	8
Co-op, Sutton Road, Southend-on-Sea	1.3%	9	2.1%	4	0.9%	5	3.1%	3	1.3%	4	0.7%	2	0.3%	1	1.7%	5	1.3%	8
Tesco Express, Southend Road, Wickford, SS11 8EE	1.1%	8	1.6%	3	0.9%	5	1.0%	1	1.6%	5	0.3%	1	1.9%	6	0.0%	0	1.1%	7
Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL	1.1%	8	2.1%	4	0.8%	4	0.0%	0	0.9%	3	1.7%	5	0.6%	2	1.7%	5	0.6%	4
Co-op, Ferry Road, Hullbridge, SS5 6DN	1.0%	7	0.0%	0	1.3%	7	1.0%	1	0.0%	0	2.1%	6	0.3%	1	1.7%	5	0.9%	6
Wickford, Local Stores	0.8%	6	1.6%	3	0.6%	3	0.0%	0	0.6%	2	1.4%	4	1.0%	3	0.3%	1	0.8%	5
Great Wakering, Local Stores	0.7%	5	1.0%	2	0.6%	3	0.0%	0	0.3%	1	1.4%	4	0.0%	0	1.7%	5	0.6%	4
Co-op, West Road, Shoeburyness	0.7%	5	1.0%	2	0.6%	3	1.0%	1	0.6%	2	0.7%	2	0.6%	2	0.7%	2	0.8%	5
Somerfield Rochford Road, Southend-on-Sea, SS2 6SY	0.7%	5	1.6%	3	0.4%	2	1.0%	1	0.0%	0	1.4%	4	0.6%	2	0.7%	2	0.8%	5
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.7%	5	0.0%	0	0.9%	5	1.0%	1	1.3%	4	0.0%	0	1.0%	3	0.7%	2	0.8%	5
Costcutter, Broadway, Leigh-on-Sea	0.6%	4	0.5%	1	0.6%	3	0.0%	0	0.9%	3	0.3%	1	0.3%	1	1.0%	3	0.5%	3
Co-op, Main Road, Hawkwell	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.9%	3	0.3%	1	1.3%	4	0.0%	0	0.6%	4
Somerfield, Rear of High	0.6%	4	0.0%	0	0.8%	4	1.0%	1	0.3%	1	0.7%	2	0.0%	0	0.7%	2	0.6%	4

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Street, Wickford, SS12 9AT																		
Co-op, 268-270 Eastwood Road North, Leigh-on-Sea	0.6%	4	0.5%	1	0.6%	3	0.0%	0	0.6%	2	0.7%	2	1.0%	3	0.3%	1	0.6%	4
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.6%	4	0.5%	1	0.6%	3	0.0%	0	0.3%	1	1.0%	3	0.6%	2	0.7%	2	0.5%	3
Westcliff-on-Sea, Local Stores	0.4%	3	0.0%	0	0.6%	3	1.0%	1	0.3%	1	0.0%	0	0.6%	2	0.3%	1	0.5%	3
Eastwood, Local Stores	0.4%	3	0.5%	1	0.4%	2	2.1%	2	0.0%	0	0.3%	1	1.0%	3	0.0%	0	0.5%	3
Sainsbury's, Cricketers Way, Basildon, SS13 1SA	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.3%	1	1.0%	3	0.0%	0	0.5%	3
Southchurch, Local Stores	0.3%	2	0.5%	1	0.2%	1	1.0%	1	0.3%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	2
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.6%	2	0.0%	0	0.3%	2
Iceland, High Street, Raleigh, SS6 7QA	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	1	0.3%	1	0.2%	1
Canewdon, Local Stores	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.7%	2	0.3%	2
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.2%	1
Basildon, Local Stores	0.3%	2	0.0%	0	0.4%	2	1.0%	1	0.3%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	2
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2
Co-op, Eastwood Road, Rayleigh	0.3%	2	0.0%	0	0.4%	2	1.0%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1
Billericay, Local Stores	0.3%	2	0.5%	1	0.2%	1	1.0%	1	0.0%	0	0.3%	1	0.6%	2	0.0%	0	0.3%	2
Tesco Extra, Pitsea, SS13 3JU	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Co-op, Wickford, Hist Street, East Side	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Leigh on Sea, Local Stores	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Morrisons, 175 London Road, Hadleigh, SS7 2RD	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Waitrose, 112-118 High Street, Billericay, CM12 9BY	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Iceland, York Road, Southend-on-Sea, SS1 2BD	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Bournes Green, Local Stores	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Golden Cross Parade Shops, Rochford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Delivered (e.g. mail order / internet)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
(Don't know / can't remember)	19.1%	137	21.4%	41	18.2%	96	12.4%	12	20.8%	66	18.6%	54	16.8%	53	18.1%	52	19.7%	125
Base:		719		192		527		97		317		291		315		287		636

Q11 How often do you make 'top up' shopping trips to….. (STORE / DESTINATION MENTIONED AT Q10) ?
Only those who do top-up food shopping at Q09

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Daily	7.4%	53	5.7%	11	8.0%	42	6.2%	6	5.7%	18	10.0%	29	7.6%	24	7.7%	22	7.1%	45
Two or more times a week	42.6%	306	42.2%	81	42.7%	225	44.3%	43	47.0%	149	37.5%	109	40.0%	126	42.9%	123	42.3%	269
At least once a week	31.7%	228	31.8%	61	31.7%	167	33.0%	32	27.4%	87	35.4%	103	31.4%	99	32.8%	94	31.6%	201
At least once a fortnight	4.5%	32	4.2%	8	4.6%	24	5.2%	5	5.0%	16	3.8%	11	6.0%	19	3.8%	11	4.9%	31
At least once a month	1.8%	13	2.1%	4	1.7%	9	2.1%	2	2.5%	8	1.0%	3	1.9%	6	2.4%	7	1.9%	12
Less often	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	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
Varies	11.5%	83	13.0%	25	11.0%	58	9.3%	9	11.7%	37	11.7%	34	12.4%	39	10.1%	29	11.6%	74
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.3%	2
Base:		719		192		527		97		317		291		315		287		636

Q12 Which retailer do you purchase your top-up food internet/ home delivery shopping from……. (THOSE THAT ANSWERED INTERNET / HOME DELIVERY AT Q10) ?

Only those who do their top-up food shopping via the internet / delivered at Q09

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Able and Cole	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	50.0%	1
(Don't know / can't remember)	50.0%	1	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	50.0%	1
Base:		2		1		1		0		1		0		2		0		2

Q13 Of all the money you spend on food and household groceries what share goes to your main food shop?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Over ¾	64.0%	460	56.8%	109	66.6%	351	66.0%	64	65.9%	209	61.2%	178	65.4%	206	62.4%	179	65.3%	415
½ to ¾	18.2%	131	18.2%	35	18.2%	96	15.5%	15	19.6%	62	17.9%	52	17.5%	55	20.2%	58	17.3%	110
¼ to ½	3.2%	23	2.1%	4	3.6%	19	9.3%	9	1.9%	6	2.7%	8	2.5%	8	4.9%	14	2.8%	18
Less than ¼	1.1%	8	2.6%	5	0.6%	3	0.0%	0	0.9%	3	1.7%	5	1.3%	4	0.3%	1	1.1%	7
None	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
(Don't know / can't remember)	13.2%	95	20.3%	39	10.6%	56	9.3%	9	11.4%	36	16.2%	47	12.7%	40	12.2%	35	13.2%	84
(Refused)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
Mean:		*79.8*		*78.5*		*80.2*		*78.6*		*80.3*		*79.5*		*80.1*		*79.2*		*80.3*
Base:		719		192		527		97		317		291		315		287		636

Q14 Where did you last buy clothing or footwear goods?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	50.3%	503	50.4%	141	50.3%	362	52.7%	59	49.0%	193	51.3%	241	46.0%	186	52.9%	219	50.3%	429
Rayleigh Town Centre	8.5%	85	7.5%	21	8.9%	64	12.5%	14	7.4%	29	8.5%	40	8.9%	36	7.7%	32	8.8%	75
Basildon Town Centre	6.1%	61	3.9%	11	6.9%	50	4.5%	5	10.7%	42	2.3%	11	8.2%	33	4.1%	17	6.4%	55
Delivered (e.g. mail order / internet)	5.5%	55	5.7%	16	5.4%	39	1.8%	2	3.0%	12	8.3%	39	4.5%	18	6.8%	28	5.4%	46
Lakeside Shopping Centre	5.0%	50	2.1%	6	6.1%	44	10.7%	12	6.1%	24	2.8%	13	6.7%	27	3.6%	15	5.5%	47
Chelmsford Town Centre	2.0%	20	2.1%	6	1.9%	14	2.7%	3	2.5%	10	1.3%	6	2.5%	10	2.2%	9	2.3%	20
Lakeside Retail Park	1.6%	16	1.8%	5	1.5%	11	0.9%	1	2.3%	9	1.3%	6	2.5%	10	1.0%	4	1.9%	16
Bluewater Shopping Centre	1.4%	14	0.4%	1	1.8%	13	1.8%	2	2.3%	9	0.6%	3	2.2%	9	0.5%	2	1.6%	14
London - Elsewhere	1.4%	14	2.5%	7	1.0%	7	3.6%	4	1.8%	7	0.6%	3	3.0%	12	0.2%	1	1.6%	14
Wickford Town Centre	1.2%	12	0.7%	2	1.4%	10	0.0%	0	1.0%	4	1.5%	7	1.0%	4	1.0%	4	1.2%	10
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.2%	12	1.4%	4	1.1%	8	1.8%	2	1.0%	4	1.3%	6	1.5%	6	1.2%	5	0.9%	8
Other	1.0%	10	1.1%	3	1.0%	7	0.0%	0	1.0%	4	1.1%	5	0.5%	2	1.2%	5	1.1%	9
Southend-on-Sea, Greyhound Retail Park	0.8%	8	1.4%	4	0.6%	4	0.0%	0	0.8%	3	1.1%	5	1.2%	5	0.7%	3	0.8%	7
Romford Town Centre	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.3%	1	1.5%	7	0.2%	1	1.0%	4	0.8%	7
Rochford Town Centre	0.8%	8	1.1%	3	0.7%	5	0.9%	1	0.5%	2	1.1%	5	0.2%	1	1.7%	7	0.7%	6
Rayleigh Weir Retail Park	0.7%	7	0.7%	2	0.7%	5	1.8%	2	0.0%	0	1.1%	5	0.7%	3	1.0%	4	0.6%	5
Southend-on-Sea, Airport Retail Park	0.6%	6	1.1%	3	0.4%	3	1.8%	2	1.0%	4	0.0%	0	1.0%	4	0.2%	1	0.7%	6
Abroad	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.7%	3	0.6%	5
Basildon, Mayflower Retail Park	0.4%	4	0.4%	1	0.4%	3	0.9%	1	0.8%	3	0.0%	0	0.5%	2	0.0%	0	0.5%	4
Westcliff-on-Sea Town Centre	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.0%	0	0.5%	2	0.1%	1
London West End	0.3%	3	0.7%	2	0.1%	1	1.8%	2	0.3%	1	0.0%	0	0.7%	3	0.0%	0	0.4%	3
Basildon, Eastgate Shopping Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.2%	1	0.5%	2	0.4%	3
South Woodham Ferrers	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.5%	2	0.2%	1	0.4%	3
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.5%	2	0.0%	0	0.4%	3
Shoeburyness	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.2%	2
Freeport Retail Park, Braintree	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Leigh-on-Sea Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Brentwood Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
South Benfleet Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Colchester Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hadleigh Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hockley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Maldon Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Billericay	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Grays	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
West Thurrock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't know / can't remember)	3.9%	39	6.4%	18	2.9%	21	0.0%	0	2.5%	10	5.7%	27	3.0%	12	3.9%	16	3.2%	27
(Don't buy these products)	3.2%	32	5.0%	14	2.5%	18	0.0%	0	1.0%	4	6.0%	28	2.0%	8	5.1%	21	1.8%	15
Base:		1000		280		720		112		394		470		404		414		853

Q15 Which of the following centres is nearest to where you live?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Rochford	48.1%	481	53.2%	149	46.1%	332	42.9%	48	45.4%	179	52.1%	245	43.1%	174	53.9%	223	47.6%	406
Rayleigh	36.9%	369	35.4%	99	37.5%	270	42.0%	47	38.3%	151	34.3%	161	42.1%	170	33.6%	139	37.4%	319
Hockley	15.0%	150	11.4%	32	16.4%	118	15.2%	17	16.2%	64	13.6%	64	14.9%	60	12.6%	52	15.0%	128
Base:		1000		280		720		112		394		470		404		414		853

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Hockley at Q14 & not at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nearer to home	8.1%	12	15.6%	5	6.0%	7	17.6%	3	7.8%	5	6.3%	4	11.7%	7	5.9%	3	7.1%	9
Nearer to work	3.4%	5	0.0%	0	4.3%	5	11.8%	2	1.6%	1	1.6%	1	5.0%	3	0.0%	0	3.9%	5
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.8%	1
Choice of food goods available	38.9%	58	25.0%	8	42.7%	50	35.3%	6	45.3%	29	33.3%	21	43.3%	26	33.3%	17	41.7%	53
Choice of shops selling non food goods	45.6%	68	43.8%	14	46.2%	54	41.2%	7	45.3%	29	47.6%	30	50.0%	30	39.2%	20	48.0%	61
Quality of food goods available	6.0%	9	6.3%	2	6.0%	7	5.9%	1	10.9%	7	1.6%	1	3.3%	2	11.8%	6	6.3%	8
Quality of shops selling non food goods	7.4%	11	12.5%	4	6.0%	7	5.9%	1	7.8%	5	7.9%	5	3.3%	2	13.7%	7	7.1%	9
Provision of services nearby, such as banks and other financial services	0.7%	1	3.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.8%	1
Shopping environment	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.8%	1
Car parking provision	2.0%	3	0.0%	0	2.6%	3	5.9%	1	0.0%	0	3.2%	2	1.7%	1	2.0%	1	2.4%	3
Car parking prices	0.7%	1	3.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.7%	1	0.0%	0	0.8%	1
Accessibility by public transport	2.7%	4	6.3%	2	1.7%	2	0.0%	0	1.6%	1	4.8%	3	0.0%	0	5.9%	3	0.8%	1
Other	2.0%	3	3.1%	1	1.7%	2	0.0%	0	1.6%	1	3.2%	2	1.7%	1	2.0%	1	1.6%	2
Cheaper	1.3%	2	3.1%	1	0.9%	1	0.0%	0	1.6%	1	1.6%	1	1.7%	1	0.0%	0	0.8%	1
Near to family / friends	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.8%	1
On holiday / day trip	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.0%	1	0.8%	1
Delivery service	1.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.0%	1	1.6%	2
(Don't know / can't remember)	11.4%	17	9.4%	3	12.0%	14	5.9%	1	7.8%	5	14.3%	9	6.7%	4	15.7%	8	8.7%	11
Base:		149		32		117		17		64		63		60		51		127

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Rayleigh at Q14 & not at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nearer to home	14.4%	43	17.7%	14	13.2%	29	25.7%	9	10.9%	14	15.0%	19	12.0%	17	15.2%	17	11.7%	30
Nearer to work	5.4%	16	6.3%	5	5.0%	11	11.4%	4	7.8%	10	1.6%	2	9.9%	14	0.9%	1	6.2%	16
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.7%	5	1.3%	1	1.8%	4	0.0%	0	0.8%	1	2.4%	3	0.0%	0	1.8%	2	0.8%	2
Choice of food goods available	29.1%	87	21.5%	17	31.8%	70	17.1%	6	33.6%	43	28.3%	36	29.6%	42	23.2%	26	32.7%	84
Choice of shops selling non food goods	38.1%	114	22.8%	18	43.6%	96	40.0%	14	42.2%	54	35.4%	45	43.7%	62	35.7%	40	41.6%	107
Quality of food goods available	3.7%	11	3.8%	3	3.6%	8	8.6%	3	3.1%	4	3.2%	4	3.5%	5	4.5%	5	3.9%	10
Quality of shops selling non food goods	4.3%	13	8.9%	7	2.7%	6	8.6%	3	6.3%	8	1.6%	2	6.3%	9	3.6%	4	4.7%	12
Provision of services nearby, such as banks and other financial services	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1
Provision of leisure facilities nearby	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.4%	1
Shopping environment	1.0%	3	0.0%	0	1.4%	3	0.0%	0	2.3%	3	0.0%	0	2.1%	3	0.0%	0	1.2%	3
Cleanliness	0.7%	2	0.0%	0	0.9%	2	0.0%	0	1.6%	2	0.0%	0	1.4%	2	0.0%	0	0.8%	2
Car parking provision	4.0%	12	7.6%	6	2.7%	6	5.7%	2	4.7%	6	1.6%	2	5.6%	8	1.8%	2	3.9%	10
Car parking prices	2.3%	7	6.3%	5	0.9%	2	2.9%	1	3.1%	4	1.6%	2	3.5%	5	1.8%	2	2.7%	7
Accessibility by public transport	1.0%	3	2.5%	2	0.5%	1	0.0%	0	0.0%	0	2.4%	3	0.0%	0	1.8%	2	0.8%	2
Public information, signposts and public facilities	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.4%	1
Other	0.7%	2	1.3%	1	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	2
Near to family / friends	1.7%	5	2.5%	2	1.4%	3	0.0%	0	1.6%	2	2.4%	3	0.7%	1	2.7%	3	0.8%	2
On holiday / day trip	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.4%	1
No particular reason	1.0%	3	0.0%	0	1.4%	3	0.0%	0	0.8%	1	1.6%	2	0.7%	1	0.9%	1	1.2%	3
Due to health reasons	0.7%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.6%	2	0.7%	1	0.9%	1	0.8%	2
Preference	0.7%	2	0.0%	0	0.9%	2	2.9%	1	0.8%	1	0.0%	0	0.7%	1	0.9%	1	0.8%	2
For a change	0.7%	2	0.0%	0	0.9%	2	0.0%	0	0.8%	1	0.8%	1	0.7%	1	0.0%	0	0.8%	2
(Don't know / can't remember)	16.1%	48	21.5%	17	14.1%	31	8.6%	3	10.9%	14	22.0%	28	11.3%	16	20.5%	23	14.0%	36
Base:		299		79		220		35		128		127		142		112		257

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Rochford at Q14 & not at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nearer to home	30.2%	143	29.5%	43	30.6%	100	34.0%	16	24.3%	43	33.8%	81	28.9%	50	32.9%	71	30.0%	120
Nearer to work	3.8%	18	2.7%	4	4.3%	14	8.5%	4	2.8%	5	3.3%	8	6.4%	11	2.3%	5	4.3%	17
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.9%	9	1.4%	2	2.1%	7	2.1%	1	0.6%	1	2.9%	7	2.3%	4	1.4%	3	1.5%	6
Choice of food goods available	28.3%	134	31.5%	46	26.9%	88	36.2%	17	28.2%	50	27.1%	65	31.2%	54	25.5%	55	30.0%	120
Choice of shops selling non food goods	39.5%	187	39.0%	57	39.8%	130	40.4%	19	47.5%	84	33.3%	80	41.6%	72	38.9%	84	42.0%	168
Quality of food goods available	7.4%	35	8.9%	13	6.7%	22	2.1%	1	9.0%	16	7.1%	17	6.9%	12	6.9%	15	7.5%	30
Quality of shops selling non food goods	4.2%	20	4.1%	6	4.3%	14	2.1%	1	7.3%	13	2.5%	6	4.6%	8	4.6%	10	4.0%	16
Provision of services nearby, such as banks and other financial services	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.0%	0	0.8%	2	0.6%	1	0.5%	1	0.5%	2
Provision of leisure facilities nearby	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.1%	2	0.0%	0	0.6%	1	0.5%	1	0.5%	2
Shopping environment	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0
Car parking provision	1.9%	9	2.7%	4	1.5%	5	2.1%	1	1.7%	3	2.1%	5	1.7%	3	2.3%	5	2.3%	9
Car parking prices	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.6%	1	0.8%	2	0.6%	1	0.5%	1	0.8%	3
Accessibility by public transport	1.7%	8	1.4%	2	1.8%	6	4.3%	2	1.1%	2	1.7%	4	0.0%	0	3.2%	7	1.3%	5
Entertainment / events	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1
Other	1.3%	6	2.1%	3	0.9%	3	2.1%	1	0.6%	1	1.7%	4	1.7%	3	0.9%	2	1.3%	5
Cheaper	1.3%	6	2.1%	3	0.9%	3	2.1%	1	0.6%	1	1.7%	4	1.7%	3	0.9%	2	1.0%	4
Near to family / friends	0.6%	3	0.7%	1	0.6%	2	2.1%	1	1.1%	2	0.0%	0	0.6%	1	0.9%	2	0.5%	2
On holiday / day trip	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.9%	2	0.8%	3
No particular reason	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Due to health reasons	1.3%	6	0.0%	0	1.8%	6	0.0%	0	0.6%	1	2.1%	5	2.3%	4	0.5%	1	1.0%	4
Delivery service	0.8%	4	2.1%	3	0.3%	1	0.0%	0	0.6%	1	1.3%	3	1.2%	2	0.9%	2	1.0%	4
Don't know the area well	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	1	0.4%	1	1.2%	2	0.0%	0	0.5%	2
For a change	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	10.8%	51	12.3%	18	10.1%	33	2.1%	1	7.9%	14	15.0%	36	4.6%	8	13.0%	28	8.3%	33
Base:		473		146		327		47		177		240		173		216		400

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)

Only those who mentioned Hockley at Q14 & not at Q15 and Only those who mentioned Rayleigh at Q14 & not at Q15 and Only those who mentioned Rochford at Q14 & not at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nearer to home	21.5%	198	24.1%	62	20.5%	136	28.3%	28	16.8%	62	24.2%	104	19.7%	74	24.0%	91	20.3%	159
Nearer to work	4.2%	39	3.5%	9	4.5%	30	10.1%	10	4.3%	16	2.6%	11	7.5%	28	1.6%	6	4.8%	38
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.6%	15	1.2%	3	1.8%	12	1.0%	1	0.8%	3	2.3%	10	1.3%	5	1.3%	5	1.1%	9
Choice of food goods available	30.3%	279	27.6%	71	31.3%	208	29.3%	29	33.1%	122	28.4%	122	32.5%	122	25.9%	98	32.8%	257
Choice of shops selling non food goods	40.1%	369	34.6%	89	42.2%	280	40.4%	40	45.3%	167	36.0%	155	43.7%	164	38.0%	144	42.9%	336
Quality of food goods available	6.0%	55	7.0%	18	5.6%	37	5.1%	5	7.3%	27	5.1%	22	5.1%	19	6.9%	26	6.1%	48
Quality of shops selling non food goods	4.8%	44	6.6%	17	4.1%	27	5.1%	5	7.0%	26	3.0%	13	5.1%	19	5.5%	21	4.7%	37
Provision of services nearby, such as banks and other financial services	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.5%	2	0.5%	2	0.8%	3	0.3%	1	0.5%	4
Provision of leisure facilities nearby	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.5%	2	0.4%	3
Shopping environment	0.5%	5	0.0%	0	0.8%	5	0.0%	0	1.1%	4	0.2%	1	0.8%	3	0.5%	2	0.5%	4
Cleanliness	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Car parking provision	2.6%	24	3.9%	10	2.1%	14	4.0%	4	2.4%	9	2.1%	9	3.2%	12	2.1%	8	2.8%	22
Car parking prices	1.2%	11	2.3%	6	0.8%	5	1.0%	1	1.6%	6	0.9%	4	1.9%	7	0.8%	3	1.4%	11
Accessibility by public transport	1.6%	15	2.3%	6	1.4%	9	2.0%	2	0.8%	3	2.3%	10	0.0%	0	3.2%	12	1.0%	8
Public information, signposts and public facilities	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Entertainment / events	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1
Other	1.2%	11	1.9%	5	0.9%	6	1.0%	1	1.1%	4	1.4%	6	1.1%	4	1.1%	4	1.1%	9
Cheaper	0.9%	8	1.6%	4	0.6%	4	1.0%	1	0.5%	2	1.2%	5	1.1%	4	0.5%	2	0.6%	5
Near to family / friends	1.0%	9	1.2%	3	0.9%	6	1.0%	1	1.4%	5	0.7%	3	0.5%	2	1.6%	6	0.6%	5
On holiday / day trip	0.5%	5	0.8%	2	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.3%	1	0.8%	3	0.6%	5
No particular reason	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.5%	2	0.5%	2	0.3%	1	0.5%	4
Due to health reasons	0.9%	8	0.0%	0	1.2%	8	0.0%	0	0.3%	1	1.6%	7	1.3%	5	0.5%	2	0.8%	6
Delivery service	0.7%	6	1.2%	3	0.5%	3	0.0%	0	0.3%	1	1.2%	5	0.5%	2	0.8%	3	0.8%	6
Preference	0.2%	2	0.0%	0	0.3%	2	1.0%	1	0.3%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	2
Don't know the area well	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2
For a change	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.5%	2	0.3%	1	0.3%	1	0.3%	2
(Don't know / can't remember)	12.6%	116	14.8%	38	11.7%	78	5.1%	5	8.9%	33	17.0%	73	7.5%	28	15.6%	59	10.2%	80
Base:		921		257		664		99		369		430		375		379		784

Q17 How do you normally travel to….. (DESTINATION AT Q14) ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car / van (as driver)	55.7%	557	60.0%	168	54.0%	389	61.6%	69	73.4%	289	39.8%	187	65.1%	263	47.8%	198	64.7%	552
Car / van (as passenger)	8.1%	81	2.5%	7	10.3%	74	8.0%	9	5.8%	23	9.8%	46	6.7%	27	8.9%	37	8.3%	71
Bus, minibus or coach	16.4%	164	11.8%	33	18.2%	131	11.6%	13	5.8%	23	26.4%	124	10.1%	41	21.5%	89	9.7%	83
Motorcycle, scooter or moped	0.2%	2	0.4%	1	0.1%	1	0.9%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	2
Walk	5.6%	56	8.6%	24	4.4%	32	6.3%	7	5.6%	22	5.5%	26	4.2%	17	6.8%	28	5.0%	43
Taxi	0.8%	8	0.4%	1	1.0%	7	0.0%	0	0.3%	1	1.5%	7	0.7%	3	1.2%	5	0.2%	2
Train	3.4%	34	5.0%	14	2.8%	20	9.8%	11	2.5%	10	2.6%	12	4.5%	18	2.7%	11	3.3%	28
Bicycle	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.2%	1	0.2%	2
Shop via Internet	4.2%	42	5.0%	14	3.9%	28	1.8%	2	2.5%	10	6.0%	28	3.0%	12	5.8%	24	4.2%	36
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
Aeroplane	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't know / can't remember)	5.1%	51	5.4%	15	5.0%	36	0.0%	0	3.3%	13	7.9%	37	4.7%	19	4.8%	20	3.9%	33
Base:		1000		280		720		112		394		470		404		414		853

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Yes – non-food shopping	4.5%	45	4.6%	13	4.4%	32	4.5%	5	3.8%	15	4.9%	23	5.2%	21	4.3%	18	4.0%	34
Yes – leisure activity	12.8%	128	13.6%	38	12.5%	90	20.5%	23	13.5%	53	10.9%	51	14.4%	58	12.3%	51	13.7%	117
Yes – visiting services such as banks and other financial institutions	3.0%	30	2.1%	6	3.3%	24	4.5%	5	3.0%	12	2.8%	13	3.5%	14	2.9%	12	3.4%	29
Yes – other activity	16.0%	160	16.8%	47	15.7%	113	16.1%	18	15.0%	59	16.2%	76	19.1%	77	12.6%	52	16.9%	144
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.9%	629	59.3%	166	64.3%	463	55.4%	62	65.5%	258	63.4%	298	58.2%	235	66.7%	276	61.8%	527
(Don’t know / can't remember)	3.0%	30	5.0%	14	2.2%	16	2.7%	3	1.5%	6	3.6%	17	2.7%	11	2.9%	12	2.7%	23
Base:		1000		280		720		112		394		470		404		414		853

Q19 Where did you last buy Books, CDs, DVDS?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	35.2%	352	37.9%	106	34.2%	246	34.8%	39	35.5%	140	35.5%	167	33.4%	135	34.8%	144	34.5%	294
Delivered (e.g. mail order / internet)	22.3%	223	23.9%	67	21.7%	156	32.1%	36	28.4%	112	14.7%	69	30.0%	121	15.5%	64	24.4%	208
Rayleigh Town Centre	6.0%	60	6.8%	19	5.7%	41	8.0%	9	4.6%	18	7.0%	33	5.0%	20	7.2%	30	5.5%	47
Basildon Town Centre	3.3%	33	3.9%	11	3.1%	22	0.9%	1	6.3%	25	1.3%	6	4.0%	16	2.9%	12	3.9%	33
Lakeside Shopping Centre	2.2%	22	1.8%	5	2.4%	17	5.4%	6	2.5%	10	1.1%	5	2.5%	10	1.9%	8	2.5%	21
Wickford Town Centre	1.7%	17	0.4%	1	2.2%	16	0.0%	0	1.5%	6	1.9%	9	1.2%	5	1.4%	6	1.6%	14
London - Elsewhere	1.3%	13	1.8%	5	1.1%	8	2.7%	3	1.3%	5	1.1%	5	2.7%	11	0.5%	2	1.5%	13
Chelmsford Town Centre	1.1%	11	1.4%	4	1.0%	7	0.9%	1	1.0%	4	1.1%	5	1.7%	7	1.0%	4	1.3%	11
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.1%	11	1.8%	5	0.8%	6	2.7%	3	0.8%	3	1.1%	5	0.5%	2	2.2%	9	0.9%	8
Lakeside Retail Park	0.8%	8	0.7%	2	0.8%	6	0.0%	0	1.0%	4	0.9%	4	1.2%	5	0.5%	2	0.9%	8
Westcliff-on-Sea Town Centre	0.7%	7	0.0%	0	1.0%	7	0.9%	1	1.5%	6	0.0%	0	1.0%	4	0.7%	3	0.8%	7
Other	0.6%	6	0.7%	2	0.6%	4	1.8%	2	1.0%	4	0.0%	0	0.2%	1	1.0%	4	0.7%	6
Leigh-on-Sea Town Centre	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.8%	3	0.0%	0	0.2%	1	0.5%	2	0.5%	4
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.0%	0	0.6%	4	0.0%	0	1.0%	4	0.0%	0	0.5%	2	0.5%	2	0.5%	4
Basildon, Eastgate Shopping Centre	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.5%	2	0.2%	1	0.4%	3
Hockley Town Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.7%	3	0.0%	0	0.4%	3
Shoeburyness	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.4%	3
Rochford Town Centre	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	2
Rayleigh Weir Retail Park	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
London West End	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	2
Basildon, Mayflower Retail Park	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.2%	2
Southend-on-Sea, Victoria Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Romford Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Pitsea Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Colchester Town Centre	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Southend-on-Sea, Greyhound Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Billericay	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Asda, Rawreth Lane, Rayleigh	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don’t buy these products)	16.0%	160	11.8%	33	17.6%	127	5.4%	6	6.3%	25	26.4%	124	9.2%	37	23.2%	96	13.2%	113
(Don’t know / can't remember)	4.3%	43	5.0%	14	4.0%	29	1.8%	2	3.8%	15	5.3%	25	3.7%	15	4.1%	17	4.5%	38
Base:		1000		280		720		112		394		470		404		414		853

Q20 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	28.4%	284	28.2%	79	28.5%	205	21.4%	24	29.2%	115	29.8%	140	27.5%	111	28.0%	116	28.5%	243
Rayleigh Town Centre	7.6%	76	7.1%	20	7.8%	56	15.2%	17	7.6%	30	6.2%	29	7.9%	32	7.7%	32	7.6%	65
Delivered (e.g. mail order / internet)	5.9%	59	5.4%	15	6.1%	44	8.0%	9	8.1%	32	3.8%	18	7.4%	30	5.3%	22	6.3%	54
Basildon Town Centre	3.9%	39	5.0%	14	3.5%	25	2.7%	3	7.1%	28	1.7%	8	4.7%	19	3.6%	15	4.6%	39
Rochford Town Centre	3.0%	30	3.2%	9	2.9%	21	3.6%	4	2.5%	10	3.2%	15	3.7%	15	2.7%	11	3.2%	27
Southend-on-Sea, Airport Retail Park	2.7%	27	1.1%	3	3.3%	24	5.4%	6	2.5%	10	2.3%	11	4.0%	16	2.2%	9	3.0%	26
Rayleigh Weir Retail Park	2.7%	27	1.8%	5	3.1%	22	2.7%	3	2.0%	8	3.2%	15	4.5%	18	1.7%	7	3.0%	26
Lakeside Shopping Centre	2.4%	24	2.5%	7	2.4%	17	1.8%	2	3.3%	13	1.5%	7	2.5%	10	2.2%	9	2.5%	21
Lakeside Retail Park	1.9%	19	1.8%	5	1.9%	14	4.5%	5	2.5%	10	0.6%	3	2.7%	11	1.2%	5	2.0%	17
Southend-on-Sea, Greyhound Retail Park	1.1%	11	0.4%	1	1.4%	10	0.0%	0	2.0%	8	0.6%	3	1.0%	4	1.2%	5	1.1%	9
Fossetts Way Retail Park, Southend-on-Sea	1.0%	10	1.4%	4	0.8%	6	1.8%	2	1.0%	4	0.9%	4	1.5%	6	1.0%	4	1.2%	10
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.9%	9	1.1%	3	0.8%	6	2.7%	3	0.5%	2	0.6%	3	0.7%	3	1.4%	6	0.7%	6
Westcliff-on-Sea Town Centre	0.9%	9	0.4%	1	1.1%	8	0.9%	1	1.5%	6	0.4%	2	1.0%	4	1.0%	4	1.1%	9
Basildon, Mayflower Retail Park	0.9%	9	0.7%	2	1.0%	7	1.8%	2	1.8%	7	0.0%	0	1.0%	4	1.0%	4	1.1%	9
Chelmsford Town Centre	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.8%	3	1.1%	5	0.5%	2	1.0%	4	0.8%	7
Hockley Town Centre	0.8%	8	1.4%	4	0.6%	4	0.9%	1	1.3%	5	0.4%	2	1.2%	5	0.5%	2	0.8%	7
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.8%	8	0.0%	0	1.1%	8	1.8%	2	0.5%	2	0.9%	4	1.0%	4	0.7%	3	0.9%	8
Other	0.7%	7	0.4%	1	0.8%	6	0.0%	0	1.0%	4	0.6%	3	0.7%	3	0.5%	2	0.7%	6
Leigh-on-Sea Town Centre	0.7%	7	1.1%	3	0.6%	4	0.0%	0	0.3%	1	1.3%	6	0.7%	3	0.7%	3	0.6%	5
Bluewater Shopping Centre	0.6%	6	0.4%	1	0.7%	5	1.8%	2	0.8%	3	0.2%	1	0.5%	2	0.7%	3	0.7%	6
Shoeburyness	0.5%	5	0.7%	2	0.4%	3	0.9%	1	0.8%	3	0.2%	1	0.5%	2	0.0%	0	0.6%	5
Basildon, Pipps Hill Retail Park	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.0%	0	0.9%	4	0.0%	0	0.2%	1	0.4%	3
Southend-on-Sea, Arterial Retail Park	0.3%	3	0.7%	2	0.1%	1	0.9%	1	0.3%	1	0.2%	1	0.5%	2	0.2%	1	0.4%	3
London West End	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.2%	1	0.4%	3
Purdeys Industrial Estate, Rochford	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Billericay	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Braintree Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Romford Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
South Woodham Ferrers	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Pitsea Town Centre	0.1%	1	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Thundersley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Wickford Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Basildon, Eastgate Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Asda, Rawreth Lane, Rayleigh	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Ashingdon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Somerfield, Eastwood Road, Raleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
London - Elsewhere	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
(Don't know / can't remember)	15.3%	153	18.2%	51	14.2%	102	12.5%	14	11.4%	45	18.7%	88	14.1%	57	15.7%	65	15.2%	130
(Don't buy these products)	13.6%	136	14.6%	41	13.2%	95	7.1%	8	8.4%	33	18.9%	89	8.4%	34	17.6%	73	10.9%	93
Base:		1000		280		720		112		394		470		404		414		853

Q21 Where did you last buy goods such as toys, games, bicycles and recreations goods?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	22.9%	229	20.7%	58	23.8%	171	25.9%	29	24.6%	97	21.5%	101	24.3%	98	22.7%	94	23.1%	197
Delivered (e.g. mail order / internet)	9.6%	96	12.1%	34	8.6%	62	12.5%	14	13.2%	52	5.1%	24	11.9%	48	6.8%	28	11.0%	94
Rayleigh Town Centre	6.1%	61	4.6%	13	6.7%	48	9.8%	11	7.4%	29	4.5%	21	6.4%	26	6.0%	25	6.8%	58
Basildon Town Centre	6.0%	60	3.6%	10	6.9%	50	6.3%	7	9.6%	38	2.8%	13	6.7%	27	6.0%	25	6.3%	54
Southend-on-Sea, Airport Retail Park	2.3%	23	2.5%	7	2.2%	16	0.9%	1	4.3%	17	1.1%	5	2.5%	10	2.2%	9	2.6%	22
Lakeside Shopping Centre	1.3%	13	1.1%	3	1.4%	10	1.8%	2	2.0%	8	0.4%	2	2.2%	9	0.7%	3	1.3%	11
Rochford Town Centre	1.2%	12	0.0%	0	1.7%	12	1.8%	2	1.3%	5	1.1%	5	1.5%	6	0.5%	2	1.3%	11
Westcliff-on-Sea Town Centre	1.0%	10	0.7%	2	1.1%	8	0.0%	0	1.3%	5	1.1%	5	0.5%	2	1.4%	6	1.2%	10
Basildon, Mayflower Retail Park	0.6%	6	0.0%	0	0.8%	6	2.7%	3	0.5%	2	0.2%	1	1.0%	4	0.0%	0	0.7%	6
Other	0.6%	6	0.7%	2	0.6%	4	0.9%	1	0.3%	1	0.6%	3	1.0%	4	0.5%	2	0.7%	6
Lakeside Retail Park	0.6%	6	0.0%	0	0.8%	6	2.7%	3	0.5%	2	0.0%	0	1.0%	4	0.0%	0	0.6%	5
Bluewater Shopping Centre	0.5%	5	0.4%	1	0.6%	4	0.9%	1	0.5%	2	0.4%	2	0.2%	1	0.7%	3	0.6%	5
Leigh-on-Sea Town Centre	0.5%	5	0.7%	2	0.4%	3	0.9%	1	0.8%	3	0.2%	1	0.5%	2	0.0%	0	0.5%	4
Chelmsford Town Centre	0.5%	5	0.4%	1	0.6%	4	0.9%	1	0.5%	2	0.4%	2	0.5%	2	0.5%	2	0.6%	5
Hadleigh Town Centre	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.8%	3	0.4%	2	0.7%	3	0.2%	1	0.5%	4
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.4%	4	0.4%	1	0.4%	3	0.9%	1	0.3%	1	0.4%	2	0.2%	1	0.7%	3	0.2%	2
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.0%	0	0.6%	4	0.9%	1	0.8%	3	0.0%	0	0.5%	2	0.5%	2	0.5%	4
London Road Retail Park	0.3%	3	0.4%	1	0.3%	2	0.9%	1	0.5%	2	0.0%	0	0.2%	1	0.5%	2	0.4%	3
Wickford Town Centre	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.5%	2	0.1%	1
Hockley Town Centre	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Pitsea Town Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Romford Town Centre	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Canvey Island Town Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Basildon, Westgate Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
London West End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Rayleigh Weir Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Brentwood Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Southend-on-Sea, Greyhound Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Thundersley Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
London - Elsewhere	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Halfords, Rayleigh Road, Rayleigh	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hullbridge	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Purdeys Industrial Estate, Rochford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Shoeburyness	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
(Don't buy these products)	34.5%	345	38.2%	107	33.1%	238	17.9%	20	20.8%	82	49.8%	234	27.0%	109	40.6%	168	30.4%	259
(Don't know / can't remember)	7.8%	78	11.1%	31	6.5%	47	7.1%	8	7.9%	31	7.9%	37	9.2%	37	7.0%	29	8.6%	73
Base:		1000		280		720		112		394		470		404		414		853

Q22 Where did you last buy chemist goods (including health and beauty products)?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Rayleigh, Local Stores	18.6%	186	13.6%	38	20.6%	148	22.3%	25	17.5%	69	18.9%	89	19.3%	78	18.8%	78	18.3%	156
Southend-on-Sea, Local Stores	16.7%	167	15.0%	42	17.4%	125	17.9%	20	12.7%	50	20.0%	94	16.6%	67	15.5%	64	15.4%	131
Rochford, Local Stores	7.9%	79	7.5%	21	8.1%	58	8.9%	10	7.1%	28	8.1%	38	5.9%	24	9.4%	39	8.1%	69
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	6.3%	63	7.9%	22	5.7%	41	8.0%	9	6.9%	27	5.5%	26	5.9%	24	6.5%	27	6.3%	54
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	5.4%	54	4.3%	12	5.8%	42	8.0%	9	8.4%	33	2.6%	12	6.4%	26	5.3%	22	6.2%	53
Hockley, Local Stores	4.5%	45	5.7%	16	4.0%	29	0.0%	0	4.8%	19	5.1%	24	5.2%	21	3.1%	13	4.3%	37
Delivered (e.g. mail order / internet)	3.1%	31	2.5%	7	3.3%	24	2.7%	3	2.5%	10	3.8%	18	3.2%	13	3.9%	16	3.3%	28
Hullbridge, Local Stores	2.5%	25	2.5%	7	2.5%	18	3.6%	4	2.0%	8	2.8%	13	3.0%	12	3.1%	13	2.8%	24
Wickford, Local Stores	2.3%	23	2.1%	6	2.4%	17	0.9%	1	2.5%	10	2.1%	10	2.0%	8	1.9%	8	2.2%	19
Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ	2.0%	20	2.9%	8	1.7%	12	0.9%	1	3.3%	13	0.9%	4	2.7%	11	1.2%	5	2.2%	19
Shoeburyness, Local Stores	2.0%	20	3.2%	9	1.5%	11	1.8%	2	1.3%	5	2.8%	13	3.0%	12	1.9%	8	2.0%	17
Great Wakering, Local Stores	1.7%	17	1.8%	5	1.7%	12	1.8%	2	2.3%	9	1.3%	6	1.2%	5	2.4%	10	1.6%	14
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	1.4%	14	0.0%	0	1.9%	14	2.7%	3	2.0%	8	0.6%	3	1.5%	6	1.4%	6	1.5%	13
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	1.3%	13	1.1%	3	1.4%	10	4.5%	5	1.8%	7	0.2%	1	1.7%	7	1.0%	4	1.5%	13
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	1.3%	13	2.1%	6	1.0%	7	2.7%	3	1.5%	6	0.9%	4	1.5%	6	1.2%	5	1.5%	13
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.2%	12	1.1%	3	1.3%	9	0.0%	0	1.5%	6	1.3%	6	0.7%	3	1.2%	5	1.3%	11
Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL	1.1%	11	1.4%	4	1.0%	7	0.0%	0	0.5%	2	1.9%	9	1.7%	7	1.0%	4	0.7%	6
Basildon, Local Stores	1.0%	10	0.7%	2	1.1%	8	0.9%	1	1.5%	6	0.4%	2	1.5%	6	0.5%	2	1.2%	10
London - Elsewhere	0.9%	9	1.1%	3	0.8%	6	2.7%	3	1.3%	5	0.2%	1	2.2%	9	0.0%	0	1.1%	9
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.9%	9	1.4%	4	0.7%	5	0.0%	0	1.5%	6	0.6%	3	1.2%	5	0.2%	1	1.1%	9
Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.8%	3	0.4%	2	0.2%	1	0.7%	3	0.7%	6
Co-op, West Street, Rochford	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.5%	2	0.6%	3	0.2%	1	1.0%	4	0.4%	3
Other	0.5%	5	0.7%	2	0.4%	3	0.9%	1	0.5%	2	0.4%	2	0.5%	2	0.2%	1	0.6%	5
Ashingdon, Local Stores	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.2%	1	0.2%	1	0.5%	4
ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.8%	3	0.4%	2	0.2%	1	0.7%	3	0.6%	5
Eastwood, Local Stores	0.5%	5	0.7%	2	0.4%	3	0.9%	1	0.5%	2	0.4%	2	1.0%	4	0.2%	1	0.6%	5
Leigh on Sea, Local Stores	0.5%	5	0.4%	1	0.6%	4	0.9%	1	0.5%	2	0.4%	2	0.5%	2	0.5%	2	0.6%	5
Tesco Extra, Pitsea, SS13 3JU	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.2%	1	0.2%	2
Golden Cross Parade Shops, Rochford	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.5%	2	0.2%	2
Canvey Island - Jones Corner, Local Stores	0.2%	2	0.4%	1	0.1%	1	0.9%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	2
ASDA, Heron Park, Basildon, SS14 3AS	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1
Romford, Local Stores	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.1%	1
Sainsbury's, Cricketers Way, Basildon, SS13 1SA	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	2
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Westcliff-on-Sea, Local Stores	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Co-op, Wickford, Hist Street, East Side	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
South Benfleet, Local Stores	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tarpots, Local Store	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
ASDA, 127 High Street, Southend-on-Sea, SS1 1LH	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Southchurch, Local Stores	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Billericay, Local Stores	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Corringham, Local Stores	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Tesco, Rochford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
London West End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / can't remember)	7.0%	70	7.1%	20	6.9%	50	4.5%	5	7.6%	30	7.0%	33	5.9%	24	7.0%	29	7.2%	61
(Don't buy these products)	4.2%	42	7.1%	20	3.1%	22	1.8%	2	2.3%	9	6.4%	30	2.0%	8	5.8%	24	3.5%	30
Base:		1000		280		720		112		394		470		404		414		853

Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	21.1%	211	20.7%	58	21.3%	153	19.6%	22	19.3%	76	22.6%	106	19.6%	79	21.0%	87	20.9%	178
Delivered (e.g. mail order / internet)	14.5%	145	10.7%	30	16.0%	115	27.7%	31	17.5%	69	8.9%	42	18.6%	75	11.8%	49	15.7%	134
Rayleigh Town Centre	7.6%	76	9.6%	27	6.8%	49	5.4%	6	8.9%	35	7.4%	35	9.7%	39	6.5%	27	8.0%	68
Southend-on-Sea, Airport Retail Park	7.6%	76	11.1%	31	6.3%	45	11.6%	13	8.1%	32	6.6%	31	8.2%	33	8.2%	34	8.7%	74
Rayleigh Weir Retail Park	4.9%	49	2.9%	8	5.7%	41	1.8%	2	6.3%	25	4.7%	22	5.9%	24	4.8%	20	4.8%	41
Basildon Town Centre	3.3%	33	3.9%	11	3.1%	22	4.5%	5	3.6%	14	3.0%	14	3.0%	12	3.9%	16	3.6%	31
Basildon, Mayflower Retail Park	2.0%	20	0.7%	2	2.5%	18	3.6%	4	2.3%	9	0.9%	4	2.0%	8	1.7%	7	2.1%	18
Rochford Town Centre	1.9%	19	2.1%	6	1.8%	13	4.5%	5	1.8%	7	1.3%	6	2.0%	8	1.4%	6	2.0%	17
Fossetts Way Retail Park, Southend-on-Sea	1.8%	18	1.4%	4	1.9%	14	2.7%	3	1.0%	4	2.3%	11	2.2%	9	1.7%	7	2.1%	18
London Road Retail Park	1.4%	14	1.8%	5	1.3%	9	0.0%	0	1.3%	5	1.7%	8	1.0%	4	1.9%	8	1.2%	10
Basildon, Pipps Hill Retail Park	0.9%	9	1.1%	3	0.8%	6	0.9%	1	1.0%	4	0.9%	4	1.0%	4	1.0%	4	0.9%	8
Southend-on-Sea, Arterial Retail Park	0.9%	9	1.1%	3	0.8%	6	0.9%	1	1.3%	5	0.6%	3	0.7%	3	1.0%	4	1.1%	9
Hockley Town Centre	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.3%	1	1.5%	7	0.7%	3	1.2%	5	0.7%	6
Southend-on-Sea, Greyhound Retail Park	0.8%	8	0.7%	2	0.8%	6	0.0%	0	1.0%	4	0.9%	4	0.7%	3	0.7%	3	0.7%	6
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.6%	6	0.4%	1	0.7%	5	0.9%	1	0.5%	2	0.6%	3	1.0%	4	0.5%	2	0.7%	6
Lakeside Shopping Centre	0.5%	5	0.7%	2	0.4%	3	0.9%	1	1.0%	4	0.0%	0	0.5%	2	0.7%	3	0.6%	5
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.3%	1	0.9%	4	0.2%	1	1.0%	4	0.5%	4
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.5%	2	0.5%	2	0.5%	4
Westcliff-on-Sea Town Centre	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.4%	3
Other	0.3%	3	1.1%	3	0.0%	0	0.9%	1	0.3%	1	0.2%	1	0.7%	3	0.0%	0	0.4%	3
Brentwood Town Centre	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.0%	0	0.4%	3
Southend-on-Sea, Victoria Shopping Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
Wickford Town Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.1%	1
London - Elsewhere	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Leigh-on-Sea Town Centre	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Romford Town Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.5%	2	0.1%	1
South Benfleet Town Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Shoeburyness	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Lakeside Retail Park	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Great Wakering	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.1%	1
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Chelmer Village	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Basildon, Eastgate Shopping Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Thundersley Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Pitsea Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Chelmsford, Chelmer Village Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Benfleet	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Billericay	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Heron Retail Park, Basildon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Little Wakering	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Sainsbury’s, 21 Stadium Way, Raleigh Weir	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Shoebury Retail Park, Southend-on-Sea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Southchurch Retail Park, Southend-on-Sea	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Temple Sunton Retail Park, Rochford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco Express, London Road, Leigh-on-Sea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
(Don’t buy these products)	12.4%	124	15.0%	42	11.4%	82	4.5%	5	7.4%	29	18.5%	87	8.4%	34	15.7%	65	9.6%	82

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
(Don't know / can't remember)	11.7%	117	9.6%	27	12.5%	90	8.9%	10	11.2%	44	12.8%	60	9.4%	38	11.1%	46	11.4%	97
Base:		1000		280		720		112		394		470		404		414		853

Q24 How do you normally travel to? (CENTRE MENTIONED AT Q23)
Only those who purchase electrical items and travel for them at Q23

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car / van (as driver)	41.8%	418	50.4%	141	38.5%	277	42.9%	48	52.5%	207	32.6%	153	49.5%	200	36.7%	152	48.3%	412
Car / van (as passenger)	10.2%	102	3.6%	10	12.8%	92	10.7%	12	6.3%	25	13.2%	62	7.9%	32	12.8%	53	10.3%	88
Bus, minibus or coach	5.4%	54	5.7%	16	5.3%	38	5.4%	6	1.0%	4	9.1%	43	2.5%	10	7.0%	29	2.3%	20
Motorcycle, scooter or moped	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Walk	2.5%	25	2.5%	7	2.5%	18	0.9%	1	3.0%	12	2.6%	12	2.2%	9	3.1%	13	1.8%	15
Taxi	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.0%	0	0.9%	4	0.2%	1	0.7%	3	0.0%	0
Train	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	2
Bicycle	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Shop via Internet	13.9%	139	11.1%	31	15.0%	108	24.1%	27	17.3%	68	8.7%	41	18.3%	74	10.9%	45	15.0%	128
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
Delivered	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
(Don't know / can't remember)	1.0%	10	1.1%	3	1.0%	7	2.7%	3	0.5%	2	0.9%	4	0.7%	3	1.2%	5	0.8%	7
No response	24.1%	241	24.6%	69	23.9%	172	13.4%	15	18.5%	73	31.3%	147	17.8%	72	26.8%	111	21.0%	179
Base:		1000		280		720		112		394		470		404		414		853

Q25 Where did you last buy DIY goods?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
B & Q plc, Fossetts Drive, Fossetts Park, Southend-On-Sea, Essex SS2 4DQ	26.8%	268	29.6%	83	25.7%	185	27.7%	31	30.7%	121	23.8%	112	28.0%	113	26.8%	111	29.4%	251
Homebase, 23-25 Stadium Way, Benfleet, Rayleigh	16.6%	166	14.3%	40	17.5%	126	22.3%	25	18.5%	73	13.4%	63	19.6%	79	14.7%	61	18.1%	154
Homebase Ltd, Purdeys Industrial Estate, Purdeys Way, Rochford, Essex SS4 1NE	9.4%	94	9.6%	27	9.3%	67	4.5%	5	9.9%	39	10.0%	47	10.4%	42	8.0%	33	10.2%	87
Wickes Building Supplies Ltd, 1, Rat Lane, Rayleigh, Essex SS6 7TS	3.7%	37	5.0%	14	3.2%	23	2.7%	3	6.1%	24	2.1%	10	5.4%	22	2.4%	10	4.3%	37
Homebase Ltd, 85, London Rd, Southend-On-Sea, Essex SS1 1PA	3.4%	34	2.1%	6	3.9%	28	4.5%	5	3.6%	14	3.2%	15	5.0%	20	1.9%	8	3.6%	31
B & Q plc, Pipps Hill Retail Park, Miles Gray Rd, Basildon, Essex SS14 3AF	1.4%	14	1.4%	4	1.4%	10	2.7%	3	2.5%	10	0.2%	1	1.7%	7	1.0%	4	1.5%	13
Other	1.3%	13	2.9%	8	0.7%	5	0.9%	1	1.3%	5	1.5%	7	1.2%	5	1.2%	5	1.4%	12
Wilkinsons, Victoria Plaza, Southend-on-Sea	0.8%	8	0.4%	1	1.0%	7	1.8%	2	0.8%	3	0.6%	3	0.2%	1	1.7%	7	0.2%	2
Homebase Ltd, Mayflower Retail Park, Gardiners Lane,Gardiners Lane South, Basildon, Essex SS14 3AP	0.8%	8	0.4%	1	1.0%	7	0.0%	0	1.3%	5	0.4%	2	0.7%	3	0.2%	1	0.8%	7
Potters, Main Road, Hockley	0.7%	7	0.4%	1	0.8%	6	0.9%	1	1.3%	5	0.2%	1	0.5%	2	0.2%	1	0.6%	5
G B Domestics Ltd, 1, London Rd, Rayleigh, Essex SS6 9HN	0.7%	7	0.4%	1	0.8%	6	0.9%	1	1.0%	4	0.4%	2	0.7%	3	1.0%	4	0.7%	6
Shop via Internet	0.7%	7	0.4%	1	0.8%	6	1.8%	2	0.5%	2	0.6%	3	1.5%	6	0.2%	1	0.7%	6
Rochford	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.3%	1	0.9%	4	1.2%	5	0.2%	1	0.7%	6
BJ Supplies Ltd, 101, Rochford Rd, Southend-On-Sea, Essex SS2 6SR	0.5%	5	0.7%	2	0.4%	3	0.9%	1	0.3%	1	0.4%	2	1.0%	4	0.2%	1	0.6%	5
Southend-on-Sea	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Argos, Airport Retail Park, Southend	0.3%	3	0.4%	1	0.3%	2	1.8%	2	0.3%	1	0.0%	0	0.0%	0	0.7%	3	0.4%	3
Homebase Ltd, London Rd, Vange, Basildon, Essex SS16 4PR	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	2
B & Q plc, Homelands Retail Park, Cuton Hall Lane, Chelmsford, Essex CM2 5PX	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
B & Q plc, Lakeside, Thurrock	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
The Factory Shop, High Street, Rayleigh	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Homebase Ltd, 23-25, Stadium Way, Benfleet, Essex SS7 3NT	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Homebase Ltd, 1, Baynes Place, Chelmsford, Essex CM1 2QX	0.1%	1	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
IKEA, Lakeside, Thurrock	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sapwood DIY, 202-206, Ashingdon Rd, Rochford, Essex SS4 1TB	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
F.H Ives Ltd, 217, Southend Rd, Wickford, Essex SS11 8PG	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Screwfix, Unit 22/23, Yardley Business Park, Luckyn Lane, Basildon, Essex SS14 3GL	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Eastwood Timber & Door Co.Ltd (3) , 405-409, Rayleigh Rd, Eastwood,Leigh-On-Sea, SS9 5JG	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Chris D.I.Y & Kitchen	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Centre, 167, Southend Rd, Wickford, Essex SS11 8EE																		
Argos, High Street, Rayleigh	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Basildon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Duluxe Centre, Claydons Lane, Rayleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Homeplus, West Street, Rochford	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
London - Elsewhere	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
MFI, Purdeys Industrial Estate, Rochford	0.1%	1	0.4%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Plumbase, Rayleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Shoeburyness	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
(Don’t buy these products)	20.6%	206	17.1%	48	21.9%	158	11.6%	13	9.9%	39	31.5%	148	11.6%	47	26.6%	110	15.5%	132
(Don’t know / can't remember)	8.9%	89	9.3%	26	8.8%	63	10.7%	12	9.1%	36	8.3%	39	8.4%	34	10.6%	44	8.3%	71
Base:		1000		280		720		112		394		470		404		414		853

Q26 How do you normally travel to? (CENTRE MENTIONED AT Q25)
Only those who purchase DIY items and travel for them at Q25

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car / van (as driver)	71.5%	504	81.6%	168	67.3%	336	69.0%	60	79.0%	252	63.3%	179	76.2%	246	68.8%	179	76.8%	499
Car / van (as passenger)	17.9%	126	5.8%	12	22.8%	114	16.1%	14	12.5%	40	25.1%	71	15.8%	51	19.6%	51	17.1%	111
Bus, minibus or coach	3.5%	25	3.4%	7	3.6%	18	4.6%	4	1.6%	5	5.7%	16	1.9%	6	3.8%	10	0.9%	6
Motorcycle, scooter or moped	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.6%	2	0.0%	0	0.2%	1
Walk	4.4%	31	5.8%	12	3.8%	19	3.4%	3	5.3%	17	3.2%	9	2.5%	8	5.8%	15	3.4%	22
Taxi	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.0%	0
Train	0.6%	4	0.5%	1	0.6%	3	3.4%	3	0.0%	0	0.4%	1	0.3%	1	1.2%	3	0.0%	0
Bicycle	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.3%	1	0.0%	0	0.3%	2
Shop via Internet	1.1%	8	0.5%	1	1.4%	7	3.4%	3	0.6%	2	1.1%	3	2.2%	7	0.4%	1	1.1%	7
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.2%	1
(Don’t know / can't remember)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1
Base:		705		206		499		87		319		283		323		260		650

Q27 Where did you last buy furniture, carpets and floor coverings?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-on-Sea Town Centre	17.8%	178	20.4%	57	16.8%	121	19.6%	22	14.5%	57	20.4%	96	15.1%	61	19.1%	79	16.8%	143
Southend-on-Sea, Airport Retail Park	8.0%	80	7.5%	21	8.2%	59	9.8%	11	10.4%	41	5.7%	27	11.1%	45	6.8%	28	9.1%	78
Rayleigh Town Centre	5.4%	54	2.9%	8	6.4%	46	6.3%	7	5.3%	21	5.5%	26	6.9%	28	5.1%	21	5.4%	46
Basildon Town Centre	4.4%	44	5.0%	14	4.2%	30	6.3%	7	5.3%	21	3.4%	16	5.4%	22	3.6%	15	5.2%	44
Rochford Town Centre	4.3%	43	2.9%	8	4.9%	35	0.0%	0	3.3%	13	6.0%	28	4.0%	16	4.8%	20	4.2%	36
Delivered (e.g. mail order / internet)	3.3%	33	2.5%	7	3.6%	26	9.8%	11	3.8%	15	1.3%	6	4.0%	16	2.4%	10	3.4%	29
Lakeside Retail Park	2.3%	23	2.1%	6	2.4%	17	0.9%	1	3.8%	15	1.1%	5	4.0%	16	1.2%	5	2.6%	22
Lakeside Shopping Centre	2.2%	22	2.1%	6	2.2%	16	3.6%	4	3.3%	13	1.1%	5	3.5%	14	1.0%	4	2.6%	22
Basildon, Pipps Hill Retail Park	1.7%	17	1.1%	3	1.9%	14	1.8%	2	2.5%	10	0.9%	4	1.5%	6	2.2%	9	1.8%	15
Rayleigh Weir Retail Park	1.5%	15	2.9%	8	1.0%	7	0.9%	1	1.3%	5	1.9%	9	2.0%	8	1.2%	5	1.8%	15
Basildon, Mayflower Retail Park	1.2%	12	0.7%	2	1.4%	10	2.7%	3	1.8%	7	0.4%	2	1.5%	6	1.2%	5	1.4%	12
Shoeburyness	0.9%	9	1.1%	3	0.8%	6	0.0%	0	1.3%	5	0.9%	4	1.0%	4	0.5%	2	1.1%	9
Leigh-on-Sea Town Centre	0.9%	9	1.1%	3	0.8%	6	0.9%	1	0.5%	2	1.3%	6	1.2%	5	0.2%	1	1.1%	9
Fossetts Way Retail Park, Southend-on-Sea	0.7%	7	1.4%	4	0.4%	3	0.9%	1	0.8%	3	0.6%	3	0.7%	3	1.0%	4	0.8%	7
Westcliff-on-Sea Town Centre	0.7%	7	0.0%	0	1.0%	7	0.0%	0	1.0%	4	0.4%	2	0.2%	1	0.7%	3	0.8%	7
Wickford Town Centre	0.6%	6	0.7%	2	0.6%	4	0.9%	1	0.3%	1	0.9%	4	0.7%	3	0.0%	0	0.6%	5
Other	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.3%	5	0.2%	1	0.7%	3	0.2%	1	0.7%	6
London - Elsewhere	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.5%	2	0.2%	1	0.4%	3
London Road Retail Park	0.5%	5	0.4%	1	0.6%	4	1.8%	2	0.8%	3	0.0%	0	0.7%	3	0.5%	2	0.5%	4
Hockley Town Centre	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.8%	3	0.4%	2	0.7%	3	0.5%	2	0.6%	5
Battlesbridge Industrial Estate, Rayleigh	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	1.2%	5	0.0%	0	0.6%	5
Southend-on-Sea, Greyhound Retail Park	0.5%	5	0.4%	1	0.6%	4	1.8%	2	0.5%	2	0.2%	1	1.2%	5	0.0%	0	0.6%	5
Purdeys Industrial Estate, Rochford	0.4%	4	0.0%	0	0.6%	4	0.9%	1	0.8%	3	0.0%	0	0.2%	1	0.7%	3	0.5%	4
Chelmsford Town Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Bluewater Shopping Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Southchurch	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Stadium Way, Rayleigh	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.2%	2
Benfleet	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Southend-on-Sea, Arterial Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Pitsea, Old Market Retail Park	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Southend-on-Sea, Victoria Shopping Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Romford Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
South Woodham Ferrers	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Tarpots Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Pitsea Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Chelmsford, Chelmer Village Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Colchester Town Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Eastwood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Ilford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Rochford Retail Park, Rochford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Shenfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Thurrock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don't buy these products)	21.9%	219	22.9%	64	21.5%	155	17.0%	19	15.0%	59	28.3%	133	14.9%	60	27.3%	113	18.8%	160
(Don't know / can't remember)	15.9%	159	17.5%	49	15.3%	110	14.3%	16	16.5%	65	15.7%	74	14.4%	58	16.4%	68	16.4%	140
Base:		1000		280		720		112		394		470		404		414		853

Column %ges.

Q28 How do you normally travel to? (CENTRE MENTIONED AT Q27)
Only those who purchase furnitue and carpets items and travel for them at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car / van (as driver)	38.9%	389	44.3%	124	36.8%	265	39.3%	44	50.8%	200	29.1%	137	49.5%	200	30.9%	128	44.7%	381
Car / van (as passenger)	10.3%	103	2.5%	7	13.3%	96	10.7%	12	9.4%	37	11.1%	52	10.6%	43	10.9%	45	11.4%	97
Bus, minibus or coach	4.5%	45	3.2%	9	5.0%	36	2.7%	3	0.5%	2	8.3%	39	2.0%	8	6.5%	27	1.5%	13
Motorcycle, scooter or moped	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Walk	3.7%	37	5.4%	15	3.1%	22	2.7%	3	3.3%	13	4.5%	21	3.5%	14	3.6%	15	3.0%	26
Taxi	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.5%	2	0.1%	1
Train	0.5%	5	0.0%	0	0.7%	5	3.6%	4	0.0%	0	0.2%	1	0.2%	1	1.0%	4	0.1%	1
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	3.0%	30	2.1%	6	3.3%	24	8.9%	10	3.6%	14	1.3%	6	3.7%	15	1.9%	8	3.0%	26
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
Delivered	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.5%	2	0.4%	3
(Don't know / can't remember)	0.6%	6	0.4%	1	0.7%	5	0.9%	1	0.5%	2	0.6%	3	0.5%	2	0.5%	2	0.6%	5
No response	37.8%	378	40.4%	113	36.8%	265	31.3%	35	31.5%	124	44.0%	207	29.2%	118	43.7%	181	35.2%	300
Base:		1000		280		720		112		394		470		404		414		853

Q29 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Yes, Internet	44.7%	447	47.9%	134	43.5%	313	63.4%	71	63.5%	250	25.1%	118	56.4%	228	36.0%	149	50.4%	430
Yes, TV Shopping	1.0%	10	1.1%	3	1.0%	7	0.9%	1	1.3%	5	0.9%	4	0.7%	3	1.0%	4	0.9%	8
Yes, both	6.1%	61	3.6%	10	7.1%	51	10.7%	12	7.4%	29	3.8%	18	7.7%	31	4.8%	20	7.0%	60
No	47.8%	478	47.5%	133	47.9%	345	25.0%	28	27.7%	109	69.8%	328	34.9%	141	57.7%	239	41.5%	354
(Don't know / can't remember)	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.1%	1
Base:		1000		280		720		112		394		470		404		414		853

Q30 Which goods or services does your household currently purchase via electronic home shopping?
Only those who purchase items via the internet or TV shopping channels at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
CD's, music, videos	49.4%	256	51.7%	76	48.5%	180	47.6%	40	56.7%	161	36.4%	51	53.4%	140	45.7%	79	50.4%	251
Books	29.9%	155	28.6%	42	30.5%	113	22.6%	19	31.3%	89	29.3%	41	35.5%	93	23.7%	41	30.1%	150
Clothes	20.5%	106	15.0%	22	22.6%	84	26.2%	22	20.1%	57	18.6%	26	21.0%	55	19.7%	34	21.1%	105
Small electrical items	17.8%	92	19.7%	29	17.0%	63	13.1%	11	20.1%	57	15.7%	22	18.3%	48	13.9%	24	18.1%	90
Major electrical items	17.4%	90	12.9%	19	19.1%	71	19.0%	16	14.8%	42	22.1%	31	17.6%	46	16.8%	29	17.5%	87
Food	13.5%	70	15.0%	22	12.9%	48	15.5%	13	15.8%	45	8.6%	12	13.4%	35	14.5%	25	12.7%	63
Small household goods	9.5%	49	5.4%	8	11.1%	41	14.3%	12	7.7%	22	10.7%	15	11.1%	29	9.2%	16	9.4%	47
Toys	9.5%	49	7.5%	11	10.2%	38	15.5%	13	9.9%	28	5.0%	7	9.2%	24	11.0%	19	9.6%	48
Holiday and / or Travel Tickets	9.3%	48	9.5%	14	9.2%	34	6.0%	5	9.5%	27	10.7%	15	10.7%	28	7.5%	13	9.6%	48
Furniture / Carpets	6.6%	34	3.4%	5	7.8%	29	11.9%	10	6.3%	18	4.3%	6	9.2%	24	4.6%	8	6.4%	32
Sports goods	3.9%	20	2.7%	4	4.3%	16	3.6%	3	3.9%	11	4.3%	6	4.6%	12	3.5%	6	4.0%	20
Garden items	3.7%	19	1.4%	2	4.6%	17	0.0%	0	2.5%	7	7.9%	11	3.8%	10	2.9%	5	3.6%	18
Other	3.7%	19	5.4%	8	3.0%	11	1.2%	1	3.2%	9	5.0%	7	3.1%	8	3.5%	6	3.8%	19
Jewellery	3.5%	18	4.1%	6	3.2%	12	4.8%	4	2.8%	8	4.3%	6	3.1%	8	5.8%	10	3.6%	18
DIY goods	2.7%	14	1.4%	2	3.2%	12	2.4%	2	1.8%	5	5.0%	7	3.4%	9	2.3%	4	2.8%	14
Banking	1.5%	8	0.7%	1	1.9%	7	4.8%	4	0.7%	2	1.4%	2	0.8%	2	2.9%	5	1.4%	7
Cars / parts	1.5%	8	2.7%	4	1.1%	4	2.4%	2	1.8%	5	0.7%	1	1.9%	5	1.7%	3	1.6%	8
Arts / Craft goods	1.4%	7	0.7%	1	1.6%	6	1.2%	1	1.1%	3	2.1%	3	2.7%	7	0.0%	0	1.4%	7
Make-Up / Cosmetics	1.0%	5	0.7%	1	1.1%	4	1.2%	1	1.1%	3	0.7%	1	1.1%	3	0.6%	1	1.0%	5
Computer goods	0.6%	3	0.7%	1	0.5%	2	0.0%	0	0.7%	2	0.7%	1	0.0%	0	1.2%	2	0.6%	3
Theatre / Concert tickets	0.6%	3	0.0%	0	0.8%	3	1.2%	1	0.4%	1	0.7%	1	1.1%	3	0.0%	0	0.6%	3
(Don't know / can't remember)	8.9%	46	9.5%	14	8.6%	32	8.3%	7	6.3%	18	13.6%	19	9.9%	26	8.1%	14	8.8%	44
Base:		518		147		371		84		284		140		262		173		498

Q31 Which goods or services might your household purchase in the future via electronic home shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
CD's, music, videos	12.9%	129	16.1%	45	11.7%	84	19.6%	22	21.1%	83	4.9%	23	17.8%	72	8.7%	36	14.5%	124
Books	9.2%	92	7.5%	21	9.9%	71	8.0%	9	15.0%	59	4.5%	21	14.9%	60	5.1%	21	10.6%	90
Clothes	6.0%	60	4.3%	12	6.7%	48	11.6%	13	9.1%	36	2.1%	10	7.7%	31	4.1%	17	6.9%	59
Major electrical items	5.3%	53	4.6%	13	5.6%	40	8.0%	9	6.3%	25	3.8%	18	6.9%	28	3.9%	16	6.0%	51
Holiday and / or Travel Tickets	4.7%	47	3.9%	11	5.0%	36	3.6%	4	8.1%	32	2.1%	10	6.7%	27	3.4%	14	5.2%	44
Food	4.7%	47	5.0%	14	4.6%	33	8.9%	10	6.9%	27	2.1%	10	5.7%	23	3.6%	15	4.6%	39
Small electrical items	4.6%	46	8.6%	24	3.1%	22	5.4%	6	6.6%	26	2.8%	13	6.2%	25	2.4%	10	5.0%	43
Small household goods	2.7%	27	1.8%	5	3.1%	22	6.3%	7	2.8%	11	1.9%	9	4.5%	18	1.7%	7	2.9%	25
Toys	2.3%	23	1.1%	3	2.8%	20	8.0%	9	2.8%	11	0.4%	2	3.5%	14	1.7%	7	2.6%	22
Furniture / Carpets	2.3%	23	1.1%	3	2.8%	20	8.0%	9	1.8%	7	1.5%	7	3.2%	13	2.2%	9	2.6%	22
Sports goods	0.9%	9	1.8%	5	0.6%	4	0.0%	0	1.8%	7	0.4%	2	1.7%	7	0.0%	0	1.1%	9
DIY goods	0.9%	9	0.7%	2	1.0%	7	0.0%	0	1.3%	5	0.9%	4	2.0%	8	0.2%	1	1.1%	9
Garden items	0.9%	9	0.0%	0	1.3%	9	0.9%	1	1.0%	4	0.6%	3	1.5%	6	0.2%	1	1.1%	9
Other	0.8%	8	1.1%	3	0.7%	5	0.9%	1	1.0%	4	0.6%	3	1.0%	4	0.7%	3	0.9%	8
Cars / parts	0.6%	6	2.1%	6	0.0%	0	1.8%	2	1.0%	4	0.0%	0	1.2%	5	0.0%	0	0.7%	6
Jewellery	0.5%	5	0.4%	1	0.6%	4	1.8%	2	0.5%	2	0.2%	1	0.7%	3	0.5%	2	0.6%	5
Arts / Craft goods	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.8%	3	0.2%	1	1.0%	4	0.0%	0	0.5%	4
Insurance	0.4%	4	0.7%	2	0.3%	2	0.0%	0	1.0%	4	0.0%	0	0.7%	3	0.2%	1	0.5%	4
Banking	0.3%	3	0.0%	0	0.4%	3	1.8%	2	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	2
(Nothing)	44.5%	445	40.0%	112	46.3%	333	22.3%	25	26.9%	106	64.0%	301	31.4%	127	56.5%	234	39.4%	336
(Don't know / can't remember)	24.9%	249	28.6%	80	23.5%	169	27.7%	31	29.9%	118	19.6%	92	26.7%	108	21.0%	87	26.8%	229
Base:		1000		280		720		112		394		470		404		414		853

Q32 Which leisure activities do you or your family participate in, in your spare time?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Cinema	7.5%	75	6.1%	17	8.1%	58	14.3%	16	11.9%	47	2.3%	11	12.4%	50	5.1%	21	8.7%	74
Theatre / concert hall	2.9%	29	0.7%	2	3.8%	27	1.8%	2	3.0%	12	3.0%	14	5.2%	21	1.4%	6	3.2%	27
Pub	5.7%	57	5.7%	16	5.7%	41	12.5%	14	5.6%	22	4.5%	21	6.7%	27	5.8%	24	6.0%	51
Restaurant	8.3%	83	6.8%	19	8.9%	64	17.9%	20	8.4%	33	6.2%	29	12.9%	52	5.3%	22	8.9%	76
Nightclub	0.4%	4	0.4%	1	0.4%	3	1.8%	2	0.3%	1	0.2%	1	0.5%	2	0.5%	2	0.5%	4
Social Club	1.4%	14	2.5%	7	1.0%	7	1.8%	2	1.0%	4	1.7%	8	0.7%	3	2.2%	9	1.5%	13
Bingo	1.3%	13	0.4%	1	1.7%	12	0.9%	1	0.0%	0	2.6%	12	0.5%	2	2.2%	9	0.9%	8
Health and Fitness	13.6%	136	10.4%	29	14.9%	107	21.4%	24	20.3%	80	6.6%	31	16.3%	66	11.1%	46	15.4%	131
Ten Pin Bowling	1.9%	19	0.4%	1	2.5%	18	3.6%	4	3.6%	14	0.2%	1	2.0%	8	2.7%	11	2.1%	18
Leisure Centre Activities	14.5%	145	17.5%	49	13.3%	96	22.3%	25	20.3%	80	8.3%	39	16.1%	65	13.5%	56	16.3%	139
Walking / Cycling	18.1%	181	15.7%	44	19.0%	137	17.9%	20	17.3%	68	18.9%	89	18.8%	76	17.2%	71	18.8%	160
Museum / Art Galleries	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.5%	2	0.7%	3	0.5%	4
Other	5.0%	50	7.1%	20	4.2%	30	3.6%	4	6.6%	26	4.3%	20	6.7%	27	4.3%	18	5.4%	46
Bird Watching	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.7%	3	0.2%	2
Bowls	1.1%	11	0.4%	1	1.4%	10	0.0%	0	0.0%	0	2.1%	10	0.2%	1	1.2%	5	1.3%	11
Crafting	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.8%	3	0.6%	3	1.0%	4	0.0%	0	0.7%	6
Cricket	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Dancing	1.2%	12	1.1%	3	1.3%	9	0.9%	1	0.5%	2	1.9%	9	1.7%	7	0.7%	3	1.2%	10
Church	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.5%	2	0.0%	0	0.4%	3
Fishing	2.1%	21	3.9%	11	1.4%	10	0.9%	1	2.8%	11	1.9%	9	2.2%	9	2.2%	9	2.5%	21
Football	2.0%	20	3.2%	9	1.5%	11	1.8%	2	3.6%	14	0.9%	4	2.2%	9	2.4%	10	2.2%	19
Gardening	4.3%	43	4.6%	13	4.2%	30	0.0%	0	2.3%	9	7.0%	33	4.5%	18	4.6%	19	4.0%	34
Golf	2.9%	29	2.5%	7	3.1%	22	1.8%	2	3.3%	13	2.8%	13	4.0%	16	1.9%	8	3.4%	29
Horse Riding	0.8%	8	0.4%	1	1.0%	7	0.0%	0	1.3%	5	0.6%	3	1.0%	4	1.0%	4	0.9%	8
Sailing	0.7%	7	0.7%	2	0.7%	5	0.0%	0	0.8%	3	0.9%	4	1.0%	4	0.7%	3	0.8%	7
Swimming	5.7%	57	1.8%	5	7.2%	52	10.7%	12	7.4%	29	3.4%	16	7.4%	30	4.3%	18	6.7%	57
Motor Racing	0.6%	6	1.1%	3	0.4%	3	0.0%	0	1.3%	5	0.2%	1	0.5%	2	0.7%	3	0.7%	6
Music	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.3%	1	0.9%	4	0.2%	1	0.7%	3	0.4%	3
Reading	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.7%	3	0.0%	0	0.2%	2
Tennis / Squash / Badminton	0.6%	6	1.4%	4	0.3%	2	0.0%	0	1.3%	5	0.2%	1	1.0%	4	0.5%	2	0.6%	5
(Don't know / can't remember)	3.8%	38	3.9%	11	3.8%	27	3.6%	4	4.3%	17	3.0%	14	4.0%	16	3.6%	15	3.8%	32
(None)	27.1%	271	31.4%	88	25.4%	183	16.1%	18	17.0%	67	37.0%	174	17.8%	72	32.1%	133	22.0%	188
Base:		1000		280		720		112		394		470		404		414		853

Q33 Where do you go to the cinema?
Only those who visit the Cinema at Q32

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Odeon Southend-on-Sea, The Broadway, London Road, Southend-on-Sea, SS1 1TJ	48.0%	36	64.7%	11	43.1%	25	50.0%	8	44.7%	21	63.6%	7	48.0%	24	52.4%	11	47.3%	35
Empire Cinema, Festival Leisure Park, Cranes Farm Road, Basildon SS14 3WB	36.0%	27	29.4%	5	37.9%	22	43.8%	7	38.3%	18	18.2%	2	38.0%	19	28.6%	6	36.5%	27
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	2.7%	2	0.0%	0	3.4%	2	0.0%	0	4.3%	2	0.0%	0	2.0%	1	4.8%	1	2.7%	2
UCI-United Cinemas International (UK) Ltd, Lakeside Retail Park, West Thurrock, Grays, Essex RM20 3WW	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.1%	1	0.0%	0	2.0%	1	0.0%	0	1.4%	1
(Don't know / can't remember)	12.0%	9	5.9%	1	13.8%	8	6.3%	1	10.6%	5	18.2%	2	10.0%	5	14.3%	3	12.2%	9
Base:		75		17		58		16		47		11		50		21		74

Q34 How often do you visit……… (CINEMA MENTIONED AT Q33) ?
Only those who visit the Cinema at Q32

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
More than 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
Once a week	4.0%	3	5.9%	1	3.4%	2	0.0%	0	6.4%	3	0.0%	0	6.0%	3	0.0%	0	4.1%	3
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	4.0%	3	0.0%	0	5.2%	3	6.3%	1	4.3%	2	0.0%	0	2.0%	1	9.5%	2	4.1%	3
Less than once a fortnight, but more than once a month	29.3%	22	41.2%	7	25.9%	15	25.0%	4	31.9%	15	18.2%	2	28.0%	14	23.8%	5	29.7%	22
Less than once a month, but more than once in two months	12.0%	9	17.6%	3	10.3%	6	18.8%	3	12.8%	6	0.0%	0	14.0%	7	9.5%	2	12.2%	9
Once in two months	24.0%	18	11.8%	2	27.6%	16	31.3%	5	23.4%	11	18.2%	2	26.0%	13	23.8%	5	24.3%	18
Less often	24.0%	18	23.5%	4	24.1%	14	18.8%	3	19.1%	9	54.5%	6	22.0%	11	28.6%	6	23.0%	17
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.7%	2	0.0%	0	3.4%	2	0.0%	0	2.1%	1	9.1%	1	2.0%	1	4.8%	1	2.7%	2
Base:		75		17		58		16		47		11		50		21		74

Q35 Which ten pin bowling facility do you use?
Only those who go Ten-pin bowling at Q32

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
CJ's Bowling Ltd, Eldon Way, Eldon Way Industrial Estate, Hockley, SS5 4AD	21.1%	4	0.0%	0	22.2%	4	25.0%	1	21.4%	3	0.0%	0	37.5%	3	9.1%	1	22.2%	4
Hollywood Bowl, Unit 19, Festival Leisure Park, Basildon, SS4 3WB	15.8%	3	0.0%	0	16.7%	3	0.0%	0	21.4%	3	0.0%	0	25.0%	2	9.1%	1	16.7%	3
Tenpin Ltd, Kursaal Eastern, Southend-on-Sea, SS1 2WW	10.5%	2	0.0%	0	11.1%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	18.2%	2	11.1%	2
Broadway Superbowl, 258, Leigh Rd, Leigh-On-Sea, Essex SS9 1BW	5.3%	1	0.0%	0	5.6%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	9.1%	1	5.6%	1
Tenpin, Kursaal, Eastern Esplanade, Southend-On-Sea, Essex SS1 2WW	5.3%	1	0.0%	0	5.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	5.6%	1
Basildon Bowl & Quasar Centre, 3-4 High Pavement, Town Square, Basildon SS14 1EA	5.3%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	9.1%	1	5.6%	1
(Don't know / can't remember)	36.8%	7	100.0%	1	33.3%	6	50.0%	2	35.7%	5	0.0%	0	37.5%	3	36.4%	4	33.3%	6
Base:		19		1		18		4		14		1		8		11		18

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Q36 How often do you visit…... (BOWLING FACILITY MENTIONED AT Q35) ? *Only those who go Ten-pin bowling at Q32*																		
More than 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
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
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	10.5%	2	0.0%	0	11.1%	2	0.0%	0	14.3%	2	0.0%	0	12.5%	1	9.1%	1	11.1%	2
Less than once a fortnight, but more than once a month	15.8%	3	0.0%	0	16.7%	3	25.0%	1	14.3%	2	0.0%	0	12.5%	1	18.2%	2	16.7%	3
Less than once a month, but more than once in two months	10.5%	2	0.0%	0	11.1%	2	0.0%	0	7.1%	1	100.0%	1	0.0%	0	18.2%	2	11.1%	2
Once in two months	26.3%	5	100.0%	1	22.2%	4	0.0%	0	35.7%	5	0.0%	0	25.0%	2	27.3%	3	27.8%	5
Less often	26.3%	5	0.0%	0	27.8%	5	50.0%	2	21.4%	3	0.0%	0	50.0%	4	9.1%	1	27.8%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.5%	2	0.0%	0	11.1%	2	25.0%	1	7.1%	1	0.0%	0	0.0%	0	18.2%	2	5.6%	1
Base:		19		1		18		4		14		1		8		11		18
Q37 Which bingo hall do you visit? *Only those who play Bingo at Q32*																		
Mecca Bingo Club, Greyhound Way, Southend- on- Sea	61.5%	8	100.0%	1	58.3%	7	100.0%	1	0.0%	0	58.3%	7	100.0%	2	55.6%	5	62.5%	5
Other	15.4%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	16.7%	2	0.0%	0	22.2%	2	12.5%	1
Gala Clubs, High Road, Basildon	7.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	11.1%	1	12.5%	1
Deluxe Bingo Club, Pier Hill, Southend- on- Sea	7.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	11.1%	1	12.5%	1
(Don't know / can't remember)	7.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		13		1		12		1		0		12		2		9		8
Q38 How often do you visit……. (BINGO FACILITY MENTIONED AT Q37) ? *Only those who play Bingo at Q32*																		
More than once a week	30.8%	4	0.0%	0	33.3%	4	0.0%	0	0.0%	0	33.3%	4	0.0%	0	33.3%	3	12.5%	1
Once a week	38.5%	5	100.0%	1	33.3%	4	100.0%	1	0.0%	0	33.3%	4	50.0%	1	33.3%	3	37.5%	3
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	7.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	11.1%	1	12.5%	1
Less than once a fortnight, but more than once a month	0.0%	0	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 than once a month, but more than once in two months	7.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	8.3%	1	50.0%	1	0.0%	0	12.5%	1
Once in 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
Less often	15.4%	2	0.0%	0	16.7%	2	0.0%	0	0.0%	0	16.7%	2	0.0%	0	22.2%	2	25.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		13		1		12		1		0		12		2		9		8

Column %ges.

Q39 Which health and fitness facilities do you use?
Only those who visit a Health and Fitness Facility at Q32

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley SS5 4LN	25.7%	35	20.7%	6	27.1%	29	29.2%	7	25.0%	20	22.6%	7	24.2%	16	26.1%	12	26.0%	34
Other	17.6%	24	13.8%	4	18.7%	20	16.7%	4	17.5%	14	19.4%	6	19.7%	13	13.0%	6	17.6%	23
LA Fitness, Bournes Green, Thorpe Bay, SS1 3RB	8.1%	11	13.8%	4	6.5%	7	8.3%	2	7.5%	6	9.7%	3	4.5%	3	13.0%	6	8.4%	11
Virgin Active, Rayleigh Road, Benfleet	7.4%	10	10.3%	3	6.5%	7	8.3%	2	6.3%	5	9.7%	3	7.6%	5	10.9%	5	7.6%	10
David Lloyds Leisure, Snakes Lane, Southend-on-Sea, SS2 6XT	5.9%	8	10.3%	3	4.7%	5	0.0%	0	10.0%	8	0.0%	0	4.5%	3	2.2%	1	6.1%	8
Rayleigh Leisure Centre, Rawreth Lane, Rayleigh	2.2%	3	0.0%	0	2.8%	3	0.0%	0	3.8%	3	0.0%	0	3.0%	2	2.2%	1	2.3%	3
Fungi Fitness, Hull Bridge Road, Rayleigh	2.2%	3	0.0%	0	2.8%	3	4.2%	1	2.5%	2	0.0%	0	3.0%	2	2.2%	1	2.3%	3
Fitness First, Victoria Avenue, Southend- On-Sea	2.2%	3	0.0%	0	2.8%	3	4.2%	1	2.5%	2	0.0%	0	1.5%	1	4.3%	2	2.3%	3
Shoeburyness Leisure Centre, Delaware Rd, Shoeburyness, Southend-On-Sea, SS3 9NS	1.5%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	1	3.2%	1	3.0%	2	0.0%	0	1.5%	2
Southend Leisure & Tennis Centre, Garon Park, Eastern Avenue, Southend-On-Sea, SS2 4FA	1.5%	2	0.0%	0	1.9%	2	4.2%	1	1.3%	1	0.0%	0	3.0%	2	0.0%	0	1.5%	2
Warriors Swim Centre, Warrior Square, Southend-On-Sea, Essex SS1 2JH	1.5%	2	3.4%	1	0.9%	1	0.0%	0	2.5%	2	0.0%	0	3.0%	2	0.0%	0	1.5%	2
Curves For Woman, Websters Way, Rayleigh	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	1	1.5%	1	0.0%	0	0.8%	1
David Lloyd, Basildon	0.7%	1	0.0%	0	0.9%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.8%	1
Runnymede Pool, Kiln Rd, Thundersley, Benfleet, Essex SS7 3DB	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.2%	1	1.5%	1	0.0%	0	0.8%	1
Cullys Access to Fitness Ltd, 1 Eldon Way Industrial Estate, Hockley, SS5 4AD	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Greensward Fitness Centre, Greensward Lane, Hockley, SS5 5HG	0.7%	1	0.0%	0	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Chase Sports & Fitness Centre, 250, Prittlewell Chase, Westcliff-On-Sea, SS0 0PR	0.7%	1	3.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.8%	1
(Don’t know / can't remember)	19.1%	26	24.1%	7	17.8%	19	20.8%	5	15.0%	12	29.0%	9	16.7%	11	23.9%	11	17.6%	23
Base:		136		29		107		24		80		31		66		46		131

Q40 How often do you visit……. (HEALTH AND FITNESS FACILITY MENTIONED AT Q39) ?

Only those who visit a Health and Fitness Facility at Q32

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
More than once a week	57.4%	78	62.1%	18	56.1%	60	45.8%	11	62.5%	50	51.6%	16	56.1%	37	60.9%	28	58.0%	76
Once a week	26.5%	36	27.6%	8	26.2%	28	37.5%	9	18.8%	15	38.7%	12	25.8%	17	28.3%	13	25.2%	33
Less than once a week, but more than once a fortnight	1.5%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	1	3.2%	1	0.0%	0	2.2%	1	1.5%	2
Once a fortnight	1.5%	2	0.0%	0	1.9%	2	0.0%	0	2.5%	2	0.0%	0	1.5%	1	2.2%	1	1.5%	2
Less than once a fortnight, but more than once a month	3.7%	5	0.0%	0	4.7%	5	12.5%	3	2.5%	2	0.0%	0	6.1%	4	2.2%	1	3.8%	5
Less than once a month, but more than once in two months	2.9%	4	0.0%	0	3.7%	4	0.0%	0	3.8%	3	3.2%	1	3.0%	2	2.2%	1	3.1%	4
Once in two months	1.5%	2	3.4%	1	0.9%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.2%	1	1.5%	2
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	5	3.4%	1	3.7%	4	4.2%	1	3.8%	3	3.2%	1	6.1%	4	0.0%	0	3.8%	5
(Don't do these activities)	1.5%	2	3.4%	1	0.9%	1	0.0%	0	2.5%	2	0.0%	0	1.5%	1	0.0%	0	1.5%	2
Base:		136		29		107		24		80		31		66		46		131

Q41 Which leisure facilities would you like to see more of in the Rochford district?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Swimming pool	17.2%	172	14.6%	41	18.2%	131	22.3%	25	23.4%	92	11.5%	54	20.8%	84	13.5%	56	19.2%	164
Leisure Centre	5.7%	57	6.1%	17	5.6%	40	9.8%	11	7.1%	28	3.8%	18	5.2%	21	6.0%	25	6.0%	51
Ice Rink	3.7%	37	2.5%	7	4.2%	30	4.5%	5	5.3%	21	2.1%	10	3.7%	15	3.4%	14	4.3%	37
Other	2.7%	27	3.9%	11	2.2%	16	1.8%	2	2.3%	9	3.4%	16	2.7%	11	3.4%	14	2.9%	25
Cinema	2.7%	27	0.7%	2	3.5%	25	3.6%	4	2.8%	11	2.6%	12	2.2%	9	3.1%	13	2.2%	19
Youth Centre	2.4%	24	1.4%	4	2.8%	20	0.9%	1	3.3%	13	2.1%	10	2.7%	11	2.7%	11	2.2%	19
Health and Fitness (Gym)	2.1%	21	2.9%	8	1.8%	13	5.4%	6	2.3%	9	1.3%	6	2.2%	9	2.7%	11	2.0%	17
Parks / Green Spaces	1.6%	16	1.8%	5	1.5%	11	2.7%	3	1.8%	7	1.1%	5	2.5%	10	0.7%	3	1.8%	15
Bowling Alley	1.5%	15	0.4%	1	1.9%	14	2.7%	3	2.3%	9	0.6%	3	1.5%	6	1.9%	8	1.4%	12
More general facilities for children	1.4%	14	1.4%	4	1.4%	10	1.8%	2	2.8%	11	0.2%	1	1.5%	6	1.4%	6	1.6%	14
Skate Park (Skateboards, Roller Skating)	1.1%	11	0.4%	1	1.4%	10	2.7%	3	1.3%	5	0.4%	2	1.2%	5	1.0%	4	1.2%	10
Cycling facilities	1.0%	10	1.8%	5	0.7%	5	0.0%	0	1.8%	7	0.6%	3	1.2%	5	1.0%	4	1.2%	10
Tennis / Squash Courts / Badminton	0.9%	9	2.5%	7	0.3%	2	0.9%	1	1.8%	7	0.2%	1	1.7%	7	0.2%	1	0.9%	8
More general facilities for the elderly	0.8%	8	0.7%	2	0.8%	6	0.0%	0	0.0%	0	1.7%	8	0.5%	2	1.4%	6	0.2%	2
Restaurants	0.8%	8	0.0%	0	1.1%	8	0.9%	1	1.3%	5	0.4%	2	1.2%	5	0.5%	2	0.8%	7
Playground / Swings / Slides	0.8%	8	0.0%	0	1.1%	8	2.7%	3	0.5%	2	0.6%	3	0.0%	0	1.9%	8	0.9%	8
Bars / pubs	0.8%	8	0.7%	2	0.8%	6	1.8%	2	0.8%	3	0.6%	3	1.0%	4	1.0%	4	0.9%	8
Extreme Sports	0.6%	6	0.7%	2	0.6%	4	0.9%	1	1.0%	4	0.2%	1	0.2%	1	1.2%	5	0.6%	5
Community Centre	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.2%	1	0.5%	4
Paintballing	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Bingo	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(None mentioned)	44.3%	443	48.6%	136	42.6%	307	31.3%	35	40.1%	158	50.0%	235	41.1%	166	44.9%	186	42.2%	360
(Don't know / can't remember)	17.7%	177	16.1%	45	18.3%	132	21.4%	24	12.4%	49	21.1%	99	16.3%	66	19.6%	81	17.8%	152
Base:		1000		280		720		112		394		470		404		414		853

AGE Could I ask, how old are you ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
18 - 24	1.9%	19	1.8%	5	1.9%	14	17.0%	19	0.0%	0	0.0%	0	1.5%	6	1.9%	8	2.1%	18
25 - 34	9.3%	93	5.4%	15	10.8%	78	83.0%	93	0.0%	0	0.0%	0	12.4%	50	6.8%	28	10.0%	85
35 - 44	19.9%	199	18.9%	53	20.3%	146	0.0%	0	50.5%	199	0.0%	0	25.2%	102	14.7%	61	22.6%	193
45 - 54	19.5%	195	20.0%	56	19.3%	139	0.0%	0	49.5%	195	0.0%	0	23.8%	96	16.4%	68	21.6%	184
55 - 64	21.1%	211	21.1%	59	21.1%	152	0.0%	0	0.0%	0	44.9%	211	22.8%	92	19.8%	82	22.2%	189
65+	25.9%	259	30.4%	85	24.2%	174	0.0%	0	0.0%	0	55.1%	259	13.4%	54	38.6%	160	19.3%	165
(Refused)	2.4%	24	2.5%	7	2.4%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	4	1.7%	7	2.2%	19
Base:		1000		280		720		112		394		470		404		414		853

SEG Socio Economic Grouping

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
A	3.1%	31	2.5%	7	3.3%	24	4.5%	5	3.0%	12	2.8%	13	7.7%	31	0.0%	0	3.5%	30
B	11.4%	114	12.9%	36	10.8%	78	15.2%	17	14.2%	56	8.3%	39	28.2%	114	0.0%	0	12.9%	110
C1	25.9%	259	25.4%	71	26.1%	188	30.4%	34	33.0%	130	20.0%	94	64.1%	259	0.0%	0	28.3%	241
C2	15.6%	156	16.8%	47	15.1%	109	18.8%	21	18.3%	72	13.0%	61	0.0%	0	37.7%	156	16.8%	143
D	11.5%	115	11.4%	32	11.5%	83	13.4%	15	13.2%	52	10.0%	47	0.0%	0	27.8%	115	11.8%	101
E	14.3%	143	12.9%	36	14.9%	107	0.0%	0	1.3%	5	28.5%	134	0.0%	0	34.5%	143	9.4%	80
(Refused)	18.2%	182	18.2%	51	18.2%	131	17.9%	20	17.0%	67	17.4%	82	0.0%	0	0.0%	0	17.4%	148
Base:		1000		280		720		112		394		470		404		414		853

GEN Gender of respondent.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Male	28.0%	280	100.0%	280	0.0%	0	17.9%	20	27.7%	109	30.6%	144	28.2%	114	27.8%	115	27.8%	237
Female	72.0%	720	0.0%	0	100.0%	720	82.1%	92	72.3%	285	69.4%	326	71.8%	290	72.2%	299	72.2%	616
Base:		1000		280		720		112		394		470		404		414		853

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
One	23.3%	233	27.5%	77	21.7%	156	15.2%	17	12.9%	51	34.7%	163	16.8%	68	30.7%	127	15.9%	136
Two	56.4%	564	53.9%	151	57.4%	413	73.2%	82	54.6%	215	54.0%	254	65.3%	264	47.6%	197	61.9%	528
Three	13.5%	135	12.1%	34	14.0%	101	8.0%	9	20.8%	82	8.9%	42	12.6%	51	15.0%	62	15.4%	131
Four	4.8%	48	5.0%	14	4.7%	34	0.0%	0	10.2%	40	1.3%	6	4.5%	18	5.6%	23	5.5%	47
Five	0.8%	8	0.4%	1	1.0%	7	1.8%	2	1.3%	5	0.2%	1	0.7%	3	0.7%	3	0.9%	8
Six or more	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.2%	2
(Refused)	1.0%	10	1.1%	3	1.0%	7	0.9%	1	0.3%	1	0.6%	3	0.0%	0	0.2%	1	0.1%	1
Base:		1000		280		720		112		394		470		404		414		853

CHI How many children live in your household, aged 15 years and under?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
One	12.0%	120	7.9%	22	13.6%	98	23.2%	26	19.5%	77	3.4%	16	13.1%	53	12.3%	51	13.5%	115
Two	13.9%	139	10.0%	28	15.4%	111	25.9%	29	26.7%	105	0.9%	4	19.1%	77	10.4%	43	15.8%	135
Three	4.1%	41	2.1%	6	4.9%	35	10.7%	12	6.9%	27	0.2%	1	4.2%	17	3.1%	13	4.5%	38
Four	0.4%	4	0.0%	0	0.6%	4	1.8%	2	0.5%	2	0.0%	0	0.2%	1	0.7%	3	0.5%	4
Five	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	68.6%	686	78.9%	221	64.6%	465	37.5%	42	45.9%	181	94.9%	446	63.4%	256	72.9%	302	65.4%	558
(Refused)	0.9%	9	1.1%	3	0.8%	6	0.9%	1	0.3%	1	0.6%	3	0.0%	0	0.2%	1	0.2%	2
Base:		1000		280		720		112		394		470		404		414		853

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
None	13.8%	138	13.9%	39	13.8%	99	7.1%	8	4.1%	16	24.3%	114	5.7%	23	21.7%	90	0.0%	0
One	41.9%	419	41.4%	116	42.1%	303	41.1%	46	34.5%	136	48.5%	228	40.1%	162	44.0%	182	49.1%	419
Two	34.9%	349	35.4%	99	34.7%	250	42.9%	48	47.2%	186	22.8%	107	43.8%	177	26.8%	111	40.9%	349
Three or more	8.5%	85	7.9%	22	8.8%	63	8.0%	9	14.0%	55	4.0%	19	10.4%	42	7.5%	31	10.0%	85
(Refused)	0.9%	9	1.4%	4	0.7%	5	0.9%	1	0.3%	1	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:		1000		280		720		112		394		470		404		414		853

WOR Which of the following best describes the current employment situation of the chief wage earner of your household?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Working full time	53.7%	537	54.3%	152	53.5%	385	84.8%	95	83.8%	330	22.1%	104	66.8%	270	43.2%	179	61.7%	526
Working part time	6.6%	66	3.6%	10	7.8%	56	7.1%	8	7.4%	29	6.0%	28	8.2%	33	7.0%	29	7.2%	61
Unemployed	2.9%	29	5.4%	15	1.9%	14	0.9%	1	5.6%	22	1.3%	6	1.7%	7	2.2%	9	2.1%	18
Retired	34.4%	344	34.6%	97	34.3%	247	0.9%	1	2.0%	8	69.4%	326	22.8%	92	46.6%	193	27.7%	236
A housewife	0.8%	8	0.0%	0	1.1%	8	4.5%	5	0.8%	3	0.0%	0	0.5%	2	1.0%	4	0.7%	6
A student	0.0%	0	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
(Refused)	1.6%	16	2.1%	6	1.4%	10	1.8%	2	0.5%	2	1.3%	6	0.0%	0	0.0%	0	0.7%	6
Base:		1000		280		720		112		394		470		404		414		853

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	

ETH For the purpose of the survey, could I ask to which of the following ethnic backgrounds you consider yourself to belong to?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
White	96.6%	966	94.6%	265	97.4%	701	95.5%	107	97.5%	384	97.2%	457	97.5%	394	98.8%	409	97.2%	829
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	2
Black Caribbean	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.3%	3	0.0%	0	0.4%	3	1.8%	2	0.3%	1	0.0%	0	0.5%	2	0.2%	1	0.4%	3
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
Mixed Race	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
(Refused)	2.6%	26	4.3%	12	1.9%	14	1.8%	2	1.8%	7	2.3%	11	1.2%	5	0.5%	2	2.0%	17
Base:		1000		280		720		112		394		470		404		414		853

QUOTA Zone

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Zone 1	11.0%	110	8.9%	25	11.8%	85	9.8%	11	9.6%	38	11.9%	56	11.6%	47	10.9%	45	11.6%	99
Zone 2	20.5%	205	18.6%	52	21.3%	153	25.0%	28	22.6%	89	17.9%	84	23.8%	96	18.6%	77	20.8%	177
Zone 3	17.1%	171	14.6%	41	18.1%	130	17.0%	19	19.8%	78	14.5%	68	20.1%	81	13.0%	54	17.7%	151
Zone 4	4.8%	48	3.9%	11	5.1%	37	1.8%	2	5.3%	21	4.9%	23	3.7%	15	5.3%	22	5.2%	44
Zone 5	20.5%	205	22.9%	64	19.6%	141	21.4%	24	19.3%	76	21.3%	100	17.1%	69	22.9%	95	19.3%	165
Zone 6	11.0%	110	12.5%	35	10.4%	75	9.8%	11	8.6%	34	13.6%	64	11.1%	45	12.1%	50	10.9%	93
Zone 7	15.1%	151	18.6%	52	13.8%	99	15.2%	17	14.7%	58	16.0%	75	12.6%	51	17.2%	71	14.5%	124
Base:		1000		280		720		112		394		470		404		414		853

PC What is your postcode?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
SS118	3.9%	39	3.9%	11	3.9%	28	3.6%	4	3.6%	14	3.6%	17	3.7%	15	2.9%	12	4.0%	34
SS2 4	6.4%	64	7.5%	21	6.0%	43	9.8%	11	5.6%	22	6.4%	30	6.2%	25	6.5%	27	5.7%	49
SS2 5	2.7%	27	3.2%	9	2.5%	18	3.6%	4	2.5%	10	2.6%	12	1.2%	5	4.1%	17	2.2%	19
SS2 6	4.8%	48	6.1%	17	4.3%	31	4.5%	5	4.6%	18	4.9%	23	4.2%	17	5.1%	21	5.0%	43
SS3 0	8.7%	87	11.1%	31	7.8%	56	5.4%	6	9.1%	36	9.6%	45	6.4%	26	10.6%	44	8.8%	75
SS3 9	9.6%	96	11.1%	31	9.0%	65	8.9%	10	7.6%	30	11.9%	56	10.1%	41	10.1%	42	9.4%	80
SS4 1	13.0%	130	13.6%	38	12.8%	92	13.4%	15	12.2%	48	13.8%	65	11.6%	47	13.8%	57	12.1%	103
SS4 2	1.4%	14	1.4%	4	1.4%	10	0.9%	1	1.0%	4	1.7%	8	1.0%	4	1.9%	8	1.5%	13
SS4 3	4.8%	48	3.9%	11	5.1%	37	1.8%	2	5.3%	21	4.9%	23	3.7%	15	5.3%	22	5.2%	44
SS5 4	6.0%	60	5.0%	14	6.4%	46	6.3%	7	7.4%	29	4.9%	23	7.2%	29	3.6%	15	6.3%	54
SS5 5	5.0%	50	3.6%	10	5.6%	40	2.7%	3	4.8%	19	5.3%	25	5.0%	20	4.3%	18	4.7%	40
SS5 6	7.1%	71	5.0%	14	7.9%	57	6.3%	7	6.1%	24	8.3%	39	7.9%	32	8.0%	33	7.6%	65
SS6 7	3.4%	34	3.2%	9	3.5%	25	1.8%	2	3.8%	15	3.4%	16	3.2%	13	4.1%	17	3.4%	29
SS6 8	5.4%	54	3.9%	11	6.0%	43	6.3%	7	4.8%	19	5.7%	27	3.7%	15	6.3%	26	5.4%	46
SS6 9	11.7%	117	11.4%	32	11.8%	85	17.0%	19	14.0%	55	8.7%	41	16.8%	68	8.2%	34	12.0%	102
SS9 5	6.1%	61	6.1%	17	6.1%	44	8.0%	9	7.6%	30	4.3%	20	7.9%	32	5.1%	21	6.7%	57
Base:		1000		280		720		112		394		470		404		414		853

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

Q02 Where do you go for your main food and grocery shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	16.3%	163	0.0%	0	0.0%	0	1.8%	3	14.6%	7	6.8%	14	60.9%	67	47.7%	72
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	12.1%	121	5.5%	6	2.0%	4	25.7%	44	12.5%	6	21.5%	44	4.5%	5	7.9%	12
Sainsbury’s, 21 Stadium Way, Raleigh Weir, SS7 3NZ	9.1%	91	12.7%	14	26.8%	55	9.9%	17	6.3%	3	1.0%	2	0.0%	0	0.0%	0
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	4.6%	46	13.6%	15	13.2%	27	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	4.4%	44	0.0%	0	1.0%	2	2.3%	4	6.3%	3	6.8%	14	4.5%	5	10.6%	16
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	4.3%	43	1.8%	2	2.9%	6	4.7%	8	18.8%	9	4.4%	9	2.7%	3	4.0%	6
Delivered (e.g. mail order / internet)	4.3%	43	4.5%	5	3.9%	8	4.1%	7	6.3%	3	3.9%	8	3.6%	4	5.3%	8
Somerfield, Eastwood Road, Raleigh, SS6 7JQ	4.1%	41	2.7%	3	16.1%	33	2.3%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, 45 London Road, Southend-on-Sea, SS1 1PL	3.7%	37	0.9%	1	0.0%	0	2.3%	4	2.1%	1	8.3%	17	4.5%	5	6.0%	9
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	3.5%	35	0.0%	0	2.0%	4	11.1%	19	4.2%	2	4.4%	9	0.0%	0	0.7%	1
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	2.3%	23	10.0%	11	5.4%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rochford town centre	2.1%	21	0.0%	0	0.0%	0	0.0%	0	4.2%	2	8.3%	17	1.8%	2	0.0%	0
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	1.9%	19	0.0%	0	0.0%	0	0.6%	1	4.2%	2	6.3%	13	2.7%	3	0.0%	0
Somerfield, Rear of High Street, Wickford, SS12 9AT	1.5%	15	12.7%	14	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY	1.4%	14	7.3%	8	2.0%	4	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Somerfield, 45 Spa Road, Hockley, SS5 4AZ	1.3%	13	0.0%	0	0.0%	0	6.4%	11	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.8%	8	0.0%	0	1.0%	2	1.2%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	3	0.9%	1	1.3%	2
Co-op, Sutton Road, Southend-on-Sea	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5	0.9%	1	0.7%	1
Tesco Extra, Pitsea, SS13 3JU	0.6%	6	2.7%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury’s, Cricketers Way, Basildon, SS13 1SA	0.5%	5	2.7%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD	0.4%	4	0.0%	0	0.5%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.4%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2
Rayleigh, Local Stores	0.4%	4	0.0%	0	2.0%	4	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	0.5%	1	0.0%	0	1.3%	2
Somerfield Rochford Road, Southend-on-Sea, SS2 6SY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Sothend-on-Sea, Local Stores	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
ASDA, Eastgate Shopping Centre, Basildon SS14 1AE	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.7%	1
Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 175 London Road, Hadleigh, SS7 2RD	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Rochford, Local Stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Somerfield, High Street, South Benfleet SS7 5LA	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
ASDA, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, High Street, Great Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Raleigh, SS6 7QA	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
ASDA, Heron Park, Basildon, SS14 3AS	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0PT	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ASDA, 127 High Street, Southend-on-Sea, SS1 1LH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Hamlet Court, Westcliff on Sea, SS0 7LJ	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge, Local Stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don’t know / can't remember)	15.1%	151	13.6%	15	16.1%	33	21.1%	36	12.5%	6	18.0%	37	8.2%	9	9.9%	15
Base:		1000		110		205		171		48		205		110		151

Q03 Which retailer do you purchase your main food internet/ home delivery shopping from? (THOSE THAT ANSWERED INTERNET / HOME DELIVERY ATQ02)
Only those who do internet food shopping at Q02

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Asda	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
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
Sainsbury’s	7.0%	3	20.0%	1	12.5%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	79.1%	34	60.0%	3	87.5%	7	85.7%	6	66.7%	2	100.0%	8	75.0%	3	62.5%	5
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
Waitrose	7.0%	3	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	25.0%	1	12.5%	1
(Don’t know / can't remember)	4.7%	2	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Base:		43		5		8		7		3		8		4		8

Q04 How frequently do you buy main food and grocery shopping trips from….. (STORE / DESTINATION MENTIONED AT Q02) ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Two or more times a week	19.1%	191	21.8%	24	20.0%	41	13.5%	23	14.6%	7	18.5%	38	28.2%	31	17.9%	27
At least once a week	62.1%	621	55.5%	61	66.3%	136	67.3%	115	50.0%	24	61.0%	125	61.8%	68	60.9%	92
At least once a fortnight	11.4%	114	13.6%	15	9.3%	19	11.7%	20	20.8%	10	13.2%	27	5.5%	6	11.3%	17
At least once a month	4.3%	43	5.5%	6	3.9%	8	5.3%	9	10.4%	5	2.4%	5	0.0%	0	6.6%	10
At least every two months	0.3%	3	0.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Varies	2.5%	25	2.7%	3	0.5%	1	2.3%	4	2.1%	1	3.9%	8	3.6%	4	2.6%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Base:		1000		110		205		171		48		205		110		151

Q05 How do you normally travel to….. (STORE / DETINATION MENTIONED AT Q02 EXCLUDES INTERNET / HOME DELIVERY) ?
Those who travel to their main food shopping destination

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	66.7%	638	71.4%	75	68.0%	134	73.2%	120	86.7%	39	55.3%	109	57.5%	61	69.9%	100
Car / van (as passenger)	15.2%	145	14.3%	15	13.2%	26	10.4%	17	6.7%	3	19.8%	39	19.8%	21	16.8%	24
Bus, minibus or coach	6.4%	61	6.7%	7	7.1%	14	6.1%	10	6.7%	3	3.6%	7	9.4%	10	7.0%	10
Motorcycle, scooter or moped	0.5%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.7%	1
Walk	9.1%	87	4.8%	5	9.6%	19	8.5%	14	0.0%	0	16.2%	32	11.3%	12	3.5%	5
Taxi	1.0%	10	1.0%	1	0.0%	0	1.2%	2	0.0%	0	2.5%	5	0.0%	0	1.4%	2
Train	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Bicycle	0.6%	6	1.9%	2	1.0%	2	0.0%	0	0.0%	0	1.0%	2	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
Delivered	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Base:		957		105		197		164		45		197		106		143

Q06 When do you do your main food shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Weekdays during the day	44.8%	448	40.0%	44	50.7%	104	44.4%	76	41.7%	20	45.4%	93	40.9%	45	43.7%	66
Weekdays during the evening	10.0%	100	10.0%	11	5.4%	11	12.9%	22	10.4%	5	10.2%	21	11.8%	13	11.3%	17
Saturday	11.4%	114	10.9%	12	12.7%	26	8.8%	15	10.4%	5	12.2%	25	10.9%	12	12.6%	19
Sunday	1.8%	18	0.0%	0	1.5%	3	2.3%	4	2.1%	1	2.0%	4	0.9%	1	3.3%	5
Varies	31.4%	314	39.1%	43	29.8%	61	31.0%	53	29.2%	14	29.8%	61	35.5%	39	28.5%	43
(Don't know / can't remember)	0.6%	6	0.0%	0	0.0%	0	0.6%	1	6.3%	3	0.5%	1	0.0%	0	0.7%	1
Base:		1000		110		205		171		48		205		110		151

Q07 When you go main food shopping is your trip linked with any other activity?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Yes – non-food shopping	5.5%	55	4.5%	5	8.8%	18	4.7%	8	18.8%	9	3.9%	8	0.9%	1	4.0%	6
Yes – leisure activity	4.9%	49	7.3%	8	3.4%	7	1.8%	3	6.3%	3	5.9%	12	3.6%	4	7.9%	12
Yes – visiting services such as banks and other financial institutions	2.6%	26	3.6%	4	2.0%	4	0.6%	1	8.3%	4	2.4%	5	1.8%	2	4.0%	6
Yes – other activity	11.5%	115	13.6%	15	8.8%	18	16.4%	28	14.6%	7	14.6%	30	3.6%	4	8.6%	13
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	76.3%	763	74.5%	82	77.1%	158	76.6%	131	58.3%	28	72.2%	148	89.1%	98	78.1%	118
(Don't know / can't remember)	1.0%	10	0.0%	0	1.0%	2	1.2%	2	0.0%	0	2.4%	5	0.9%	1	0.0%	0
Base:		1000		110		205		171		48		205		110		151

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

Q08 Where do you do this non-food shopping?
Only those who link their main food shopping trip with a non-food shopping trip at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	38.2%	21	0.0%	0	5.6%	1	37.5%	3	55.6%	5	75.0%	6	100.0%	1	83.3%	5
Rayleigh Town Centre	25.5%	14	20.0%	1	55.6%	10	25.0%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	7.3%	4	60.0%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered (e.g. mail order / internet)	5.5%	3	0.0%	0	5.6%	1	0.0%	0	11.1%	1	12.5%	1	0.0%	0	0.0%	0
Brentwood Town Centre	1.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	1.8%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford Town Centre	1.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Retail Park	1.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Town Centre	1.8%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	1.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golden Cross Parade Shops, Rochford	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	10.9%	6	0.0%	0	5.6%	1	25.0%	2	22.2%	2	0.0%	0	0.0%	0	16.7%	1
Base:		55		5		18		8		9		8		1		6

Q09 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	
Yes	71.9%	719	70.9%	78	70.7%	145	69.6%	119	66.7%	32	76.1%	156	72.7%	80	72.2%	109
No	27.8%	278	29.1%	32	29.3%	60	29.2%	50	33.3%	16	23.4%	48	27.3%	30	27.8%	42
(Don't know / can't remember)	0.3%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Base:		1000		110		205		171		48		205		110		151

Q10 Where do you go for this 'top-up' shopping?

Only those who do top-up food shopping at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Rayleigh, Local Stores	6.4%	46	5.1%	4	26.2%	38	2.5%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	5.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	28	8.3%	9
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	5.0%	36	0.0%	0	0.0%	0	0.8%	1	34.4%	11	14.1%	22	2.5%	2	0.0%	0
Somerfield, Eastwood Road, Raleigh, SS6 7JQ	4.7%	34	0.0%	0	22.8%	33	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Great Wakering	4.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	27.5%	30
Somerfield, 45 Spa Road, Hockley, SS5 4AZ	4.0%	29	0.0%	0	0.0%	0	24.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rochford town centre	3.9%	28	0.0%	0	0.0%	0	0.0%	0	3.1%	1	16.7%	26	1.3%	1	0.0%	0
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	3.8%	27	11.5%	9	11.0%	16	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford, Local Stores	3.6%	26	0.0%	0	0.0%	0	0.8%	1	3.1%	1	14.1%	22	2.5%	2	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	3.3%	24	0.0%	0	2.1%	3	10.9%	13	0.0%	0	4.5%	7	1.3%	1	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	2.6%	19	1.3%	1	1.4%	2	0.0%	0	0.0%	0	3.2%	5	3.8%	3	7.3%	8
Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ	2.2%	16	1.3%	1	9.0%	13	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	2.1%	15	1.3%	1	0.0%	0	2.5%	3	3.1%	1	3.8%	6	3.8%	3	0.9%	1
Hullbridge, Local Stores	2.1%	15	17.9%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Local Stores	1.9%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	1	4.5%	7	2.5%	2	3.7%	4
Shoeburyness, Local Stores	1.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	14	0.0%	0
Hockley, Local Stores	1.8%	13	1.3%	1	0.0%	0	9.2%	11	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	1.5%	11	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	2	1.3%	1	6.4%	7
Marks and Spencer Food Hall, 56 High Street, Southend-on-Sea, SS1 1JS	1.5%	11	0.0%	0	0.0%	0	2.5%	3	0.0%	0	2.6%	4	1.3%	1	2.8%	3
Budgens, 1-9 Ferry Road, Hullbridge, SS5 6DN	1.4%	10	12.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	9	0.0%	0	0.7%	1	1.7%	2	0.0%	0	1.3%	2	2.5%	2	1.8%	2
Co-op, Sutton Road, Southend-on-Sea	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	2.8%	3
Tesco Express, Southend Road, Wickford, SS11 8EE	1.1%	8	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL	1.1%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.6%	4	1.3%	1	1.8%	2
Co-op, Ferry Road, Hullbridge, SS5 6DN	1.0%	7	9.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford, Local Stores	0.8%	6	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering, Local Stores	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5
Co-op, West Road, Shoeburyness	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.9%	1
Somerfield Rochford Road, Southend-on-Sea, SS2 6SY	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.7%	5	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Broadway, Leigh-on-Sea	0.6%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Road, Hawkwell	0.6%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Rear of High	0.6%	4	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Street, Wickford, SS12 9AT																
Co-op, 268-270 Eastwood Road North, Leigh-on-Sea	0.6%	4	0.0%	0	0.7%	1	1.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	1.3%	1	0.9%	1
Westcliff-on-Sea, Local Stores	0.4%	3	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Eastwood, Local Stores	0.4%	3	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, Basildon, SS13 1SA	0.4%	3	2.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch, Local Stores	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Raleigh, SS6 7QA	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea, SS2 5PY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Canewdon, Local Stores	0.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Basildon, Local Stores	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, London Road, Leigh-on-Sea, SS9 3NF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1
Co-op, Eastwood Road, Rayleigh	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay, Local Stores	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.0%	0
Tesco Extra, Pitsea, SS13 3JU	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wickford, Hist Street, East Side	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Leigh on Sea, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 175 London Road, Hadleigh, SS7 2RD	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 112-118 High Street, Billericay, CM12 9BY	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, York Road, Southend-on-Sea, SS1 2BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournes Green, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Golden Cross Parade Shops, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Delivered (e.g. mail order / internet)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	19.1%	137	11.5%	9	17.2%	25	21.0%	25	31.3%	10	21.2%	33	12.5%	10	22.9%	25
Base:		719		78		145		119		32		156		80		109

Q11 How often do you make 'top up' shopping trips to….. (STORE / DESTINATION MENTIONED AT Q10) ?
Only those who do top-up food shopping at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Daily	7.4%	53	14.1%	11	6.2%	9	5.9%	7	3.1%	1	9.0%	14	8.8%	7	3.7%	4
Two or more times a week	42.6%	306	41.0%	32	39.3%	57	40.3%	48	50.0%	16	40.4%	63	41.3%	33	52.3%	57
At least once a week	31.7%	228	32.1%	25	35.9%	52	31.9%	38	43.8%	14	32.1%	50	26.3%	21	25.7%	28
At least once a fortnight	4.5%	32	3.8%	3	6.9%	10	7.6%	9	0.0%	0	3.8%	6	3.8%	3	0.9%	1
At least once a month	1.8%	13	0.0%	0	3.4%	5	0.0%	0	0.0%	0	1.9%	3	1.3%	1	3.7%	4
Less often	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	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
Varies	11.5%	83	9.0%	7	8.3%	12	13.4%	16	3.1%	1	12.8%	20	17.5%	14	11.9%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:		719		78		145		119		32		156		80		109

Q12 Which retailer do you purchase your top-up food internet/ home delivery shopping from……. (THOSE THAT ANSWERED INTERNET / HOME DELIVERY AT Q10) ?

Only those who do their top-up food shopping via the internet / delivered at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Able and Cole	50.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2		0		1		0		1		0		0		0

Q13 Of all the money you spend on food and household groceries what share goes to your main food shop?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Over ¾	64.0%	460	66.7%	52	67.6%	98	69.7%	83	65.6%	21	56.4%	88	60.0%	48	64.2%	70
½ to ¾	18.2%	131	21.8%	17	13.8%	20	15.1%	18	9.4%	3	26.3%	41	12.5%	10	20.2%	22
¼ to ½	3.2%	23	1.3%	1	2.1%	3	3.4%	4	0.0%	0	2.6%	4	7.5%	6	4.6%	5
Less than ¼	1.1%	8	0.0%	0	0.7%	1	0.8%	1	3.1%	1	0.0%	0	6.3%	5	0.0%	0
None	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	13.2%	95	9.0%	7	15.9%	23	10.9%	13	21.9%	7	14.1%	22	13.8%	11	11.0%	12
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Mean:		*79.8*		*80.1*		*82.1*		*81.2*		*82.0*		*78.8*		*74.6*		*79.8*
Base:		719		78		145		119		32		156		80		109

Q14 Where did you last buy clothing or footwear goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	50.3%	503	18.2%	20	21.5%	44	47.4%	81	62.5%	30	68.8%	141	67.3%	74	74.8%	113
Rayleigh Town Centre	8.5%	85	17.3%	19	23.9%	49	5.8%	10	6.3%	3	1.0%	2	0.0%	0	1.3%	2
Basildon Town Centre	6.1%	61	15.5%	17	15.1%	31	4.1%	7	2.1%	1	1.5%	3	1.8%	2	0.0%	0
Delivered (e.g. mail order / internet)	5.5%	55	2.7%	3	3.4%	7	6.4%	11	8.3%	4	8.8%	18	6.4%	7	3.3%	5
Lakeside Shopping Centre	5.0%	50	6.4%	7	8.8%	18	8.2%	14	6.3%	3	2.0%	4	2.7%	3	0.7%	1
Chelmsford Town Centre	2.0%	20	6.4%	7	3.9%	8	1.8%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lakeside Retail Park	1.6%	16	1.8%	2	2.0%	4	0.6%	1	0.0%	0	2.0%	4	2.7%	3	1.3%	2
Bluewater Shopping Centre	1.4%	14	1.8%	2	1.0%	2	4.1%	7	0.0%	0	0.5%	1	0.9%	1	0.7%	1
London - Elsewhere	1.4%	14	0.9%	1	3.4%	7	1.8%	3	2.1%	1	0.5%	1	0.9%	1	0.0%	0
Wickford Town Centre	1.2%	12	10.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.2%	12	0.0%	0	0.0%	0	0.6%	1	2.1%	1	0.0%	0	7.3%	8	1.3%	2
Other	1.0%	10	0.9%	1	1.5%	3	1.2%	2	0.0%	0	0.5%	1	0.9%	1	1.3%	2
Southend-on-Sea, Greyhound Retail Park	0.8%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.9%	1	2.6%	4
Romford Town Centre	0.8%	8	0.0%	0	3.4%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	7	0.9%	1	0.0%	0
Rayleigh Weir Retail Park	0.7%	7	1.8%	2	1.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Airport Retail Park	0.6%	6	0.0%	0	1.0%	2	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Abroad	0.5%	5	0.9%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Basildon, Mayflower Retail Park	0.4%	4	1.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea Town Centre	0.4%	4	0.0%	0	0.5%	1	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
London West End	0.3%	3	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Basildon, Eastgate Shopping Centre	0.3%	3	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
South Woodham Ferrers	0.3%	3	0.9%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Freeport Retail Park, Braintree	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Leigh-on-Sea Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Thurrock	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.9%	39	6.4%	7	2.9%	6	5.3%	9	4.2%	2	2.9%	6	2.7%	3	4.0%	6
(Don't buy these products)	3.2%	32	2.7%	3	1.5%	3	4.1%	7	2.1%	1	3.4%	7	1.8%	2	6.0%	9
Base:		1000		110		205		171		48		205		110		151

Q15 Which of the following centres is nearest to where you live?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Rochford	48.1%	481	0.0%	0	0.5%	1	7.0%	12	75.0%	36	94.6%	194	86.4%	95	94.7%	143
Rayleigh	36.9%	369	81.8%	90	96.6%	198	33.3%	57	4.2%	2	3.4%	7	8.2%	9	4.0%	6
Hockley	15.0%	150	18.2%	20	2.9%	6	59.6%	102	20.8%	10	2.0%	4	5.5%	6	1.3%	2
Base:		1000		110		205		171		48		205		110		151

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

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Hockley at Q14 & not at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Nearer to home	8.1%	12	0.0%	0	0.0%	0	2.9%	3	0.0%	0	75.0%	3	83.3%	5	50.0%	1
Nearer to work	3.4%	5	5.0%	1	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	38.9%	58	35.0%	7	50.0%	3	44.1%	45	11.1%	1	0.0%	0	16.7%	1	50.0%	1
Choice of shops selling non food goods	45.6%	68	55.0%	11	0.0%	0	52.0%	53	22.2%	2	25.0%	1	16.7%	1	0.0%	0
Quality of food goods available	6.0%	9	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling non food goods	7.4%	11	5.0%	1	0.0%	0	8.8%	9	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	0.7%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.0%	3	10.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	2.7%	4	5.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Other	2.0%	3	0.0%	0	16.7%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper	1.3%	2	0.0%	0	0.0%	0	1.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Near to family / friends	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On holiday / day trip	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.3%	2	5.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	11.4%	17	10.0%	2	33.3%	2	9.8%	10	33.3%	3	0.0%	0	0.0%	0	0.0%	0
Base:		149		20		6		102		9		4		6		2

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Rayleigh at Q14 & not at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Nearer to home	14.4%	43	25.7%	19	3.4%	5	7.5%	4	0.0%	0	28.6%	2	77.8%	7	100.0%	6
Nearer to work	5.4%	16	2.7%	2	6.0%	9	5.7%	3	100.0%	1	14.3%	1	0.0%	0	0.0%	0
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.7%	5	4.1%	3	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	29.1%	87	24.3%	18	34.2%	51	32.1%	17	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Choice of shops selling non food goods	38.1%	114	37.8%	28	43.0%	64	37.7%	20	0.0%	0	28.6%	2	0.0%	0	0.0%	0
Quality of food goods available	3.7%	11	4.1%	3	4.0%	6	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling non food goods	4.3%	13	4.1%	3	4.7%	7	3.8%	2	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	1.0%	3	1.4%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.7%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	4.0%	12	8.1%	6	2.7%	4	1.9%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Car parking prices	2.3%	7	4.1%	3	1.3%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	1.0%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Public information, signposts and public facilities	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	2	0.0%	0	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near to family / friends	1.7%	5	0.0%	0	2.7%	4	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On holiday / day trip	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No particular reason	1.0%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Due to health reasons	0.7%	2	0.0%	0	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference	0.7%	2	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	0.7%	2	0.0%	0	0.7%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	16.1%	48	12.2%	9	14.8%	22	24.5%	13	0.0%	0	14.3%	1	22.2%	2	16.7%	1
Base:		299		74		149		53		1		7		9		6

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)
Only those who mentioned Rochford at Q14 & not at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Nearer to home	30.2%	143	0.0%	0	0.0%	0	8.3%	1	2.8%	1	14.4%	27	47.9%	45	48.3%	69
Nearer to work	3.8%	18	0.0%	0	0.0%	0	0.0%	0	5.6%	2	4.8%	9	4.3%	4	2.1%	3
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.1%	4	0.0%	0	2.8%	4
Choice of food goods available	28.3%	134	0.0%	0	0.0%	0	25.0%	3	36.1%	13	37.4%	70	26.6%	25	16.1%	23
Choice of shops selling non food goods	39.5%	187	0.0%	0	0.0%	0	58.3%	7	52.8%	19	50.3%	94	27.7%	26	28.7%	41
Quality of food goods available	7.4%	35	0.0%	0	0.0%	0	8.3%	1	11.1%	4	11.8%	22	4.3%	4	2.8%	4
Quality of shops selling non food goods	4.2%	20	0.0%	0	0.0%	0	8.3%	1	2.8%	1	5.9%	11	4.3%	4	2.1%	3
Provision of services nearby, such as banks and other financial services	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Provision of leisure facilities nearby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Shopping environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Car parking provision	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	4.9%	7
Car parking prices	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.7%	1
Accessibility by public transport	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	4.2%	6
Entertainment / events	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other	1.3%	6	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.5%	1	0.0%	0	2.1%	3
Cheaper	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	1.4%	2
Near to family / friends	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0
On holiday / day trip	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	0.7%	1
No particular reason	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Due to health reasons	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	1.1%	1	0.0%	0
Delivery service	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.1%	1	0.7%	1
Don't know the area well	0.4%	2	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
For a change	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don’t know / can't remember)	10.8%	51	0.0%	0	100.0%	1	0.0%	0	16.7%	6	8.0%	15	12.8%	12	11.9%	17
Base:		473		0		1		12		36		187		94		143

Q16 Why do you shop at……. (Answer to Q14) and not in ……….(Answer to Q15)

Only those who mentioned Hockley at Q14 & not at Q15 and Only those who mentioned Rayleigh at Q14 & not at Q15 and Only those who mentioned Rochford at Q14 & not at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Nearer to home	21.5%	198	20.2%	19	3.2%	5	4.8%	8	2.2%	1	16.2%	32	52.3%	57	50.3%	76
Nearer to work	4.2%	39	3.2%	3	5.8%	9	4.2%	7	6.5%	3	5.1%	10	3.7%	4	2.0%	3
Poor accessibility to Rochford / Rayleigh / Hockley Town Centre	1.6%	15	3.2%	3	0.6%	1	1.2%	2	2.2%	1	2.0%	4	0.0%	0	2.6%	4
Choice of food goods available	30.3%	279	26.6%	25	34.6%	54	38.9%	65	30.4%	14	35.9%	71	23.9%	26	15.9%	24
Choice of shops selling non food goods	40.1%	369	41.5%	39	41.0%	64	47.9%	80	45.7%	21	49.0%	97	24.8%	27	27.2%	41
Quality of food goods available	6.0%	55	3.2%	3	3.8%	6	7.2%	12	8.7%	4	11.1%	22	3.7%	4	2.6%	4
Quality of shops selling non food goods	4.8%	44	4.3%	4	4.5%	7	7.2%	12	4.3%	2	6.1%	12	3.7%	4	2.0%	3
Provision of services nearby, such as banks and other financial services	0.4%	4	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Provision of leisure facilities nearby	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Shopping environment	0.5%	5	1.1%	1	1.9%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.6%	24	8.5%	8	2.6%	4	1.2%	2	0.0%	0	1.5%	3	0.0%	0	4.6%	7
Car parking prices	1.2%	11	3.2%	3	1.3%	2	1.8%	3	0.0%	0	0.5%	1	0.9%	1	0.7%	1
Accessibility by public transport	1.6%	15	3.2%	3	0.0%	0	1.2%	2	0.0%	0	0.5%	1	2.8%	3	4.0%	6
Public information, signposts and public facilities	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other	1.2%	11	0.0%	0	1.3%	2	3.0%	5	0.0%	0	0.5%	1	0.0%	0	2.0%	3
Cheaper	0.9%	8	0.0%	0	0.0%	0	0.6%	1	2.2%	1	2.0%	4	0.0%	0	1.3%	2
Near to family / friends	1.0%	9	0.0%	0	2.6%	4	1.2%	2	0.0%	0	1.5%	3	0.0%	0	0.0%	0
On holiday / day trip	0.5%	5	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.9%	1	0.7%	1
No particular reason	0.4%	4	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Due to health reasons	0.9%	8	0.0%	0	0.6%	1	0.6%	1	0.0%	0	2.5%	5	0.9%	1	0.0%	0
Delivery service	0.7%	6	1.1%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.9%	1	0.7%	1
Preference	0.2%	2	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know the area well	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
For a change	0.3%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don’t know / can't remember)	12.6%	116	11.7%	11	16.0%	25	13.8%	23	19.6%	9	8.1%	16	12.8%	14	11.9%	18
Base:		921		94		156		167		46		198		109		151

Q17 How do you normally travel to….. (DESTINATION AT Q14) ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	55.7%	557	61.8%	68	57.6%	118	60.2%	103	75.0%	36	40.0%	82	52.7%	58	60.9%	92
Car / van (as passenger)	8.1%	81	10.0%	11	8.8%	18	7.0%	12	0.0%	0	7.3%	15	13.6%	15	6.6%	10
Bus, minibus or coach	16.4%	164	20.0%	22	12.2%	25	13.5%	23	10.4%	5	22.0%	45	16.4%	18	17.2%	26
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Walk	5.6%	56	0.9%	1	8.8%	18	1.8%	3	0.0%	0	10.7%	22	4.5%	5	4.6%	7
Taxi	0.8%	8	0.0%	0	0.5%	1	1.2%	2	0.0%	0	1.0%	2	0.0%	0	2.0%	3
Train	3.4%	34	0.9%	1	5.4%	11	4.1%	7	2.1%	1	4.4%	9	3.6%	4	0.7%	1
Bicycle	0.4%	4	0.9%	1	1.0%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shop via Internet	4.2%	42	1.8%	2	2.0%	4	6.4%	11	4.2%	2	6.3%	13	5.5%	6	2.6%	4
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
Aeroplane	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	5.1%	51	3.6%	4	3.4%	7	5.8%	10	8.3%	4	7.8%	16	3.6%	4	4.0%	6
Base:		1000		110		205		171		48		205		110		151

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Yes – non-food shopping	4.5%	45	5.5%	6	5.4%	11	3.5%	6	4.2%	2	2.9%	6	5.5%	6	5.3%	8
Yes – leisure activity	12.8%	128	13.6%	15	14.1%	29	14.6%	25	10.4%	5	10.2%	21	12.7%	14	12.6%	19
Yes – visiting services such as banks and other financial institutions	3.0%	30	4.5%	5	2.0%	4	1.2%	2	2.1%	1	2.0%	4	4.5%	5	6.0%	9
Yes – other activity	16.0%	160	17.3%	19	13.2%	27	19.9%	34	16.7%	8	17.6%	36	12.7%	14	14.6%	22
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.9%	629	62.7%	69	64.9%	133	55.6%	95	62.5%	30	66.3%	136	63.6%	70	63.6%	96
(Don't know / can't remember)	3.0%	30	0.0%	0	2.4%	5	6.4%	11	4.2%	2	2.4%	5	1.8%	2	3.3%	5
Base:		1000		110		205		171		48		205		110		151

Q19 Where did you last buy Books, CDs, DVDS?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	35.2%	352	13.6%	15	12.7%	26	35.1%	60	37.5%	18	51.7%	106	48.2%	53	49.0%	74
Delivered (e.g. mail order / internet)	22.3%	223	20.9%	23	26.3%	54	26.9%	46	20.8%	10	18.5%	38	18.2%	20	21.2%	32
Rayleigh Town Centre	6.0%	60	8.2%	9	19.0%	39	5.3%	9	4.2%	2	0.5%	1	0.0%	0	0.0%	0
Basildon Town Centre	3.3%	33	9.1%	10	7.3%	15	2.3%	4	2.1%	1	1.0%	2	0.0%	0	0.7%	1
Lakeside Shopping Centre	2.2%	22	4.5%	5	2.9%	6	2.3%	4	2.1%	1	1.0%	2	1.8%	2	1.3%	2
Wickford Town Centre	1.7%	17	14.5%	16	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Elsewhere	1.3%	13	1.8%	2	2.4%	5	1.8%	3	0.0%	0	0.5%	1	1.8%	2	0.0%	0
Chelmsford Town Centre	1.1%	11	1.8%	2	3.4%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	6.4%	7	2.0%	3
Lakeside Retail Park	0.8%	8	2.7%	3	0.5%	1	0.6%	1	2.1%	1	0.5%	1	0.9%	1	0.0%	0
Westcliff-on-Sea Town Centre	0.7%	7	0.0%	0	0.5%	1	2.3%	4	2.1%	1	0.5%	1	0.0%	0	0.0%	0
Other	0.6%	6	0.0%	0	1.0%	2	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Leigh-on-Sea Town Centre	0.4%	4	0.9%	1	0.0%	0	0.0%	0	4.2%	2	0.5%	1	0.0%	0	0.0%	0
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.0%	0	0.5%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Basildon, Eastgate Shopping Centre	0.3%	3	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Hockley Town Centre	0.3%	3	0.0%	0	0.0%	0	1.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.7%	1
Rochford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Rayleigh Weir Retail Park	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Basildon, Mayflower Retail Park	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Victoria Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Southend-on-Sea, Greyhound Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Billericay	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	16.0%	160	12.7%	14	17.1%	35	13.5%	23	22.9%	11	18.5%	38	12.7%	14	16.6%	25
(Don't know / can't remember)	4.3%	43	5.5%	6	2.9%	6	4.1%	7	0.0%	0	3.4%	7	7.3%	8	6.0%	9
Base:		1000		110		205		171		48		205		110		151

Q20 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	28.4%	284	4.5%	5	6.8%	14	29.8%	51	25.0%	12	42.4%	87	41.8%	46	45.7%	69
Rayleigh Town Centre	7.6%	76	10.9%	12	24.9%	51	4.1%	7	6.3%	3	1.0%	2	0.0%	0	0.7%	1
Delivered (e.g. mail order / internet)	5.9%	59	9.1%	10	4.4%	9	7.6%	13	6.3%	3	7.3%	15	3.6%	4	3.3%	5
Basildon Town Centre	3.9%	39	10.0%	11	8.3%	17	2.9%	5	6.3%	3	0.5%	1	0.9%	1	0.7%	1
Rochford Town Centre	3.0%	30	2.7%	3	0.0%	0	2.3%	4	2.1%	1	7.8%	16	1.8%	2	2.6%	4
Southend-on-Sea, Airport Retail Park	2.7%	27	1.8%	2	1.0%	2	3.5%	6	2.1%	1	4.9%	10	0.0%	0	4.0%	6
Rayleigh Weir Retail Park	2.7%	27	5.5%	6	8.8%	18	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre	2.4%	24	3.6%	4	3.9%	8	1.8%	3	2.1%	1	1.0%	2	0.9%	1	3.3%	5
Lakeside Retail Park	1.9%	19	2.7%	3	2.0%	4	1.2%	2	2.1%	1	1.5%	3	2.7%	3	2.0%	3
Southend-on-Sea, Greyhound Retail Park	1.1%	11	0.0%	0	1.0%	2	1.2%	2	0.0%	0	1.0%	2	1.8%	2	2.0%	3
Fossetts Way Retail Park, Southend-on-Sea	1.0%	10	0.0%	0	0.5%	1	1.2%	2	0.0%	0	0.5%	1	3.6%	4	1.3%	2
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	7.3%	8	0.0%	0
Westcliff-on-Sea Town Centre	0.9%	9	0.9%	1	1.0%	2	1.2%	2	2.1%	1	1.5%	3	0.0%	0	0.0%	0
Basildon, Mayflower Retail Park	0.9%	9	4.5%	5	1.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Town Centre	0.8%	8	2.7%	3	1.5%	3	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hockley Town Centre	0.8%	8	0.0%	0	0.0%	0	4.1%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.8%	8	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Other	0.7%	7	0.9%	1	0.5%	1	0.6%	1	0.0%	0	0.5%	1	0.9%	1	1.3%	2
Leigh-on-Sea Town Centre	0.7%	7	0.0%	0	1.0%	2	0.6%	1	2.1%	1	1.5%	3	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.6%	6	0.0%	0	1.5%	3	1.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.7%	1
Basildon, Pipps Hill Retail Park	0.4%	4	2.7%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Arterial Retail Park	0.3%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
London West End	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Purdeys Industrial Estate, Rochford	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.2%	2	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
South Woodham Ferrers	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Thundersley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon, Eastgate Shopping Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Eastwood Road, Raleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Elsewhere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	15.3%	153	17.3%	19	16.6%	34	15.2%	26	10.4%	5	15.1%	31	16.4%	18	13.2%	20
(Don't buy these products)	13.6%	136	13.6%	15	12.7%	26	13.5%	23	27.1%	13	10.7%	22	11.8%	13	15.9%	24
Base:		1000		110		205		171		48		205		110		151

Q21 Where did you last buy goods such as toys, games, bicycles and recreations goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	22.9%	229	12.7%	14	5.4%	11	20.5%	35	10.4%	5	33.2%	68	41.8%	46	33.1%	50
Delivered (e.g. mail order / internet)	9.6%	96	6.4%	7	11.2%	23	11.7%	20	12.5%	6	10.2%	21	5.5%	6	8.6%	13
Rayleigh Town Centre	6.1%	61	9.1%	10	19.5%	40	4.7%	8	4.2%	2	0.0%	0	0.0%	0	0.7%	1
Basildon Town Centre	6.0%	60	12.7%	14	12.2%	25	6.4%	11	8.3%	4	1.5%	3	0.9%	1	1.3%	2
Southend-on-Sea, Airport Retail Park	2.3%	23	0.9%	1	2.0%	4	2.9%	5	0.0%	0	2.4%	5	1.8%	2	4.0%	6
Lakeside Shopping Centre	1.3%	13	1.8%	2	2.4%	5	1.2%	2	6.3%	3	0.5%	1	0.0%	0	0.0%	0
Rochford Town Centre	1.2%	12	0.9%	1	0.0%	0	0.6%	1	2.1%	1	3.4%	7	1.8%	2	0.0%	0
Westcliff-on-Sea Town Centre	1.0%	10	0.0%	0	0.0%	0	0.6%	1	4.2%	2	2.4%	5	0.9%	1	0.7%	1
Basildon, Mayflower Retail Park	0.6%	6	2.7%	3	1.0%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	0.6%	6	0.9%	1	1.0%	2	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.7%	1
Lakeside Retail Park	0.6%	6	0.9%	1	1.5%	3	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bluewater Shopping Centre	0.5%	5	0.0%	0	1.0%	2	1.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Leigh-on-Sea Town Centre	0.5%	5	0.0%	0	0.5%	1	0.6%	1	0.0%	0	1.0%	2	0.9%	1	0.0%	0
Chelmsford Town Centre	0.5%	5	0.9%	1	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Hadleigh Town Centre	0.5%	5	0.9%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.7%	1
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
London Road Retail Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Wickford Town Centre	0.3%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Town Centre	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.2%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island Town Centre	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon, Westgate Park	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London West End	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Retail Park	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Greyhound Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Thundersley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
London - Elsewhere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Halfords, Rayleigh Road, Rayleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hullbridge	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purdeys Industrial Estate, Rochford	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't buy these products)	34.5%	345	30.9%	34	31.7%	65	32.7%	56	43.8%	21	35.1%	72	34.5%	38	39.1%	59
(Don't know / can't remember)	7.8%	78	11.8%	13	5.9%	12	9.9%	17	8.3%	4	8.8%	18	3.6%	4	6.6%	10
Base:		1000		110		205		171		48		205		110		151

Column %ges.

Q22 Where did you last buy chemist goods (including health and beauty products)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Rayleigh, Local Stores	18.6%	186	23.6%	26	66.3%	136	11.1%	19	4.2%	2	1.0%	2	0.9%	1	0.0%	0
Southend-on-Sea, Local Stores	16.7%	167	2.7%	3	0.5%	1	12.3%	21	25.0%	12	28.3%	58	22.7%	25	31.1%	47
Rochford, Local Stores	7.9%	79	0.0%	0	0.5%	1	1.8%	3	27.1%	13	27.3%	56	4.5%	5	0.7%	1
ASDA, North Shoebury Road, Shoeburyness, Southend-on-Sea, SS3 8DA	6.3%	63	0.0%	0	0.0%	0	0.6%	1	6.3%	3	1.0%	2	26.4%	29	18.5%	28
Tesco Extra, Princes Avenue, Westcliff-on-Sea, SS0 0JP	5.4%	54	0.0%	0	1.0%	2	12.9%	22	4.2%	2	9.8%	20	4.5%	5	2.0%	3
Hockley, Local Stores	4.5%	45	0.0%	0	0.0%	0	25.1%	43	2.1%	1	0.5%	1	0.0%	0	0.0%	0
Delivered (e.g. mail order / internet)	3.1%	31	3.6%	4	4.4%	9	2.3%	4	4.2%	2	1.5%	3	2.7%	3	4.0%	6
Hullbridge, Local Stores	2.5%	25	22.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford, Local Stores	2.3%	23	20.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 21 Stadium Way, Raleigh Weir, SS7 3NZ	2.0%	20	0.0%	0	7.3%	15	2.3%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Shoeburyness, Local Stores	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	19	0.7%	1
Great Wakering, Local Stores	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	17
Tesco Express, Southchurch Road, Southend-on-Sea, SS1 1DX	1.4%	14	0.9%	1	1.0%	2	1.2%	2	2.1%	1	2.0%	4	1.8%	2	1.3%	2
ASDA, Rawreth Lane, Rayleigh, SS6 9RN	1.3%	13	0.9%	1	3.9%	8	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Mayflower Retail Park, Basildon, SS14 3HZ	1.3%	13	6.4%	7	2.4%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea, SS2 4DQ	1.2%	12	0.0%	0	0.0%	0	1.2%	2	0.0%	0	2.4%	5	1.8%	2	2.0%	3
Sainsbury's, 45 London Road, Southend-on-Sea, SS1 1PL	1.1%	11	0.0%	0	0.0%	0	1.2%	2	2.1%	1	1.0%	2	1.8%	2	2.6%	4
Basildon, Local Stores	1.0%	10	2.7%	3	1.5%	3	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Elsewhere	0.9%	9	1.8%	2	1.0%	2	1.2%	2	0.0%	0	1.0%	2	0.9%	1	0.0%	0
Morrisons, Western Approaches, Southend-on-Sea, SS2 6SH	0.9%	9	0.0%	0	0.0%	0	2.9%	5	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Tesco Express, London Road, Westcliff-on-Sea, SS0 6PD	0.6%	6	0.9%	1	0.0%	0	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Co-op, West Street, Rochford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0
Other	0.5%	5	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Ashingdon, Local Stores	0.5%	5	0.0%	0	0.0%	0	0.0%	0	8.3%	4	0.5%	1	0.0%	0	0.0%	0
ASDA, Queen Elizabeth Square, South Woodham Ferrers, ChelmsfordCM3 5SY	0.5%	5	2.7%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood, Local Stores	0.5%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh on Sea, Local Stores	0.5%	5	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Tesco Extra, Pitsea, SS13 3JU	0.3%	3	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Golden Cross Parade Shops, Rochford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.0%	2	0.0%	0	0.0%	0
Canvey Island - Jones Corner, Local Stores	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
ASDA, Heron Park, Basildon, SS14 3AS	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford, SS4 1UB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Romford, Local Stores	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cricketers Way, Basildon, SS13 1SA	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Eastwood, Leigh on Sea, SS9 5PS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Westcliff-on-Sea, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Co-op, Wickford, Hist Street, East Side	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tarpots, Local Store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Aldi, Eastern Avenue, Southend-on-Sea, SS2 5YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
ASDA, 127 High Street, Southend-on-Sea, SS1 1LH	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Billericay, Local Stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham, Local Stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
London West End	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	7.0%	70	0.9%	1	3.4%	7	8.8%	15	6.3%	3	7.8%	16	5.5%	6	14.6%	22
(Don’t buy these products)	4.2%	42	3.6%	4	2.4%	5	2.9%	5	4.2%	2	4.4%	9	7.3%	8	6.0%	9
Base:		1000		110		205		171		48		205		110		151

Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	21.1%	211	5.5%	6	3.9%	8	19.9%	34	16.7%	8	26.3%	54	41.8%	46	36.4%	55
Delivered (e.g. mail order / internet)	14.5%	145	12.7%	14	17.1%	35	18.1%	31	16.7%	8	12.7%	26	10.0%	11	13.2%	20
Rayleigh Town Centre	7.6%	76	10.9%	12	20.0%	41	5.3%	9	8.3%	4	2.4%	5	1.8%	2	2.0%	3
Southend-on-Sea, Airport Retail Park	7.6%	76	5.5%	6	3.4%	7	7.0%	12	6.3%	3	14.1%	29	6.4%	7	7.9%	12
Rayleigh Weir Retail Park	4.9%	49	10.9%	12	14.1%	29	2.9%	5	0.0%	0	1.0%	2	0.9%	1	0.0%	0
Basildon Town Centre	3.3%	33	10.0%	11	8.3%	17	1.8%	3	2.1%	1	0.5%	1	0.0%	0	0.0%	0
Basildon, Mayflower Retail Park	2.0%	20	8.2%	9	4.4%	9	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford Town Centre	1.9%	19	0.9%	1	0.0%	0	1.2%	2	8.3%	4	3.9%	8	1.8%	2	1.3%	2
Fossetts Way Retail Park, Southend-on-Sea	1.8%	18	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.9%	6	3.6%	4	4.0%	6
London Road Retail Park	1.4%	14	0.0%	0	0.0%	0	1.8%	3	4.2%	2	2.9%	6	0.9%	1	1.3%	2
Basildon, Pipps Hill Retail Park	0.9%	9	4.5%	5	1.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Arterial Retail Park	0.9%	9	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.5%	1	0.9%	1	2.6%	4
Hockley Town Centre	0.8%	8	0.0%	0	0.5%	1	2.3%	4	4.2%	2	0.5%	1	0.0%	0	0.0%	0
Southend-on-Sea, Greyhound Retail Park	0.8%	8	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.5%	3	0.0%	0	1.3%	2
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.6%	6	1.8%	2	0.0%	0	1.8%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre	0.5%	5	1.8%	2	0.5%	1	0.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.7%	1
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.4%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Westcliff-on-Sea Town Centre	0.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Other	0.3%	3	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Brentwood Town Centre	0.3%	3	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Victoria Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wickford Town Centre	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - Elsewhere	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Leigh-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Romford Town Centre	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.2%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Lakeside Retail Park	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wakering	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon, Eastgate Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford, Chelmer Village Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Billericay	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Retail Park, Basildon	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Wakering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoebury Retail Park, Southend-on-Sea	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southchurch Retail Park, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Temple Sunton Retail Park, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't buy these products)	12.4%	124	9.1%	10	13.7%	28	11.1%	19	18.8%	9	9.3%	19	19.1%	21	11.9%	18

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
(Don't know / can't remember)	11.7%	117	10.9%	12	6.3%	13	17.0%	29	8.3%	4	17.1%	35	7.3%	8	10.6%	16
Base:		1000		110		205		171		48		205		110		151

Q24 How do you normally travel to? (CENTRE MENTIONED AT Q23)
Only those who purchase electrical items and travel for them at Q23

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	41.8%	418	50.0%	55	41.5%	85	38.6%	66	47.9%	23	34.6%	71	40.9%	45	48.3%	73
Car / van (as passenger)	10.2%	102	15.5%	17	10.2%	21	7.0%	12	4.2%	2	12.7%	26	11.8%	13	7.3%	11
Bus, minibus or coach	5.4%	54	1.8%	2	6.3%	13	5.3%	9	4.2%	2	5.9%	12	8.2%	9	4.6%	7
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.5%	25	0.0%	0	3.4%	7	2.3%	4	0.0%	0	4.9%	10	1.8%	2	1.3%	2
Taxi	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Train	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Shop via Internet	13.9%	139	12.7%	14	17.1%	35	16.4%	28	14.6%	7	11.7%	24	10.0%	11	13.2%	20
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1
(Don't know / can't remember)	1.0%	10	0.0%	0	1.0%	2	1.8%	3	2.1%	1	1.5%	3	0.0%	0	0.7%	1
No response	24.1%	241	20.0%	22	20.0%	41	28.1%	48	27.1%	13	26.3%	54	26.4%	29	22.5%	34
Base:		1000		110		205		171		48		205		110		151

Q25 Where did you last buy DIY goods?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
B & Q plc, Fossetts Drive, Fossetts Park, Southend-On-Sea, Essex SS2 4DQ	26.8%	268	10.9%	12	3.4%	7	24.6%	42	33.3%	16	28.3%	58	50.9%	56	51.0%	77
Homebase, 23-25 Stadium Way, Benfleet, Rayleigh	16.6%	166	22.7%	25	52.2%	107	17.5%	30	4.2%	2	1.0%	2	0.0%	0	0.0%	0
Homebase Ltd, Purdeys Industrial Estate, Purdeys Way, Rochford, Essex SS4 1NE	9.4%	94	0.9%	1	0.0%	0	9.9%	17	25.0%	12	24.4%	50	5.5%	6	5.3%	8
Wickes Building Supplies Ltd, 1, Rat Lane, Rayleigh, Essex SS6 7TS	3.7%	37	10.9%	12	6.3%	13	5.8%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Homebase Ltd, 85, London Rd, Southend-On-Sea, Essex SS1 1PA	3.4%	34	0.0%	0	0.5%	1	3.5%	6	0.0%	0	6.8%	14	8.2%	9	2.6%	4
B & Q plc, Pipps Hill Retail Park, Miles Gray Rd, Basildon, Essex SS14 3AF	1.4%	14	2.7%	3	4.9%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	13	1.8%	2	1.0%	2	0.6%	1	4.2%	2	1.0%	2	0.0%	0	2.6%	4
Wilkinsons, Victoria Plaza, Southend-on-Sea	0.8%	8	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.5%	3	2.7%	3	0.0%	0
Homebase Ltd, Mayflower Retail Park, Gardiners Lane,Gardiners Lane South, Basildon, Essex SS14 3AP	0.8%	8	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters, Main Road, Hockley	0.7%	7	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
G B Domestics Ltd, 1, London Rd, Rayleigh, Essex SS6 9HN	0.7%	7	1.8%	2	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	0.7%	7	1.8%	2	0.5%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.7%	1
Rochford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6	0.0%	0	0.0%	0
BJ Supplies Ltd, 101, Rochford Rd, Southend-On-Sea, Essex SS2 6SR	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.9%	1	0.7%	1
Southend-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Argos, Airport Retail Park, Southend	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Homebase Ltd, London Rd, Vange, Basildon, Essex SS16 4PR	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q plc, Homelands Retail Park, Cuton Hall Lane, Chelmsford, Essex CM2 5PX	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q plc, Lakeside, Thurrock	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Factory Shop, High Street, Rayleigh	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Homebase Ltd, 23-25, Stadium Way, Benfleet, Essex SS7 3NT	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Homebase Ltd, 1, Baynes Place, Chelmsford, Essex CM1 2QX	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside, Thurrock	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sapwood DIY, 202-206, Ashingdon Rd, Rochford, Essex SS4 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
F.H Ives Ltd, 217, Southend Rd, Wickford, Essex SS11 8PG	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Unit 22/23, Yardley Business Park, Luckyn Lane, Basildon, Essex SS14 3GL	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood Timber & Door Co.Ltd (3) , 405-409, Rayleigh Rd, Eastwood,Leigh-On-Sea, SS9 5JG	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chris D.I.Y & Kitchen	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Centre, 167, Southend Rd, Wickford, Essex SS11 8EE																
Argos, High Street, Rayleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Duluxe Centre, Claydons Lane, Rayleigh	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homeplus, West Street, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
London - Elsewhere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
MFI, Purdeys Industrial Estate, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Plumbase, Rayleigh	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoeburyness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Don't buy these products)	20.6%	206	21.8%	24	17.6%	36	17.0%	29	20.8%	10	19.0%	39	23.6%	26	27.8%	42
(Don't know / can't remember)	8.9%	89	8.2%	9	8.8%	18	12.3%	21	12.5%	6	8.3%	17	7.3%	8	6.6%	10
Base:		1000		110		205		171		48		205		110		151

Q26 How do you normally travel to? (CENTRE MENTIONED AT Q25)
Only those who purchase DIY items and travel for them at Q25

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	71.5%	504	79.2%	61	74.8%	113	72.7%	88	87.5%	28	57.0%	85	69.7%	53	76.8%	76
Car / van (as passenger)	17.9%	126	15.6%	12	17.9%	27	16.5%	20	9.4%	3	24.8%	37	22.4%	17	10.1%	10
Bus, minibus or coach	3.5%	25	0.0%	0	3.3%	5	4.1%	5	3.1%	1	3.4%	5	5.3%	4	5.1%	5
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Walk	4.4%	31	1.3%	1	2.6%	4	5.8%	7	0.0%	0	9.4%	14	0.0%	0	5.1%	5
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Train	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	2	1.0%	1
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Shop via Internet	1.1%	8	3.9%	3	0.7%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Base:		705		77		151		121		32		149		76		99

Q27 Where did you last buy furniture, carpets and floor coverings?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Southend-on-Sea Town Centre	17.8%	178	11.8%	13	7.8%	16	16.4%	28	6.3%	3	22.9%	47	25.5%	28	28.5%	43
Southend-on-Sea, Airport Retail Park	8.0%	80	3.6%	4	6.8%	14	12.3%	21	10.4%	5	9.3%	19	8.2%	9	5.3%	8
Rayleigh Town Centre	5.4%	54	8.2%	9	14.1%	29	5.3%	9	4.2%	2	1.5%	3	0.0%	0	1.3%	2
Basildon Town Centre	4.4%	44	3.6%	4	8.3%	17	4.7%	8	8.3%	4	2.0%	4	0.0%	0	4.6%	7
Rochford Town Centre	4.3%	43	0.0%	0	2.0%	4	2.3%	4	18.8%	9	10.2%	21	2.7%	3	1.3%	2
Delivered (e.g. mail order / internet)	3.3%	33	1.8%	2	4.4%	9	2.9%	5	6.3%	3	3.9%	8	0.9%	1	3.3%	5
Lakeside Retail Park	2.3%	23	4.5%	5	2.4%	5	1.2%	2	4.2%	2	1.5%	3	5.5%	6	0.0%	0
Lakeside Shopping Centre	2.2%	22	0.9%	1	3.9%	8	1.8%	3	6.3%	3	0.5%	1	3.6%	4	1.3%	2
Basildon, Pipps Hill Retail Park	1.7%	17	3.6%	4	2.9%	6	1.2%	2	2.1%	1	0.0%	0	1.8%	2	1.3%	2
Rayleigh Weir Retail Park	1.5%	15	0.9%	1	3.9%	8	2.3%	4	0.0%	0	0.5%	1	0.0%	0	0.7%	1
Basildon, Mayflower Retail Park	1.2%	12	5.5%	6	2.0%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shoeburyness	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	2.6%	4
Leigh-on-Sea Town Centre	0.9%	9	0.0%	0	0.5%	1	2.3%	4	2.1%	1	1.0%	2	0.0%	0	0.7%	1
Fossetts Way Retail Park, Southend-on-Sea	0.7%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	4	1.8%	2	0.0%	0
Westcliff-on-Sea Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	2.7%	3	0.0%	0
Wickford Town Centre	0.6%	6	3.6%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Other	0.6%	6	0.0%	0	0.5%	1	1.2%	2	2.1%	1	0.5%	1	0.0%	0	0.7%	1
London - Elsewhere	0.5%	5	0.9%	1	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
London Road Retail Park	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.8%	2	1.3%	2
Hockley Town Centre	0.5%	5	0.0%	0	1.0%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Industrial Estate, Rayleigh	0.5%	5	2.7%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Greyhound Retail Park	0.5%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	3	0.0%	0	0.7%	1
Purdeys Industrial Estate, Rochford	0.4%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Chelmsford Town Centre	0.2%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southchurch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Stadium Way, Rayleigh	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southend-on-Sea, Arterial Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pitsea, Old Market Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Southend-on-Sea, Victoria Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
London West End	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Chelmsford, Chelmer Village Retail Park	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon, Cricketers Retail Park	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea, Royal Shopping Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastwood	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochford Retail Park, Rochford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Shenfield	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thurrock	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these products)	21.9%	219	23.6%	26	22.0%	45	15.8%	27	16.7%	8	23.4%	48	24.5%	27	25.2%	38
(Don't know / can't remember)	15.9%	159	20.9%	23	11.7%	24	21.6%	37	10.4%	5	16.1%	33	14.5%	16	13.9%	21
Base:		1000		110		205		171		48		205		110		151

Column %ges.

Q28 How do you normally travel to? (CENTRE MENTIONED AT Q27)
Only those who purchase furnitue and carpets items and travel for them at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Car / van (as driver)	38.9%	389	38.2%	42	40.5%	83	46.8%	80	56.3%	27	28.8%	59	33.6%	37	40.4%	61
Car / van (as passenger)	10.3%	103	11.8%	13	11.2%	23	6.4%	11	6.3%	3	11.2%	23	16.4%	18	7.9%	12
Bus, minibus or coach	4.5%	45	2.7%	3	4.9%	10	3.5%	6	4.2%	2	5.4%	11	5.5%	6	4.6%	7
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.7%	37	0.0%	0	3.4%	7	2.3%	4	0.0%	0	10.2%	21	1.8%	2	2.0%	3
Taxi	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	2
Train	0.5%	5	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	1.8%	2	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	3.0%	30	1.8%	2	3.9%	8	2.9%	5	6.3%	3	2.9%	6	0.9%	1	3.3%	5
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
Delivered	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.7%	1
(Don't know / can't remember)	0.6%	6	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1
No response	37.8%	378	44.5%	49	33.7%	69	37.4%	64	27.1%	13	39.5%	81	39.1%	43	39.1%	59
Base:		1000		110		205		171		48		205		110		151

Q29 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Yes, Internet	44.7%	447	37.3%	41	44.9%	92	53.8%	92	47.9%	23	43.4%	89	39.1%	43	44.4%	67
Yes, TV Shopping	1.0%	10	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.5%	1	3.6%	4	1.3%	2
Yes, both	6.1%	61	10.0%	11	9.3%	19	4.1%	7	2.1%	1	6.3%	13	1.8%	2	5.3%	8
No	47.8%	478	52.7%	58	44.9%	92	40.9%	70	50.0%	24	48.3%	99	55.5%	61	49.0%	74
(Don't know / can't remember)	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Base:		1000		110		205		171		48		205		110		151

Q30 Which goods or services does your household currently purchase via electronic home shopping?
Only those who purchase items via the internet or TV shopping channels at Q29

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
CD's, music, videos	49.4%	256	42.3%	22	55.8%	63	52.0%	52	41.7%	10	44.7%	46	49.0%	24	50.6%	39
Books	29.9%	155	26.9%	14	28.3%	32	29.0%	29	16.7%	4	36.9%	38	32.7%	16	28.6%	22
Clothes	20.5%	106	15.4%	8	16.8%	19	23.0%	23	16.7%	4	24.3%	25	20.4%	10	22.1%	17
Small electrical items	17.8%	92	21.2%	11	15.9%	18	21.0%	21	20.8%	5	8.7%	9	22.4%	11	22.1%	17
Major electrical items	17.4%	90	21.2%	11	16.8%	19	18.0%	18	16.7%	4	16.5%	17	12.2%	6	19.5%	15
Food	13.5%	70	11.5%	6	12.4%	14	12.0%	12	20.8%	5	13.6%	14	20.4%	10	11.7%	9
Small household goods	9.5%	49	17.3%	9	8.9%	10	7.0%	7	8.3%	2	6.8%	7	12.2%	6	10.4%	8
Toys	9.5%	49	17.3%	9	10.6%	12	5.0%	5	8.3%	2	7.8%	8	10.2%	5	10.4%	8
Holiday and / or Travel Tickets	9.3%	48	9.6%	5	8.9%	10	7.0%	7	8.3%	2	8.7%	9	10.2%	5	13.0%	10
Furniture / Carpets	6.6%	34	7.7%	4	5.3%	6	5.0%	5	0.0%	0	10.7%	11	10.2%	5	3.9%	3
Sports goods	3.9%	20	1.9%	1	5.3%	6	4.0%	4	0.0%	0	2.9%	3	2.0%	1	6.5%	5
Garden items	3.7%	19	3.8%	2	1.8%	2	7.0%	7	4.2%	1	5.8%	6	0.0%	0	1.3%	1
Other	3.7%	19	0.0%	0	2.7%	3	6.0%	6	8.3%	2	3.9%	4	4.1%	2	2.6%	2
Jewellery	3.5%	18	1.9%	1	3.5%	4	1.0%	1	0.0%	0	5.8%	6	4.1%	2	5.2%	4
DIY goods	2.7%	14	5.8%	3	2.7%	3	1.0%	1	0.0%	0	2.9%	3	2.0%	1	3.9%	3
Banking	1.5%	8	3.8%	2	0.0%	0	1.0%	1	4.2%	1	0.0%	0	4.1%	2	2.6%	2
Cars / parts	1.5%	8	0.0%	0	0.9%	1	2.0%	2	0.0%	0	1.9%	2	0.0%	0	3.9%	3
Arts / Craft goods	1.4%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	2	2.0%	1	3.9%	3
Make-Up / Cosmetics	1.0%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.6%	2
Computer goods	0.6%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Theatre / Concert tickets	0.6%	3	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	8.9%	46	11.5%	6	11.5%	13	7.0%	7	20.8%	5	6.8%	7	10.2%	5	3.9%	3
Base:		518		52		113		100		24		103		49		77

Q31 Which goods or services might your household purchase in the future via electronic home shopping?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
CD's, music, videos	12.9%	129	9.1%	10	15.1%	31	15.8%	27	6.3%	3	15.6%	32	8.2%	9	11.3%	17
Books	9.2%	92	4.5%	5	10.7%	22	12.3%	21	2.1%	1	15.1%	31	2.7%	3	6.0%	9
Clothes	6.0%	60	2.7%	3	3.4%	7	9.9%	17	6.3%	3	9.3%	19	5.5%	6	3.3%	5
Major electrical items	5.3%	53	2.7%	3	6.8%	14	5.8%	10	6.3%	3	7.3%	15	1.8%	2	4.0%	6
Holiday and / or Travel Tickets	4.7%	47	4.5%	5	5.9%	12	4.7%	8	0.0%	0	4.9%	10	7.3%	8	2.6%	4
Food	4.7%	47	1.8%	2	5.4%	11	5.3%	9	0.0%	0	4.4%	9	6.4%	7	6.0%	9
Small electrical items	4.6%	46	2.7%	3	3.4%	7	6.4%	11	6.3%	3	5.4%	11	3.6%	4	4.6%	7
Small household goods	2.7%	27	3.6%	4	2.0%	4	3.5%	6	0.0%	0	3.4%	7	1.8%	2	2.6%	4
Toys	2.3%	23	0.9%	1	2.0%	4	2.3%	4	2.1%	1	3.4%	7	0.9%	1	3.3%	5
Furniture / Carpets	2.3%	23	3.6%	4	2.0%	4	0.6%	1	2.1%	1	4.9%	10	0.0%	0	2.0%	3
Sports goods	0.9%	9	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.5%	1	0.9%	1	3.3%	5
DIY goods	0.9%	9	2.7%	3	1.0%	2	0.6%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Garden items	0.9%	9	0.9%	1	1.0%	2	1.8%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Other	0.8%	8	0.9%	1	0.5%	1	2.3%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Cars / parts	0.6%	6	0.9%	1	0.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.0%	3
Jewellery	0.5%	5	0.0%	0	0.5%	1	0.0%	0	2.1%	1	1.5%	3	0.0%	0	0.0%	0
Arts / Craft goods	0.4%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Insurance	0.4%	4	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Banking	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
(Nothing)	44.5%	445	46.4%	51	45.4%	93	35.7%	61	45.8%	22	45.4%	93	52.7%	58	44.4%	67
(Don't know / can't remember)	24.9%	249	30.0%	33	22.0%	45	29.2%	50	37.5%	18	21.0%	43	22.7%	25	23.2%	35
Base:		1000		110		205		171		48		205		110		151

Q32 Which leisure activities do you or your family participate in, in your spare time?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Cinema	7.5%	75	11.8%	13	8.3%	17	10.5%	18	6.3%	3	4.9%	10	4.5%	5	6.0%	9
Theatre / concert hall	2.9%	29	0.9%	1	1.5%	3	7.0%	12	2.1%	1	3.4%	7	3.6%	4	0.7%	1
Pub	5.7%	57	6.4%	7	5.9%	12	2.3%	4	8.3%	4	6.3%	13	8.2%	9	5.3%	8
Restaurant	8.3%	83	14.5%	16	10.7%	22	4.7%	8	4.2%	2	5.4%	11	10.0%	11	8.6%	13
Nightclub	0.4%	4	1.8%	2	0.5%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social Club	1.4%	14	2.7%	3	0.5%	1	1.2%	2	0.0%	0	1.5%	3	0.0%	0	3.3%	5
Bingo	1.3%	13	1.8%	2	0.5%	1	1.8%	3	0.0%	0	1.5%	3	3.6%	4	0.0%	0
Health and Fitness	13.6%	136	19.1%	21	17.6%	36	15.2%	26	18.8%	9	6.3%	13	7.3%	8	15.2%	23
Ten Pin Bowling	1.9%	19	0.9%	1	2.4%	5	2.9%	5	2.1%	1	2.4%	5	1.8%	2	0.0%	0
Leisure Centre Activities	14.5%	145	10.0%	11	16.6%	34	15.2%	26	16.7%	8	16.6%	34	10.9%	12	13.2%	20
Walking / Cycling	18.1%	181	25.5%	28	14.6%	30	21.6%	37	12.5%	6	15.6%	32	18.2%	20	18.5%	28
Museum / Art Galleries	0.5%	5	0.0%	0	1.5%	3	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Other	5.0%	50	3.6%	4	6.8%	14	5.8%	10	2.1%	1	5.4%	11	6.4%	7	2.0%	3
Bird Watching	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1
Bowls	1.1%	11	0.9%	1	2.0%	4	0.6%	1	0.0%	0	1.5%	3	0.0%	0	1.3%	2
Crafting	0.6%	6	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Cricket	0.3%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Dancing	1.2%	12	0.9%	1	1.0%	2	1.2%	2	2.1%	1	1.0%	2	0.9%	1	2.0%	3
Church	0.3%	3	0.0%	0	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing	2.1%	21	0.9%	1	2.4%	5	1.8%	3	0.0%	0	2.4%	5	1.8%	2	3.3%	5
Football	2.0%	20	1.8%	2	1.0%	2	2.3%	4	2.1%	1	2.0%	4	2.7%	3	2.6%	4
Gardening	4.3%	43	5.5%	6	2.9%	6	6.4%	11	0.0%	0	4.4%	9	2.7%	3	5.3%	8
Golf	2.9%	29	0.9%	1	2.9%	6	5.8%	10	2.1%	1	2.0%	4	2.7%	3	2.6%	4
Horse Riding	0.8%	8	0.9%	1	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.8%	2	2.0%	3
Sailing	0.7%	7	0.9%	1	0.0%	0	0.6%	1	2.1%	1	1.0%	2	0.9%	1	0.7%	1
Swimming	5.7%	57	9.1%	10	6.8%	14	9.4%	16	4.2%	2	4.4%	9	0.9%	1	3.3%	5
Motor Racing	0.6%	6	0.0%	0	1.0%	2	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.7%	1
Music	0.5%	5	0.0%	0	0.5%	1	0.6%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Reading	0.3%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tennis / Squash / Badminton	0.6%	6	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.5%	1	0.9%	1	0.0%	0
(Don't know / can't remember)	3.8%	38	2.7%	3	2.9%	6	7.6%	13	6.3%	3	3.4%	7	2.7%	3	2.0%	3
(None)	27.1%	271	27.3%	30	27.3%	56	14.0%	24	27.1%	13	32.2%	66	34.5%	38	29.1%	44
Base:		1000		110		205		171		48		205		110		151

Q33 Where do you go to the cinema?
Only those who visit the Cinema at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Odeon Southend-on-Sea, The Broadway, London Road, Southend-on-Sea, SS1 1TJ	48.0%	36	7.7%	1	17.6%	3	44.4%	8	66.7%	2	90.0%	9	100.0%	5	88.9%	8
Empire Cinema, Festival Leisure Park, Cranes Farm Road, Basildon SS14 3WB	36.0%	27	76.9%	10	52.9%	9	33.3%	6	33.3%	1	0.0%	0	0.0%	0	11.1%	1
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	2.7%	2	7.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UCI-United Cinemas International (UK) Ltd, Lakeside Retail Park, West Thurrock, Grays, Essex RM20 3WW	1.3%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	12.0%	9	7.7%	1	29.4%	5	11.1%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:		75		13		17		18		3		10		5		9

Q34 How often do you visit……… (CINEMA MENTIONED AT Q33) ?
Only those who visit the Cinema at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than 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
Once a week	4.0%	3	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	4.0%	3	15.4%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	29.3%	22	53.8%	7	23.5%	4	16.7%	3	100.0%	3	10.0%	1	0.0%	0	44.4%	4
Less than once a month, but more than once in two months	12.0%	9	7.7%	1	5.9%	1	16.7%	3	0.0%	0	20.0%	2	0.0%	0	22.2%	2
Once in two months	24.0%	18	23.1%	3	41.2%	7	22.2%	4	0.0%	0	10.0%	1	60.0%	3	0.0%	0
Less often	24.0%	18	0.0%	0	29.4%	5	16.7%	3	0.0%	0	50.0%	5	40.0%	2	33.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	2.7%	2	0.0%	0	0.0%	0	5.6%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:		75		13		17		18		3		10		5		9

Q35 Which ten pin bowling facility do you use?
Only those who go Ten-pin bowling at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
CJ’s Bowling Ltd, Eldon Way, Eldon Way Industrial Estate, Hockley, SS5 4AD	21.1%	4	0.0%	0	0.0%	0	80.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Unit 19, Festival Leisure Park, Basildon, SS4 3WB	15.8%	3	0.0%	0	60.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin Ltd, Kursaal Eastern, Southend-on-Sea, SS1 2WW	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	50.0%	1	0.0%	0
Broadway Superbowl, 258, Leigh Rd, Leigh-On-Sea, Essex SS9 1BW	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Tenpin, Kursaal, Eastern Esplanade, Southend-On-Sea, Essex SS1 2WW	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Basildon Bowl & Quasar Centre, 3-4 High Pavement, Town Square, Basildon SS14 1EA	5.3%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know / can't remember)	36.8%	7	100.0%	1	40.0%	2	20.0%	1	0.0%	0	60.0%	3	0.0%	0	0.0%	0
Base:		19		1		5		5		1		5		2		0

Column %ges.

Q36 How often do you visit...... (BOWLING FACILITY MENTIONED AT Q35) ?
Only those who go Ten-pin bowling at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than 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
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
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	10.5%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Less than once a fortnight, but more than once a month	15.8%	3	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Less than once a month, but more than once in two months	10.5%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	20.0%	1	0.0%	0	0.0%	0
Once in two months	26.3%	5	0.0%	0	60.0%	3	20.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Less often	26.3%	5	0.0%	0	40.0%	2	20.0%	1	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.5%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		19		1		5		5		1		5		2		0

Q37 Which bingo hall do you visit?
Only those who play Bingo at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Mecca Bingo Club, Greyhound Way, Southend- on- Sea	61.5%	8	50.0%	1	100.0%	1	66.7%	2	0.0%	0	66.7%	2	50.0%	2	0.0%	0
Other	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	25.0%	1	0.0%	0
Gala Clubs, High Road, Basildon	7.7%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deluxe Bingo Club, Pier Hill, Southend- on- Sea	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
(Don't know / can't remember)	7.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		13		2		1		3		0		3		4		0

Q38 How often do you visit....... (BINGO FACILITY MENTIONED AT Q37) ?
Only those who play Bingo at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	30.8%	4	50.0%	1	100.0%	1	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Once a week	38.5%	5	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	1	75.0%	3	0.0%	0
Less than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Less than once a fortnight, but more than once a month	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 than once a month, but more than once in two months	7.7%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once in 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
Less often	15.4%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		13		2		1		3		0		3		4		0

Q39 Which health and fitness facilities do you use?
Only those who visit a Health and Fitness Facility at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, Hockley SS5 4LN	25.7%	35	23.8%	5	16.7%	6	53.8%	14	55.6%	5	23.1%	3	0.0%	0	8.7%	2
Other	17.6%	24	47.6%	10	13.9%	5	0.0%	0	0.0%	0	30.8%	4	0.0%	0	21.7%	5
LA Fitness, Bournes Green, Thorpe Bay, SS1 3RB	8.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	12.5%	1	39.1%	9
Virgin Active, Rayleigh Road, Benfleet	7.4%	10	0.0%	0	25.0%	9	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyds Leisure, Snakes Lane, Southend-on-Sea, SS2 6XT	5.9%	8	0.0%	0	5.6%	2	15.4%	4	0.0%	0	0.0%	0	12.5%	1	4.3%	1
Rayleigh Leisure Centre, Rawreth Lane, Rayleigh	2.2%	3	4.8%	1	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fungi Fitness, Hull Bridge Road, Rayleigh	2.2%	3	9.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Victoria Avenue, Southend- On-Sea	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	12.5%	1	0.0%	0
Shoeburyness Leisure Centre, Delaware Rd, Shoeburyness, Southend-On-Sea, SS3 9NS	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.3%	1
Southend Leisure & Tennis Centre, Garon Park, Eastern Avenue, Southend-On-Sea, SS2 4FA	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Warriors Swim Centre, Warrior Square, Southend-On-Sea, Essex SS1 2JH	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.3%	1
Curves For Woman, Websters Way, Rayleigh	0.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Leisure Centre, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Basildon	0.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runnymede Pool, Kiln Rd, Thundersley, Benfleet, Essex SS7 3DB	0.7%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cullys Access to Fitness Ltd, 1 Eldon Way Industrial Estate, Hockley, SS5 4AD	0.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greensward Fitness Centre, Greensward Lane, Hockley, SS5 5HG	0.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Sports & Fitness Centre, 250, Prittlewell Chase, Westcliff-On-Sea, SS0 0PR	0.7%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	19.1%	26	9.5%	2	22.2%	8	19.2%	5	33.3%	3	23.1%	3	37.5%	3	8.7%	2
Base:		136		21		36		26		9		13		8		23

Q40 How often do you visit……. (HEALTH AND FITNESS FACILITY MENTIONED AT Q39) ?
Only those who visit a Health and Fitness Facility at Q32

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
More than once a week	57.4%	78	66.7%	14	61.1%	22	53.8%	14	77.8%	7	53.8%	7	50.0%	4	43.5%	10
Once a week	26.5%	36	14.3%	3	30.6%	11	26.9%	7	0.0%	0	38.5%	5	25.0%	2	34.8%	8
Less than once a week, but more than once a fortnight	1.5%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	4.3%	1
Once a fortnight	1.5%	2	4.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	3.7%	5	4.8%	1	2.8%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Less than once a month, but more than once in two months	2.9%	4	0.0%	0	0.0%	0	3.8%	1	11.1%	1	0.0%	0	0.0%	0	8.7%	2
Once in two months	1.5%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	5	9.5%	2	2.8%	1	3.8%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0
(Don't do these activities)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0
Base:		136		21		36		26		9		13		8		23

Q41 Which leisure facilities would you like to see more of in the Rochford district?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Swimming pool	17.2%	172	20.0%	22	34.1%	70	10.5%	18	4.2%	2	8.3%	17	12.7%	14	19.2%	29
Leisure Centre	5.7%	57	1.8%	2	4.4%	9	3.5%	6	2.1%	1	7.3%	15	10.9%	12	7.9%	12
Ice Rink	3.7%	37	3.6%	4	1.0%	2	4.1%	7	4.2%	2	5.4%	11	3.6%	4	4.6%	7
Other	2.7%	27	1.8%	2	1.5%	3	2.3%	4	6.3%	3	3.9%	8	3.6%	4	2.0%	3
Cinema	2.7%	27	1.8%	2	7.8%	16	2.3%	4	2.1%	1	0.5%	1	0.9%	1	1.3%	2
Youth Centre	2.4%	24	2.7%	3	1.0%	2	2.9%	5	4.2%	2	2.4%	5	1.8%	2	3.3%	5
Health and Fitness (Gym)	2.1%	21	0.9%	1	1.5%	3	1.8%	3	8.3%	4	2.9%	6	2.7%	3	0.7%	1
Parks / Green Spaces	1.6%	16	0.0%	0	1.5%	3	1.2%	2	0.0%	0	2.9%	6	1.8%	2	2.0%	3
Bowling Alley	1.5%	15	0.9%	1	3.4%	7	1.2%	2	2.1%	1	1.0%	2	0.0%	0	1.3%	2
More general facilities for children	1.4%	14	0.0%	0	2.0%	4	1.8%	3	0.0%	0	1.0%	2	2.7%	3	1.3%	2
Skate Park (Skateboards, Roller Skating)	1.1%	11	0.0%	0	1.0%	2	1.8%	3	2.1%	1	1.5%	3	0.9%	1	0.7%	1
Cycling facilities	1.0%	10	0.9%	1	1.0%	2	1.8%	3	0.0%	0	1.0%	2	1.8%	2	0.0%	0
Tennis / Squash Courts / Badminton	0.9%	9	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.5%	1	2.7%	3	0.7%	1
More general facilities for the elderly	0.8%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.4%	5	1.8%	2	0.0%	0
Restaurants	0.8%	8	1.8%	2	0.5%	1	1.8%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Playground / Swings / Slides	0.8%	8	1.8%	2	0.5%	1	1.8%	3	0.0%	0	0.5%	1	0.9%	1	0.0%	0
Bars / pubs	0.8%	8	0.0%	0	1.0%	2	0.6%	1	2.1%	1	1.5%	3	0.9%	1	0.0%	0
Extreme Sports	0.6%	6	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	3	0.9%	1	0.7%	1
Community Centre	0.4%	4	0.9%	1	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Paintballing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(None mentioned)	44.3%	443	52.7%	58	36.6%	75	42.1%	72	50.0%	24	50.7%	104	36.4%	40	46.4%	70
(Don't know / can't remember)	17.7%	177	20.0%	22	12.2%	25	19.9%	34	16.7%	8	15.6%	32	24.5%	27	19.2%	29
Base:		1000		110		205		171		48		205		110		151

AGE Could I ask, how old are you ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
18 - 24	1.9%	19	0.9%	1	0.5%	1	2.9%	5	2.1%	1	2.9%	6	1.8%	2	2.0%	3
25 - 34	9.3%	93	9.1%	10	13.2%	27	8.2%	14	2.1%	1	8.8%	18	8.2%	9	9.3%	14
35 - 44	19.9%	199	18.2%	20	25.9%	53	23.4%	40	27.1%	13	16.6%	34	11.8%	13	17.2%	26
45 - 54	19.5%	195	16.4%	18	17.6%	36	22.2%	38	16.7%	8	20.5%	42	19.1%	21	21.2%	32
55 - 64	21.1%	211	24.5%	27	17.6%	36	15.8%	27	25.0%	12	22.4%	46	28.2%	31	21.2%	32
65+	25.9%	259	26.4%	29	23.4%	48	24.0%	41	22.9%	11	26.3%	54	30.0%	33	28.5%	43
(Refused)	2.4%	24	4.5%	5	2.0%	4	3.5%	6	4.2%	2	2.4%	5	0.9%	1	0.7%	1
Base:		1000		110		205		171		48		205		110		151

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

SEG Socio Economic Grouping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
A	3.1%	31	2.7%	3	3.4%	7	3.5%	6	10.4%	5	2.4%	5	3.6%	4	0.7%	1
B	11.4%	114	11.8%	13	12.7%	26	14.6%	25	10.4%	5	8.3%	17	10.0%	11	11.3%	17
C1	25.9%	259	28.2%	31	30.7%	63	29.2%	50	10.4%	5	22.9%	47	27.3%	30	21.9%	33
C2	15.6%	156	17.3%	19	16.6%	34	9.9%	17	20.8%	10	15.6%	32	19.1%	21	15.2%	23
D	11.5%	115	11.8%	13	9.8%	20	8.8%	15	10.4%	5	14.1%	29	10.9%	12	13.9%	21
E	14.3%	143	11.8%	13	11.2%	23	12.9%	22	14.6%	7	16.6%	34	15.5%	17	17.9%	27
(Refused)	18.2%	182	16.4%	18	15.6%	32	21.1%	36	22.9%	11	20.0%	41	13.6%	15	19.2%	29
Base:		1000		110		205		171		48		205		110		151

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Male	28.0%	280	22.7%	25	25.4%	52	24.0%	41	22.9%	11	31.2%	64	31.8%	35	34.4%	52
Female	72.0%	720	77.3%	85	74.6%	153	76.0%	130	77.1%	37	68.8%	141	68.2%	75	65.6%	99
Base:		1000		110		205		171		48		205		110		151

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	
One	23.3%	233	14.5%	16	19.0%	39	20.5%	35	16.7%	8	32.2%	66	31.8%	35	22.5%	34
Two	56.4%	564	60.9%	67	59.0%	121	63.2%	108	60.4%	29	49.3%	101	50.0%	55	55.0%	83
Three	13.5%	135	18.2%	20	15.1%	31	10.5%	18	14.6%	7	10.2%	21	10.9%	12	17.2%	26
Four	4.8%	48	4.5%	5	3.9%	8	5.3%	9	6.3%	3	5.4%	11	3.6%	4	5.3%	8
Five	0.8%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.0%	4	2.7%	3	0.0%	0
Six or more	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Refused)	1.0%	10	1.8%	2	2.0%	4	0.6%	1	2.1%	1	0.5%	1	0.9%	1	0.0%	0
Base:		1000		110		205		171		48		205		110		151

CHI How many children live in your household, aged 15 years and under?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
One	12.0%	120	10.9%	12	13.2%	27	15.8%	27	10.4%	5	11.7%	24	11.8%	13	7.9%	12
Two	13.9%	139	14.5%	16	21.5%	44	15.8%	27	10.4%	5	10.2%	21	10.0%	11	9.9%	15
Three	4.1%	41	1.8%	2	5.4%	11	4.1%	7	8.3%	4	2.0%	4	5.5%	6	4.6%	7
Four	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.9%	1	0.7%	1
Five	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None	68.6%	686	71.8%	79	57.6%	118	63.7%	109	68.8%	33	74.1%	152	71.8%	79	76.8%	116
(Refused)	0.9%	9	0.9%	1	2.0%	4	0.6%	1	2.1%	1	1.0%	2	0.0%	0	0.0%	0
Base:		1000		110		205		171		48		205		110		151

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	
None	13.8%	138	8.2%	9	12.7%	26	11.1%	19	6.3%	3	19.0%	39	14.5%	16	17.2%	26
One	41.9%	419	38.2%	42	42.4%	87	38.6%	66	39.6%	19	46.3%	95	46.4%	51	39.1%	59
Two	34.9%	349	40.9%	45	35.1%	72	39.2%	67	37.5%	18	27.3%	56	33.6%	37	35.8%	54
Three or more	8.5%	85	10.9%	12	8.8%	18	10.5%	18	14.6%	7	6.8%	14	4.5%	5	7.3%	11
(Refused)	0.9%	9	1.8%	2	1.0%	2	0.6%	1	2.1%	1	0.5%	1	0.9%	1	0.7%	1
Base:		1000		110		205		171		48		205		110		151

WOR Which of the following best describes the current employment situation of the chief wage earner of your household?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Working full time	53.7%	537	50.0%	55	58.0%	119	56.7%	97	60.4%	29	53.7%	110	43.6%	48	52.3%	79
Working part time	6.6%	66	4.5%	5	7.3%	15	8.8%	15	2.1%	1	5.9%	12	8.2%	9	6.0%	9
Unemployed	2.9%	29	2.7%	3	2.0%	4	1.2%	2	8.3%	4	3.9%	8	3.6%	4	2.6%	4
Retired	34.4%	344	40.0%	44	29.8%	61	31.6%	54	25.0%	12	35.1%	72	40.9%	45	37.1%	56
A housewife	0.8%	8	0.9%	1	1.0%	2	1.2%	2	0.0%	0	1.0%	2	0.9%	1	0.0%	0
A student	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
(Refused)	1.6%	16	1.8%	2	2.0%	4	0.6%	1	4.2%	2	0.5%	1	2.7%	3	2.0%	3
Base:		1000		110		205		171		48		205		110		151

ETH For the purpose of the survey, could I ask to which of the following ethnic backgrounds you consider yourself to belong to?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
White	96.6%	966	95.5%	105	97.1%	199	97.1%	166	95.8%	46	95.6%	196	99.1%	109	96.0%	145
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Black Caribbean	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	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
Mixed Race	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Refused)	2.6%	26	4.5%	5	2.4%	5	1.8%	3	4.2%	2	2.0%	4	0.9%	1	4.0%	6
Base:		1000		110		205		171		48		205		110		151

QUOTA Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Zone 1	11.0%	110	100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	20.5%	205	0.0%	0	100.0%	205	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	17.1%	171	0.0%	0	0.0%	0	100.0%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	4.8%	48	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0
Zone 5	20.5%	205	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	205	0.0%	0	0.0%	0
Zone 6	11.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	110	0.0%	0
Zone 7	15.1%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151
Base:		1000		110		205		171		48		205		110		151

PC What is your postcode?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
SS118	3.9%	39	35.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS2 4	6.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	64
SS2 5	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	27	0.0%	0	0.0%	0
SS2 6	4.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	48	0.0%	0	0.0%	0
SS3 0	8.7%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.6%	87
SS3 9	9.6%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	87.3%	96	0.0%	0
SS4 1	13.0%	130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.4%	130	0.0%	0	0.0%	0
SS4 2	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	14	0.0%	0
SS4 3	4.8%	48	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0	0.0%	0	0.0%	0
SS5 4	6.0%	60	0.0%	0	0.0%	0	35.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 5	5.0%	50	0.0%	0	0.0%	0	29.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS5 6	7.1%	71	64.5%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 7	3.4%	34	0.0%	0	16.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 8	5.4%	54	0.0%	0	26.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS6 9	11.7%	117	0.0%	0	57.1%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS9 5	6.1%	61	0.0%	0	0.0%	0	35.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1000		110		205		171		48		205		110		151

APPENDIX 4

HEALTH CHECK ASSESSMENTS

INTRODUCTION

Planning Policy Statement 6 (PPS6) ‘Planning for Town Centres’ emphasises the need for the local authorities to monitor the ‘health’ of their town centres and how they change over time. It also indicates that town centres which benefit from higher levels of vibrancy and vitality foster a sense of civic pride and local identity and can contribute towards the aims of sustainable development.

The health checks contained within this appendix provide a ‘snap shot’ assessment of the vitality and viability of the three main centres within Rochford District as of February 2008, in accordance with PPS6. The health checks thereafter feed into a broader consideration of the function and performance of these centres and how they can be managed, through policy, to achieve appropriate outcomes.

THE IMPORTANCE OF TOWN CENTRES

The three centres of Rayleigh, Hockley and Rochford play an important role in what is otherwise a predominantly rural district. They form the focal point for the community and provide a hub for retail, employment, leisure, education, transport and civic activities.

Since the late 1990’s, town centres nationally have witnessed high levels of vitality and viability with strong retail sales growth and the implementation of major town centre redevelopment schemes. Despite the ongoing growth of out-of-centre retail development there has been resurgence in development activity within established centres, primarily linked to the ambitious expansion plans of national department stores and key retailers such as Debenhams, Next, and Primark. However, recent indications suggest that the onset of the “credit crunch” could impact on consumer spending which may in turn impact on the vitality of the high street nationally.

INFORMATION SOURCES AND THE STRUCTURE OF THE HEALTH CHECKS

These health checks have been formulated with reference to an extensive range of documents (as discussed below and including the 2006 and 2008 Shopping Frontage Surveys) and discussions with both Rochford District Council officers and the Rochford district public (including business representatives, as detailed in Appendix 6). They have been heavily informed by health check visits to each of the centres.

Each of the three health checks have been structured and presented in a manner intended to facilitate easy access and understanding by people without a technical background. Graphs and tables have been used extensively to provide easily accessible and comparable information, and are supplemented with photographs and commentary to extend understanding. Where possible, comparisons have been made with the previous data from 2006 to highlight any changes (for example, an increased number of vacancies) that have occurred.

The heath checks are structured as follows:

1. *Date of visit*
   This briefly sets out when the health check visit occurred, and therefore when the 'snap shot' was taken.

2. *Local Plan Status*
   This briefly sets out the status of each centre, as per the operative Local Plan.

3. *Centre Overview*
   A very brief description of the town centre is provided, supplemented with photographs. This section also contains a land use plan which identifies the location and distribution of town centre activities within the town centre boundaries. The land use plan for Rayleigh was based on an Experian Goad plan (February 2008) while those for Rochford and Hockley were based on Mapinfo OS plans. Each retail unit within the town centre is allocated into one of six categories depending on the type of retail activity carried out within. These categories (convenience, comparison, retail service, leisure service, financial and business service and vacant), are based on Goad category reports (April 2008) and are represented by a colour code. The land use plans are based on data collected during WYG's heath check visits, referred to above. In addition to the GOAD categories, other town centre uses such as offices and residential units, have been identified schematically to show the location of these uses within the town centre.

   For clarity, the categories include, but are not limited to, the following land uses:

- *Convenience* – Bakers, butchers, convenience stores, fishmongers, frozen foods, greengrocers, health food stores, markets, off licenses and supermarkets.

- *Comparison* – Booksellers, charity shops, chemists, clothing stores, cycles and accessories, department and variety stores, jewellery, sports stores, vehicle and motorcycle sales.

- *Retail Service* – Drycleaners, filling stations, health and beauty, opticians, photo processing, repairs alterations and restorations, travel agents, vehicle rental and video tape rental.

- *Leisure Service* – Bars and wine bars, cafes, casinos and betting offices, clubs, fastfood and takeaway, hotels and guest houses, public houses, restaurants, sports and leisure facilities.

- *Financial and Business Services* – Building Societies, employment and careers, financial services, legal services, printing and copying, property services and retail banks.

4. *A summary of existing uses within each centre*
   Tables and graphs are presented breaking down the total number of units and the total amount of floor space contained within each of the six retail categories. The figures are translated into overall percentages, which are then compared to UK national averages derived from Goad.

5. *An assessment of convenience retail provision within the town centre boundary*
   The information on convenience retail provision, contained within Section 3, is considered in greater depth with graphs contrasting the town centre and national provision percentages. Discussion is also provided.

6. *An assessment of comparison retail provision within the town centre boundary*
   As above, but addressing comparison retail provision.

7. *An assessment of service activities within the town centre boundary*
   As above, but addressing retail service, leisure service and financial and business service activities.

8. *An assessment of unit sizes within the town centre boundaries*
   The composition of retail units in terms of unit size is presented and discussed.

9. *Consideration of retailer demand, rents and yields*
   The health checks set out this information, where available. Further details on retailer demand, rents and yields, and what these mean for town centre vitality and viability can be found below.

10. *An assessment of the number of vacancies within the town centre boundaries*
    The information on the number of vacant units, contained within Section 3, is considered in greater depth, with graphs contrasting the town centre and national provision percentages. A plan illustrates the distribution of vacant units and discussion considers the vacancies in terms of retailer demand. Further details regarding vacancies and what these can mean for town centre vitality and viability can be found below.

11. *A description of the level of accessibility the town centre benefits from*
    This description considers accessibility by private vehicle and public transport, and includes discussion of local car parking provisions.

12. *A description of the environmental quality of the town centre*
    This description draws on the heath check visits, detailing features such as planting, street furniture, lighting, the level of vandalism (if any) and the overall level of maintenance evident in the centre.

13. *An assessment of the perception of safety and the occurrence of crime within the town centre*
    This draws on national and regional statistics in terms of crime, and discussions with the Council's Community Safety Officer and the Essex Police.

REGIONAL HIERARCHY

Table 1 illustrates Rochford, Rayleigh and Hockley's position within the hierarchy of centres based on the Management Horizons Europe's (MHE) UK Shopping Index (2008). The index ranks the top 7,000 retail venues within the UK (including town centres, stand-alone malls, retail warehouse parks and factory outlets) based on current retail provision. This data has only recently been released and represents the most up to date national ranking.

Table 1: The Sub-Regional Shopping Hierarchy

Source: Management Horizons Europe: UK Shopping Index (2008)

Centre	MHE Score	Location Grade	Rank 2008	Rank 2004	Change in Rank 2004 - 2008
Rayleigh	57	Minor District	600	565	-35
Rochford	20	Local	1,716	1,545	-171
Hockley	7	Minor Local	3321	No data available	-
Laindon	26	Local	1364	1194	-170
Basildon	227	Regional	79	96	+17
Billericay	44	Minor District	816	685	-131
Wickford	44	Minor District	816	664	-152
Pitsea	55	Minor District	629	829	+200
Southend on Sea	254	Major Regional	54	52	-2

Rayleigh is ranked 600th out of 7,000 shopping venues surveyed, which places it within the top 9% of all UK shopping venues. It is also considered to be a 'minor district centre' by Management Horizons Europe. However, Rayleigh's position has fallen since 2004 (by 35) when it was previously ranked 565th. Rochford is ranked 1,176th, representing a slip of 171 places since 2004. Hockley is ranked 3,321st. There is no 2004 data available for Hockley and a comparison over this period cannot be made. The data shows that a decline in rank is common among town centres in the South Essex Sub-Region, with the exception of Basildon and Pitsea. As the Management Horizon's Shopping Index does not include periods prior to 2004, longer range comparisons and trends can not be ascertained.

THE 'TOP 20' RETAILERS

The Focus Report (October 2007) identifies the 'Top Twenty Retailers' in the UK – these are detailed in table 2 below. The presence of these retailers is typically associated with well functioning, higher tier centres due to their often large format, although this is a generality rather than a rule. Furthermore, the identified retailers are predominantly comparison good retailers although some (such as Marks and Spencers) do carry a range of convenience goods. Accordingly, each heath check comments on the presence or lack thereof of these retailers within the discussion on comparison retail.

Table 2: Top 20 Retailers

Rank	Retailer	Rank	Retailer
1	Boots	11	Superdrug
2	Marks & Spencer	12	Lloyds Pharmacy
3	Argos	13	Wilkinson
4	Woolworths	14	CO-OP Department Stores
5	Debenhams	15	Primark
6	John Lewis	16	New Look
7	W.H. Smith	17	HMV
8	BHS	18	Dorothy Perkins
9	Next	19	Rosebys
10	Dixons	20	Waterstones

RETAILER REPRESENTATION

The presence of national multiple retailers (defined as being part of a network of nine or more retailers) can enhance greatly the appeal of a centre to local consumers and investors. Other retailers in a centre also benefit from the greater pedestrian movements generated by the presence of national multiples. However, multiples can threaten the role of independent retailers and a concentration can threaten the independent sector in a town, undermining diversity and local identity. An appropriate balance between multiples and independents is desirable.

Commentary on the number of national multiples present is contained within each of the health checks.

RETAILER DEMAND

The Focus database identifies retailer demand for sites within specified town centres. This list should be treated with a degree of caution as businesses can put forward requirements whilst having little or no active desire to locate in a town. Use of the Focus database will not necessarily be representative, as it tends to list requirements for large national multiples rather than smaller independents. The Focus database can also include retailers who are already present in the town but whom are seeking new premises. A single retailer may also express more than one requirement in a town centre for different sizes of outlets. Nevertheless the database does serve as a useful indicator of the level of demand for representation.

VACANCIES

The proportion of vacant outlets within a centre can provide a good indication of how a shopping centre is performing. However, care should be taken when interpreting figures as vacancies can occur for positive and negative reasons. Vacant outlets will be found in even the strongest town centre a variety of reasons including poor maintenance, inactive marketing or simply because the store is unsuited to modern retailing requirements. A low vacancy rate does not necessarily mean that a centre is performing well, whereas proliferation of low value uses such as charity shops may be a sign of the decline of a centre, particularly if they are in prime locations. Despite these issues, street level vacancies are a useful indicator of town centre performance.

RENTS

The rental value of property is a useful indicator of the vitality and viability of town centres. Well performing centres command higher rental values while poorer performing centres command lower rental values.

‘Prime Zone A’ rents (the rental value of the first six metres depth of floorspace in retail units from the shop window) reflects retailers’ perception of the town centre. As retailers consider rent to reflect the margin between turnover and operational costs (plus profit), the better the trading prospects the higher the rent that the operator will be willing to pay.

YIELD

'Yield' can be an indicator of retail viability, but one that needs to be used with care. The level of yield on its own is of less value than in comparison with other yields at different points in time and in different locations. Yields measured consistently over time can give an indication of the direction in which a particular town centre is moving.

Trends can be compared with national levels of yield and with towns of similar size and type, or with neighbouring and competing towns. A comparative analysis of this type, conducted on a regular basis, can give an indication of how the viability of retailing in a town centre is changing. The yields quoted in the tables contained within this appendix are 'all risk yields' calculated by dividing the annual rent, as though it had been received as a single sum at the year end, by the capital value or sale price of the property.

The level of yield broadly represents the market's evaluation of the risk and return attached to the income stream of shop rents. Factors which affect yield are therefore complex, and need to be interpreted with reference to the circumstances in each individual town. Broadly speaking, however, low yields indicate that a town is considered to be attractive and as a result more likely to attract investment than a town with high yields.

SHOPPING FRONTAGE STUDIES

Rochford District Council updated their Primary and Secondary Shopping Frontage Survey in May 2008. While this was prepared after the Town Centre Health Checks were carried out by White Young Green, it is considered important to point out any discrepancies in the results of the two surveys in order to highlight recent changes that have occurred within the Town Centres. It was not considered appropriate to amend the health check figures to reflect these recent changes, as the health checks were designed to present a snapshot of the retail environment at one point in time.

The changes that have occurred between February and May 2008 are outlined in each of the health check reports.

RAYLEIGH HEALTH CHECK ASSESSMENT

1. DATE OF SITE VISIT:

A full health check visit to Rayleigh town centre was undertaken on 27 February 2008. Visits to Rayleigh were also carried out on 06 February and 28 February to inform the health checks.

2. STATUS:

The Rochford District Local Plan (2006) identifies Rayleigh as a 'Town Centre'. The Proposals Map defines the extent of the town centre boundaries and the position of the Primary and Secondary Shopping Frontages, which are replicated on Figures 1 and 7 below.

Fig 1: Rayleigh town centre boundary as defined by the Local Plan (2006)

Fig 2: Aerial Photograph of Rayleigh Town Centre with the town centre boundary superimposed.

3. PHOTOGRAPHS OF RAYLEIGH TOWN CENTRE

(Figure 3: top left): High Street looking North East

(Figure 4: top right): High Street Public Transport Junction

(Figure 5: bottom left): High Street looking South West

(Figure 6: bottom right): Street planter corner of Crown Hill and High Street

CENTRE OVERVIEW

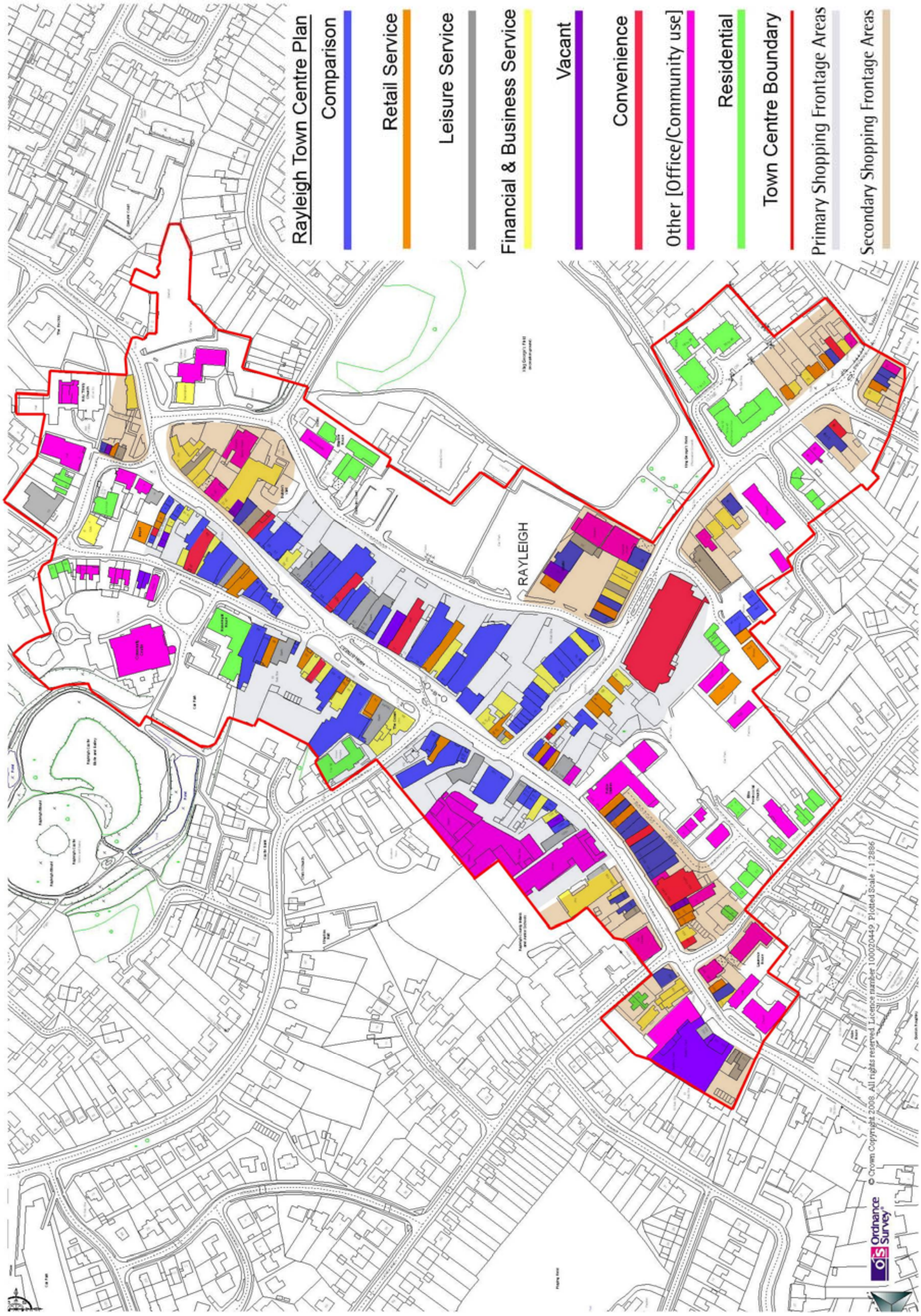
Rayleigh town centre is the largest shopping destination in Rochford District and is situated 32 miles from London and 4.9 miles from Southend-on-Sea.

The town centre contains a total of 200 retail units and the main shopping facilities are located along the High Street and Eastwood Road. The High Street is home to many national multiples including Boots, Dorothy Perkins and Woolworths. Overall, Rayleigh is a thriving town centre which has retained much of its traditional character.

Figure 7 (below) comprises a land use plan of the Rayleigh town centre. This is based on an Experian 'Goad' plan, amended to reflect the town centre uses present during WYG's heath check.

White Young Green

Fig 7: Land Use map for Rayleigh Town Centre



4. SUMMARY OF EXISTING USES

Table 1: Unit breakdown in Rayleigh Town Centre compared to the UK average (2008)

Number of Outlets	No.	Rayleigh (%)	UK (%)
Convenience	14	7.0	8.42
Comparison	75	37.5	35.71
Retail Service	35	17.5	12.66
Leisure Service	37	18.5	21.16
Financial and Business Service	27	13.5	11.61
Vacant	12	6.0	10.09
Total	200	100	99.65

Table 2: Floorspace breakdown in Raleigh Town Centre compared to the UK average (2008)

Floor space	No. (m^2)	Rayleigh (%)	UK (%)
Convenience	4674.9	15.0	13.71
Comparison	12834.6	41.2	38.90
Retail Service	3191.9	10.25	6.88
Leisure Service	5365.9	17.24	22.49
Financial and Business Service	3983.99	12.8	9.11
Vacant	1066.2	3.5	8.17
Total	31117.49	99.99	99.26

Fig 8: Comparison of unit breakdown in Rayleigh town centre compared to the UK average (2008)

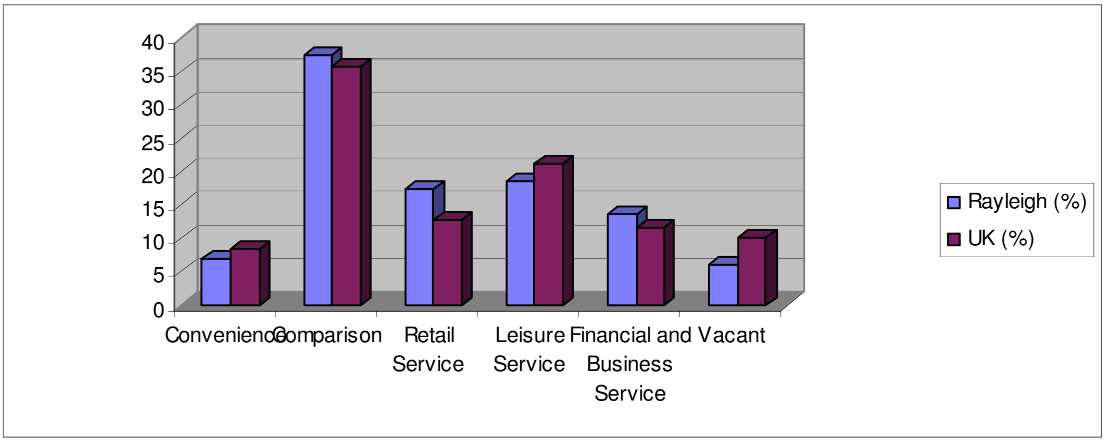
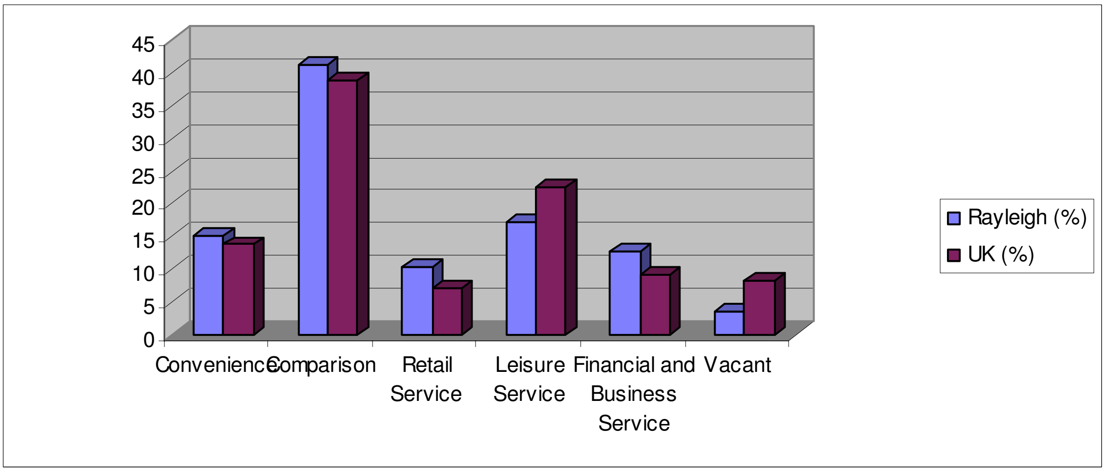


Fig 9: Comparison of Floorspace breakdown in Rayleigh compared to the UK average (2008)



5. CONVENIENCE RETAIL

Fig 10: Proportion of Convenience Units in Rayleigh Town Centre compared to the UK average (2008)

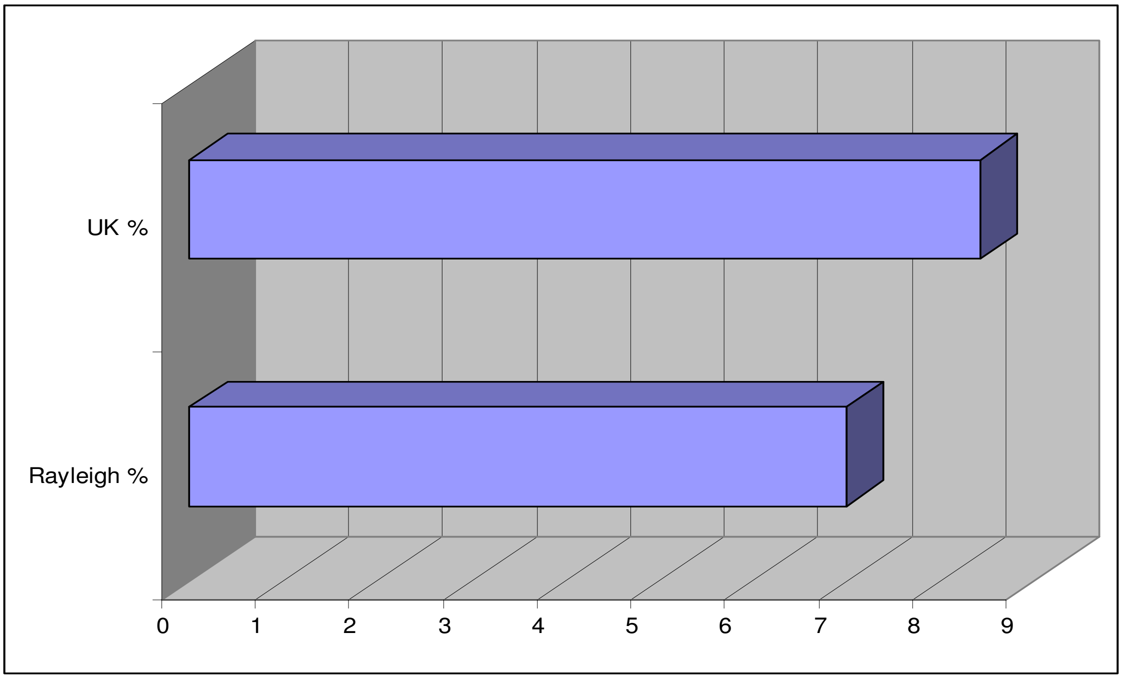
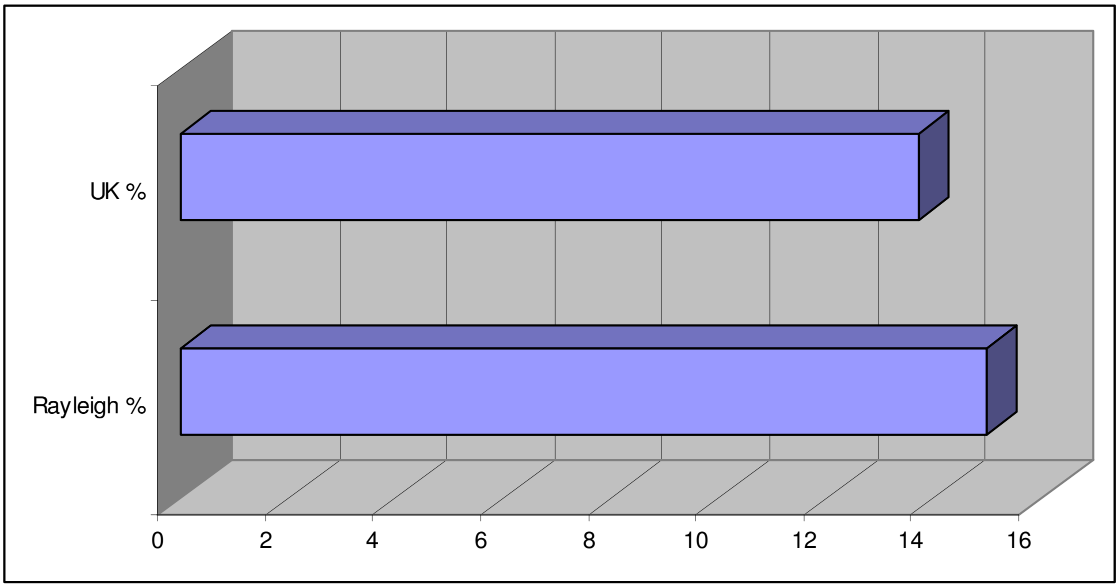


Fig 11: Proportion of Convenience Floorspace in Rayleigh Town Centre compared to the UK average (2008)



Discussion

There are 14 convenience good units in Rayleigh, including a butcher, health store, frozen goods store, sweet shop, two bakeries, three off licences and three small scale local convenience stores, the largest convenience unit being the Somerfield supermarket on Eastwood Road. This equates to 7.0% of the total number of units in Rayleigh, which is slightly below the national average of 8.42%.

In terms of floorspace however Rayleigh is just above the national average with 15.0% of total floorspace compared to the national average of 13.71%.

6. COMPARISON RETAIL

Fig 12: Proportion of Comparison Units in Rayleigh Town Centre compared to the UK average (2008)

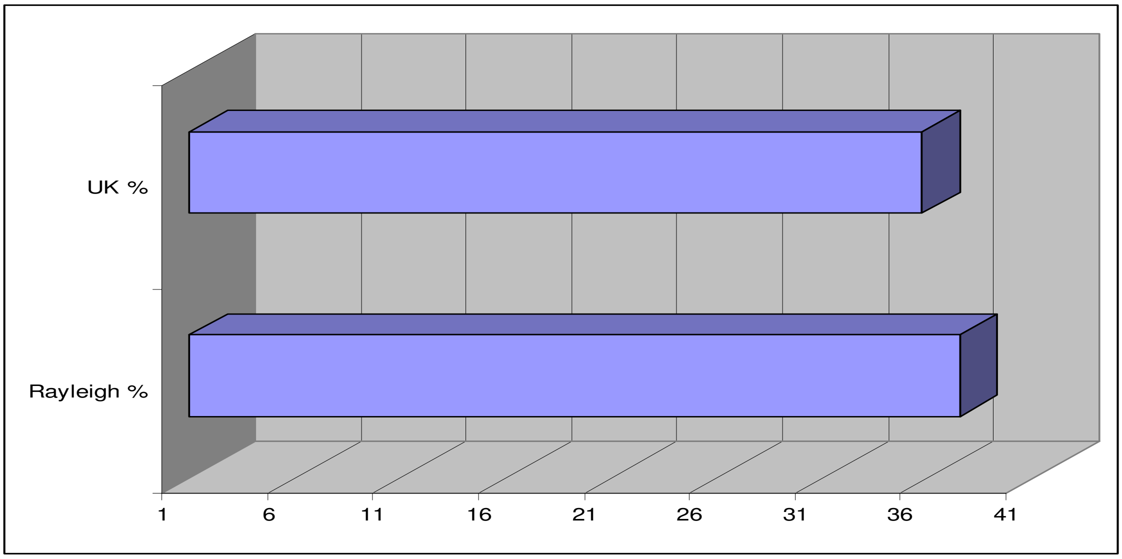
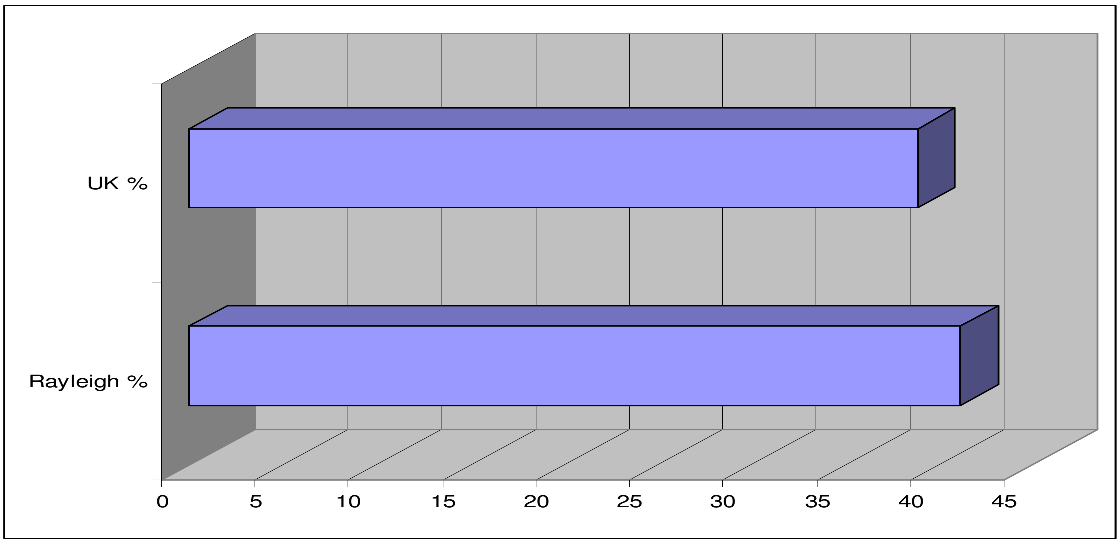


Fig 13: Proportion of Comparison Floorspace in Rayleigh Town Centre compared to the UK average (2008)



Discussion

There are 75 comparison units within Rayleigh Town Centre with a range of national multiples present including Boots, Dorothy Perkins and Woolworths, equating to 37.5% of the total number of units in Rayleigh. This compares to a national average of 35.71%. The retail offer is therefore slightly above the national average. This close correlation to the national average continues when considering comparison floor space, with a difference of just 1.29%

Raleigh is the only centre in Rochford District which contains any of the 'Top 20 Retailers' identified by GOAD. These include Boots (no. 1), Argos (no. 3), Woolworths (no.4), Superdrug (no.11), Lloyds Pharmacy (no. 12), New Look (no.16) and Dorothy Perkins (no.18) .

7. SERVICE USES

Fig 14: Proportion of Retail Service Units in Rayleigh Town Centre compared to the UK average (2008)

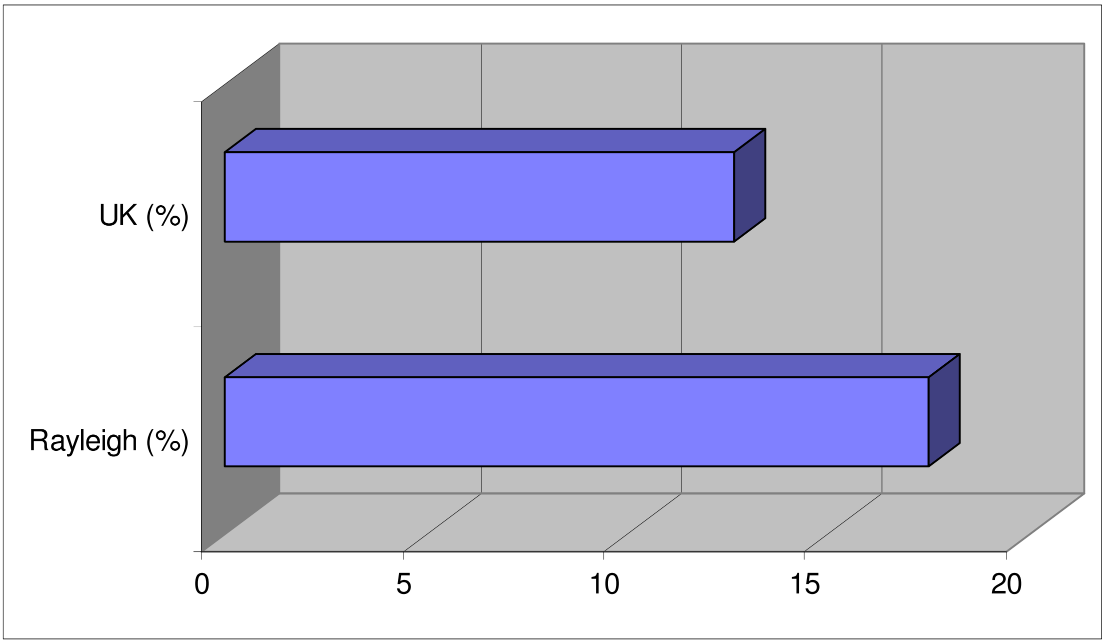


Fig 15: Proportion of Retail Service Floorspace in Rayleigh Town Centre compared to the UK average (2008)

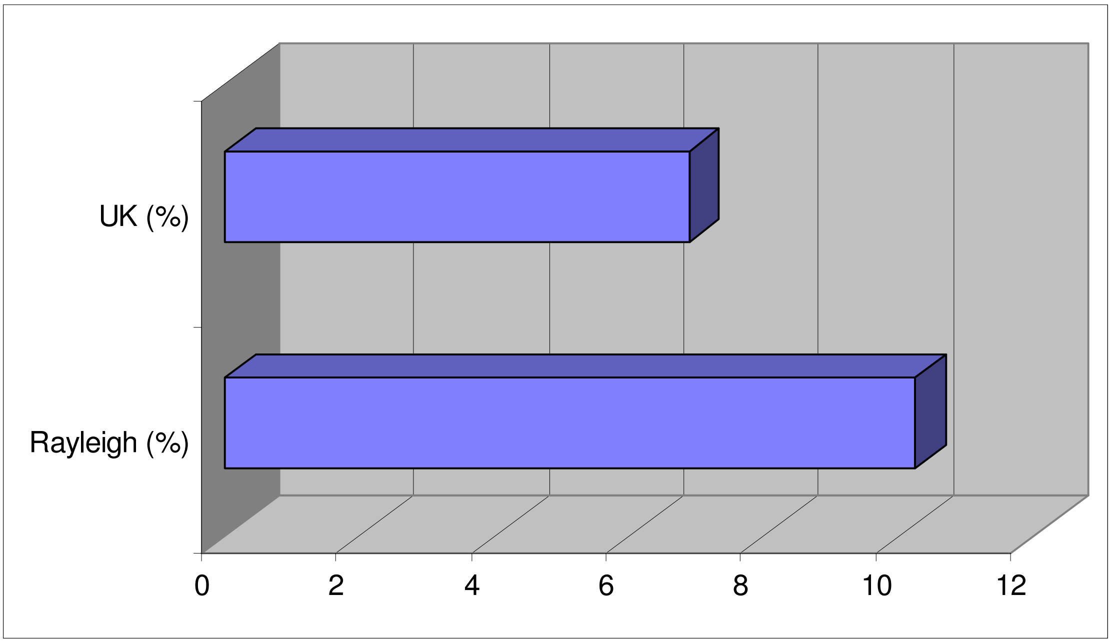


Figure 16: Proportion of Leisure Service Units in Rayleigh Town Centre compared to UK Average (2008)

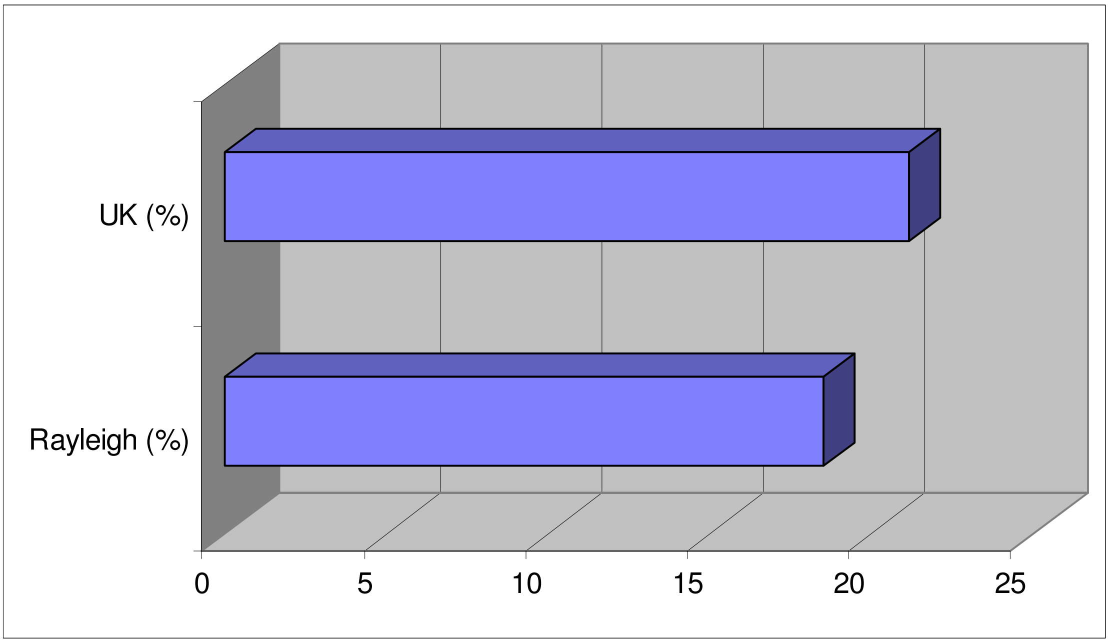


Fig 17: Proportion of Leisure Service Floorspace in Rayleigh Town Centre compared to the UK average (2008)

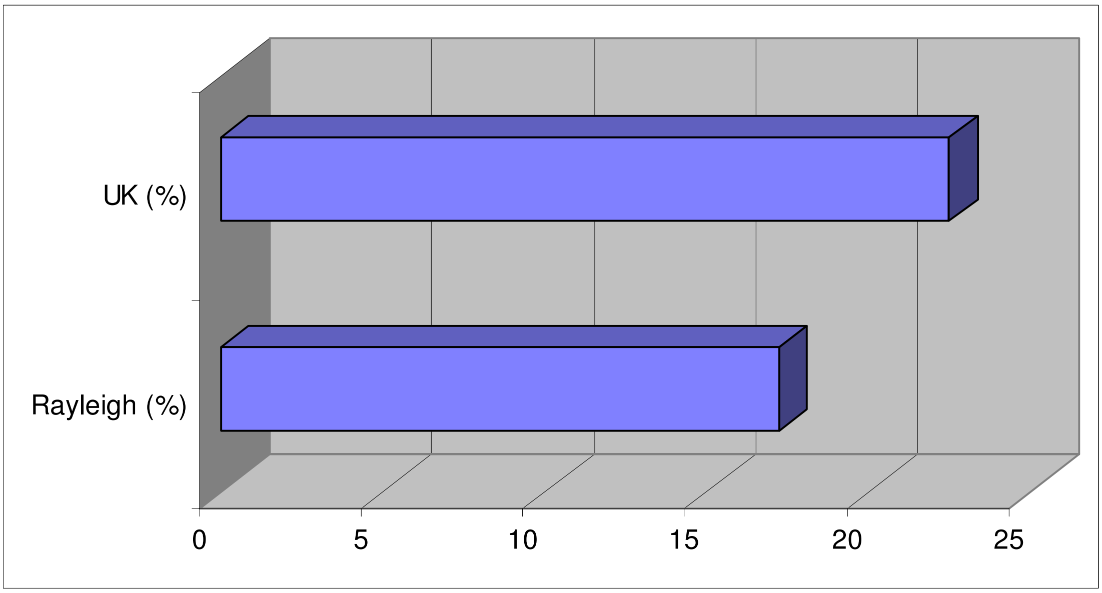


Fig 18: Proportion of Business and Financial Units in Rayleigh Town Centre compared the to UK average (2008)

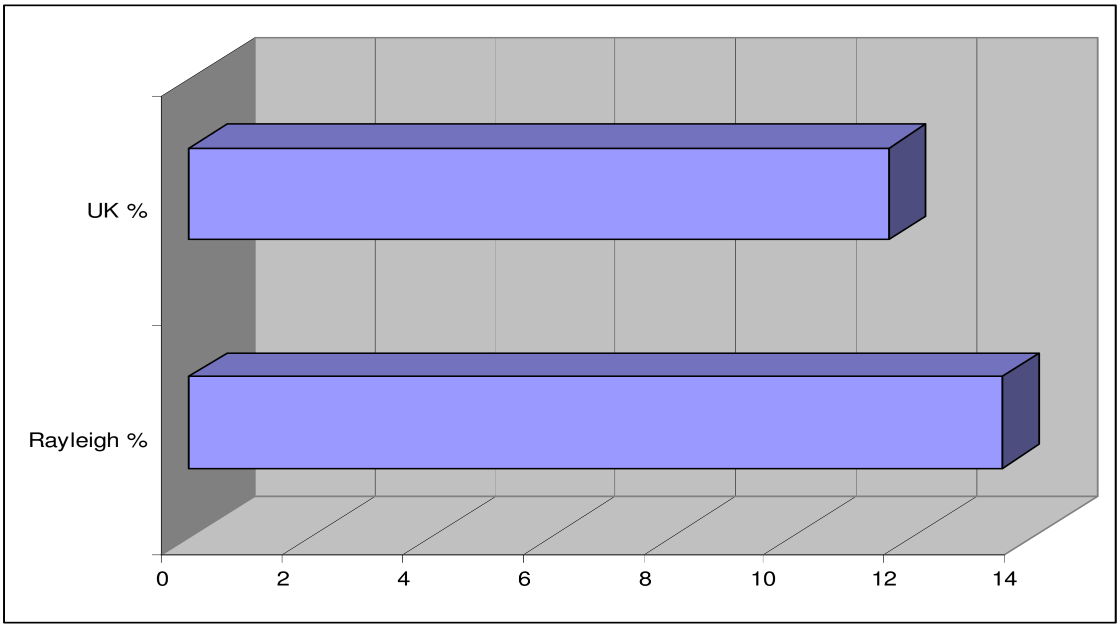
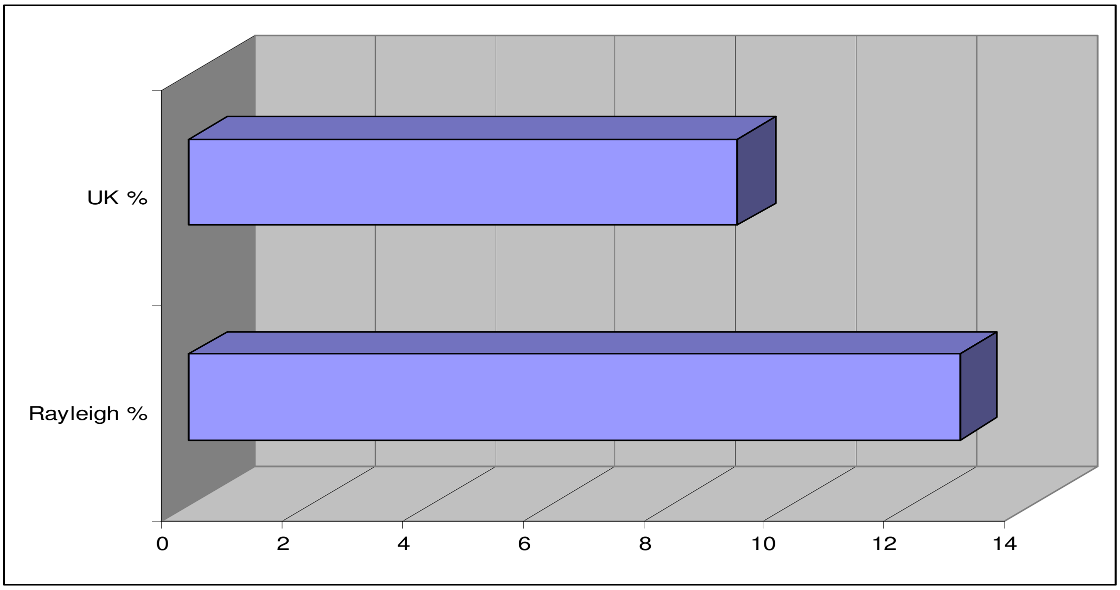


Fig 19: Proportion of Business and Financial Floorspace in Rayleigh Town Centre compared to the UK Average (2008)



Discussion

Raleigh benefits from a full range of retail service providers including opticians, travel agents, health and beauty services, dry cleaners and clothing and fancy dress hire, to name a few. A total of 35 units are engaged in the retail service sector, with a total floor space of 3191.9m^2. This represents 18.5% of the total number of units and 10.25% of the total amount of floor space within the town centre. This compares to a national average of 12.66% in terms of the total number of units, and 6.88% in terms of total floor space.

The leisure service sector includes a range of activities, from pubs, bars and nightclubs, to fast-food takeaways, restaurants, bingo halls, hotels, cinemas and sports and leisure facilities. 37 units are engaged in the leisure service sector with a total floor space of 5365.9m^2. This equates to 18.5% of the total number of units and 17.24% of the total amount of floor space. This compares to national averages of 21.16% and 22.49% respectively.

The financial and business service sector includes building societies, property services, financial, legal and business services, as well as employment and career services and printing and copying services. This sector occupies 27 units with a total floor space of 3983.99m^2. This represents 13.5% of the total number of units in Raleigh town centre, and 12.8% of the total amount of floorspace. This compares to national averages of 11.61% and 9.11% respectively.

Therefore, the retail service sector, and financial and business service sectors are well represented in Rayleigh, coming in above the national averages for unit numbers and proportion of floorspace, while the leisure service sector is below the national average in both cases.

8. UNIT SIZES

Table 3 below highlights the composition of Rayleigh Town Centre at February 2008 in terms of the size of retail units.

Table 3: Size of Units within Rayleigh Town Centre

Size of Unit (ground floor area)	Number of units	Proportion of Total (%)	
		Rayleigh	UK
Under 93 sq m (1,000 sq ft)	81	40.5	39.1
93-232 sq m (1,000-2,499 sq ft)	94	47.0	39.6
232-464 sq m (2,500-4,999 sq ft)	16	8	12.6
465-929 sq m (5,000-9,999 sq ft)	7	3.5	5.1
929-1,393 sq m (10,000-14,999 sq ft)	1	0.5	1.5
1,393-1,858 sq m (15,000-19,999 sq ft)	0	0	0.7
1,858-2,787 sq m (20,000-29,999 sq ft)	1	0.5	0.7
Above 2,787 sq m (30,000 sq ft)	0	0	0.8
Total	200	100	100

The table above illustrates that Rayleigh's composition, while tending towards the smaller end of the scale is nevertheless much more diverse than Rochford and Hockley. While 40.5% of the units are still below 93m2, 47% are within the mid range of 93-232 m^2. There are more mid to large sized units, including one over 1,858m^2 which is the Somerfield located at Eastwood Road.

9. RETAILER DEMAND

Table 4 below identifies retailers who have expressed a desire to be located in the Rayleigh Town Centre between Oct 2007 and April 2008, along with their retail floorspace requirements.

Table 4: Retail floorspace requirements

Retailer	Use Class Category	Unit size requirement (m^2)
Card Factory	Comparison	93-130
Marstons Plc	Leisure Service	2023-2181
Majestic Wine	Convenience	186-464
Bon Marche Limited	Comparison	232-325
Hammond Furniture Ltd	Comparison	93-464
Essensuals Hairdressing	Retail Service	74-111
Travelodge	Retail Service	929-1858
Billabong	Comparison	130-464
Barefruit Juice	Convenience	14-51
Instore	Comparison	650-292
Dolland & Aitchson	Retail Service	65-186
Subway	Leisure Service	37-139
Gamestation	Leisure Service	120-167
Café Nero	Leisure Service	74-185
Instore	Comparison	740-1114
Instore	Comparison	740-1114
Priceless	Comparison	136-185
Phones 4 U	Comparison	55-139
Barracuda Group	Leisure Service	325-510
Barracuda Group	Leisure Service	464-836

10. RENTS AND YIELDS

Table 5 below records the changes in prime pitch Zone A rents in Rayleigh Town Centre between 1999 and 2008.

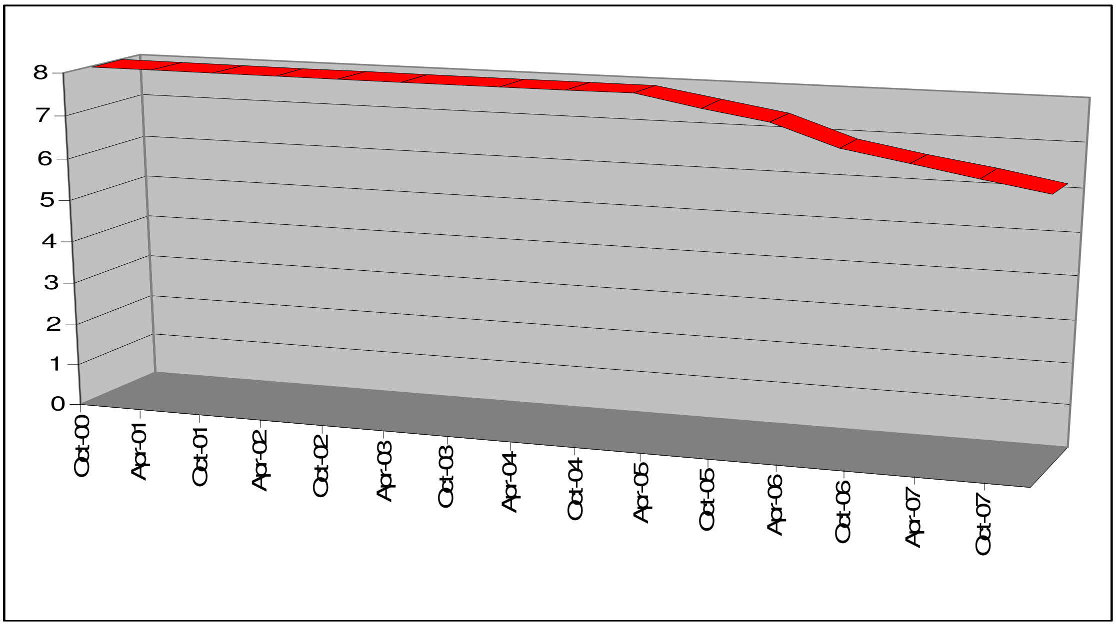
Table 5: Prime Pitch Zone A Rents (£/sq ft)

Centre	June '99	June '00	June '01	June '02	June '03	June '04	June '05	June '06	June '07	% change
Rayleigh	45	45	45	50	50	50	55	55	55	22.22
Basildon	90	100	95	105	120	120	125	135	135	50
Southend on Sea	100	100	100	110	110	110	110	115	120	20

Source: Focus Town Centre Reports (2008) based on Colliers CRE's opinion of open market Zone A rents

Prime pitch Zone A rents in Rayleigh have increased from £45.00sq ft to £55.00sq ft. This represents a 22.22% increase over a nine year period. Comparisons with Rochford and Hockley cannot be made as information for these two centres is not available. Within the sub-region, information is only available for Basildon and Southend on Sea who have experienced Zone A rent increases of 50 percent and 20 percent respectively.

Fig 20: Retail Yields in Rayleigh



01/10/ 2000	01/04/ 2001	01/10/ 2001	01/04/ 2002	01/10/ 2002	01/04/ 2003	01/01/ 2004	01/07/ 2004	01/01/ 2005	01/07/ 2005	01/01/ 2006	01/07/ 2006	01/01/ 2007	01/07/ 2007	01/01/ 2008
8	8	8	8	8	8	8	8	8	7.75	7.5	7	6.75	6.5	6.25

Source: Valuation Office Agency (VOA): Property Market Report (PMR), January 2008.

Figure 20 shows that the current yields for Rayleigh have fallen from 8% in October 2000 to 6.25% in 2008. Indeed, the current commercial yields are the lowest recorded for the past eight years. This trend of reducing yields is also evident in nearby centres. Since October 2000, yields in Basildon have decreased from 7% to 5.75% in January 2008. Yields in Southend-on-sea have reduced from 7.5% to 4.75% over the same period.

11. VACANCIES

Table 6: Vacancies in Rayleigh (2008)

Vacancy			
	Total	Rayleigh (%)	UK (%)
No. of Units	12	6.0	10.09
Floorspace	1066.2	3.18	8.17

Fig 21: Location of vacant units in Rayleigh Town Centre

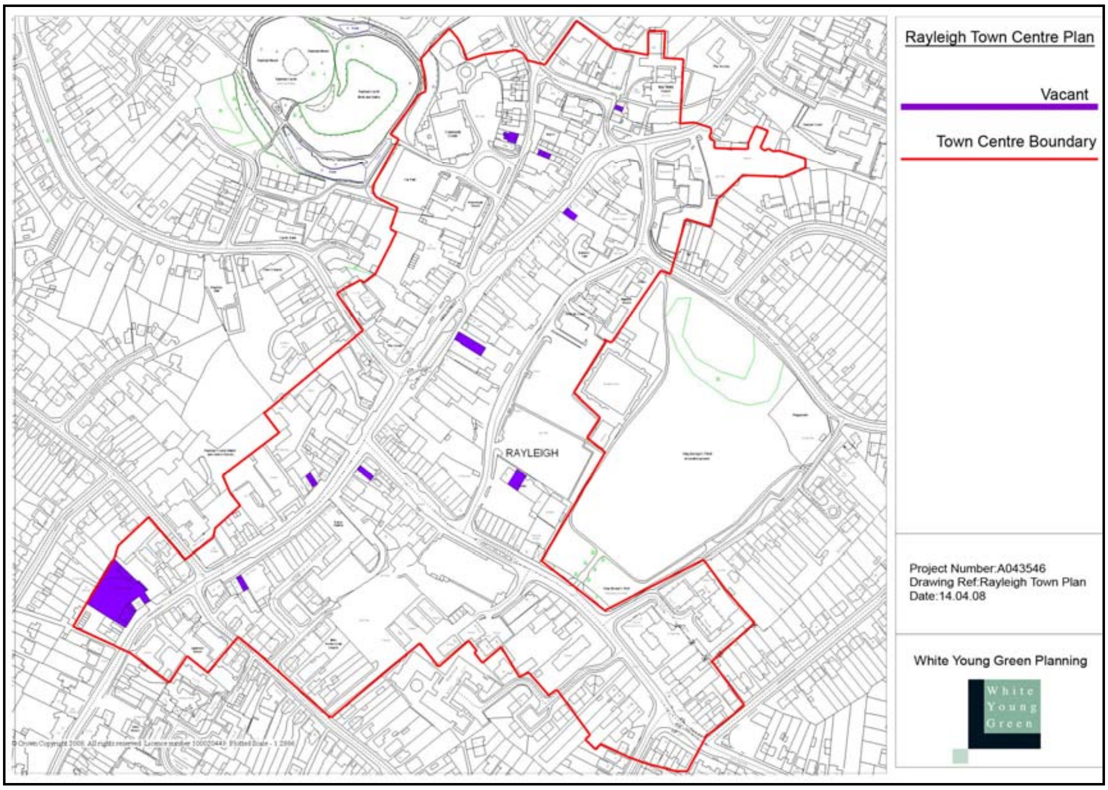


Fig 22: Proportion of vacant units in Rayleigh Town Centre

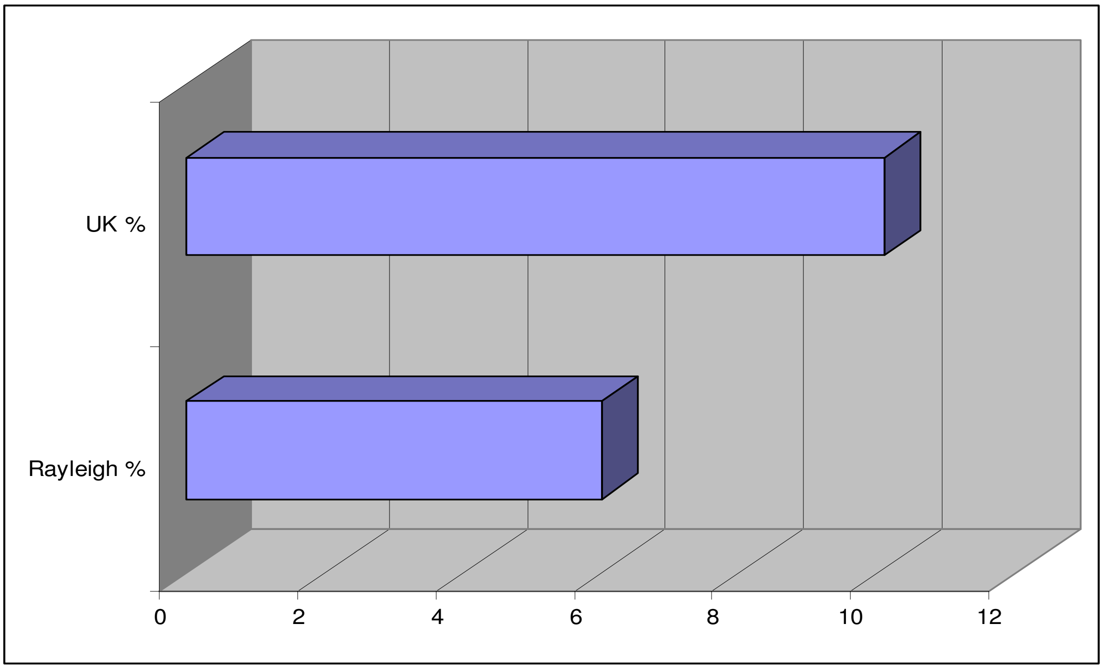
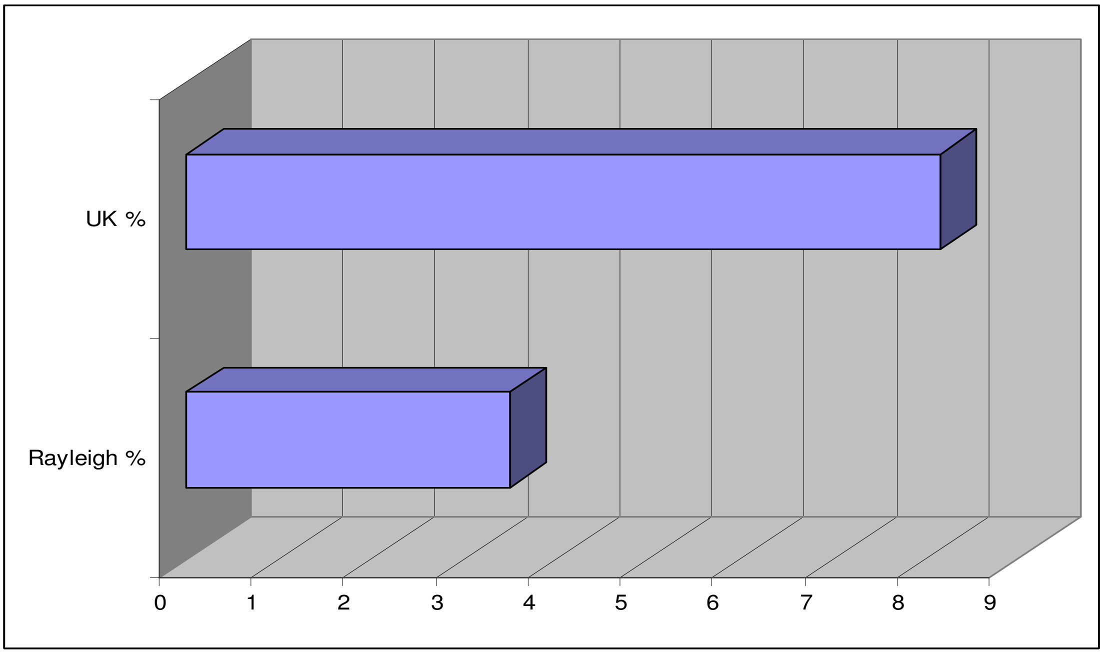


Fig 23: Proportion of vacant floorspace in Rayleigh Town Centre



Discussion

Table 6 illustrates that at February 2008 there were 12 vacant retail units in the town centre, which occupied a floorspace of 1066.2m^2. This represents 6.0% of all outlets and 3.5% of floorspace, compared to the respective national averages of 10.09% and 8.17%.

Vacancies are not concentrated to one area of town, rather they are scattered throughout, with six vacancies on the high street, two inside Berry Arcade, and the remainder on Websters Way, Chapel Street and Bellingham Lane. The vacant unit at 69 High Street is in a key location, however construction was taking place within the store at the time of the health check visit which suggests that is would be trading in the near future.

12. ACCESSIBILITY

Car and car parking: Rayleigh can be directly accessed by car from Hockley via the A127 which connects with the A129 and forms Rayleigh High Street. The A127 thereafter has linkages to Southend-on-Sea and Westcliffe on Sea to the south, and Wickford and Basildon to the West.

Onstreet parking is available throughout the majority of the town centre area and was well utilised during each of the visits to the centre. In addition, the table below sets out the off street parking areas provided within Rayleigh.

Table 7 – Parking within Rayleigh

Location	Parking Spaces	Short/Long Stay
Bellingham Lane	68	Mixed Stay
Castle Road	148	Mixed Stay
Civic Suite	49	Only on Saturday and for use of patrons of the civic suite building
The Approach (outside town centre)	First 40 spaces dedicated to season ticket holders.	Designated Long Stay for commuters
The Market	65	Mixed Stay
Mill Hall – Bellingham Lane	53	Short Stay
Websters Way	347	Designated Short Stay for use as a shoppers car park.

Charges for the above car parks range from 60p for up to 1 hour, £2.40 for up to 4 hours and in some cases £4 for all day parking. Season tickets are also available either quarterly or annually.

Public transport: Rayleigh's railway station is located five minutes walk away from the High Street. A mainline service operated by Anglia National Express runs between Southend-on-Sea and London Liverpool Street. Services are provided three times an hour during weekdays, with slightly larger intervals at weekends.

The town has frequent bus services to and from neighbouring towns in the district. The number 7 and 8 buses travel to Hockley and Rochford from Hockley Road. A number of buses depart from Eastward Road bound for Westcliffe-on-Sea and Southend-on-Sea (9, 11A, 15A-C, 16, 25, 250) and High Road bound for Benfleet, Hadleigh and Leigh-on-Sea (A,3,3A, 15A-B, 16, 24, X30).

Other: As with other centres in Rochford District, there does not appear to be any specific provision for cyclists or people with disabilities other than limited cycle parking at the Railway Station.

13. ENVIRONMENTAL QUALITY

Rayleigh is designed around a High Street layout where the majority of retail provision is concentrated on a central spine road. It is along the High Street where the greatest footfall occurs and is the centre of most activity within Rayleigh.

The northern end of High Street benefits from very wide footpaths with well placed seating areas which collectively create a pleasant shopping environment. The built environment is well maintained and comprises a mix of buildings of various ages and styles. Street furniture in this area includes lighting; benches; bins; and planters containing flowers. There is very little litter or graffiti within the central shopping area. Public art features, such as the town clock, contribute to a high level of amenity within the public realm.

Occupied units are well maintained and the low percentage of vacancies within the centre enhances its amenity.

14. PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

Discussions that have taken place with Rayleigh District Council and Essex Police indicate that the actual occurrence of crime is much lower than the perception. There has been a significant reduction in anti-social behaviour throughout Rayleigh District as a whole, equating to a reduction of 26% from the previous 2006/2007 financial year. Figures for the 2007/2008 financial year up until February 2008 show a reduction from 312 cases to 239 cases in Rayleigh.

Reductions in antisocial behaviour have been attributed to various measures including graffiti walls, games nights and engagement with Rayleigh District Council and youth services. These initiatives have proven successful and are complemented within the community. CCTV is in operation in Rayleigh Town Centre and is manned until between 2-3am.

In order to better align the perception of crime with actual occurrences, a regular page within the local community paper ‘Rayleigh District Matters’ acts as a means of informing the public, with the aim of reducing fear of crime.

15. SHOPPING FRONTAGE STUDIES

A review of the RDC's May 2008 Retail Frontage Surveys indicate than one additional vacancy arose in the months following WYG's heath check visit. This vacancy is located at 133 High Street and the unit was previously occupied by a convenience goods retailer.

This increases the total number of vacant units from 12 to 13 and increases the percentage of vacant units within the town centre from 6.0% to 6.5%. This is still well below the national average of 10.09%. Similarly, while the total amount of vacant floor space within Rayleigh has increased by 118.4m2, the percentage of vacant floor space remains low at 3.8%, significantly below the national average of 8.17%.

ROCHFORD HEALTH CHECK ASSESSMENT

1. DATE OF SITE VISIT:

A full health check visit to Rochford town centre was carried out on 27 February 2008. Visits to Rochford were also undertaken on 06 February and 28 February to inform the health check assessment.

2. LOCAL PLAN STATUS:

The Rochford District Local Plan (2006) identifies Rochford as a 'Town Centre'. The Proposals Map defines the town centre boundaries and the primary and secondary frontages which are replicated in Figures 1 and 8 below.

Fig 1: Town centre boundary of Rochford Town Centre, as defined by the Local Plan

Fig 2: Aerial photograph of Rochford Town Centre with the town centre boundary superimposed

PHOTOGRAPHS OF ROCHFORD TOWN CENTRE

Fig 3 (top left): Market Square – Social Services Office and Natwest Bank

Fig 4 (top right): Schematic Town Centre Diagram – Displayed at edge of Market Square

Fig 5 (top left): Looking west along West Street
Fig 6 (top right): Market Square looking North
Fig 7 (bottom left): Looking east along West Street - this is the main access route to the town centre from the Rochford Rail Station.

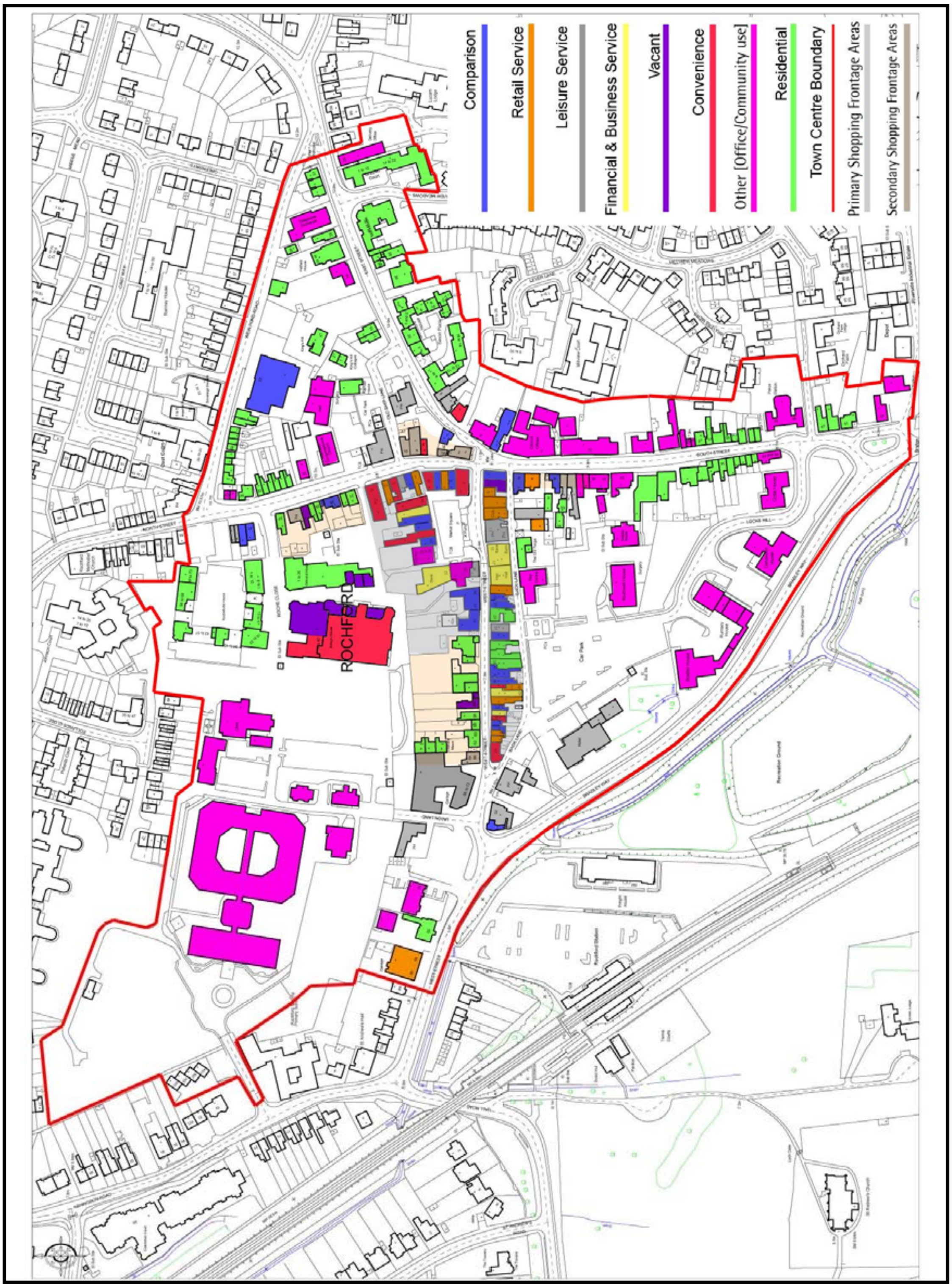
3. CENTRE OVERVIEW

Rochford town centre is located 36 miles east of London and 3 miles north-west of Southend-on-Sea. The town has retained the appearance and atmosphere of an 18th and 19th century market town. It does not have a high street, rather it contains one of the few remaining town cross patterns in England comprising North, South, East and West Streets.

The town centre is focused on West Street and the Market Square. This area contains many small units offering a range of goods and services, including banks, bakeries, public houses, and small boutique style retail units. The Rochford District Council offices are also based in the town centre, which combined with the Rochford Public Library are the focus for the town's civic activities. A market is held every Tuesday in the Market Square. This is one of the oldest in England, and had its beginnings in 1247 when the Lord of the Manor, Sir Guy de Rocheforte was granted a charter to hold a weekly market.

Figure 8 (below) comprises a land use plan which identifies the location and distribution of town centre activities within the Rochford town centre boundaries. This is based on WYG's health check site visit carried out in February 2008.

Fig 8: Land use plan for Rochford Town Centre



4. EXISTING USES IN ROCHFORD

The data contained in this section forms the basis for subsequent assessment.

Table 1: Unit breakdown in Rochford Town Centre compared to the UK average (2008)

Number of Outlets			
	Number	Rochford (%)	UK (%)
Convenience	12	13.79	8.42
Comparison	25	28.74	35.71
Retail Service	15	17.24	12.66
Leisure Service	18	20.69	21.16
Financial and Business Service	7	8.05	11.61
Vacant	10	11.49	10.09
Total	87	100	99.65

Table 2: Floorspace breakdown in Rochford Town Centre compared to the UK average (2008)

Existing Floorspace			
	Sq m	Rochford (%)	UK (%)
Convenience	1297.7	11.81	13.71
Comparison	2943.87	26.79	38.90
Retail Service	2106.16	19.17	6.88
Leisure Service	2645.3	24.07	22.49
Financial and Business Service	775.95	7.06	9.11
Vacant	1219.3	11.10	8.17
Total	10,988.28	100	99.26

Fig 9: Comparison of unit breakdown in Rochford Town Centre to the UK average (2008)

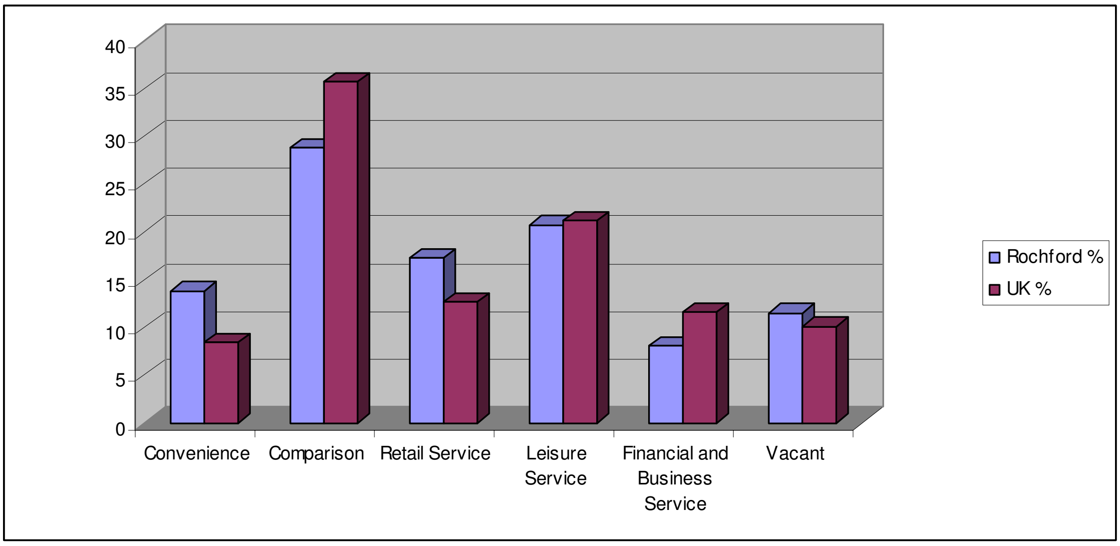
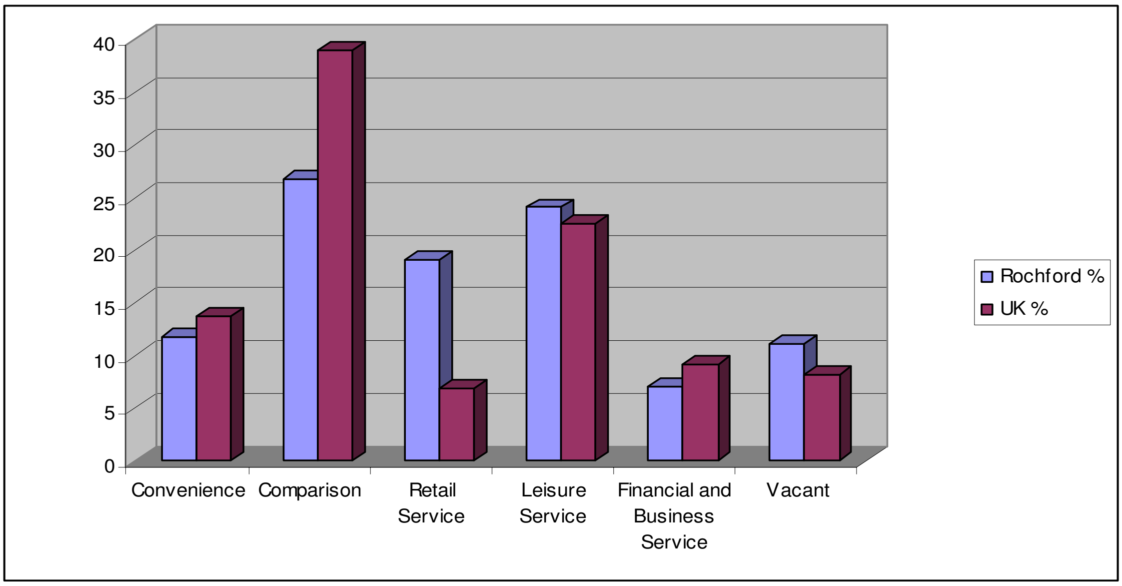


Fig 10: Comparison of floorspace breakdown in Rochford Town Centre to the UK average (2008)



4. CONVENIENCE RETAIL

Fig 11: Proportion of Convenience Units in Rochford Town Centre compared to the UK average (2008)

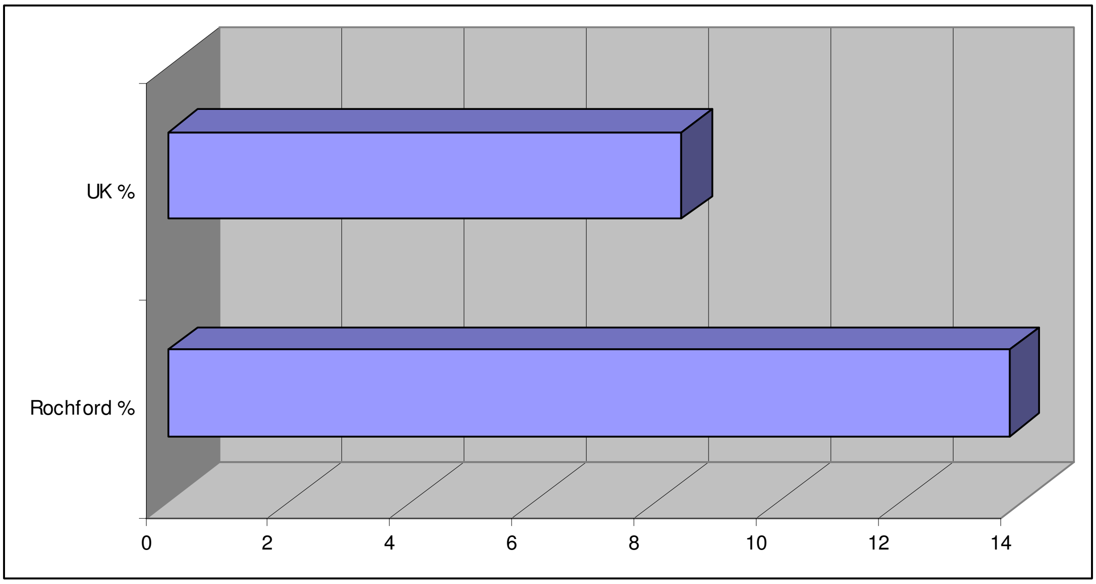
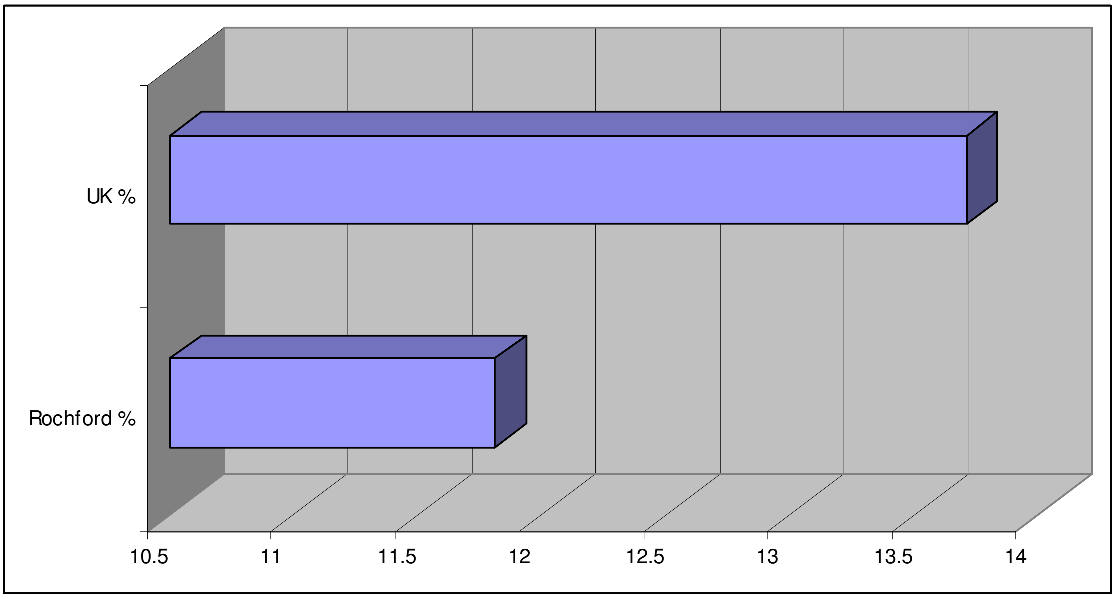


Fig 12: Proportion of Convenience Floorspace in Rochford Town Centre compared to the UK average (2008)



Discussion

13.79% of all the units in Rochford are in use for the sale of convenience goods. This compares to a national average of 8.42%. The convenience retailers present in the town centre include four small scale convenience stores, a greengrocer, two bakers, a butchery, and the Somerfield supermarket in Roche Close which opened in 2007.

The higher than average convenience provision is not surprising having regard to the historical lack of a large supermarket until recent. Prior to the opening of the Somerfield supermarket, the Spar convenience store located in the corner of Market Square was the largest convenience retailer in Rochford. However its limited floorspace and product range limited it to a 'top-up' shopping facility, as it was unable to meet the demands of a weekly food shop. This in turn resulted in the majority of Rochford residents travelling outside the centre for their weekly groceries.

5. COMPARISON RETAIL

Fig 13: Proportion of Comparison Units in Rochford Town Centre compared to the UK average (2008)

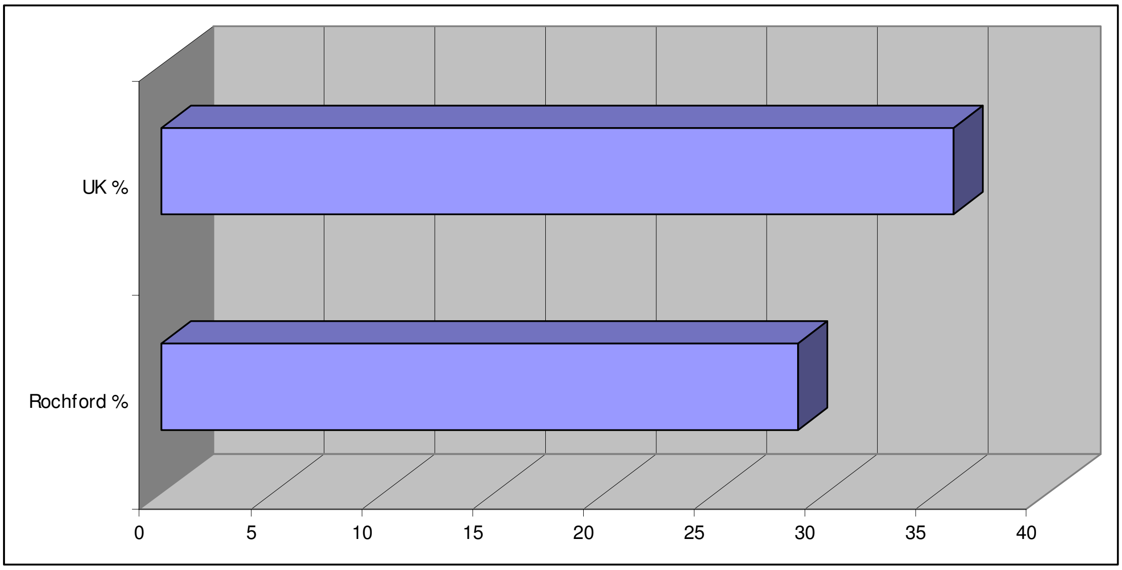
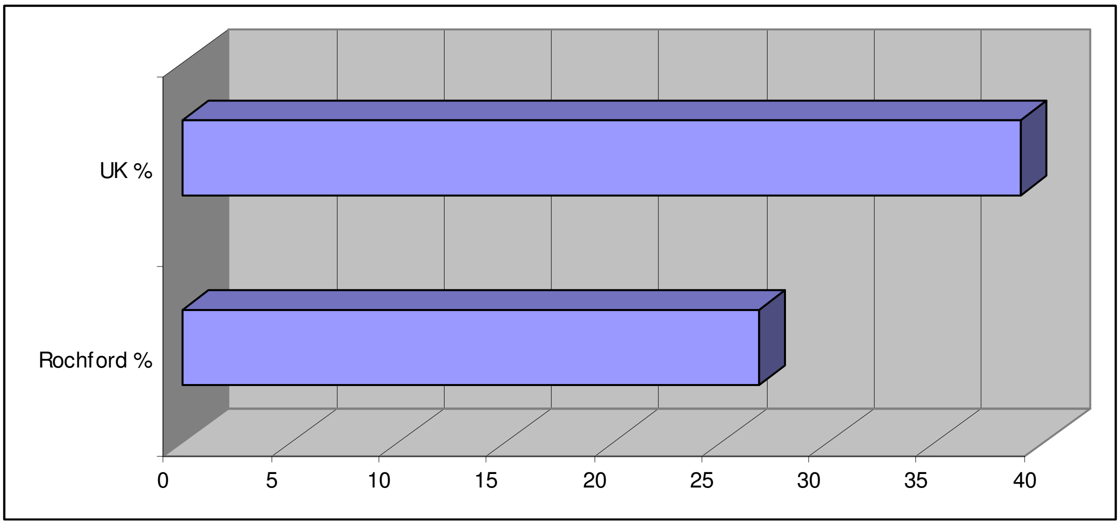


Fig 14: Proportion of Comparison Floorspace in Rochford Town Centre compared to the UK average (2008)



Discussion

Comparison traders in Rochford occupy 28.74% of outlets against a national average of 35.71%. This less than average provision is further reflected in the total amount of floorspace occupied by comparison traders. Whereas the UK average is 38.9%, just 26.79% of the floorspace within Rochford town centre is occupied by comparison retailers.

These figures suggest that the comparison goods offer in Rochford is limited which is expected given the stronger convenience and service sectors within this lower tier centre. The comparison offer is dominated by independent vendors, with a notable lack of larger national multiples. While this is likely to be a result of the higher number of smaller units and commensurate lack of medium and larger sized units, it does provide a point of difference from other centres and provides the opportunity to create a 'boutique style' shopping environment.

None of the 'Top 20' retailers are represented in Rochford, although a Co-op Pharmacy is located in West Street.

6. SERVICE ACTIVITIES

Fig 15: Proportion of Retail Service Units in Rochford Town Centre compared to the UK average(2008)

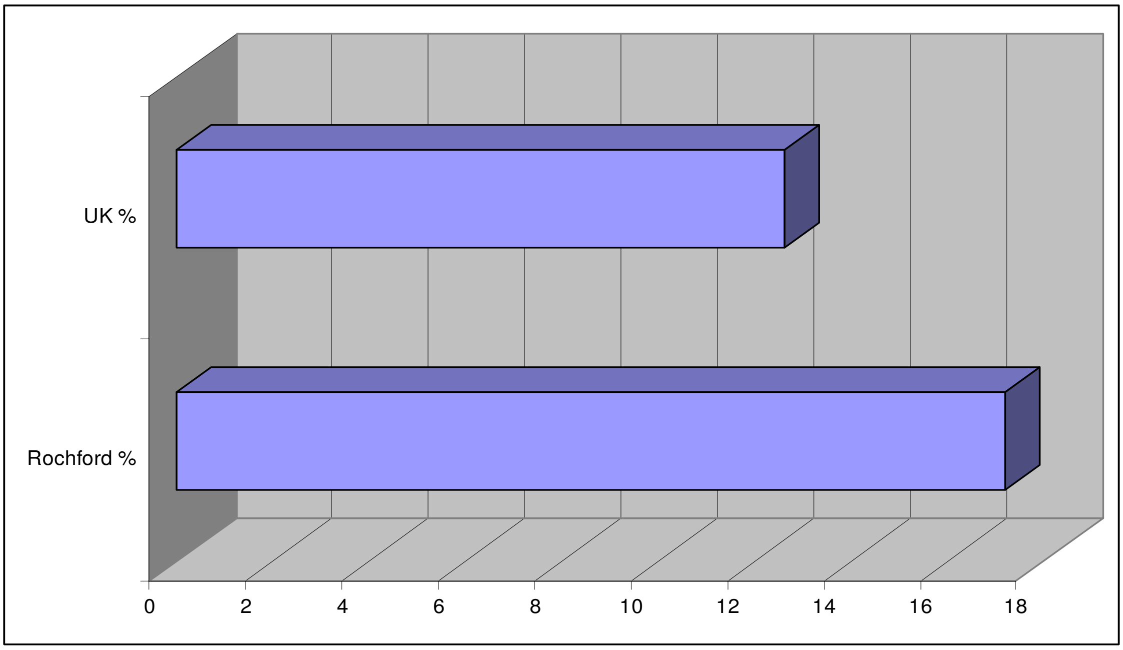


Fig 16: Proportion of Retail Service Floorspace in Rochford Town Centre compared to the UK average (2008)

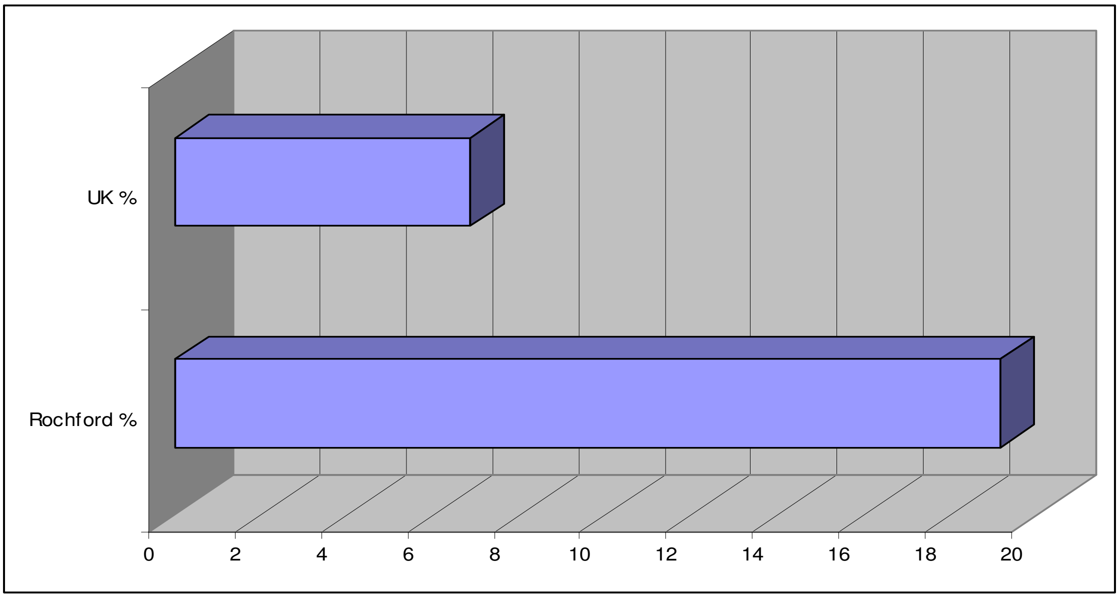


Fig 17: Proportion of Leisure Service Units in Rochford Town Centre compared to the UK average (2008)

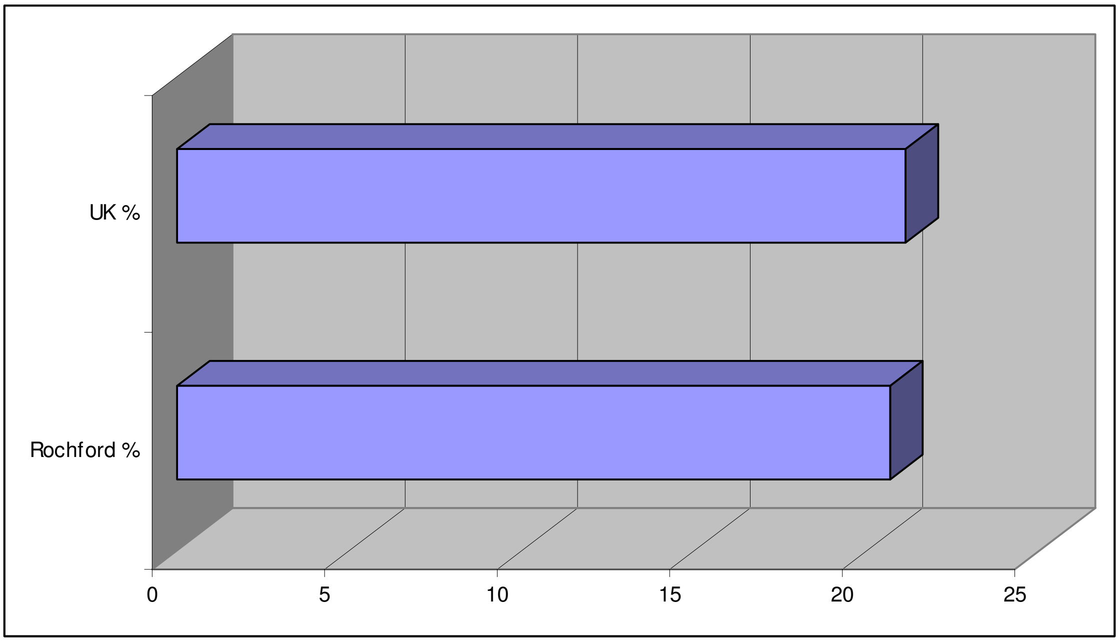


Fig 18: Proportion of Leisure Service Floorspace in Rochford Town Centre compared to the UK average (2008)

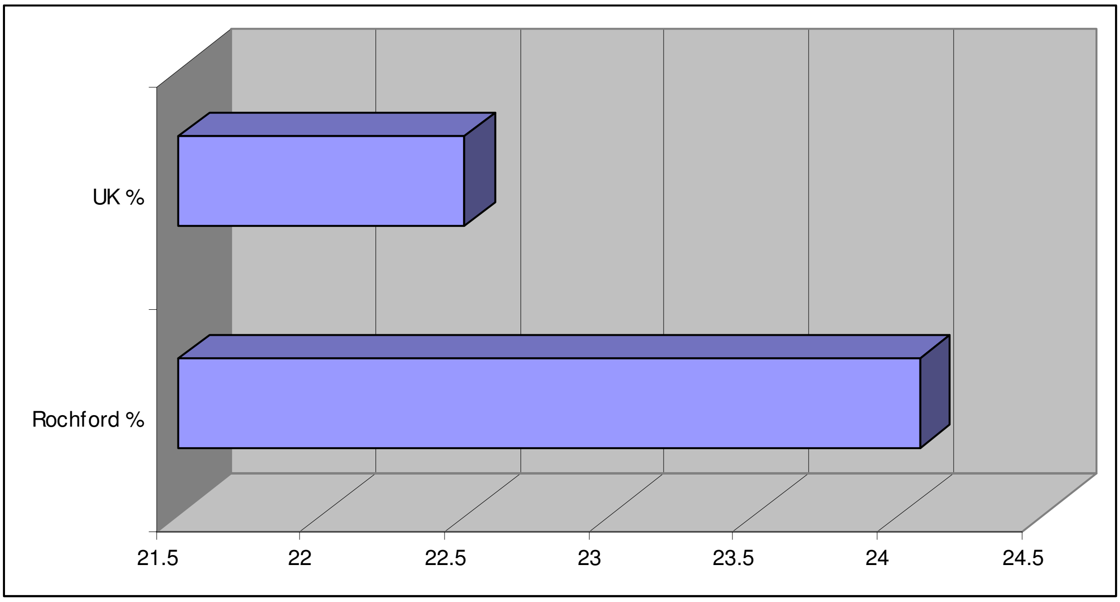


Fig 19: Proportion of Business and Financial Units in Rochford Town Centre compared to the UK average (2008)

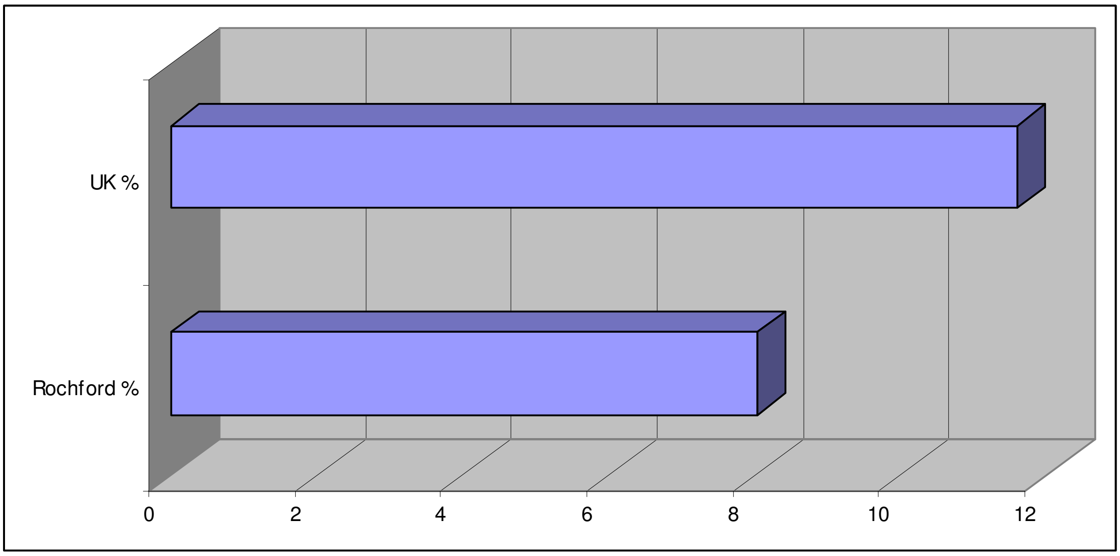
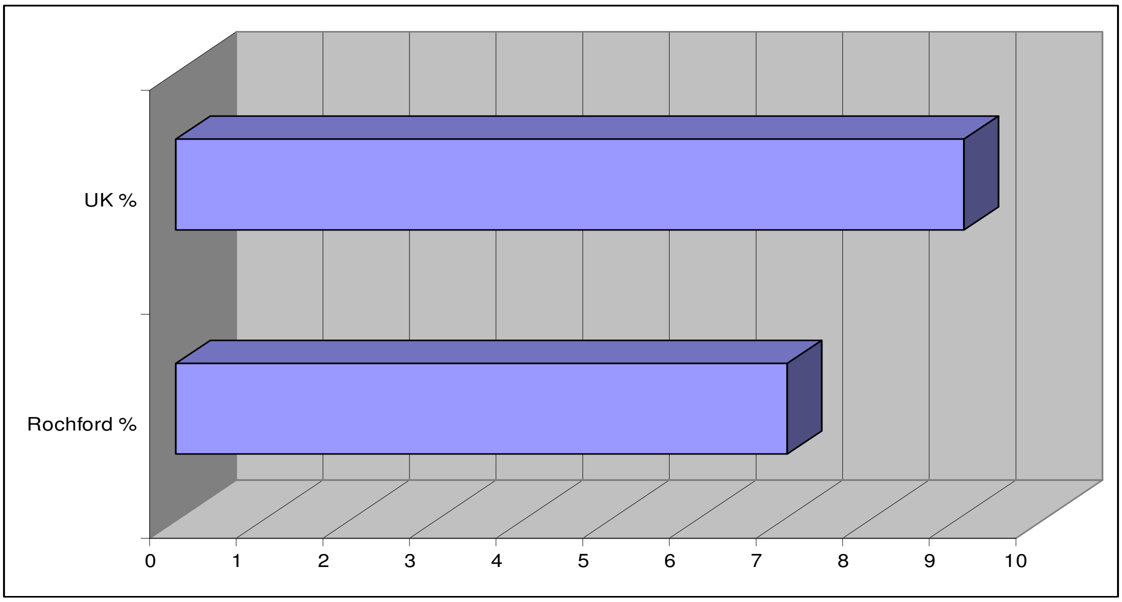


Fig 20: Proportion of Business and Financial Floorspace in Rochford Town Centre compared to the UK average (2008)



Discussion

Fifteen of the total 87 units within Rochford town centre are presently occupied by retail service activities. This equates to 17.24% of the total number of units, and compares positively to a national average 12.66%.

A further 18 units are occupied by leisure service activities. This equates to 20.69 the total number of units, only slightly below the national average of 21.16%.

Seven units are occupied by financial and business service providers. This equates to 8.05% within Rochford, some 3.55% below the national average of 11.61%.

Although the leisure and financial and business service sectors are below national averages, when considered holistically, 40 units, or 45.98% of all units within the town centre are occupied in service activities. This is commensurate with the national average of 45.13%.

7. UNIT SIZES

Table 3 below highlights the composition of Rochford Town Centre at February 2008 in terms of the size of retail units.

Table 3: Size of Units within Rochford Town Centre

Size of Unit (ground floor area)	Number of units	Proportion of Total (%)	
		Rochford	UK
Under 93 sq m (1,000 sq ft)	51	58.6	39.1
93-232 sq m (1,000-2,499 sq ft)	29	33.3	39.6
232-464 sq m (2,500-4,999 sq ft)	3	3.4	12.6
465-929 sq m (5,000-9,999 sq ft)	3	3.4	5.1
929-1,393 sq m (10,000-14,999 sq ft)	1	1.1	1.5
1,393-1,858 sq m (15,000-19,999 sq ft)	0	0	0.7
1,858-2,787 sq m (20,000-29,999 sq ft)	0	0	0.7
Above 2,787 sq m (30,000 sq ft)	0	0	0.8
Total	87	99.8	100.1

The above table clearly indicates the very high percentage of smaller units within the town centre. A total of 51 (equating to almost 60%) are less than $93m^2$ in floor area, with a further 29 (33.3%) less than $232m^2$ in floor area. There are no large units in excess of $1,393m^2$.

While the absence of very large units is not unexpected in a town of this size, the prevalence of smaller units and the lack of larger alternatives may act as a constraint to further retail development, and particularly larger format national multiples.

8. RETAILER DEMAND

The Focus Report indicates that between October 2007 and April 2008 a total of four retailers registered demand in respect of Rochford town centre, as detailed in Table 4 below.:

Table 4: Retailer demand in Rochford Town Centre

Retailer	Type	Unit size requirement (m2)
Barefruit Juice	Convenience	14-51
Dominos Pizza Group Ltd	Leisure Service	93-111
Subway	Leisure Service	37-139
The Factory Shop	Comparison	743-1393

9. RENTS & YIELDS

No information on rents or yields, sufficient to determine trends or patterns over time, could be obtained for Rochford due to its modest size and relatively low level of turnover.

10. VACANCIES

Table 5: Vacancies in Rochford Town Centre (2008)

	Total	Rochford (%)	UK (%)
No. of Outlets	10	11.49	10.09
Floorspace	1,219.3	11.10	8.17

Table 6: Location and size of vacancies in Rochford Town Centre

Location	Floor Area (m^2)
4 North Street	25
33 North Street	59.4
3 West Street	82.9
01-10 Roche Close	237
11-17 Roche Close	136.5
18-33 Roche Close	190.9
34-42 Roche Close	97.9
43-57 Roche Close	106.5
58-68 Roche Close	165.8
69-73 Roche Close	117.4

Fig 21: Location of vacant units in Rochford Town Centre

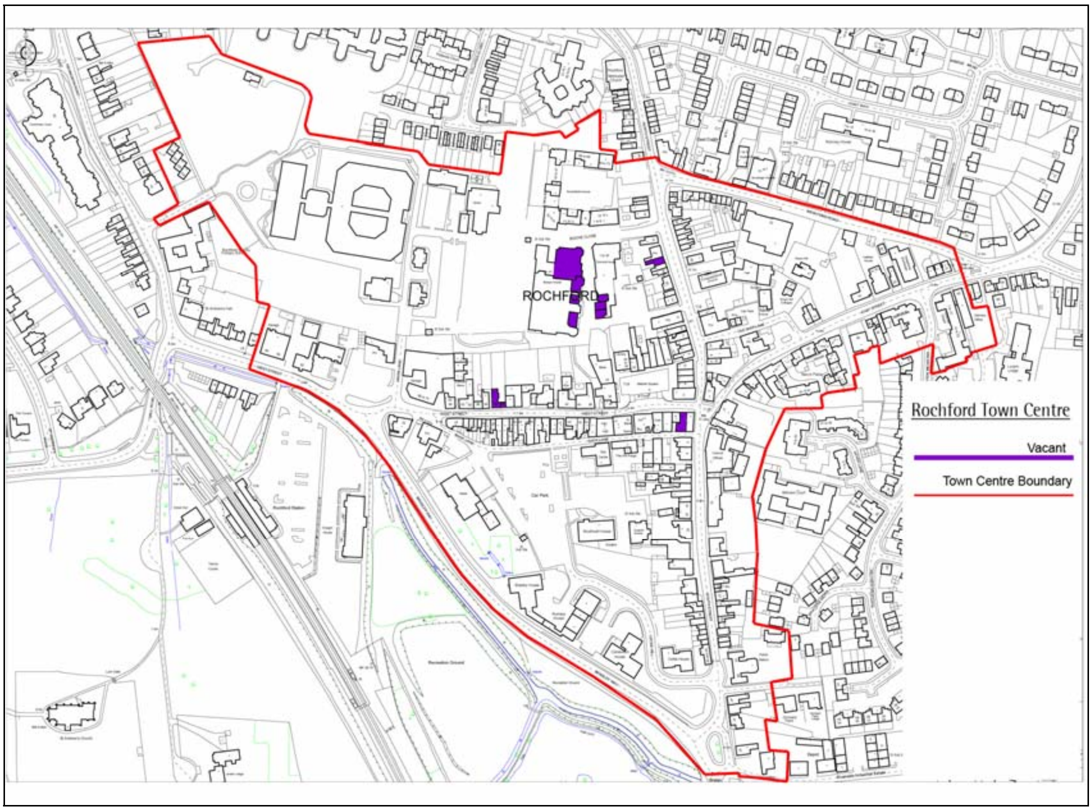


Fig 22: Proportion of Vacant Units in Rochford Town Centre compared to the UK average (2008)

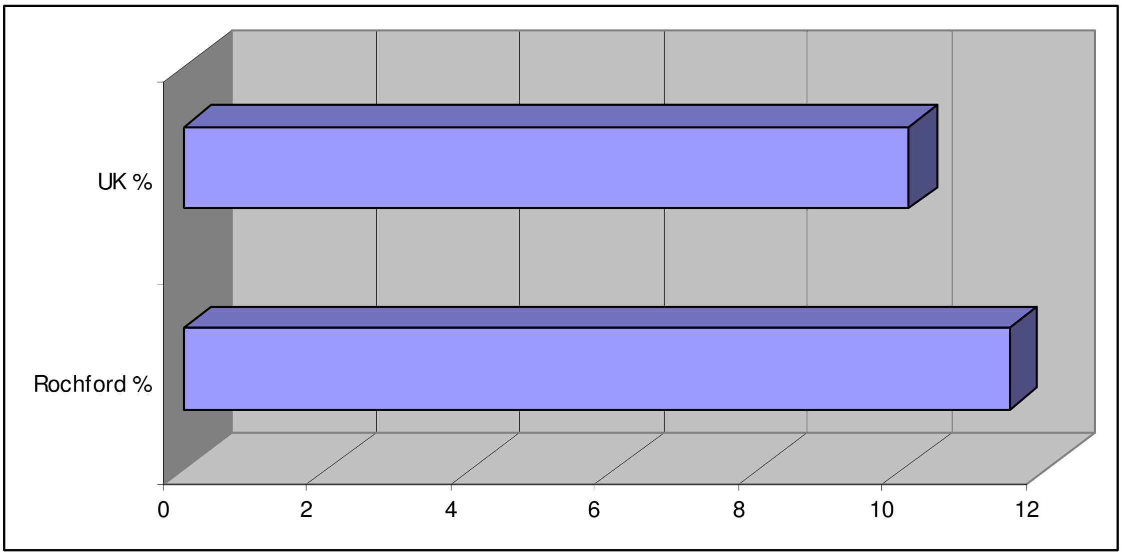
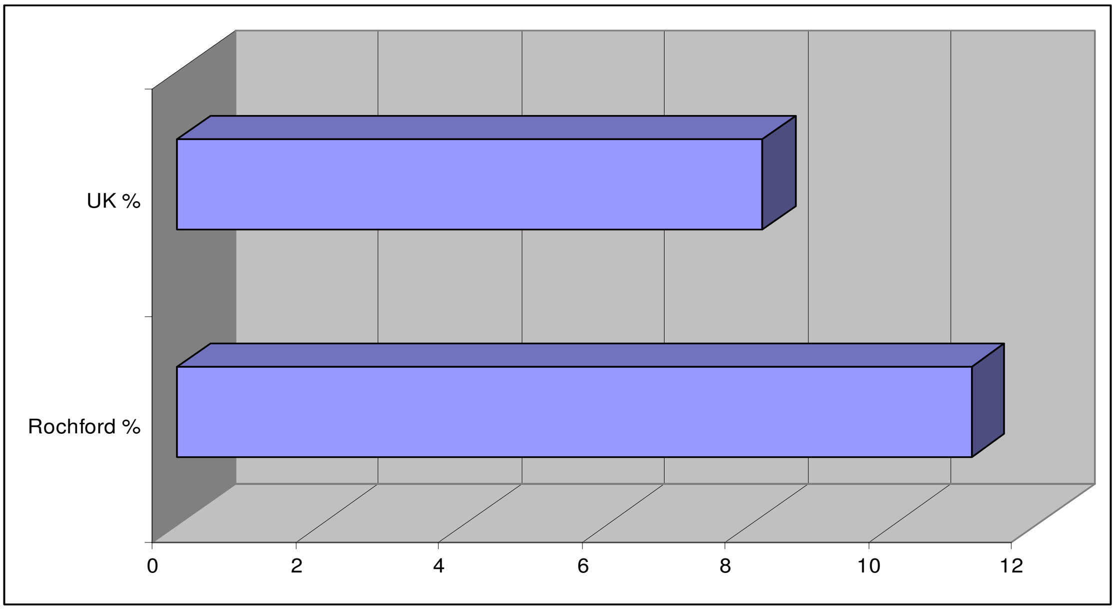


Fig 23: Proportion of Vacant Floorspace in Rochford Town Centre compared to the UK average (2008)



Discussion

There are 10 vacant retail units in the town centre representing 1,219.3m^2 of floorspace, as detailed in Table 6 above. These units represent 11.49% of all outlets and 11.1% of all floorspace within the town centre, compared to respective national averages of 10.09% and 8.17%.

There are presently six vacant retail units within the Somerfield development at Roche Close. These were not included on 2006 survey as they had not yet been built. These units are not clearly linked with the rest of the town centre. While pedestrian access provisions are available from Market Square such links are not clearly identifiable to the casual visitor.

There appears to be a disparity between the size of units sought by retailers and the actual vacancies present. The earlier table indicate that both Dominos Pizza and Subway have sought premises within a range comparable to those units vacant in Roche Close. However, these units were constructed as part of a mixed use scheme and are restricted by the permission to A1 uses. Therefore planning permission cannot be obtained for A3 occupants.

The vacancy at No. 3 West Street is in a highly prominent location opposite the Market Square and its vacancy detracts from the vibrancy and coherence of the streetscene.

Rochford District Council undertook a retail survey of primary and secondary shopping frontages in July 2006. At that time twelve vacant units were recorded. Four of these recorded vacancies are now in residential or office use, and are therefore not included in the comparisons discussed in this assessment, as residential and office uses are not included in the GOAD categories. As such, any reductions in the number of vacancies has been moderated by the completion of the Somerfield development.

11. ACCESSIBILITY

Car:

The B1013 (Hall Road) connects Rochford with Hawkwell and thereafter Hockley to the north east, and Southend-on-Sea to the south.

Car parks:

There are two main carparks within Rochford Town Centre. The Back Lane carpark is accessed from Locks Hill, off South Street, and provides 171 spaces. These spaces are available on both a short and long term basis, and season tickets can be purchased. This car park was at full capacity during each of the visits to the centre, perhaps reflecting the very reasonable parking charges (£4 per day) associated with its use.

The Old Ship Lane car park is a designated short stay facility, with a maximum stay period of 2 hours. This provides a total of 10 spaces.

The car park located in the Market Square provides 19 spaces. This car park was at full capacity at the time of the health check visits, with cars queuing in West Street. This backlog of vehicles creates a difficult environment for pedestrians to negotiate and has an adverse effect on amenity in the square.

Public transport:

The Rochford railway station is located a five-minute walk from the market square. The station is serviced by a mainline rail service which connects Rochford to London Liverpool Street and Southend Victoria. The station is staffed on a part time basis, with the ticket office open between 0600-1700 Mondays to Fridays, 0730-1420 on Saturdays and 0900-1500 on Sundays. There are no automatic self service ticketing machines present.

The station is complemented by an associated car park which provides 204 spaces. While located outside the town centre boundaries, car parking is available at reasonable rates, ranging between £3 off peak daily to £4.50 peak daily, with weekly, monthly and annual tickets also available. The location of the car park and its pricing structure indicate that it is targeted towards commuter use. A taxi rank is also located at the station, as is a partially sheltered cycle store for up to 40 bicycles, which is monitored by CCTV.

While footpaths link the Railway station and the town centre, there are particularly narrow due to the traditional street layout and do not allow for two way passing, as evidenced by Figure 24 below.

Fig 24: West Street looking north.

In addition, buses provide a form of local public transport, connecting Rochford with surrounding local towns. The table below provides a summary of destinations and their frequency.

Table 7: Rochford Bus Routes and Timetable

Number	Route	Standard Frequency	Sunday/Public Holidays
7	Rayleigh, Hockley, Rochford, Southend	30 minutes	30 – 60 minutes
8	Shoeburyness, Southend, Rochford, Hockley	30 min	60 – 120 minutes
60	Canewdon, Great Stambridge, Rochford, Southend	90 mins	
20X	Rochford, Rayleigh	1 service at 7.45am.	

12. ENVIRONMENTAL QUALITY

Rochford's retention of the 18-19th century market town layout creates a point of difference from conventional town centres with a high street layout and has a high level of amenity. There is generally very little litter or graffiti in the town centre area. Street furniture includes a small number of park benches and planters around the market square however the square's amenity value is adversely affected through its use as a car park.

13. PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

Discussions that have taken place with Rochford District Council and Essex Police indicate that the actual occurrence of crime is much lower than the perception. There has been a significant reduction in anti-social behaviour throughout Rochford District as a whole, equating to a reduction of 26% from the previous 2006/2007 financial year. Figures for the 2007/2008 financial year up until February 2008 show a slight increase in Rochford, from 207 to 243 instances, however there has also been a higher number of people brought to justice.

Reductions in antisocial behaviour have been attributed to measures such as graffiti walls, games nights and engagement with Rochford District Council and youth services. These initiatives have proven successful and are complemented within the community. Static CCTV cameras are used within Rochford Town Centre.

In order to better align the perception of crime with actual occurrences, a regular page within the local community paper 'Rochford District Matters' acts as a means of informing the public, with the aim of reducing fear of crime.

15. SHOPPING FRONTAGE STUDIES

Table 8 indicates the changes that have occurred between February and May 2008 in Rochford. There has been an increase of two vacancies involving the loss of one leisure service unit and one comparison retail unit.

Table 8: Rochford Retail Unit Changes (Feb-May 2008)

Address	WYG Town Centre Health Check (February 2008)	RDC Shopping Frontage Survey (May 2008)
64-66 West Street	Latha Restaurant	Vacant
8 South Street	The Dress Agency	Vacant

HOCKLEY HEALTH CHECK ASSESSMENT

1. DATE OF SITE VISIT:

A full health check visit to Hockley town centre was carried out on 27 February 2008. Visits to Hockley were carried out on 06 February and 28 February to inform the health check assessment.

2. LOCAL PLAN STATUS:

The Rochford District Local Plan (2006) identifies Hockley as a 'Town Centre'. The Proposals Map indicates the extent of the town centre boundaries and the position of the Primary and Secondary Shopping Frontages, which are replicated on Figures 1 and 6 below.

Fig 1: Town Centre boundary as defined by the Local Plan (2006)

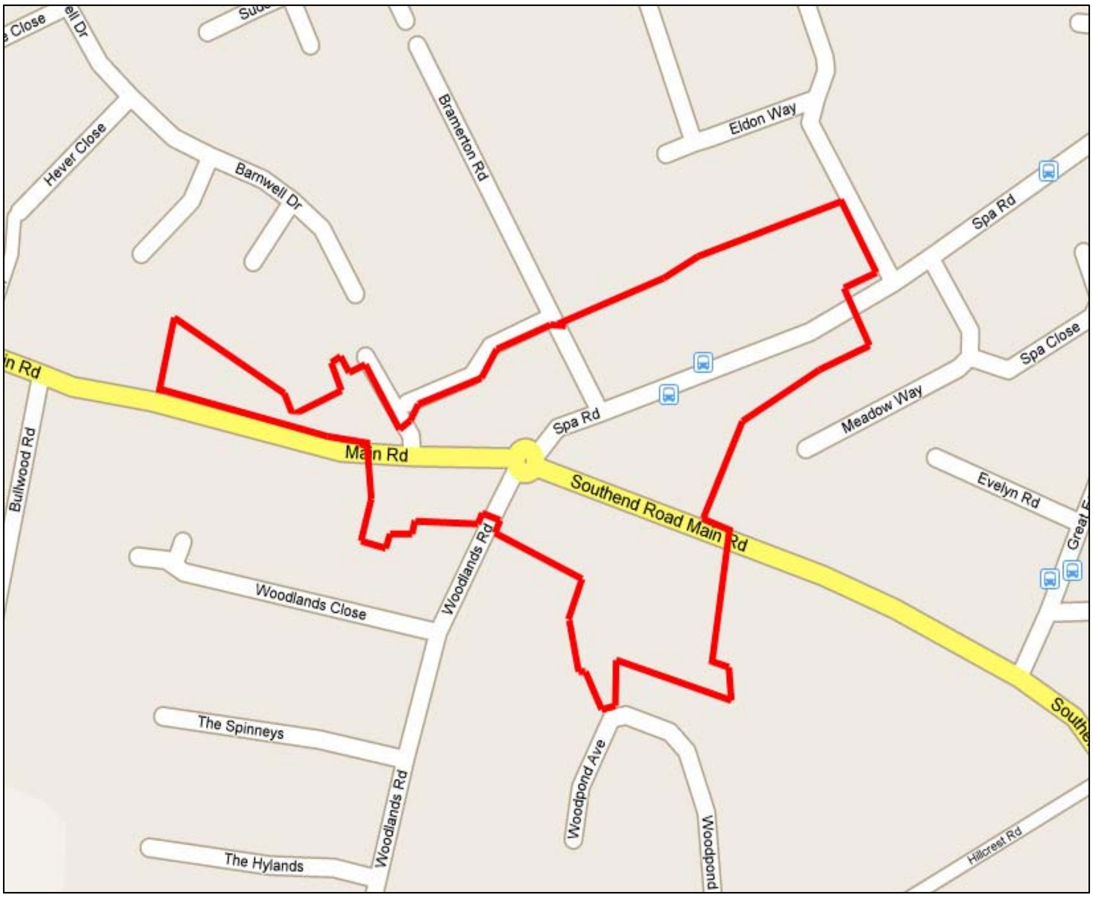


Fig 2: Aerial Photograph of Hockley Town Centre with the Town Centre boundary superimposed

Photographs of Hockley Town Centre

Fig 3 (top left): Retail units located at the south end of Spa Road

Fig 4 (right): Street trees within the pedestrian footpath, located at the south end of Spa Road

Fig 5 (bottom left): Vehicle movements, north end of Spa Road

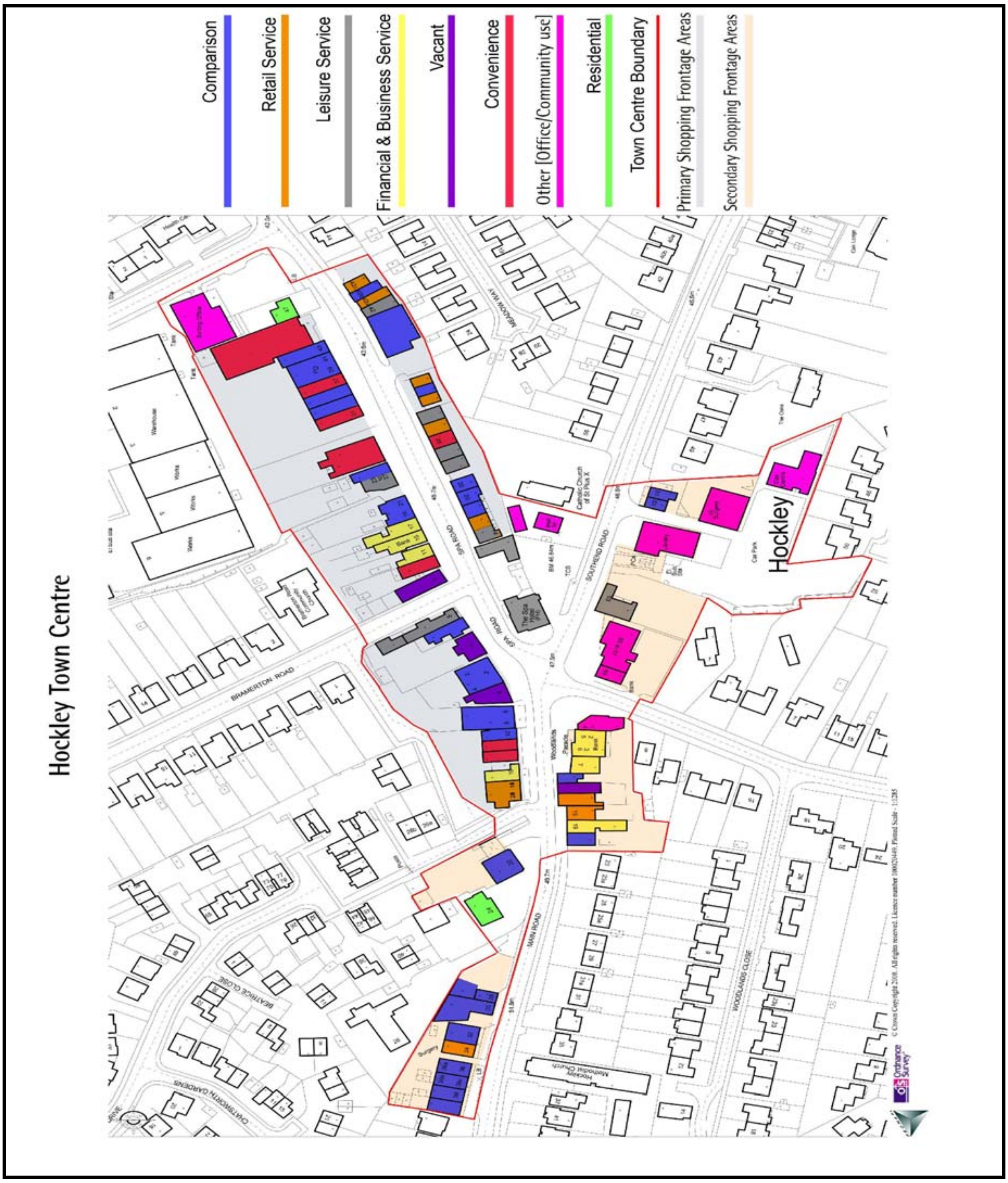
3. CENTRE OVERVIEW

Hockley is a small town with a village community feel. It is located 33 miles east of London, 4 miles north west of Southend-on-sea, and is centred around the B1013 Main Road which links Hockley with Rayleigh.

Town centre activities are primarily located along Main Road and Spa Road. These streets contain a variety of convenience, comparison and service units. Hockley also benefits from a range of civic facilities, including a post office, a public library, a public hall, a surgery and Day Centre.

Figure 6 (below) comprises a land use plan which identified the location and distribution of the town centre activities within the Hockley town centre boundaries. This is based on WYG's health check site visit, carried out in February 2008.

Fig 6: Land Use map for Hockley Town Centre



4. EXISTING USES IN HOCKLEY

The data contained in this section forms the basis for subsequent assessment

Table 1: Unit breakdown in Hockley Town Centre compared to the UK average (2008)

Number of Units			
	No.	Hockley (%)	UK (%)
Convenience	8	12.5	8.42
Comparison	24	37.5	35.71
Retail Service	10	15.6	12.66
Leisure Service	9	14.1	21.16
Financial and Business Service	9	14.1	11.61
Vacant	4	6.2	10.09
Total	64	100	99.65

Table 2: Floorspace breakdown in Hockley Town Centre compared to the UK average (2008)

Existing Floorspace			
	M2	Hockley (%)	UK (%)
Convenience	1297.7	18.54	13.71
Comparison	2905.47	41.50	38.90
Retail Service	618.6	8.84	6.88
Leisure Service	889.8	12.71	22.49
Financial and Business Service	925.2	13.22	9.11
Vacant	364.2	5.20	8.17
Total	70000.94	100	99.26

Fig 7: Comparison of unit breakdown in Hockley Town Centre to the UK average (2008)

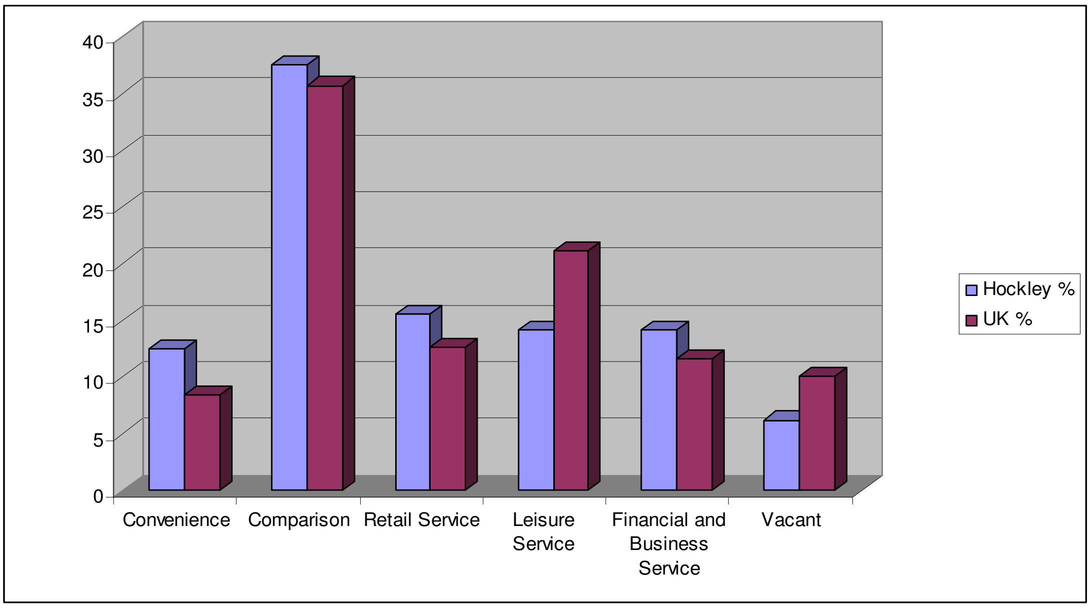
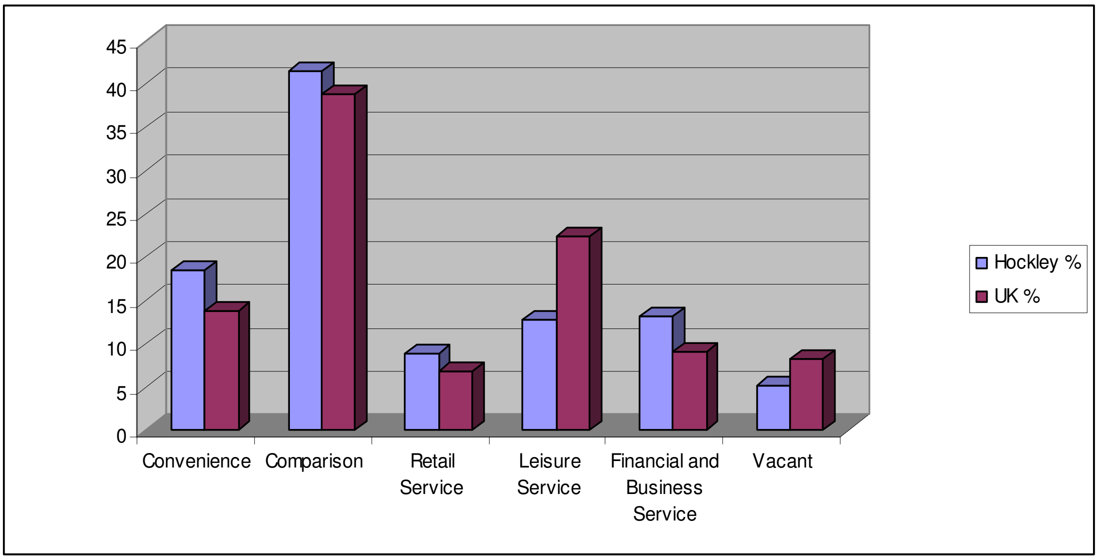


Fig 8: Comparison of floorspace breakdown in Hockley Town Centre to the UK Average (2008)



5. CONVENIENCE RETAIL

Fig 9: Proportion of Convenience Units in Hockley Town Centre compared to the UK Average (2008)

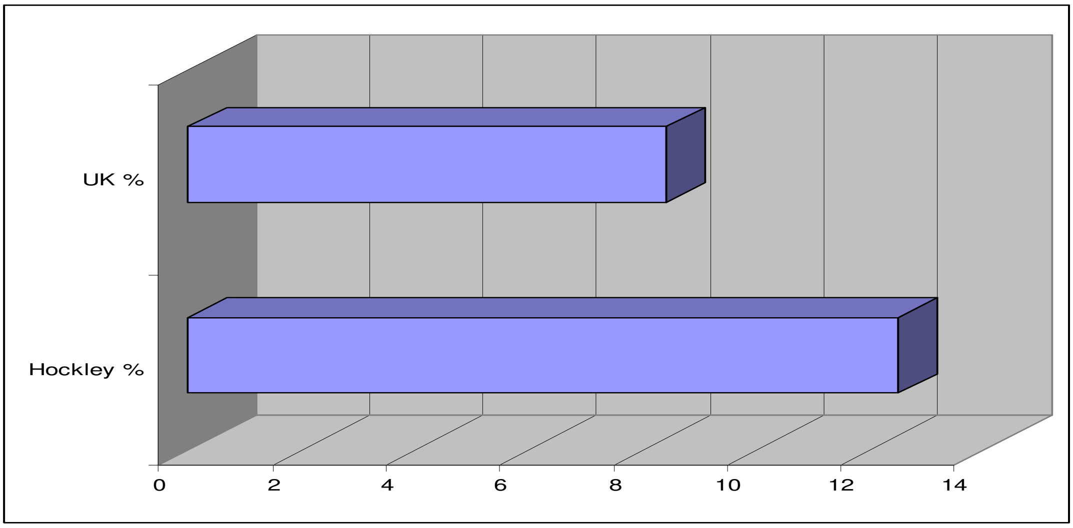
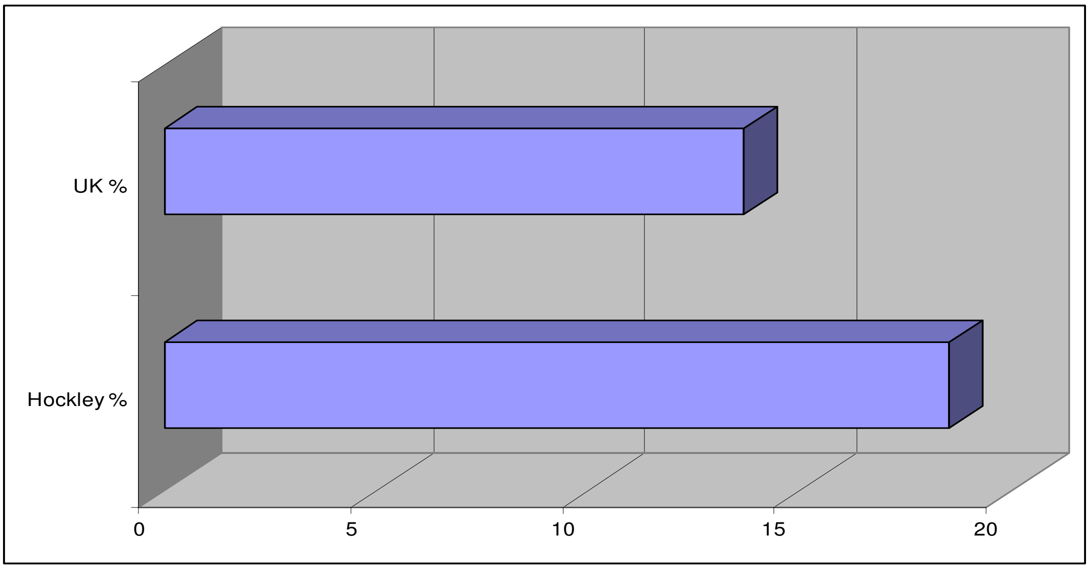


Fig 10: Proportion of Convenience Floorspace in Hockley Town Centre compared to the UK average (2008)



Discussion

A total of eight units in Hockley are occupied by convenience goods retailers. These include a greengrocer, a butcher, a newsagent, a health food store, a sweet store, two bakeries and a small scale supermarket. The main convenience retailer is the Somerfields supermarket which is located on the south side of Main Road near the town centre boundary.

These eight units equate to 12.5% of all units within Hockley town centre, and compares to a national average of 8.42%. Accordingly, the overall provision of convenience units within Hockley is 4.08% above the national average. However, this is the result of numerous smaller retailers, rather than a single larger supermarket retailer (for example Tesco or Sainsburys) which would be expected in larger centres.

This pattern is replicated when considering the proportion of convenience floor space. Convenience retailers account for 1297.7 m^2 of retail floor space, or 18.54% of the total retail floor space within the centre. This compares positively to the national average of 13.71%. However, the Somerfield supermarket accounts for 550.5m^2 of convenience floor space, almost half of the total amount. This supermarket is significantly larger than its competitors; the second largest is the Alldays Supermarket which has a floor area of just 262.7m^2.

Notwithstanding Hockley's favourable position relative to the national average, the overall level of provision lends itself to top-up shopping, rather than weekly food shopping.

6. COMPARISON RETAIL

Fig 11: Proportion of Comparison Units in Hockley Town Centre compared to the UK average (2008)

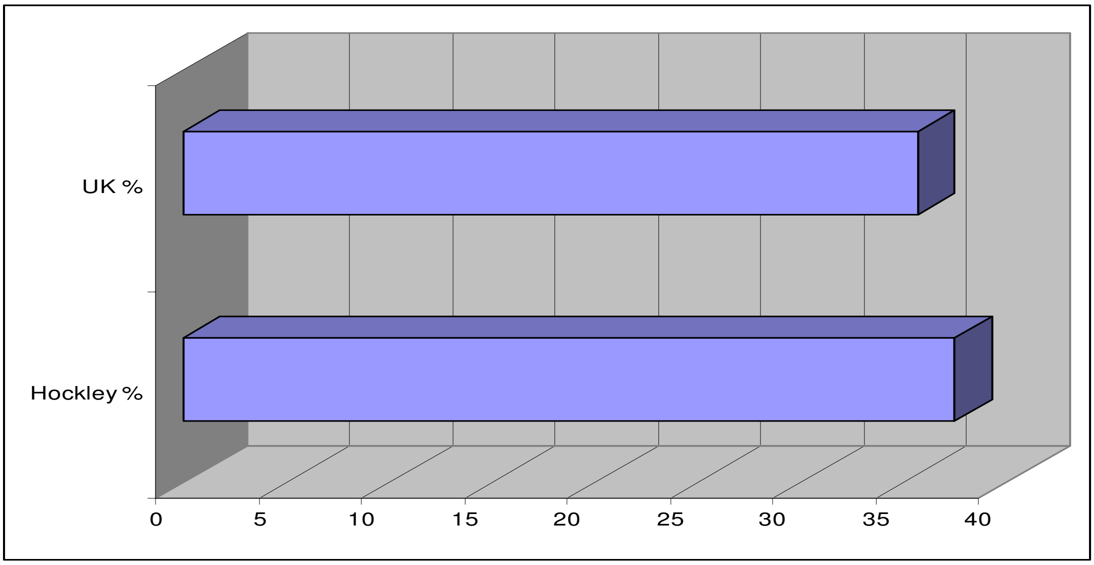
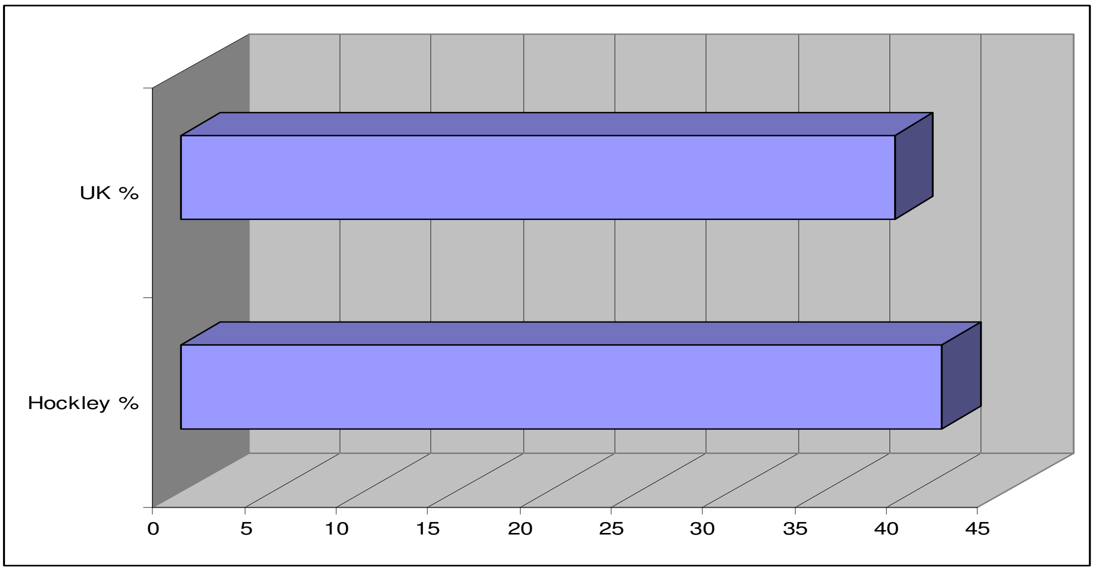


Fig 12: Proportion of Comparison Floorspace in Hockley Town Centre compared to the UK average (2008)



Discussion

Comparison traders occupy 24 units within Hockley town centre, equating to 37.5% of the total number of units. This compares to a national average of 35.71%. The 24 units accommodate 2905.47m^2 of floor space, equating to 44.50% of the total amount of floor space within the centre. The national average is 38.9%

The provision of both comparison units and floorspace is therefore above the national average which is unusual given the small size of the centre. Comparison retailers in Hockley typically comprise independent traders, with a very few national multiple comparison retailers represented in the town centre. None of the 'Top Twenty Retailers' identified by The Focus Report (October 2007) are represented.

7. SERVICE ACTIVITIES

Fig 13: Proportion of Retail Service Units in Hockley Town Centre compared to the UK average (2008)

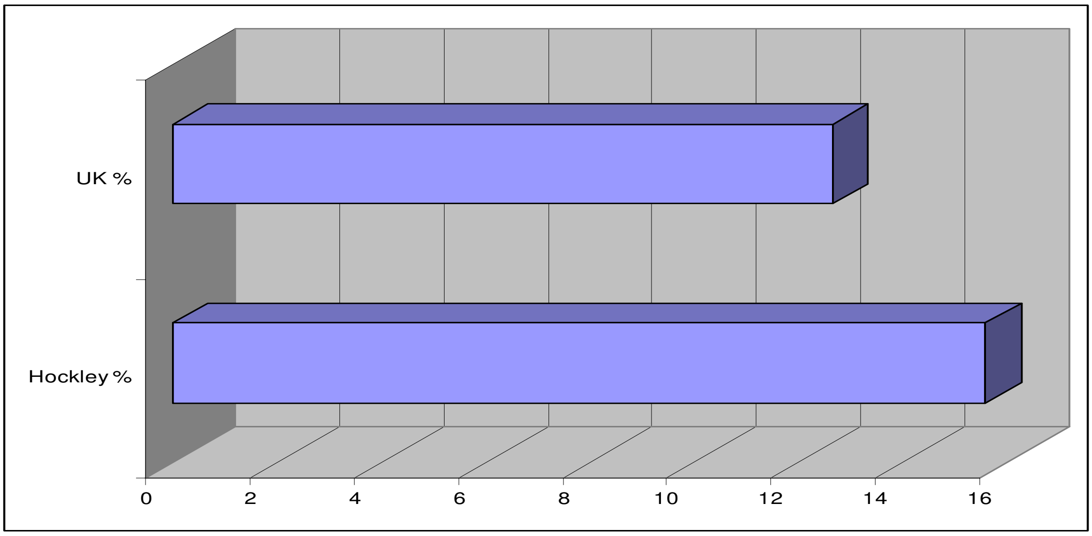


Fig 14: Proportion of Retail Service Floorspace in Hockley Town Centre compared to the UK average (2008)

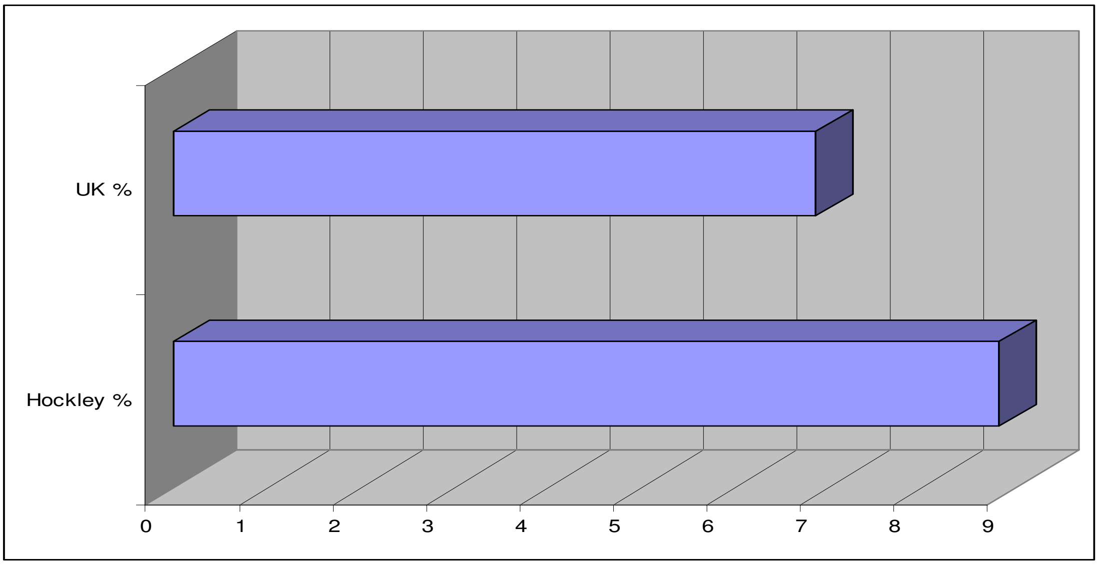


Fig 15: Proportion of Leisure Service Units in Hockley Town Centre compared to the UK average (2008)

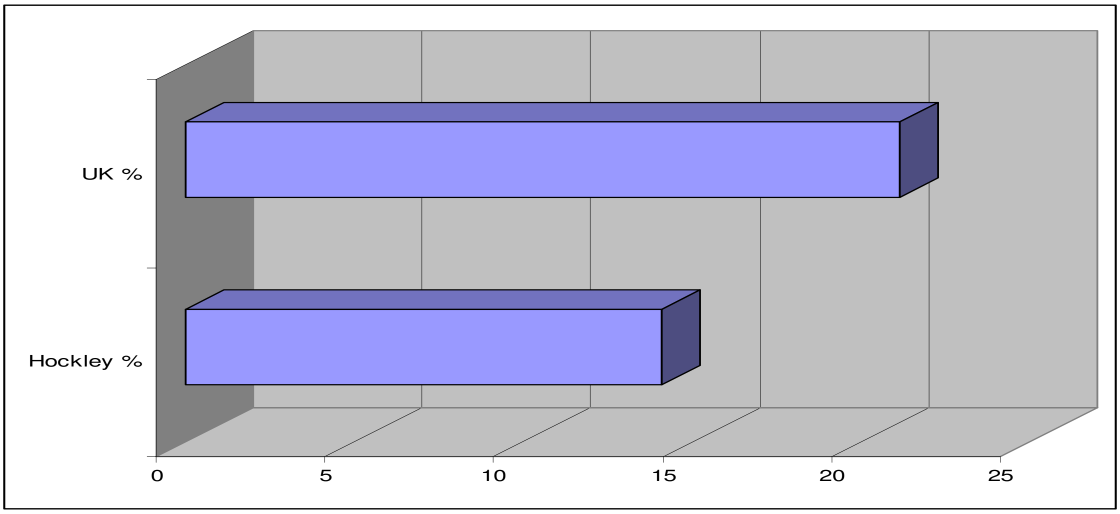


Fig 16: Proportion of Leisure Service Floorspace in Hockley Town Centre compared to the UK average (2008)

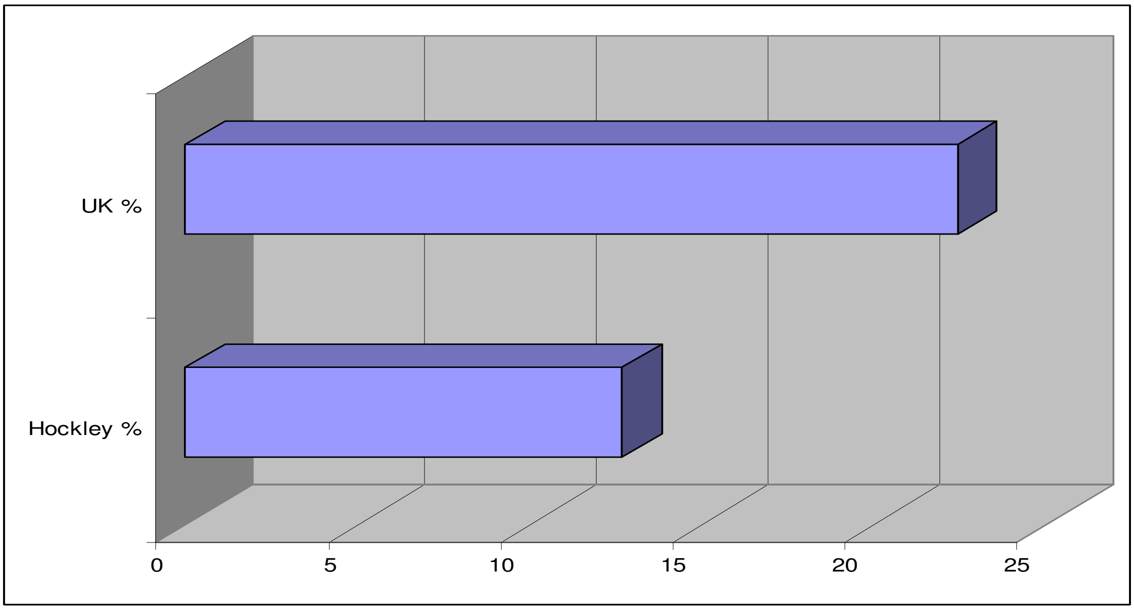


Fig 17: Proportion of Financial and Business Service Units in Hockley Town Centre compared to the UK average (2008)

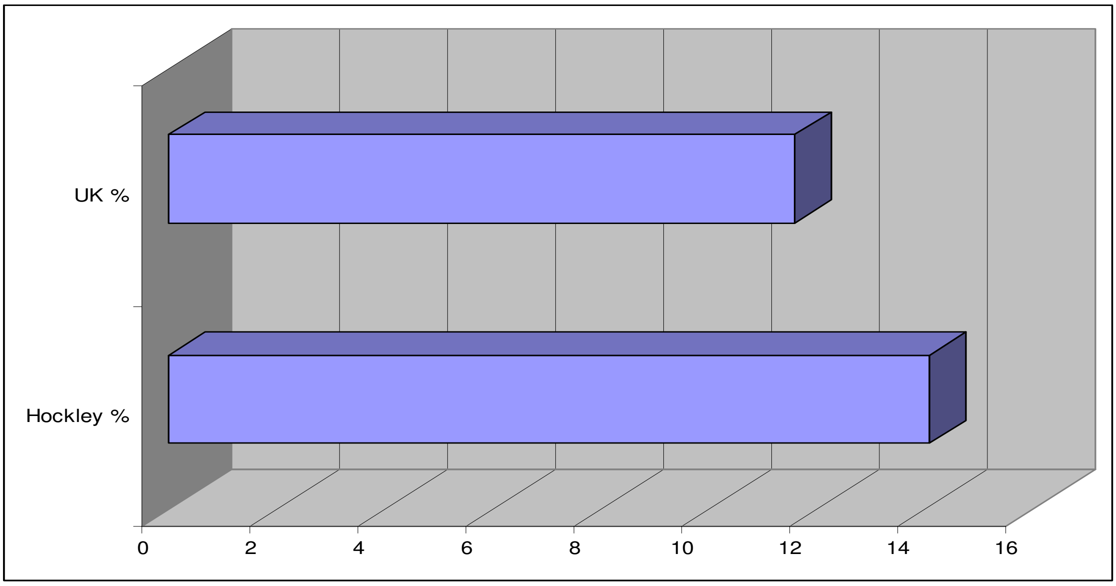
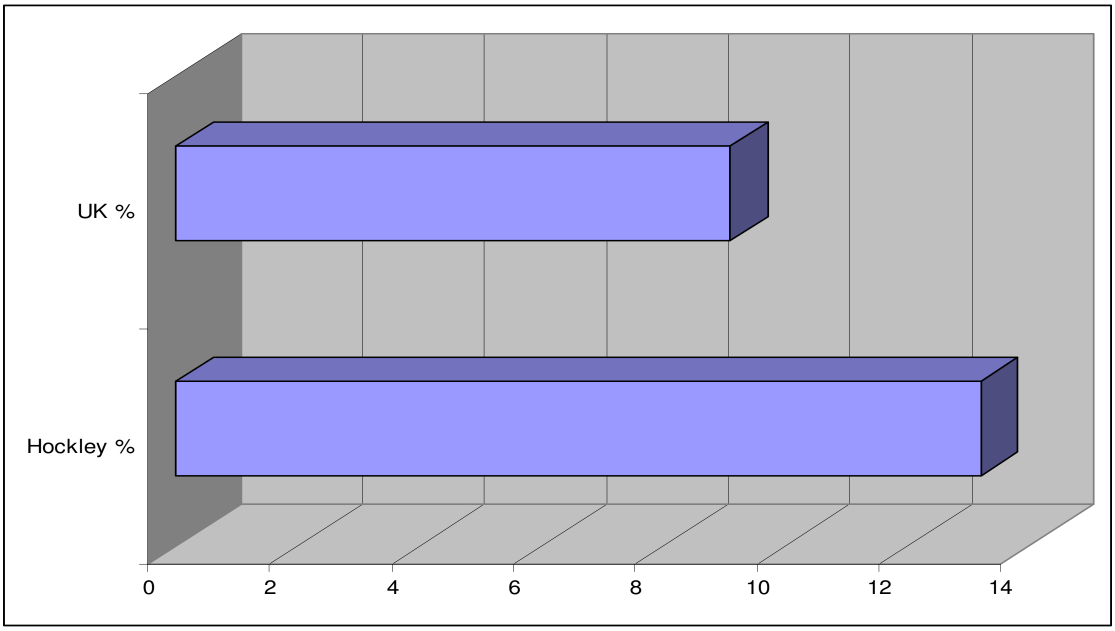


Fig 18: Proportion of Financial and Business Service Floorspace in Hockley Town Centre compared to the UK average (2008)



Discussion

A total of 10 units are engaged in the retail service sector, with a total floor space of 618.6m². This represents 15.6% of the total number of units and 8.84% of the total amount of floor space within the town centre. This compares to a national average of 12.66% in terms of the total number of units, and 6.88% in terms of total floor space.

Nine units are engaged in the leisure service sector with a total floor space of 889.8m². This equates to 14.1% of the total number of units and 12.73 % of the total amount of floor space. This compares to national averages of 21.16% and 22.49% respectively.

The financial and business service sector occupies 9 units with a total floor space of 925.2m². This represents 14.1% of the total number of units in Hockley town centre, and 13.22% of the total amount of floorspace. This compares to national averages of 11.61% and 9.11% respectively.

The combined service sector (retail, leisure and financial and business) includes a wide range of activities from restaurants, cafés, hairdressers and laundrettes, to travel agents, banks and estate agents, public houses and take away food outlets. Hockley sits below the combined national service sector unit average of 45.43% by just 1.63% with 43.8%, and the combined floorspace average of 38.48% by 3.71%, at 34.77%. This indicates that retail, leisure and financial and business services are not particularly well provided for within Hockley, although this is heavily influenced by the relative under provision of leisure service operators.

8. UNIT SIZES

Table 3 below sets out the composition of Hockley Town Centre at February 2008 in terms of the size of retail units.

Table 3: Size of Units within Hockley Town Centre

Size of Unit (ground floor area)	Number of units	Proportion of Total (%)	
		Hockley(%)	**UK (%)**
Under 93 m2 (1,000 sq ft)	37	57.8	39.1
93-232 m2 (1,000-2,499 sq ft)	22	34.4	39.6
232-464 m2 (2,500-4,999 sq ft)	4	6.3	12.6
465-929 m2 (5,000-9,999 sq ft)	1	1.5	5.1
929-1,393 m2 (10,000-14,999 sq ft)	0	0	1.5
1,393-1,858 m2 (15,000-19,999 sq ft)	0	0	0.7
1,858-2,787 m2 (20,000-29,999 sq ft)	0	0	0.7
Above 2,787 m2 (30,000 sq ft)			0.8
Total	64	100.00	99.3

The above table indicates that Hockley maintains a very high percentage of smaller units with almost 60% of all units less than 93m^2 in area. A further 35% are between 93 and 232m^2. The largest unit is the Somerfield supermarket at 550.5m^2. The four units between 232 and 464m^2 comprise the Allday Supermarket (626.7m^2), Inifer Potter & Sons Ltd (274.2m^2), Bathroom Additions (261.15m^2), and The Factory Shop (291.07m^2). All these are either convenience or comparison (predominantly bulky goods) retailers, rather than service providers.

The lack of larger units is not uncommon in centres of this size which may not be able to sustain the yields necessary for larger format operation. However, the lack of diversity in unit size may act as a hindrance should new, larger format retailers wish to enter the local market, or where exiting successful operators which to upgrade to larger premises.

9. RETAILER DEMAND

The Focus Report indicates that since October 2007, two businesses have registered their demand for rental property in Hockley, as detailed in Table 4 below.

Table 4: Retailer demand

Retailer	Use Class	Unit size requirement (m2)
Barefruit Juice	Convenience	14-51
LA Fitness	Leisure Service	1393-1579

10. RENTS & YIELDS

No information on rents or yields, sufficient to determine trends or patterns over time, could be obtained for Hockley due to its modest size and relatively low level of turnover.

VACANCIES

Table 5: Vacancies in Hockley compared to the UK average

	Total	Hockley (%)	UK (%)
No. of Outlets	4	6.5	10.09
Floorspace	413.1	5.9	8.17

Fig 19: Location of Vacancies in Hockley Town Centre (including ground floor of the Strand)

Table 6: Location and size of vacancies in Hockley Town Centre

Location	Floor Area (m^2)
1 Spa Road	97.7
4 Spa Road	144.7
7 Spa Road	122.2
11 Woodlands Parade	78.5

Fig 20: Proportion of Vacant Units in Hockley Town Centre compared to the UK average (2008)

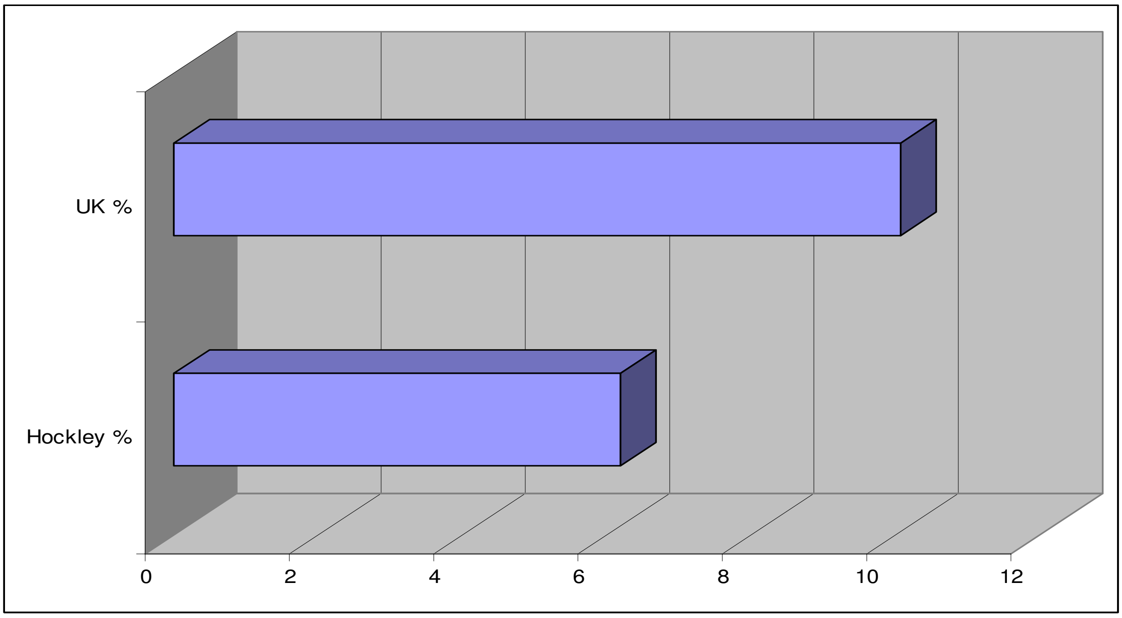
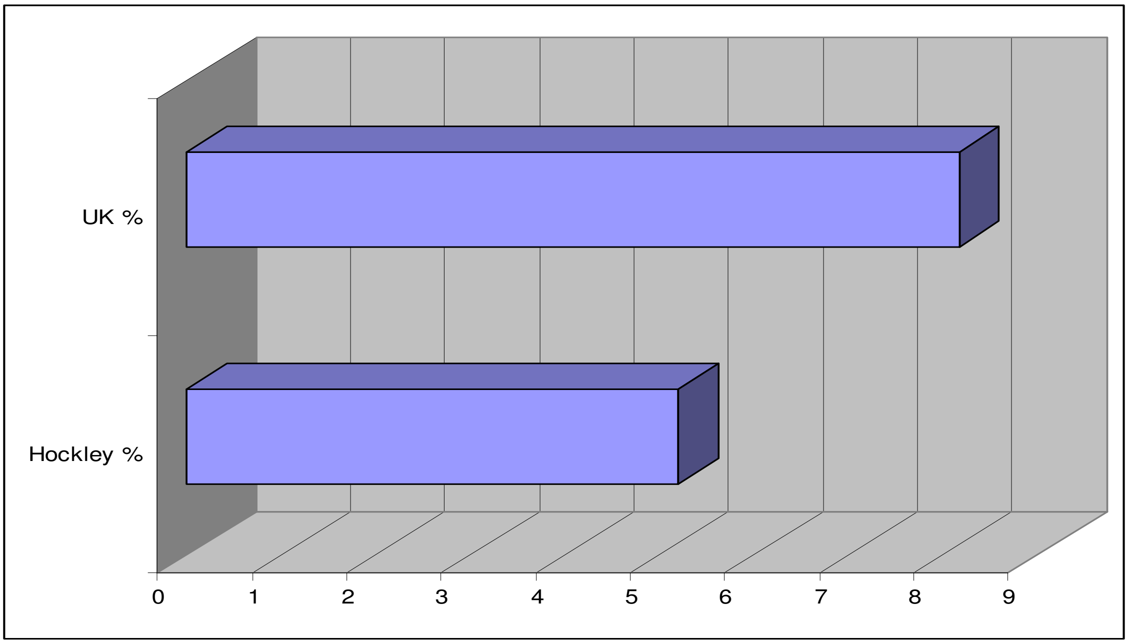


Fig 21: Proportion of Vacant Floorspace in Hockley Town Centre compared to the UK average (2008)



Discussion

There are 4 vacant retail units in Hockley town centre, which account for 413.1 m^2 of floorspace. This represents 6.5% of all retail units and 5.91% of the total amount of floorspace, compared to national averages of 10.09% and 8.17% respectively.

Tellingly, the vacancies comprise smaller to mid-sized units which do not meet the requirements of operators looking to locate in Hockley (namely, Barefruit Juice or LA Fitness).

The proximity of these vacancies to each other, and their location in the heart of the town centre, results in a fragmented streetscene and lessens the overall sense of vitality within Hockley. In particular, the boarding which encloses the frontage of no. 7 Spa Road detracts from the appearance of the main shopping area.

Rochford Council undertook a retail survey of primary and secondary shopping frontages in July 2006. At that time there was only one vacancy in Hockley. Therefore, there has been an increase in unit vacancies since 2006.

11. ACCESSIBILITY

Car and car parking:

Hockley can be directly accessed by car from Rayleigh and Rochford via the B1013. This road thereafter connects with the A127 which links to Southend-on-Sea, Westcliffe on Sea to the south and Wickford and Basildon to the west.

On street parking is provided along a portion of Spa Road and was well utilised during each of the heath check visits to the town. The Council owned Southend Road car park is located at the rear of the public library and was at around 40% capacity during each of the visits to the centre. Charges range from 60p for up to 1 hours, £2.40 for up to 4 hours, and £4 for all day parking. Quarterly and annual seasonal tickets are also available, suggesting that the car park may be heavily utilised by commuters or, more likely, people who work within the centre. There are no clear connections between this car park and the High Street. As a result the preferred parking location is on Spa Road itself.

In addition, a 156 space car park is located on Station Approach and is operated in conjunction with the Hockley Railway Station. This car park is located outside the town centre boundaries and, by reason of its location and charging structure, is marketed towards commuters.

Public transport:

Hockley is served by two bus routes. Route 7 connects with Rayleigh, Ashingdon and Rochford before travelling towards Southend-on-Sea. This provides 4 services per hour between 0600 and 2200 on weekdays, operates between 0620 and 2300 hours on Saturdays, with up to one service per hour on Sundays. Route 8 provides access to Rayleigh, but diverges at Hockley to connect with Hawkwell and thereafter Rochford. This operates between 0600 and 2200 hours on weekdays, with up to 4 services per hour between 0800 and 1800. It also operates between 0700 and 2000 hours on Saturdays, and 0900 and 1800 hours on Sundays.

Hockley Railway Station is located at the northern end of Spa Road, and forms part of the East Anglia National Express line which runs from London Liverpool Street to Southend Victoria. Services are provided three times an hour during weekdays, with a slightly reduced service on Saturdays and Sundays. The station itself is staffed full time, and benefits from a taxi rank, toilets and seating areas. It does not however benefit from self service ticket machines.

Other:

There is no specific provision for cyclists or people with disabilities within the Hockley town centre, although some limited cycle parking is provided at the Railway Station. However, the relatively flat topography, high quality roads and footpaths and slow moving traffic along Spa and Main Roads creates a safe cycling environment.

12. ENVIRONMENTAL QUALITY

The majority of the retail provision in Hockley is located along Spa Road and Main Road. The remaining part of Hockley Town Centre includes a small portion of Southend and Bramerton Roads. The highest footfall occurs around Spa Road and the footpaths are generally wide and well paved with pedestrian crossings in key locations to aid pedestrian movement.

Some street furniture and landscaping, including park benches and planters, are provided but these are uninspiring in design. Planting along Main Road is the only indication of recent improvements to the streetscape.

Occupied units located in the main shopping area are maintained to a fair standard, however some are dated or vacant, detracting from the visual amenity of the area.

13. PERCEPTION OF SAFETY AND OCCURRENCE OF CRIME

Discussions that have taken place with Rochford District Council and Essex Police indicate that the actual occurrence of crime within the town centre is much lower than the perception. There has been a significant reduction in anti-social behaviour throughout Rochford District as a whole, equating to a reduction of 26% from the previous 2006/2007 financial year. Figures for the 2007/2008 financial year up until February 2008 show a reduction from 231 cases to 100 instances in Hockley.

Reductions in antisocial behaviour have been attributed to various measures including graffiti walls, games nights and engagement with Rochford District Council and youth services. These initiatives have proven successful and are complemented within the community. There is currently no CCTV in operation within Hockley town centre.

In order to better align the perception of crime with actual occurrences, a regular page within the local community paper 'Rochford District Matters' acts as a means of informing the public, with the aim of reducing fear of crime.

14. SHOPPING FRONTAGE STUDIES

Table 7 below indicates the changes that have occurred between February when the heath check visits occurred and May 2008 with the RDC undertook its own retail frontage surveys. There has been no net change in the number of vacancies within the town centres - while one new vacancy has occurred this has been offset by the tenanting of a previously vacant unit. Two units have been reoccupied by new tenants, however these changes have not altered the use of the unit as defined by Goad use classes. As such, the composition of the town centre has remained the same.

Table 7: Hockley Retail Unit Changes (Feb-May 2008)

Address	WYG Town Centre Health Check (February 2008)	Rochford District Council Shopping Frontage Area Survey (May 2008)
1 Spa Road	Vacant	Abbotts Town and Country Estate Agents
4 Spa Road	Vacant	Has been included as part of Infer Potter and Sons however this is an error. Infer Potter and Sons occupies 6-8 Spa Road while 4 Spa Road is vacant.
28 Spa Road	Farm Fresh Meats	Name change to Munts Butcher (no change of use)
36 Spa Road	Elmswood Chemist	Vacant
42B Spa Road	Ferns Florist	Name change to Café Fleur (no change of use)

APPENDIX 5

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE		POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)					
	2001	2008	2013	2018	2023	2026	*2005*	2008	2013	2018	2023	2026
1	*15,736*	15,786	15,795	15,779	15,697	15,648	*1,652*	1,709	1,814	1,925	2,044	2,118
2	*29,889*	30,520	30,742	30,679	30,617	30,579	*1,633*	1,689	1,793	1,903	2,020	2,094
3	*26,155*	26,373	26,536	26,533	26,531	26,529	*1,627*	1,683	1,786	1,896	2,013	2,086
4	*7,732*	8,572	8,945	9,187	9,435	9,588	*1,627*	1,683	1,786	1,896	2,013	2,086
5	*29,262*	29,554	29,808	29,918	30,029	30,095	*1,547*	1,600	1,699	1,803	1,914	1,983
6	*16,824*	17,420	17,912	18,382	18,864	19,160	*1,478*	1,529	1,623	1,723	1,828	1,895
7	*22,535*	22,656	22,761	22,776	22,791	22,800	*1,503*	1,555	1,650	1,752	1,859	1,927
TOTAL	*148,133*	150,881	152,499	153,254	153,964	154,399						

Notes:

a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m) CONVENIENCE					GROWTH CONVENIENCE			
	2008	2013	2018	2023	2026	.'08-'13	.'08-'18	.'08-'23	.'08-'26
1	26.98	28.65	30.38	32.08	33.14	1.67	3.40	3.43	6.17
2	51.55	55.12	58.39	61.85	64.02	3.57	6.83	6.73	12.47
3	44.38	47.40	50.31	53.40	55.34	3.02	5.93	6.00	10.96
4	14.43	15.98	17.42	18.99	20.00	1.55	2.99	3.01	5.57
5	47.29	50.63	53.94	57.47	59.69	3.34	6.65	6.84	12.40
6	26.63	29.07	31.66	34.49	36.31	2.44	5.03	5.42	9.68
7	35.22	37.56	39.90	42.38	43.94	2.34	4.67	4.81	8.71
TOTAL	246.49	264.41	282.00	300.65	312.44	17.92	35.51	36.24	65.96

TABLE 2B: MAIN / TOP-UP SPLIT (2008)

ZONE	EXPENDITURE £(m) CONVENIENCE - 2008		
	MAIN	TOP-UP	TOTAL
1	23.41	3.56	**26.98**
2	45.68	5.88	**51.55**
3	38.53	5.86	**44.38**
4	12.80	1.63	**14.43**
5	39.73	7.57	**47.29**
6	21.81	4.82	**26.63**
7	30.12	5.11	**35.22**
TOTAL	212.06	34.42	246.49

Notes:

a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

f. Main/ 'top-up' split for each zone derived from Rochford Household Survey (March 2008)

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

	TOTAL		1		2		3		4		5		6		7	
DESTINATION	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
ROCHFORD DISTRICT																
Rochford																
Somerfield, Roche Close (off North Street)	2.50	4.80	0.00	0.00	0.00	0.00	0.00	0.00	4.80	4.50	10.10	21.10	2.00	1.40	0.70	0.00
Local Stores	0.20	4.70	0.00	0.00	0.00	0.00	0.00	1.10	0.00	9.00	1.20	17.90	0.00	2.90	0.00	0.00
Out-of-Centre																
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford	2.20	6.20	0.00	0.00	0.00	0.00	0.70	1.10	4.80	50.00	7.70	17.90	3.00	2.90	0.00	0.00
Sub-total	**4.90**	**15.70**	**0.00**	**0.00**	**0.00**	**0.00**	**0.70**	**2.20**	**9.60**	**63.50**	**19.00**	**56.90**	**5.00**	**7.20**	**0.70**	**0.00**
Rayleigh																
Asda, Rawreth Lane, Raleigh	5.40	4.60	15.80	13.00	15.70	13.30	3.00	2.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Raleigh	4.80	5.80	3.20	0.00	19.20	27.50	3.00	1.10	2.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, High Street, Raleigh	0.10	0.30	0.00	0.00	0.60	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Eastwood Road, Raleigh	0.00	0.30	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores	0.50	7.90	0.00	5.80	2.30	31.70	0.00	3.20	0.00	4.50	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**10.80**	**18.90**	**19.00**	**18.80**	**37.80**	**75.90**	**6.00**	**6.40**	**2.40**	**4.50**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
Somerfield, 45 Spa Road, Hockley	1.50	5.00	0.00	0.00	0.00	0.00	8.10	30.90	4.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Ferry Road, Hullbridge	0.20	1.20	2.10	10.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Budgens, 1-9 Ferry Road, Hullbridge	0.20	1.70	2.10	14.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High Street, Great Wakering	0.10	5.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.70	35.70
Co-op, Main Road, Hawkell	0.00	0.70	0.00	0.00	0.00	0.00	0.00	4.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Hullbridge	0.10	2.60	1.10	20.30	0.00	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Hockley	0.00	2.20	0.00	1.40	0.00	0.00	0.00	11.70	0.00	4.50	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Great Wakering	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.00
Local Stores Canewdon	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.10	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**2.10**	**19.90**	**5.30**	**46.30**	**0.00**	**0.80**	**8.10**	**46.90**	**4.80**	**13.60**	**0.00**	**0.00**	**0.00**	**1.40**	**0.70**	**41.70**
SUB-TOTAL ROCHFORD DISTRICT	**17.80**	**54.50**	**24.30**	**65.10**	**37.80**	**76.70**	**14.80**	**55.50**	**16.80**	**81.60**	**19.00**	**56.90**	**5.00**	**8.60**	**1.40**	**41.70**
OUTSIDE ROCHFORD DISTRICT																
Southend-on-Sea Borough Council																
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	19.20	6.40	0.00	0.00	0.00	0.00	2.20	0.00	16.70	0.00	8.30	0.00	66.30	40.00	52.90	10.70
Tesco Extra, Princes Avenue, Westcliff-on-Sea	14.30	2.60	6.30	1.40	2.30	0.00	32.60	3.20	14.30	4.50	26.20	4.90	5.00	4.30	8.80	1.20
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	5.20	3.30	0.00	1.40	1.20	1.70	3.00	0.00	7.10	0.00	8.30	4.10	5.00	4.30	11.80	9.50
Tesco Express, Southchurch Road, Southend-on-Sea	5.10	1.90	2.10	0.00	3.50	0.00	5.90	1.10	21.40	0.00	5.40	1.60	3.00	1.40	4.40	8.30
Sainsbury's, 45 London Road, Southend-on-Sea	4.40	1.40	1.10	0.00	0.00	0.00	3.00	0.00	2.40	4.50	10.10	3.30	5.00	1.40	6.60	2.40
Morrisons, Western Approaches, Southend-on-Sea	4.10	4.10	0.00	0.00	2.30	2.50	14.10	13.80	4.80	0.00	5.40	5.70	0.00	1.40	0.70	0.00
Tesco Express, Eastwood, Leigh-on-Sea	0.90	0.90	0.00	0.00	1.20	0.00	1.50	5.30	0.00	0.00	2.40	0.00	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.80	0.70	0.00	0.00	0.00	0.00	0.70	1.10	0.00	0.00	1.80	0.80	1.00	1.40	1.50	1.20
Co-op, Sutton Road, Southend-on-Sea	0.80	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	4.90	1.00	0.00	0.70	3.00
Tesco Express, London Road, Westcliff-on-Sea	0.50	0.00	0.00	0.00	0.60	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Rochford Road, Southend-on-Sea	0.40	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	4.10	0.00	0.00	0.00	0.00
M&S Food Hall, 56 High Street, Southend-on-Sea	0.20	1.90	0.00	0.00	0.00	0.00	0.00	3.20	2.40	0.00	0.00	3.30	0.00	1.40	0.70	3.60
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea	0.10	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.80	0.00	0.00	0.00	1.20
Iceland, York Road, Southend-on-Sea	0.10	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	1.20
Asda, 127 High Street, Southend-on-Sea	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00
Tesco Express, Hamlet Court, Westcliff-on-Sea	0.10	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Woodgrange Drive, Southend-on-Sea	0.10	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	2.40
Co-op, West Road, Shoeburyness	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.70	0.00	1.20
Co-op, 268-270 Eastwood Road North, Leigh-on-Sea	0.00	0.70	0.00	0.00	0.00	0.80	0.00	2.10	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00
Costcutter, Broadway, Leigh-on-Sea	0.00	0.70	0.00	0.00	0.00	0.00	0.00	4.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, London Road, Leigh-on-Sea	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.00	1.20
Local Stores Shoeburyness	0.10	2.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	20.00	0.00	0.00
Local Stores Westcliff-on-Sea	0.00	0.50	0.00	0.00	0.00	0.80	0.00	1.10	0.00	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Local Stores Eastwood	0.00	0.50	0.00	0.00	0.00	0.00	0.00	3.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Southchurch	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40

Local Stores Bournes Green	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20
Local Stores	0.40	2.40	1.10	0.00	0.00	0.00	0.00	0.00	0.00	4.50	0.00	5.70	1.00	2.90	0.70	4.80
Sub-total	**56.90**	**35.30**	**10.60**	**2.80**	**11.10**	**5.80**	**65.90**	**38.40**	**69.10**	**13.50**	**73.30**	**40.80**	**89.30**	**85.60**	**90.20**	**55.50**
Castle Point Borough																
Sainsbury's, 21 Stadium Way, Raleigh Weir	10.70	2.70	14.70	1.40	32.00	10.80	12.60	2.10	7.10	0.00	1.20	0.00	0.00	0.00	0.00	0.00
Morrisons, 175 London Road, Hadleigh	0.20	0.20	0.00	0.00	0.60	0.80	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Morrisons, Northwick Road, Canvey Island	0.10	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, High Street, South Benfleet	0.10	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**11.10**	**2.90**	**15.80**	**1.40**	**33.20**	**11.60**	**12.60**	**2.10**	**7.10**	**0.00**	**1.80**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Basildon District																
Tesco, Mayflower Retail Park, Basildon	2.70	0.30	11.60	0.00	6.40	1.70	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, (rear of) High Street, Wickford	1.80	0.70	14.70	5.80	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.70	0.20	3.20	0.00	1.70	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cricketers Way, Basildon	0.60	0.50	3.20	2.90	1.20	0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Southend Road, Wickford	0.50	1.40	1.10	11.60	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	1.50	0.00
Asda, Eastgate Shopping Centre, Basildon	0.20	0.00	1.10	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.10	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, The Broadway, Wickford	0.10	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Hist Street, Wickford	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00
Tesco Express, Silva Island Way, Wickford	0.00	0.20	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, 112-118 High Street, Billericay	0.00	0.20	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Wickford	0.00	1.00	0.00	8.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Basildon	0.00	0.30	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Billericay	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.00	1.40	0.00	0.00
Local Stores Leigh-on-Sea	0.00	0.20	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**6.70**	**5.50**	**36.00**	**30.40**	**11.10**	**5.00**	**0.70**	**2.20**	**0.00**	**0.00**	**0.60**	**0.80**	**0.00**	**2.80**	**1.50**	**0.00**
Chelmsford Borough																
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	1.60	0.00	8.40	0.00	2.30	0.00	0.70	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00
Sub-total	**1.60**	**0.00**	**8.40**	**0.00**	**2.30**	**0.00**	**0.70**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.00**	**0.00**	**0.00**	**0.00**
Other																
Other	0.50	1.50	0.00	0.00	0.00	0.80	0.00	2.10	0.00	0.00	0.60	1.60	1.00	2.90	2.00	2.40
Sub-total	**0.50**	**1.50**	**0.00**	**0.00**	**0.00**	**0.80**	**0.00**	**2.10**	**0.00**	**0.00**	**0.60**	**1.60**	**1.00**	**2.90**	**2.00**	**2.40**
SUB-TOTAL	**76.80**	**45.20**	**70.80**	**34.60**	**57.70**	**23.20**	**79.90**	**44.80**	**76.20**	**13.50**	**76.30**	**43.20**	**91.30**	**91.30**	**93.70**	**57.90**
Internet / home delivery	5.10	0.20	5.30	0.00	4.70	0.00	5.20	0.00	7.10	4.50	4.80	0.00	4.00	0.00	5.90	0.00
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**101**	**100**

Notes:

a. Post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from Rochford Household Survey (March 2008)

c. Excludes 'don't know/ varies'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 4: TURNOVER (CONVENIENCE)

	TOTAL		1		2		3		4		5		6		7	
DESTINATION	**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)**
ROCHFORD DISTRICT																
Rochford																
Somerfield, Roche Close (off North Street)	5.27	1.74	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.07	4.01	1.60	0.44	0.07	0.21	0.00
Local Stores	0.48	1.71	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.15	0.48	1.35	0.00	0.14	0.00	0.00
Out-of-Centre																
Somerfield, 6 Golden Cross Parade, Ashingdon Road, Rochford	3.79	2.56	0.00	0.00	0.00	0.00	0.16	0.04	1.12	1.78	1.80	0.64	0.70	0.10	0.00	0.00
Sub-total	**9.54**	**6.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**0.10**	**1.74**	**2.00**	**6.29**	**3.59**	**1.14**	**0.31**	**0.21**	**0.00**
Rayleigh																
Asda, Rawreth Lane, Raleigh	12.03	1.37	3.70	0.46	7.17	0.78	1.16	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Raleigh	10.98	1.68	0.75	0.00	8.77	1.62	1.16	0.06	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, High Street, Raleigh	0.27	0.10	0.00	0.00	0.27	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Eastwood Road, Raleigh	0.00	0.10	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores	1.05	2.33	0.00	0.21	1.05	1.86	0.00	0.19	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**24.33**	**5.58**	**4.45**	**0.67**	**17.27**	**4.46**	**2.31**	**0.37**	**0.31**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
Somerfield, 45 Spa Road, Hockley	3.73	1.81	0.00	0.00	0.00	0.00	3.12	1.81	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Ferry Road, Hullbridge	0.49	0.36	0.49	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Budgens, 1-9 Ferry Road, Hullbridge	0.49	0.52	0.49	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High Street, Great Wakering	0.21	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.21	1.82
Co-op, Main Road, Hawkell	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Hullbridge	0.26	0.77	0.26	0.72	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Hockley	0.00	0.81	0.00	0.05	0.00	0.00	0.00	0.69	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Great Wakering	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Local Stores Canewdon	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**5.19**	**6.86**	**1.24**	**1.65**	**0.00**	**0.05**	**3.12**	**2.75**	**0.61**	**0.22**	**0.00**	**0.00**	**0.00**	**0.07**	**0.21**	**2.13**
SUB-TOTAL ROCHFORD DISTRICT	**39.06**	**18.44**	**5.69**	**2.32**	**17.27**	**4.51**	**5.60**	**3.23**	**2.66**	**2.30**	**6.29**	**3.59**	**1.14**	**0.38**	**0.42**	**2.13**
		23.3		29.6		42.2		19.9		31.1		21.8		5.7		7.2
OUTSIDE ROCHFORD DISTRICT																
Southend-on-Sea Borough Council																
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	36.67	2.47	0.00	0.00	0.00	0.00	0.85	0.00	2.14	0.00	3.30	0.00	14.46	1.93	15.93	0.55
Tesco Extra, Princes Avenue, Westcliff-on-Sea	31.06	0.95	1.48	0.05	1.05	0.00	12.56	0.19	1.83	0.07	10.41	0.37	1.09	0.21	2.65	0.06
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	10.55	1.15	0.00	0.05	0.55	0.10	1.16	0.00	0.91	0.00	3.30	0.31	1.09	0.21	3.55	0.49
Tesco Express, Southchurch Road, Southend-on-Sea	11.23	0.68	0.49	0.00	1.60	0.00	2.27	0.06	2.74	0.00	2.15	0.12	0.65	0.07	1.33	0.42
Sainsbury's, 45 London Road, Southend-on-Sea	8.81	0.51	0.26	0.00	0.00	0.00	1.16	0.00	0.31	0.07	4.01	0.25	1.09	0.07	1.99	0.12
Morrisons, Western Approaches, Southend-on-Sea	9.45	1.45	0.00	0.00	1.05	0.15	5.43	0.81	0.61	0.00	2.15	0.43	0.00	0.07	0.21	0.00
Tesco Express, Eastwood, Leigh-on-Sea	2.08	0.31	0.00	0.00	0.55	0.00	0.58	0.31	0.00	0.00	0.95	0.00	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	1.65	0.25	0.00	0.00	0.00	0.00	0.27	0.06	0.00	0.00	0.72	0.06	0.22	0.07	0.45	0.06
Co-op, Sutton Road, Southend-on-Sea	1.62	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.37	0.22	0.00	0.21	0.15
Tesco Express, London Road, Westcliff-on-Sea	1.12	0.00	0.00	0.00	0.27	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Rochford Road, Southend-on-Sea	0.72	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.31	0.00	0.00	0.00	0.00
M&S Food Hall, 56 High Street, Southend-on-Sea	0.52	0.69	0.00	0.00	0.00	0.00	0.00	0.19	0.31	0.00	0.00	0.25	0.00	0.07	0.21	0.18
Lidl, Greyhound Park Way, Greyhound Retail Park, Southend-on-Sea	0.24	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.06	0.00	0.00	0.00	0.06
Iceland, York Road, Southend-on-Sea	0.21	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.06
Asda, 127 High Street, Southend-on-Sea	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00
Tesco Express, Hamlet Court, Westcliff-on-Sea	0.27	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Woodgrange Drive, Southend-on-Sea	0.21	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.12
Co-op, West Road, Shoeburyness	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.06
Co-op, 268-270 Eastwood Road North, Leigh-on-Sea	0.00	0.24	0.00	0.00	0.00	0.05	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00
Costcutter, Broadway, Leigh-on-Sea	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, London Road, Leigh-on-Sea	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06
Local Stores Shoeburyness	0.22	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.96	0.00	0.00
Local Stores Westcliff-on-Sea	0.00	0.17	0.00	0.00	0.00	0.05	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Local Stores Eastwood	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Southchurch	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12

Local Stores Bournes Green	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Local Stores	0.69	0.89	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.43	0.22	0.14	0.21	0.25
Sub-total	**117.54**	**12.96**	**2.48**	**0.10**	**5.07**	**0.34**	**25.39**	**2.25**	**8.84**	**0.22**	**29.12**	**3.09**	**19.48**	**4.13**	**27.16**	**2.83**
Castle Point Borough																
Sainsbury's, 21 Stadium Way, Raleigh Weir	24.30	0.81	3.44	0.05	14.62	0.63	4.85	0.12	0.91	0.00	0.48	0.00	0.00	0.00	0.00	0.00
Morrisons, 175 London Road, Hadleigh	0.51	0.05	0.00	0.00	0.27	0.05	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00
Morrisons, Northwick Road, Canvey Island	0.26	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, High Street, South Benfleet	0.27	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**25.34**	**0.85**	**3.70**	**0.05**	**15.16**	**0.68**	**4.85**	**0.12**	**0.91**	**0.00**	**0.72**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Basildon District																
Tesco, Mayflower Retail Park, Basildon	5.91	0.10	2.72	0.00	2.92	0.10	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, (rear of) High Street, Wickford	3.72	0.21	3.44	0.21	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	1.53	0.05	0.75	0.00	0.78	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cricketers Way, Basildon	1.30	0.15	0.75	0.10	0.55	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Southend Road, Wickford	0.95	0.41	0.26	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.45	0.00
Asda, Eastgate Shopping Centre, Basildon	0.53	0.00	0.26	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.27	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, The Broadway, Wickford	0.26	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Hist Street, Wickford	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00
Tesco Express, Silva Island Way, Wickford	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, 112-118 High Street, Billericay	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Wickford	0.00	0.31	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Basildon	0.00	0.10	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Stores Billericay	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.07	0.00	0.00
Local Stores Leigh-on-Sea	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**14.46**	**1.70**	**8.43**	**1.08**	**5.07**	**0.29**	**0.27**	**0.13**	**0.00**	**0.00**	**0.24**	**0.06**	**0.00**	**0.13**	**0.45**	**0.00**
Chelmsford Borough																
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	3.51	0.00	1.97	0.00	1.05	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00
Sub-total	**3.51**	**0.00**	**1.97**	**0.00**	**1.05**	**0.00**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.22**	**0.00**	**0.00**	**0.00**
Other																
Other	1.06	0.55	0.00	0.00	0.00	0.05	0.00	0.12	0.00	0.00	0.24	0.12	0.22	0.14	0.60	0.12
Sub-total	**1.06**	**0.55**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.12**	**0.00**	**0.00**	**0.24**	**0.12**	**0.22**	**0.14**	**0.60**	**0.12**
SUB-TOTAL	**161.91**	**16.07**	**16.58**	**1.23**	**26.35**	**1.36**	**30.78**	**2.62**	**9.75**	**0.22**	**30.31**	**3.27**	**19.91**	**4.40**	**28.22**	**2.96**
Internet / home delivery	10.86	0.07	1.24	0.00	2.15	0.00	2.00	0.00	0.91	0.07	1.91	0.00	0.87	0.00	1.78	0.00
TOTAL	**211.83**	**34.58**	**23.51**	**3.55**	**45.77**	**5.87**	**38.38**	**5.85**	**13.32**	**2.59**	**38.51**	**6.86**	**21.93**	**4.78**	**30.42**	**5.09**

Notes:

a. Post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from Rochford Household Survey (March 2008)

c. Excludes 'don't know/ varies'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING
ROCHFORD RETAIL STUDY

TABLE 5: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION				
	2008	2013	2018	2023	2026
1	15,786	15,795	15,779	15,697	15,648
2	30,520	30,742	30,679	30,617	30,579
3	26,373	26,536	26,533	26,531	26,529
4	8,572	8,945	9,187	9,435	9,588
5	29,554	29,808	29,918	30,029	30,095
6	17,420	17,912	18,382	18,864	19,160
7	22,656	22,761	22,776	22,791	22,800
TOTAL	150,881	152,499	153,254	153,964	154,399

ZONE	PER CAPITA EXPENDITURE 2008								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	347	302	439	870	217	403	623	467	**3,669**
2	356	302	444	868	221	410	628	473	**3,701**
3	350	300	438	856	217	404	621	467	**3,653**
4	350	301	445	892	221	407	632	471	**3,719**
5	318	281	403	792	200	369	571	426	**3,359**
6	293	266	383	787	190	343	545	397	**3,205**
7	305	273	393	797	196	356	560	412	**3,294**
TOTAL									

ZONE	PER CAPITA EXPENDITURE 2013								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	449	391	568	1,126	281	521	807	605	**4,749**
2	461	391	574	1,123	286	531	813	612	**4,792**
3	453	388	567	1,108	281	523	804	605	**4,730**
4	453	390	576	1,155	286	528	818	609	**4,814**
5	411	364	521	1,025	258	478	739	552	**4,349**
6	379	345	496	1,019	246	444	706	514	**4,149**
7	395	354	509	1,032	254	461	726	534	**4,264**
TOTAL									

ZONE	PER CAPITA EXPENDITURE 2018								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	581	507	736	1,458	364	675	1,045	783	**6,149**
2	597	507	744	1,454	370	687	1,053	793	**6,203**
3	587	503	734	1,434	364	677	1,041	783	**6,123**
4	587	505	746	1,495	370	683	1,059	789	**6,233**
5	532	472	675	1,327	335	618	957	714	**5,630**
6	491	446	642	1,319	319	575	914	665	**5,372**
7	511	458	659	1,337	329	597	939	691	**5,520**
TOTAL									

ZONE	PER CAPITA EXPENDITURE 2023								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	752	656	953	1,887	471	874	1,353	1,013	**7,960**
2	773	656	963	1,882	479	889	1,363	1,026	**8,031**
3	760	651	950	1,857	471	877	1,348	1,013	**7,927**
4	760	654	965	1,936	479	884	1,371	1,021	**8,069**
5	689	611	874	1,718	433	801	1,239	925	**7,289**
6	636	578	831	1,708	413	745	1,183	861	**6,954**
7	661	593	854	1,730	426	773	1,216	894	**7,147**
TOTAL									

ZONE	PER CAPITA EXPENDITURE 2026								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**TOTAL**
1	879	766	1,112	2,204	550	1,021	1,580	1,183	**9,294**
2	902	766	1,124	2,198	559	1,038	1,591	1,198	**9,377**
3	887	760	1,109	2,168	550	1,023	1,574	1,183	**9,256**
4	887	763	1,127	2,260	559	1,032	1,600	1,192	**9,421**
5	805	713	1,021	2,006	506	935	1,446	1,080	**8,510**
6	742	674	970	1,994	482	870	1,381	1,006	**8,120**
7	772	692	997	2,020	497	902	1,420	1,044	**8,344**
TOTAL									

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING
ROCHFORD RETAIL STUDY

TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

EXPENDITURE £(m) COMPARISON

ZONE	2008 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	5.47	4.77	6.93	13.73	3.43	6.36	9.84	7.37	**57.91**
2	10.87	9.23	13.54	26.48	6.73	12.51	19.17	14.43	**112.96**
3	9.24	7.91	11.55	22.57	5.73	10.65	16.38	12.32	**96.35**
4	3.00	2.58	3.81	7.65	1.89	3.49	5.41	4.03	**31.88**
5	9.39	8.32	11.90	23.40	5.90	10.90	16.87	12.59	**99.28**
6	5.11	4.64	6.67	13.71	3.32	5.98	9.50	6.92	**55.83**
7	6.90	6.19	8.91	18.07	4.44	8.07	12.70	9.34	**74.62**
TOTAL	49.98	43.64	63.32	125.60	31.44	57.97	89.88	67.00	528.83

ZONE	2013 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	7.09	6.18	8.98	17.79	4.44	8.24	12.75	9.55	**75.02**
2	14.17	12.04	17.66	34.53	8.78	16.31	25.00	18.82	**147.31**
3	12.03	10.31	15.04	29.40	7.46	13.88	21.34	16.04	**125.51**
4	4.06	3.49	5.15	10.33	2.56	4.72	7.31	5.45	**43.06**
5	12.26	10.86	15.54	30.55	7.70	14.24	22.03	16.45	**129.63**
6	6.80	6.17	8.88	18.25	4.41	7.96	12.64	9.21	**74.32**
7	8.98	8.05	11.59	23.50	5.78	10.49	16.51	12.14	**97.06**
TOTAL	65.38	57.10	82.85	164.34	41.14	75.84	117.59	87.66	691.90

ZONE	2018 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	9.17	8.00	11.61	23.00	5.74	10.65	16.49	12.35	**97.02**
2	18.31	15.55	22.81	44.61	11.35	21.07	32.30	24.31	**190.31**
3	15.58	13.34	19.47	38.06	9.66	17.97	27.62	20.77	**162.47**
4	5.39	4.64	6.85	13.74	3.40	6.27	9.73	7.25	**57.26**
5	15.92	14.11	20.20	39.69	10.01	18.50	28.63	21.37	**168.44**
6	9.03	8.20	11.80	24.24	5.86	10.58	16.80	12.23	**98.74**
7	11.63	10.43	15.02	30.44	7.49	13.59	21.39	15.73	**125.73**
TOTAL	85.04	74.27	107.76	213.79	53.51	98.64	152.96	114.01	899.97

ZONE	2023 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	11.81	10.30	14.95	29.63	7.40	13.72	21.24	15.91	**124.95**
2	23.66	20.09	29.47	57.63	14.66	27.23	41.73	31.41	**245.88**
3	20.16	17.27	25.21	49.27	12.50	23.26	35.76	26.89	**210.31**
4	7.17	6.17	9.11	18.26	4.52	8.34	12.93	9.63	**76.13**
5	20.69	18.33	26.25	51.58	13.01	24.04	37.20	27.77	**218.87**
6	12.00	10.90	15.68	32.21	7.79	14.05	22.32	16.25	**131.19**
7	15.07	13.51	19.46	39.44	9.70	17.61	27.72	20.38	**162.88**
TOTAL	110.56	96.57	140.12	278.02	69.58	128.24	198.89	148.24	1,170.22

ZONE	2026 Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	13.75	11.99	17.40	34.48	8.61	15.97	24.72	18.51	**145.43**
2	27.59	23.43	34.37	67.21	17.10	31.75	48.66	36.63	**286.73**
3	23.54	20.17	29.43	57.52	14.60	27.15	41.75	31.39	**245.54**
4	8.51	7.32	10.81	21.67	5.36	9.90	15.34	11.43	**90.33**
5	24.21	21.45	30.71	60.36	15.22	28.13	43.53	32.49	**256.11**
6	14.23	12.92	18.59	38.20	9.24	16.66	26.47	19.27	**155.57**
7	17.60	15.78	22.73	46.06	11.33	20.57	32.37	23.81	**190.25**
TOTAL	129.43	113.06	164.04	325.49	81.45	150.13	232.84	173.54	1,369.97

ZONE	GROWTH ALL COMPARISON .'08-'13	.'08-'18	.'08-'23	.'08-'26
1	17.10	39.10	67.04	87.52
2	34.34	77.35	132.92	173.77
3	29.16	66.12	113.97	149.19
4	11.19	25.38	44.26	58.45
5	30.35	69.16	119.60	156.84
6	18.49	42.91	75.36	99.74
7	22.43	51.11	88.26	115.63
TOTAL	163.07	371.14	641.39	841.14

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.90	0.00	0.00	0.00	0.00	3.60	1.00	0.00
Sub-total	**0.90**	**0.00**	**0.00**	**0.00**	**0.00**	**3.60**	**1.00**	**0.00**
Rayleigh								
Rayleigh Town Centre	9.20	19.00	25.00	6.50	6.70	1.00	0.00	1.50
Sub-total	**9.20**	**19.00**	**25.00**	**6.50**	**6.70**	**1.00**	**0.00**	**1.50**
Other								
Hockley	0.10	0.00	0.00	0.00	2.20	0.00	0.00	0.00
Sub-total	**0.10**	**0.00**	**0.00**	**0.00**	**2.20**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**10.20**	**19.00**	**25.00**	**6.50**	**8.90**	**4.60**	**1.00**	**1.50**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	54.10	20.00	22.40	52.30	66.70	73.40	70.50	83.10
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.30	0.00	0.00	0.60	2.20	0.00	7.60	1.50
Greyhound Retail Park, Southend-on-Sea	0.90	0.00	0.00	0.60	0.00	1.00	1.00	2.90
Royal Shopping Centre, Southend-on-Sea	0.10	0.00	0.00	0.60	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	0.60	0.00	1.00	1.30	0.00	0.50	0.00	0.70
Westcliff-on-Sea Town Centre	0.40	0.00	0.50	0.60	0.00	1.00	0.00	0.00
Shoeburyness	0.20	0.00	0.00	0.00	0.00	0.00	1.90	0.00
Leigh-on-Sea Town Centre	0.10	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.30	0.00	0.00	1.90	0.00	0.00	0.00	0.00
Sub-total	**58.00**	**21.00**	**23.90**	**57.90**	**68.90**	**75.90**	**81.00**	**88.20**
Castle Point Borough								
Rayleigh Weir Retail Park	0.80	2.00	1.50	1.30	0.00	0.00	0.00	0.00
Hadleigh Town Centre	0.10	0.00	0.50	0.00	0.00	0.00	0.00	0.00
South Benfleet	0.10	0.00	0.00	0.00	0.00	0.50	0.00	0.00
Sub-total	**1.00**	**2.00**	**2.00**	**1.30**	**0.00**	**0.50**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	6.60	17.00	15.80	4.50	2.20	1.60	1.90	0.00
Mayflower Retail Park, Basildon	0.40	2.00	0.50	0.60	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.30	0.00	0.50	0.60	0.00	0.00	0.00	0.70
Billericay	0.10	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	1.30	12.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**8.70**	**32.00**	**16.80**	**5.70**	**2.20**	**1.60**	**1.90**	**0.70**
Thurrock								
Lakeside Shopping Centre	5.40	7.00	9.20	9.00	6.70	2.10	2.90	0.70
Lakeside Retail Park	1.70	2.00	2.00	0.60	0.00	2.10	2.90	1.50
West Thurrock	0.10	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.10	0.00	0.50	0.00	0.00	0.00	0.00	0.00
Sub-total	**7.30**	**10.00**	**11.70**	**9.60**	**6.70**	**4.20**	**5.80**	**2.20**
Chelmsford Borough								
South Woodman Ferrers	0.30	1.00	0.50	0.60	0.00	0.00	0.00	0.00
Chelmsford City Centre	2.20	7.00	4.10	1.90	0.00	1.00	0.00	0.00
Sub-total	**2.50**	**8.00**	**4.60**	**2.50**	**0.00**	**1.00**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	1.50	2.00	1.00	4.50	0.00	0.50	1.00	0.70
Sub-total	**1.50**	**2.00**	**1.00**	**4.50**	**0.00**	**0.50**	**1.00**	**0.70**
Other								
London	1.80	1.00	4.10	2.50	2.20	1.00	1.00	0.00
Romford	0.90	0.00	3.60	0.60	0.00	0.00	0.00	0.00
Colchester	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.70
Abroad	0.50	1.00	1.50	0.00	0.00	0.00	0.00	0.70
Maldon	0.10	0.00	0.00	0.00	2.20	0.00	0.00	0.00
Brentwood	0.10	0.00	0.00	0.00	0.00	0.50	0.00	0.00
Freeport Retail Park, Braintree	0.20	0.00	0.50	0.00	0.00	0.00	1.00	0.00
Other	1.10	1.00	1.50	1.30	0.00	0.50	1.00	1.50
Sub-total	**4.80**	**3.00**	**11.20**	**4.40**	**4.40**	**2.00**	**3.00**	**2.90**
SUB TOTAL	**83.80**	**78.00**	**71.20**	**85.90**	**82.20**	**85.70**	**92.70**	**94.70**
Internet / mail order / catalogue	5.90	3.00	3.60	7.10	8.90	9.40	6.70	3.70
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 8: TURNOVER (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.98	0.00	0.00	0.00	0.00	0.84	0.14	0.00
Sub-total	**0.98**	**0.00**	**0.00**	**0.00**	**0.00**	**0.84**	**0.14**	**0.00**
Rayleigh								
Rayleigh Town Centre	11.71	2.61	6.62	1.47	0.51	0.23	0.00	0.27
Sub-total	**11.71**	**2.61**	**6.62**	**1.47**	**0.51**	**0.23**	**0.00**	**0.27**
Other								
Hockley	0.17	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Sub-total	**0.17**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**12.86**	**2.61**	**6.62**	**1.47**	**0.68**	**1.08**	**0.14**	**0.27**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	67.43	2.75	5.93	11.80	5.10	17.17	9.66	15.01
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.62	0.00	0.00	0.14	0.17	0.00	1.04	0.27
Greyhound Retail Park, Southend-on-Sea	1.03	0.00	0.00	0.14	0.00	0.23	0.14	0.52
Royal Shopping Centre, Southend-on-Sea	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	0.80	0.00	0.26	0.29	0.00	0.12	0.00	0.13
Westcliff-on-Sea Town Centre	0.50	0.00	0.13	0.14	0.00	0.23	0.00	0.00
Shoeburyness	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.00
Leigh-on-Sea Town Centre	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.43	0.00	0.00	0.43	0.00	0.00	0.00	0.00
Sub-total	**72.34**	**2.88**	**6.33**	**13.07**	**5.27**	**17.76**	**11.10**	**15.94**
Castle Point Borough								
Rayleigh Weir Retail Park	0.97	0.27	0.40	0.29	0.00	0.00	0.00	0.00
Hadleigh Town Centre	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00
South Benfleet	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00
Sub-total	**1.21**	**0.27**	**0.53**	**0.29**	**0.00**	**0.12**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	8.34	2.33	4.18	1.02	0.17	0.37	0.26	0.00
Mayflower Retail Park, Basildon	0.54	0.27	0.13	0.14	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.39	0.00	0.13	0.14	0.00	0.00	0.00	0.13
Billericay	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	1.65	1.65	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**11.06**	**4.39**	**4.45**	**1.29**	**0.17**	**0.37**	**0.26**	**0.13**
Thurrock								
Lakeside Shopping Centre	6.96	0.96	2.44	2.03	0.51	0.49	0.40	0.13
Lakeside Retail Park	2.10	0.27	0.53	0.14	0.00	0.49	0.40	0.27
West Thurrock	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.33**	**1.37**	**3.10**	**2.17**	**0.51**	**0.98**	**0.80**	**0.40**
Chelmsford Borough								
South Woodman Ferrers	0.41	0.14	0.13	0.14	0.00	0.00	0.00	0.00
Chelmsford City Centre	2.71	0.96	1.09	0.43	0.00	0.23	0.00	0.00
Sub-total	**3.11**	**1.10**	**1.22**	**0.56**	**0.00**	**0.23**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	1.94	0.27	0.26	1.02	0.00	0.12	0.14	0.13
Sub-total	**1.94**	**0.27**	**0.26**	**1.02**	**0.00**	**0.12**	**0.14**	**0.13**
Other								
London	2.33	0.14	1.09	0.56	0.17	0.23	0.14	0.00
Romford	1.09	0.00	0.95	0.14	0.00	0.00	0.00	0.00
Colchester	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Abroad	0.66	0.14	0.40	0.00	0.00	0.00	0.00	0.13
Maldon	0.17	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Brentwood	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00
Freeport Retail Park, Braintree	0.27	0.00	0.13	0.00	0.00	0.00	0.14	0.00
Other	1.35	0.14	0.40	0.29	0.00	0.12	0.14	0.27
Sub-total	**6.11**	**0.41**	**2.97**	**0.99**	**0.34**	**0.47**	**0.41**	**0.52**
SUB TOTAL	**105.10**	**10.71**	**18.85**	**19.39**	**6.29**	**20.05**	**12.71**	**17.11**
Internet / mail order / catalogue	7.43	0.41	0.95	1.60	0.68	2.20	0.92	0.67
TOTAL	**125.40**	**13.73**	**26.42**	**22.46**	**7.65**	**23.33**	**13.76**	**18.05**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 9: SHOPPING PATTERNS (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS, ETC. (%)	ZONE 1 BOOKS, ETC. (%)	ZONE 2 BOOKS, ETC. (%)	ZONE 3 BOOKS, ETC. (%)	ZONE 4 BOOKS, ETC. (%)	ZONE 5 BOOKS, ETC. (%)	ZONE 6 BOOKS, ETC. (%)	ZONE 7 BOOKS, ETC. (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.30	0.00	0.00	0.00	0.00	0.60	0.00	0.90
Sub-total	**0.30**	**0.00**	**0.00**	**0.00**	**0.00**	**0.60**	**0.00**	**0.90**
Rayleigh								
Rayleigh Town Centre	7.50	10.00	23.80	6.40	5.40	0.60	0.00	0.00
Asda, Rawreth Lane, Rayleigh	0.10	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Sub-total	**7.60**	**10.00**	**24.40**	**6.40**	**5.40**	**0.60**	**0.00**	**0.00**
Other								
Hockley	0.40	0.00	0.00	1.40	2.70	0.00	0.00	0.00
Sub-total	**0.40**	**0.00**	**0.00**	**1.40**	**2.70**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**8.30**	**10.00**	**24.40**	**7.80**	**8.10**	**1.20**	**0.00**	**0.90**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	44.20	16.70	15.90	42.60	48.60	66.30	60.20	63.20
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.40	0.00	0.00	0.00	0.00	0.60	8.00	2.60
Westcliff-on-Sea Town Centre	0.90	0.00	0.60	2.80	2.70	0.60	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.50	0.00	0.60	1.40	0.00	0.00	0.00	0.90
Shoeburyness	0.40	0.00	0.00	0.00	0.00	0.00	2.30	0.90
Victoria Shopping Centre, Southend-on-Sea	0.10	0.00	0.00	0.70	0.00	0.00	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	0.10	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Leigh-on-Sea Town Centre	0.50	1.10	0.00	0.00	5.40	0.60	0.00	0.00
Sub-total	**48.10**	**17.80**	**17.10**	**47.50**	**56.70**	**68.70**	**70.50**	**67.60**
Castle Point Borough								
Rayleigh Weir Retail Park	0.30	0.00	1.20	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.30**	**0.00**	**1.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	4.10	11.10	9.10	2.80	2.70	1.30	0.00	0.90
Wickford	2.10	17.80	0.60	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.40	0.00	0.60	0.70	0.00	0.00	1.10	0.00
Mayflower Retail Park, Basildon	0.40	1.10	0.60	0.00	0.00	0.00	0.00	0.00
Bilericay	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**7.20**	**32.20**	**10.90**	**3.50**	**2.70**	**1.30**	**1.10**	**0.90**
Thurrock								
Lakeside Shopping Centre	2.80	5.60	3.70	2.80	2.70	1.30	2.30	1.70
Lakeside Retail Park	1.00	3.30	0.60	0.70	2.70	0.60	1.10	0.00
Sub-total	**3.80**	**8.90**	**4.30**	**3.50**	**5.40**	**1.90**	**3.40**	**1.70**
Chelmsford Borough								
Chelmsford Town Centre	1.40	2.20	4.30	1.40	0.00	0.00	0.00	0.00
South Woodham Ferrers	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.50**	**3.30**	**4.30**	**1.40**	**0.00**	**0.00**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.10	0.00	0.00	0.70	0.00	0.00	0.00	0.00
Sub-total	**0.10**	**0.00**	**0.00**	**0.70**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	1.90	2.20	3.00	2.10	0.00	1.20	2.30	0.90
Colchester	0.10	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Romford	0.10	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Other	0.80	0.00	1.20	0.70	0.00	1.30	0.00	0.90
Sub-total	**2.90**	**2.20**	**4.80**	**2.80**	**0.00**	**3.10**	**2.30**	**1.80**
SUB TOTAL	**63.90**	**64.40**	**42.60**	**59.40**	**64.80**	**75.00**	**77.30**	**72.00**
Internet / mail order / catalogue	28.00	25.60	32.90	32.60	27.00	23.80	22.70	27.40
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:

a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 10: TURNOVER (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS, ETC. (£m)	ZONE 1 BOOKS, ETC. (£m)	ZONE 2 BOOKS, ETC. (£m)	ZONE 3 BOOKS, ETC. (£m)	ZONE 4 BOOKS, ETC. (£m)	ZONE 5 BOOKS, ETC. (£m)	ZONE 6 BOOKS, ETC. (£m)	ZONE 7 BOOKS, ETC. (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.08	0.00	0.00	0.00	0.00	0.04	0.00	0.04
Sub-total	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.04**	**0.00**	**0.04**
Rayleigh								
Rayleigh Town Centre	2.45	0.34	1.60	0.37	0.10	0.04	0.00	0.00
Asda, Rawreth Lane, Rayleigh	0.04	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Sub-total	**2.49**	**0.34**	**1.64**	**0.37**	**0.10**	**0.04**	**0.00**	**0.00**
Other								
Hockley	0.13	0.00	0.00	0.08	0.05	0.00	0.00	0.00
Sub-total	**0.13**	**0.00**	**0.00**	**0.08**	**0.05**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**2.70**	**0.34**	**1.64**	**0.45**	**0.15**	**0.07**	**0.00**	**0.04**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	13.72	0.57	1.07	2.44	0.92	3.91	2.00	2.81
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.42	0.00	0.00	0.00	0.00	0.04	0.27	0.12
Westcliff-on-Sea Town Centre	0.29	0.00	0.04	0.16	0.05	0.04	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.16	0.00	0.04	0.08	0.00	0.00	0.00	0.04
Shoeburyness	0.12	0.00	0.00	0.00	0.00	0.00	0.08	0.04
Victoria Shopping Centre, Southend-on-Sea	0.04	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	0.04	0.00	0.00	0.00	0.00	0.04	0.00	0.00
Leigh-on-Sea Town Centre	0.18	0.04	0.00	0.00	0.10	0.04	0.00	0.00
Sub-total	**14.95**	**0.61**	**1.15**	**2.72**	**1.07**	**4.05**	**2.34**	**3.00**
Castle Point Borough								
Rayleigh Weir Retail Park	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.08**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	1.32	0.38	0.61	0.16	0.05	0.08	0.00	0.04
Wickford	0.65	0.61	0.04	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.12	0.00	0.04	0.04	0.00	0.00	0.04	0.00
Mayflower Retail Park, Basildon	0.08	0.04	0.04	0.00	0.00	0.00	0.00	0.00
Billericay	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**2.24**	**1.10**	**0.73**	**0.20**	**0.05**	**0.08**	**0.04**	**0.04**
Thurrock								
Lakeside Shopping Centre	0.88	0.19	0.25	0.16	0.05	0.08	0.08	0.08
Lakeside Retail Park	0.32	0.11	0.04	0.04	0.05	0.04	0.04	0.00
Sub-total	**1.20**	**0.31**	**0.29**	**0.20**	**0.10**	**0.11**	**0.11**	**0.08**
Chelmsford Borough								
Chelmsford Town Centre	0.45	0.08	0.29	0.08	0.00	0.00	0.00	0.00
South Woodham Ferrers	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.48**	**0.11**	**0.29**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.04	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Sub-total	**0.04**	**0.00**	**0.00**	**0.04**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.58	0.08	0.20	0.12	0.00	0.07	0.08	0.04
Colchester	0.04	0.00	0.00	0.00	0.00	0.04	0.00	0.00
Romford	0.04	0.00	0.04	0.00	0.00	0.00	0.00	0.00
Other	0.24	0.00	0.08	0.04	0.00	0.08	0.00	0.04
Sub-total	**0.90**	**0.08**	**0.32**	**0.16**	**0.00**	**0.18**	**0.08**	**0.08**
SUB TOTAL	**19.89**	**2.21**	**2.87**	**3.40**	**1.23**	**4.43**	**2.56**	**3.20**
Internet / mail order / catalogue	8.85	0.88	2.22	1.87	0.51	1.40	0.75	1.22
TOTAL	31.44	3.43	6.73	5.72	1.89	5.90	3.32	4.46

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	TOTAL HOUSEHOLD (%)	ZONE 1 HOUSEHOLD (%)	ZONE 2 HOUSEHOLD (%)	ZONE 3 HOUSEHOLD (%)	ZONE 4 HOUSEHOLD (%)	ZONE 5 HOUSEHOLD (%)	ZONE 6 HOUSEHOLD (%)	ZONE 7 HOUSEHOLD (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	4.20	3.90	0.00	3.30	3.30	10.50	2.50	3.70
Purdeys Industrial Estate, Rochford	0.30	1.30	0.00	0.00	0.00	0.00	0.00	0.90
Sub-total	**4.50**	**5.20**	**0.00**	**3.30**	**3.30**	**10.50**	**2.50**	**4.60**
Rayleigh								
Rayleigh Town Centre	10.70	15.80	35.20	5.70	10.00	1.30	0.00	0.90
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.30	1.30	0.00	0.80	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.10	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Asda, Rawreth Lane, Rayleigh	0.10	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Sub-total	**11.20**	**17.10**	**36.60**	**6.50**	**10.00**	**1.30**	**0.00**	**0.90**
Other								
Ashingdon	0.10	0.00	0.00	0.00	0.00	0.00	1.30	0.00
Hockley	1.10	0.00	0.00	5.70	3.30	0.00	0.00	0.00
Sub-total	**1.20**	**0.00**	**0.00**	**5.70**	**3.30**	**0.00**	**1.30**	**0.00**
SUB TOTAL	**16.90**	**22.30**	**36.60**	**15.50**	**16.60**	**11.80**	**3.80**	**5.50**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	39.90	6.60	9.70	41.80	40.00	57.20	58.20	64.50
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.30	0.00	0.00	0.00	0.00	0.70	10.10	0.00
Westcliff-on-Sea Town Centre	1.30	1.30	1.40	1.60	3.30	2.00	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	1.10	0.00	0.00	4.90	0.00	0.70	1.30	0.00
Airport Retail Park, Southend-on-Sea	3.80	2.60	1.40	4.90	3.30	6.60	0.00	5.60
Shoeburyness	0.70	0.00	0.00	0.00	0.00	0.00	5.10	0.90
Fossetts Way Retail Park, Southend-on-Sea	1.40	0.00	0.70	1.60	0.00	0.70	5.10	1.90
Arterial Retail Park, Southend-on-Sea	0.40	0.00	0.70	0.00	0.00	0.00	0.00	1.90
Greyhound Retail Park, Southend-on-Sea	1.50	0.00	1.40	1.60	0.00	1.30	2.50	2.80
Leigh-on-Sea Town Centre	1.00	0.00	1.40	0.80	3.30	2.00	0.00	0.00
Sub-total	**52.40**	**10.50**	**16.70**	**57.20**	**49.90**	**71.20**	**82.30**	**77.60**
Castle Point Borough								
Rayleigh Weir Retail Park	3.80	7.90	12.40	1.60	0.00	0.70	0.00	0.00
Hadleigh Town Centre	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
Sub-total	**4.10**	**7.90**	**12.40**	**2.40**	**0.00**	**2.10**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	5.50	14.50	11.70	4.10	10.00	0.70	1.30	0.90
Wickford	0.10	1.30	0.00	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.10	1.30	0.00	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	1.30	6.60	2.10	0.80	0.00	0.00	0.00	0.00
Pipps Hill Retail Park, Basildon	0.60	3.90	0.00	0.80	0.00	0.00	0.00	0.00
Billericay	0.30	2.60	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.90
Sub-total	**8.00**	**30.20**	**13.80**	**5.70**	**10.00**	**0.70**	**1.30**	**1.80**
Thurrock								
Lakeside Shopping Centre	3.40	5.30	5.50	2.50	3.30	1.30	1.30	4.70
Lakeside Retail Park	2.70	3.90	2.80	1.60	3.30	2.00	3.80	2.80
Sub-total	**6.10**	**9.20**	**8.30**	**4.10**	**6.60**	**3.30**	**5.10**	**7.50**
Chelmsford Borough								
Chelmsford Town Centre	1.10	3.90	2.10	0.80	0.00	0.70	0.00	0.00
South Woodham Ferrers	0.10	1.30	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.20**	**5.20**	**2.10**	**0.80**	**0.00**	**0.70**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.80	0.00	2.10	1.60	3.30	0.00	0.00	0.00
Sub-total	**0.80**	**0.00**	**2.10**	**1.60**	**3.30**	**0.00**	**0.00**	**0.00**
Other								
London	0.50	0.00	1.40	0.00	3.30	0.00	0.00	0.90
Braintree	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Romford	0.10	0.00	0.00	0.00	0.00	0.00	1.30	0.00
Other	1.00	1.30	0.70	0.80	0.00	0.70	1.30	1.90
Sub-total	**1.70**	**1.30**	**2.10**	**1.60**	**3.30**	**0.70**	**2.60**	**2.80**
SUB TOTAL	**74.30**	**64.30**	**57.50**	**73.40**	**73.10**	**78.70**	**91.30**	**89.70**
Internet / mail order / catalogue	8.30	13.20	6.20	10.70	10.00	9.90	5.10	4.70
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 12: TURNOVER (SMALL HOUSEHOLD)

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE 1 HOUSEHOLD (£m)	ZONE 2 HOUSEHOLD (£m)	ZONE 3 HOUSEHOLD (£m)	ZONE 4 HOUSEHOLD (£m)	ZONE 5 HOUSEHOLD (£m)	ZONE 6 HOUSEHOLD (£m)	ZONE 7 HOUSEHOLD (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	2.31	0.25	0.00	0.35	0.12	1.14	0.15	0.30
Purdeys Industrial Estate, Rochford	0.16	0.08	0.00	0.00	0.00	0.00	0.00	0.07
Sub-total	**2.46**	**0.33**	**0.00**	**0.35**	**0.12**	**1.14**	**0.15**	**0.37**
Rayleigh								
Rayleigh Town Centre	6.58	1.00	4.40	0.61	0.35	0.14	0.00	0.07
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.17	0.08	0.00	0.09	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.09	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Asda, Rawreth Lane, Rayleigh	0.09	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Sub-total	**6.92**	**1.09**	**4.58**	**0.69**	**0.35**	**0.14**	**0.00**	**0.07**
Other								
Ashingdon	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Hockley	0.72	0.00	0.00	0.61	0.12	0.00	0.00	0.00
Sub-total	**0.80**	**0.00**	**0.00**	**0.61**	**0.12**	**0.00**	**0.08**	**0.00**
SUB TOTAL	**10.18**	**1.42**	**4.58**	**1.65**	**0.58**	**1.29**	**0.23**	**0.44**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	22.40	0.42	1.21	4.45	1.40	6.24	3.48	5.20
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.68	0.00	0.00	0.00	0.00	0.08	0.60	0.00
Westcliff-on-Sea Town Centre	0.76	0.08	0.18	0.17	0.12	0.22	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.68	0.00	0.00	0.52	0.00	0.08	0.08	0.00
Airport Retail Park, Southend-on-Sea	2.15	0.17	0.18	0.52	0.12	0.72	0.00	0.45
Shoeburyness	0.38	0.00	0.00	0.00	0.00	0.00	0.30	0.07
Fossetts Way Retail Park, Southend-on-Sea	0.79	0.00	0.09	0.17	0.00	0.08	0.30	0.15
Arterial Retail Park, Southend-on-Sea	0.24	0.00	0.09	0.00	0.00	0.00	0.00	0.15
Greyhound Retail Park, Southend-on-Sea	0.86	0.00	0.18	0.17	0.00	0.14	0.15	0.23
Leigh-on-Sea Town Centre	0.59	0.00	0.18	0.09	0.12	0.22	0.00	0.00
Sub-total	**29.54**	**0.67**	**2.09**	**6.09**	**1.74**	**7.76**	**4.92**	**6.26**
Castle Point Borough								
Rayleigh Weir Retail Park	2.30	0.50	1.55	0.17	0.00	0.08	0.00	0.00
Hadleigh Town Centre	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sub-total	**2.54**	**0.50**	**1.55**	**0.26**	**0.00**	**0.23**	**0.00**	**0.00**
Basildon District								
Basildon Town Centre	3.40	0.92	1.46	0.44	0.35	0.08	0.08	0.07
Wickford	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	0.77	0.42	0.26	0.09	0.00	0.00	0.00	0.00
Pipps Hill Retail Park, Basildon	0.33	0.25	0.00	0.09	0.00	0.00	0.00	0.00
Billericay	0.17	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub-total	**4.90**	**1.92**	**1.73**	**0.61**	**0.35**	**0.08**	**0.08**	**0.15**
Thurrock								
Lakeside Shopping Centre	2.01	0.34	0.69	0.27	0.12	0.14	0.08	0.38
Lakeside Retail Park	1.56	0.25	0.35	0.17	0.12	0.22	0.23	0.23
Sub-total	**3.56**	**0.59**	**1.04**	**0.44**	**0.23**	**0.36**	**0.30**	**0.61**
Chelmsford Borough								
Chelmsford Town Centre	0.67	0.25	0.26	0.09	0.00	0.08	0.00	0.00
South Woodham Ferrers	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.75**	**0.33**	**0.26**	**0.09**	**0.00**	**0.08**	**0.00**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.55	0.00	0.26	0.17	0.12	0.00	0.00	0.00
Sub-total	**0.55**	**0.00**	**0.26**	**0.17**	**0.12**	**0.00**	**0.00**	**0.00**
Other								
London	0.36	0.00	0.18	0.00	0.12	0.00	0.00	0.07
Braintree	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Romford	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Other	0.56	0.08	0.09	0.09	0.00	0.08	0.08	0.15
Sub-total	**1.09**	**0.08**	**0.26**	**0.17**	**0.12**	**0.08**	**0.16**	**0.23**
SUB TOTAL	**42.93**	**4.09**	**7.19**	**7.82**	**2.55**	**8.58**	**5.46**	**7.24**
Internet / mail order / catalogue	4.87	0.84	0.78	1.14	0.35	1.08	0.30	0.38
TOTAL	**57.98**	**6.35**	**12.55**	**10.61**	**3.48**	**10.95**	**5.99**	**8.06**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 13: SHOPPING PATTERNS (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL TOYS, ETC. (%)	ZONE 1 TOYS, ETC. (%)	ZONE 2 TOYS, ETC. (%)	ZONE 3 TOYS, ETC. (%)	ZONE 4 TOYS, ETC. (%)	ZONE 5 TOYS, ETC. (%)	ZONE 6 TOYS, ETC. (%)	ZONE 7 TOYS, ETC. (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	2.10	1.60	0.00	1.00	4.30	6.10	2.90	0.00
Purdeys Industrial Estate, Rochford	0.20	0.00	0.00	1.00	0.00	0.00	0.00	0.00
Sub-total	**2.30**	**1.60**	**0.00**	**2.00**	**4.30**	**6.10**	**2.90**	**0.00**
Rayleigh								
Rayleigh Town Centre	10.60	15.90	31.30	8.20	8.70	0.00	0.00	1.20
Halfords, Rayleigh Road, Rayleigh	0.20	0.00	0.80	0.00	0.00	0.00	0.00	0.00
Sub-total	**10.80**	**15.90**	**32.10**	**8.20**	**8.70**	**0.00**	**0.00**	**1.20**
Other								
Hullbridge	0.20	1.60	0.00	0.00	0.00	0.00	0.00	0.00
Hockley	0.30	0.00	0.00	2.00	0.00	0.00	0.00	0.00
Sub-total	**0.50**	**1.60**	**0.00**	**2.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**13.60**	**19.10**	**32.10**	**12.20**	**13.00**	**6.10**	**2.90**	**1.20**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	39.70	22.20	8.60	35.70	21.70	59.10	67.60	61.00
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.70	0.00	0.00	0.00	0.00	0.00	4.40	1.20
Westcliff-on-Sea Town Centre	1.70	0.00	0.00	1.00	8.70	4.30	1.50	1.20
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.70	0.00	0.00	3.10	0.00	0.90	0.00	0.00
Shoeburyness	0.20	0.00	0.00	0.00	0.00	0.00	1.50	0.00
Airport Retail Park, Southend-on-Sea	4.00	1.60	3.10	5.10	0.00	4.30	2.90	7.30
Greyhound Retail Park, Southend-on-Sea	0.20	0.00	0.00	0.00	0.00	0.00	0.00	1.20
Leigh-on-Sea Town Centre	0.90	0.00	0.80	1.00	0.00	1.70	1.50	0.00
Other	0.50	0.00	0.00	0.00	0.00	0.00	0.00	3.70
Sub-total	**48.60**	**23.80**	**12.50**	**45.90**	**30.40**	**70.30**	**79.40**	**75.60**
Castle Point Borough								
Hadleigh Town Centre	0.90	1.60	0.80	1.00	0.00	0.00	1.50	1.20
Canvey Island Town Centre	0.30	1.60	0.80	0.00	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.20	0.00	0.00	0.00	0.00	0.00	1.50	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.20	0.00	0.00	1.00	0.00	0.00	0.00	0.00
Rayleigh Weir Retail Park	0.20	0.00	0.00	1.00	0.00	0.00	0.00	0.00
Sub-total	**1.80**	**3.20**	**1.60**	**3.00**	**0.00**	**0.00**	**3.00**	**1.20**
Basildon District								
Basildon Town Centre	10.40	22.20	19.50	11.20	17.40	2.60	1.50	2.40
Wickford	0.50	4.80	0.00	0.00	0.00	0.00	0.00	0.00
Westgate Park, Basildon	0.20	1.60	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.20	0.00	0.80	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	1.00	4.80	1.60	0.00	0.00	0.90	0.00	0.00
Pitsea Town Centre	0.30	1.60	0.80	0.00	0.00	0.00	0.00	0.00
Sub-total	**12.60**	**35.00**	**22.70**	**11.20**	**17.40**	**3.50**	**1.50**	**2.40**
Thurrock								
Lakeside Shopping Centre	2.30	3.20	3.90	2.00	13.00	0.90	0.00	0.00
Lakeside Retail Park	1.00	1.60	2.30	1.00	0.00	0.00	1.50	0.00
Sub-total	**3.30**	**4.80**	**6.20**	**3.00**	**13.00**	**0.90**	**1.50**	**0.00**
Chelmsford Borough								
Chelmsford Town Centre	0.90	1.60	1.60	1.00	0.00	0.00	0.00	1.20
Sub-total	**0.90**	**1.60**	**1.60**	**1.00**	**0.00**	**0.00**	**0.00**	**1.20**
Dartford Borough								
Bluewater Shopping Centre	0.90	0.00	1.60	2.00	0.00	0.00	1.50	0.00
Sub-total	**0.90**	**0.00**	**1.60**	**2.00**	**0.00**	**0.00**	**1.50**	**0.00**
Other								
London	0.40	0.00	0.80	0.00	0.00	0.00	0.00	1.20
Brentwood	0.20	0.00	0.80	0.00	0.00	0.00	0.00	0.00
Romford	0.30	0.00	0.80	1.00	0.00	0.00	0.00	0.00
Other	1.00	1.60	1.60	0.00	0.00	0.90	1.50	1.20
Sub-total	**1.90**	**1.60**	**4.00**	**1.00**	**0.00**	**0.90**	**1.50**	**2.40**
SUB TOTAL	**70.00**	**70.00**	**50.20**	**67.10**	**60.80**	**75.60**	**88.40**	**82.80**
Internet / mail order / catalogue	16.60	11.10	18.00	20.40	26.10	18.30	8.80	15.90
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 14: TURNOVER (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL TOYS, ETC. (£m)	ZONE 1 TOYS, ETC. (£m)	ZONE 2 TOYS, ETC. (£m)	ZONE 3 TOYS, ETC. (£m)	ZONE 4 TOYS, ETC. (£m)	ZONE 5 TOYS, ETC. (£m)	ZONE 6 TOYS, ETC. (£m)	ZONE 7 TOYS, ETC. (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	1.86	0.16	0.00	0.16	0.23	1.03	0.28	0.00
Purdeys Industrial Estate, Rochford	0.16	0.00	0.00	0.16	0.00	0.00	0.00	0.00
Sub-total	**2.02**	**0.16**	**0.00**	**0.33**	**0.23**	**1.03**	**0.28**	**0.00**
Rayleigh								
Rayleigh Town Centre	9.53	1.56	6.00	1.34	0.47	0.00	0.00	0.15
Halfords, Rayleigh Road, Rayleigh	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.69**	**1.56**	**6.15**	**1.34**	**0.47**	**0.00**	**0.00**	**0.15**
Other								
Hullbridge	0.16	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Hockley	0.33	0.00	0.00	0.33	0.00	0.00	0.00	0.00
Sub-total	**0.49**	**0.16**	**0.00**	**0.33**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**12.19**	**1.88**	**6.15**	**2.00**	**0.70**	**1.03**	**0.28**	**0.15**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	35.00	2.19	1.65	5.85	1.17	9.97	6.42	7.75
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.57	0.00	0.00	0.00	0.00	0.00	0.42	0.15
Westcliff-on-Sea Town Centre	1.66	0.00	0.00	0.16	0.47	0.73	0.14	0.15
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.66	0.00	0.00	0.51	0.00	0.15	0.00	0.00
Shoeburyness	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00
Airport Retail Park, Southend-on-Sea	3.52	0.16	0.59	0.84	0.00	0.73	0.28	0.93
Greyhound Retail Park, Southend-on-Sea	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Leigh-on-Sea Town Centre	0.75	0.00	0.15	0.16	0.00	0.29	0.14	0.00
Other	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.47
Sub-total	**42.91**	**2.34**	**2.40**	**7.52**	**1.65**	**11.86**	**7.54**	**9.60**
Castle Point Borough								
Hadleigh Town Centre	0.77	0.16	0.15	0.16	0.00	0.00	0.14	0.15
Canvey Island Town Centre	0.31	0.16	0.15	0.00	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.16	0.00	0.00	0.16	0.00	0.00	0.00	0.00
Rayleigh Weir Retail Park	0.16	0.00	0.00	0.16	0.00	0.00	0.00	0.00
Sub-total	**1.55**	**0.31**	**0.31**	**0.49**	**0.00**	**0.00**	**0.28**	**0.15**
Basildon District								
Basildon Town Centre	9.59	2.19	3.74	1.83	0.94	0.44	0.14	0.30
Wickford	0.47	0.47	0.00	0.00	0.00	0.00	0.00	0.00
Westgate Park, Basildon	0.16	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	0.93	0.47	0.31	0.00	0.00	0.15	0.00	0.00
Pitsea Town Centre	0.31	0.16	0.15	0.00	0.00	0.00	0.00	0.00
Sub-total	**11.61**	**3.44**	**4.35**	**1.83**	**0.94**	**0.59**	**0.14**	**0.30**
Thurrock								
Lakeside Shopping Centre	2.25	0.31	0.75	0.33	0.70	0.15	0.00	0.00
Lakeside Retail Park	0.90	0.16	0.44	0.16	0.00	0.00	0.14	0.00
Sub-total	**3.15**	**0.47**	**1.19**	**0.49**	**0.70**	**0.15**	**0.14**	**0.00**
Chelmsford Borough								
Chelmsford Town Centre	0.78	0.16	0.31	0.16	0.00	0.00	0.00	0.15
Sub-total	**0.78**	**0.16**	**0.31**	**0.16**	**0.00**	**0.00**	**0.00**	**0.15**
Dartford Borough								
Bluewater Shopping Centre	0.78	0.00	0.31	0.33	0.00	0.00	0.14	0.00
Sub-total	**0.78**	**0.00**	**0.31**	**0.33**	**0.00**	**0.00**	**0.14**	**0.00**
Other								
London	0.31	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Brentwood	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Romford	0.32	0.00	0.15	0.16	0.00	0.00	0.00	0.00
Other	0.91	0.16	0.31	0.00	0.00	0.15	0.14	0.15
Sub-total	**1.69**	**0.16**	**0.77**	**0.16**	**0.00**	**0.15**	**0.14**	**0.30**
SUB TOTAL	**62.46**	**6.89**	**9.62**	**10.99**	**3.29**	**12.76**	**8.40**	**10.51**
Internet / mail order / catalogue	15.24	1.09	3.45	3.34	1.41	3.09	0.84	2.02
TOTAL	**89.90**	**9.86**	**19.23**	**16.33**	**5.41**	**16.87**	**9.51**	**12.68**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 15: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)	ZONE 7 CHEMIST (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	8.90	0.00	0.50	2.00	30.20	31.10	5.20	0.80
Golden Cross Parade, Rochford	0.30	0.00	0.00	0.00	2.30	1.10	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.20	0.00	0.00	0.00	0.00	0.60	1.00	0.00
Co-op, West Street, Rochford	0.70	0.00	0.00	0.00	0.00	3.30	0.00	0.00
Sub-total	**10.10**	**0.00**	**0.50**	**2.00**	**32.50**	**36.10**	**6.20**	**0.80**
Rayleigh								
Asda, Rawreth Lane, Rayleigh	1.50	1.00	4.10	2.00	0.00	0.60	0.00	0.00
Rayleigh Town Centre	20.90	24.80	70.50	12.60	4.70	1.10	1.00	0.00
Sub-total	**22.40**	**25.80**	**74.60**	**14.60**	**4.70**	**1.70**	**1.00**	**0.00**
Other								
Hullbridge	2.80	23.80	0.00	0.00	0.00	0.00	0.00	0.00
Great Wakering	1.90	0.00	0.00	0.00	0.00	0.00	0.00	14.20
Ashingdon	0.60	0.00	0.00	0.00	9.30	0.60	0.00	0.00
Hockley	5.10	0.00	0.00	28.50	2.30	0.60	0.00	0.00
Sub-total	**10.40**	**23.80**	**0.00**	**28.50**	**11.60**	**1.20**	**0.00**	**14.20**
SUB TOTAL	**42.90**	**49.60**	**75.10**	**45.10**	**48.80**	**39.00**	**7.20**	**15.00**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	18.80	2.90	0.50	13.90	27.90	32.20	26.00	39.20
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	7.10	0.00	0.00	0.70	7.00	1.10	30.20	23.30
Westcliff-on-Sea Town Centre	0.10	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	6.10	0.00	1.00	14.60	4.70	11.10	5.20	2.50
Shoeburyness	2.30	0.00	0.00	0.00	0.00	0.00	19.80	0.80
Tesco Express, Southchurch Road, Southend-on-Sea	1.60	1.00	1.00	1.30	2.30	2.20	2.10	1.70
Sainsbury's, 45 London Road, Southend-on-Sea	1.20	0.00	0.00	1.30	2.30	1.10	2.10	3.30
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	1.40	0.00	0.00	1.30	0.00	2.80	2.10	2.50
Morrisons, Western Approaches, Southend-on-Sea	1.00	0.00	0.00	3.30	0.00	2.20	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.70	1.00	0.00	2.00	0.00	0.60	0.00	0.80
Tesco Express, Eastwood, Leigh-on-Sea	0.20	0.00	0.00	0.00	0.00	1.10	0.00	0.00
Eastwood	0.60	0.00	0.00	3.30	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.10	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.10	0.00	0.00	0.70	0.00	0.00	0.00	0.00
Southchurch	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.80
Leigh-on-Sea Town Centre	0.60	0.00	0.00	1.30	0.00	1.10	0.00	0.80
Sub-total	**42.00**	**4.90**	**2.50**	**43.70**	**44.20**	**56.70**	**87.50**	**75.70**
Castle Point Borough								
Sainsbury's, 21 Stadium Way, Raleigh Weir	2.30	0.00	7.80	2.60	2.30	0.00	0.00	0.00
Canvey Island	0.20	0.00	0.00	0.70	0.00	0.60	0.00	0.00
South Benfleet	0.10	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Tarpots	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.80
Sub-total	**2.70**	**0.00**	**7.80**	**3.30**	**2.30**	**1.20**	**0.00**	**0.80**
Basildon District								
Basildon Town Centre	1.10	2.90	1.60	2.60	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.20	1.00	0.50	0.00	0.00	0.00	0.00	0.00
Wickford	2.80	22.90	0.00	0.00	0.00	0.60	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	1.50	6.70	2.60	0.70	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.30	1.00	0.50	0.00	0.00	0.00	0.00	0.80
Billericay	0.10	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cricketers Way, Basildon	0.20	1.90	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**6.20**	**37.40**	**5.20**	**3.30**	**0.00**	**0.60**	**0.00**	**0.80**
Thurrock								
Corringham	0.10	0.00	0.00	0.00	0.00	0.00	1.00	0.00
Sub-total	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.00**	**0.00**
Chelmsford Borough								
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.60	2.90	1.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.60**	**2.90**	**1.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	1.10	1.90	1.00	2.00	0.00	1.10	1.00	0.00
Romford	0.20	0.00	1.00	0.00	0.00	0.00	0.00	0.00
Other	0.70	0.00	1.60	0.00	0.00	0.00	0.00	2.50
Sub-total	**2.00**	**1.90**	**3.60**	**2.00**	**0.00**	**1.10**	**1.00**	**2.50**
SUB TOTAL	**53.60**	**47.10**	**20.10**	**52.30**	**46.50**	**59.60**	**89.50**	**79.80**
Internet / mail order / catalogue	3.50	3.80	4.70	2.60	4.70	1.70	3.10	5.00
TOTAL	**100**	**101**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:

a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 16: TURNOVER (CHEMIST GOODS)

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)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	5.89	0.00	0.07	0.25	1.22	3.92	0.36	0.07
Golden Cross Parade, Rochford	0.23	0.00	0.00	0.00	0.09	0.14	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.14	0.00	0.00	0.00	0.00	0.08	0.07	0.00
Co-op, West Street, Rochford	0.42	0.00	0.00	0.00	0.00	0.42	0.00	0.00
Sub-total	**6.68**	**0.00**	**0.07**	**0.25**	**1.31**	**4.55**	**0.43**	**0.07**
Rayleigh								
Asda, Rawreth Lane, Rayleigh	0.99	0.07	0.59	0.25	0.00	0.08	0.00	0.00
Rayleigh Town Centre	13.95	1.83	10.17	1.55	0.19	0.14	0.07	0.00
Sub-total	**14.94**	**1.90**	**10.77**	**1.80**	**0.19**	**0.21**	**0.07**	**0.00**
Other								
Hullbridge	1.75	1.75	0.00	0.00	0.00	0.00	0.00	0.00
Great Wakering	1.33	0.00	0.00	0.00	0.00	0.00	0.00	1.33
Ashingdon	0.45	0.00	0.00	0.00	0.38	0.08	0.00	0.00
Hockley	3.68	0.00	0.00	3.51	0.09	0.08	0.00	0.00
Sub-total	**7.21**	**1.75**	**0.00**	**3.51**	**0.47**	**0.15**	**0.00**	**1.33**
SUB TOTAL	**28.83**	**3.66**	**10.84**	**5.55**	**1.97**	**4.91**	**0.50**	**1.40**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	12.64	0.21	0.07	1.71	1.13	4.06	1.80	3.66
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	4.77	0.00	0.00	0.09	0.28	0.14	2.09	2.18
Westcliff-on-Sea Town Centre	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Tesco Extra, Princes Avenue, Westcliff-on-Sea	4.12	0.00	0.14	1.80	0.19	1.40	0.36	0.23
Shoeburyness	1.44	0.00	0.00	0.00	0.00	0.00	1.37	0.07
Tesco Express, Southchurch Road, Southend-on-Sea	1.05	0.07	0.14	0.16	0.09	0.28	0.15	0.16
Sainsbury's, 45 London Road, Southend-on-Sea	0.84	0.00	0.00	0.16	0.09	0.14	0.15	0.31
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0.89	0.00	0.00	0.16	0.00	0.35	0.15	0.23
Morrisons, Western Approaches, Southend-on-Sea	0.68	0.00	0.00	0.41	0.00	0.28	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.47	0.07	0.00	0.25	0.00	0.08	0.00	0.07
Tesco Express, Eastwood, Leigh-on-Sea	0.14	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Eastwood	0.41	0.00	0.00	0.41	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Southchurch	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Leigh-on-Sea Town Centre	0.37	0.00	0.00	0.16	0.00	0.14	0.00	0.07
Sub-total	**28.15**	**0.36**	**0.36**	**5.38**	**1.78**	**7.14**	**6.05**	**7.07**
Castle Point Borough								
Sainsbury's, 21 Stadium Way, Raleigh Weir	1.54	0.00	1.13	0.32	0.09	0.00	0.00	0.00
Canvey Island	0.16	0.00	0.00	0.09	0.00	0.08	0.00	0.00
South Benfleet	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Tarpots	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub-total	**1.85**	**0.00**	**1.13**	**0.41**	**0.09**	**0.15**	**0.00**	**0.07**
Basildon District								
Basildon Town Centre	0.76	0.21	0.23	0.32	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.15	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Wickford	1.76	1.69	0.00	0.00	0.00	0.08	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	0.96	0.49	0.38	0.09	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.22	0.07	0.07	0.00	0.00	0.00	0.00	0.07
Billericay	0.07	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Cricketers Way, Basildon	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**4.06**	**2.76**	**0.75**	**0.41**	**0.00**	**0.08**	**0.00**	**0.07**
Thurrock								
Corringham	0.07	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-total	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.00**
Chelmsford Borough								
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.36	0.21	0.14	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.36**	**0.21**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.74	0.14	0.14	0.25	0.00	0.14	0.07	0.00
Romford	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Other	0.46	0.00	0.23	0.00	0.00	0.00	0.00	0.23
Sub-total	**1.35**	**0.14**	**0.52**	**0.25**	**0.00**	**0.14**	**0.07**	**0.23**
SUB TOTAL	**35.84**	**3.47**	**2.90**	**6.44**	**1.88**	**7.51**	**6.19**	**7.45**
Internet / mail order / catalogue	2.36	0.28	0.68	0.32	0.19	0.21	0.21	0.47
TOTAL	**67.03**	**7.41**	**14.42**	**12.32**	**4.03**	**12.63**	**6.90**	**9.32**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 17: SHOPPING PATTERNS (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	2.50	1.10	0.00	1.60	11.40	5.30	2.50	1.70
Temple Sunton Retail Park, Rochford	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
Sub-total	**2.60**	**1.10**	**0.00**	**1.60**	**11.40**	**6.00**	**2.50**	**1.70**
Rayleigh								
Rayleigh Town Centre	10.00	13.60	25.00	7.30	11.40	3.30	2.50	2.60
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.80	2.30	0.00	2.40	0.00	0.70	0.00	0.00
Sub-total	**10.80**	**15.90**	**25.00**	**9.70**	**11.40**	**4.00**	**2.50**	**2.60**
Other								
Hockley	1.10	0.00	0.60	3.30	5.70	0.70	0.00	0.00
Little Wakering	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.90
Great Wakering	0.30	0.00	0.00	0.00	0.00	0.00	0.00	1.70
Sub-total	**1.50**	**0.00**	**0.60**	**3.30**	**5.70**	**0.70**	**0.00**	**2.60**
SUB TOTAL	**14.90**	**17.00**	**25.60**	**14.60**	**28.50**	**10.70**	**5.00**	**6.90**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	27.80	6.80	4.90	27.60	22.90	35.80	56.80	47.00
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.70	0.00	0.00	0.00	0.00	0.00	4.90	0.90
Westcliff-on-Sea Town Centre	0.40	1.10	0.00	0.00	0.00	0.70	0.00	0.90
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.50	0.00	0.00	1.60	0.00	0.70	0.00	0.90
Shoeburyness	0.30	0.00	0.00	0.00	0.00	0.00	1.20	0.90
Victoria Shopping Centre, Southend-on-Sea	0.30	0.00	0.00	0.00	0.00	1.30	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	1.10	0.00	0.00	2.40	0.00	2.00	0.00	1.70
Airport Retail Park, Southend-on-Sea	10.00	6.80	4.30	9.80	8.60	19.20	8.60	10.30
Fossetts Way Retail Park, Southend-on-Sea	2.40	0.00	1.20	0.00	0.00	4.00	4.90	5.10
Leigh-on-Sea Town Centre	0.30	0.00	0.00	0.00	0.00	0.70	0.00	0.90
Arterial Retail Park, Southend-on-Sea	1.20	0.00	0.00	2.40	0.00	0.70	1.20	3.40
Royal Shopping Centre, Southend-on-Sea	0.10	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Tesco Express, London Road, Leigh-on-Sea	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
Other	2.00	0.00	0.60	2.40	5.70	4.00	1.20	2.60
Sub-total	**47.20**	**14.70**	**11.60**	**46.20**	**37.20**	**69.80**	**78.80**	**74.60**
Castle Point Borough								
Rayleigh Weir Retail Park	6.50	13.60	17.70	4.10	0.00	1.30	1.20	0.00
Thundersley	0.10	0.00	0.00	0.00	2.90	0.00	0.00	0.00
Hadleigh	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
South Benfleet Town Centre	0.40	0.00	0.60	0.80	2.90	0.00	0.00	0.00
Sub-total	**7.20**	**13.60**	**18.30**	**6.50**	**5.80**	**1.30**	**1.20**	**0.00**
Basildon District								
Basildon Town Centre	4.30	12.50	10.40	2.40	2.90	0.70	0.00	0.00
Wickford	0.30	2.30	0.00	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	2.60	10.20	5.50	1.60	0.00	0.00	0.00	0.00
Billericay	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Pipps Hill Retail Park, Basildon	1.20	5.70	1.80	0.80	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.10	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.10	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**8.90**	**34.00**	**18.30**	**5.60**	**2.90**	**0.70**	**0.00**	**0.00**
Thurrock								
Lakeside Shopping Centre	0.70	2.30	0.60	0.80	2.90	0.00	0.00	0.00
Lakeside Retail Park	0.30	1.10	0.60	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.00**	**3.40**	**1.20**	**0.80**	**2.90**	**0.00**	**0.00**	**0.00**
Chelmsford Borough								
Chelmer Village Retail Park, Chelmsford	0.20	0.00	1.20	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.20**	**0.00**	**1.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.30	0.00	0.00	0.00	0.00	0.00	1.20	0.90
Brentwood	0.40	0.00	1.20	0.80	0.00	0.00	0.00	0.00
Romford	0.30	0.00	0.60	0.00	0.00	0.70	0.00	0.00
Other	0.40	1.10	0.60	0.00	0.00	0.00	0.00	0.90
Sub-total	**1.40**	**1.10**	**2.40**	**0.80**	**0.00**	**0.70**	**1.20**	**1.80**
SUB TOTAL	**65.90**	**66.80**	**53.00**	**59.90**	**48.80**	**72.50**	**81.20**	**76.40**
Internet / mail order / catalogue	19.10	15.90	21.30	25.20	22.90	17.20	13.60	17.10
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 18: TURNOVER (ELECTRIAL GOODS.)

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)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	1.64	0.08	0.00	0.18	0.43	0.63	0.17	0.15
Temple Sunton Retail Park, Rochford	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sub-total	**1.73**	**0.08**	**0.00**	**0.18**	**0.43**	**0.71**	**0.17**	**0.15**
Rayleigh								
Rayleigh Town Centre	6.40	0.94	3.39	0.84	0.43	0.39	0.17	0.23
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.52	0.16	0.00	0.28	0.00	0.08	0.00	0.00
Sub-total	**6.92**	**1.10**	**3.39**	**1.12**	**0.43**	**0.48**	**0.17**	**0.23**
Other								
Hockley	0.76	0.00	0.08	0.38	0.22	0.08	0.00	0.00
Little Wakering	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Great Wakering	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Sub-total	**0.99**	**0.00**	**0.08**	**0.38**	**0.22**	**0.08**	**0.00**	**0.23**
SUB TOTAL	**9.64**	**1.18**	**3.47**	**1.69**	**1.09**	**1.27**	**0.33**	**0.62**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	17.44	0.47	0.66	3.19	0.87	4.26	3.79	4.19
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.41	0.00	0.00	0.00	0.00	0.00	0.33	0.08
Westcliff-on-Sea Town Centre	0.24	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.35	0.00	0.00	0.18	0.00	0.08	0.00	0.08
Shoeburyness	0.16	0.00	0.00	0.00	0.00	0.00	0.08	0.08
Victoria Shopping Centre, Southend-on-Sea	0.15	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	0.67	0.00	0.00	0.28	0.00	0.24	0.00	0.15
Airport Retail Park, Southend-on-Sea	6.29	0.47	0.58	1.13	0.33	2.29	0.57	0.92
Fossetts Way Retail Park, Southend-on-Sea	1.42	0.00	0.16	0.00	0.00	0.48	0.33	0.45
Leigh-on-Sea Town Centre	0.16	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Arterial Retail Park, Southend-on-Sea	0.74	0.00	0.00	0.28	0.00	0.08	0.08	0.30
Royal Shopping Centre, Southend-on-Sea	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Tesco Express, London Road, Leigh-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Other	1.36	0.00	0.08	0.28	0.22	0.48	0.08	0.23
Sub-total	**29.56**	**1.02**	**1.57**	**5.33**	**1.42**	**8.31**	**5.26**	**6.65**
Castle Point Borough								
Rayleigh Weir Retail Park	4.05	0.94	2.40	0.47	0.00	0.15	0.08	0.00
Thundersley	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00
Hadleigh	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
South Benfleet Town Centre	0.28	0.00	0.08	0.09	0.11	0.00	0.00	0.00
Sub-total	**4.63**	**0.94**	**2.48**	**0.75**	**0.22**	**0.15**	**0.08**	**0.00**
Basildon District								
Basildon Town Centre	2.75	0.87	1.41	0.28	0.11	0.08	0.00	0.00
Wickford	0.16	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Eastgate Shopping Centre, Basildon	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	1.64	0.71	0.74	0.18	0.00	0.00	0.00	0.00
Billericay	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Pipps Hill Retail Park, Basildon	0.73	0.40	0.24	0.09	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Pitsea Town Centre	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**5.67**	**2.36**	**2.48**	**0.65**	**0.11**	**0.08**	**0.00**	**0.00**
Thurrock								
Lakeside Shopping Centre	0.44	0.16	0.08	0.09	0.11	0.00	0.00	0.00
Lakeside Retail Park	0.16	0.08	0.08	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.60**	**0.24**	**0.16**	**0.09**	**0.11**	**0.00**	**0.00**	**0.00**
Chelmsford Borough								
Chelmer Village Retail Park, Chelmsford	0.16	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.16**	**0.00**	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.16	0.00	0.00	0.00	0.00	0.00	0.08	0.08
Brentwood	0.25	0.00	0.16	0.09	0.00	0.00	0.00	0.00
Romford	0.16	0.00	0.08	0.00	0.00	0.08	0.00	0.00
Other	0.24	0.08	0.08	0.00	0.00	0.00	0.00	0.08
Sub-total	**0.82**	**0.08**	**0.32**	**0.09**	**0.00**	**0.08**	**0.08**	**0.16**
SUB TOTAL	**41.44**	**4.63**	**7.18**	**6.92**	**1.86**	**8.63**	**5.42**	**6.81**
Internet / mail order / catalogue	12.25	1.10	2.88	2.91	0.87	2.05	0.91	1.52
TOTAL	**63.33**	**6.91**	**13.53**	**11.51**	**3.82**	**11.95**	**6.66**	**8.95**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 19: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	6.90	0.00	2.90	3.70	25.70	16.90	4.50	3.30
Purdeys Industrial Estate, Rochford	0.60	0.00	0.00	1.90	0.00	0.80	1.50	0.00
Sub-total	**7.50**	**0.00**	**2.90**	**5.60**	**25.70**	**17.70**	**6.00**	**3.30**
Rayleigh								
Rayleigh Town Centre	8.70	14.80	21.30	8.40	5.70	2.40	0.00	2.20
Battlesbridge Industrial Estate, Rayleigh	0.80	4.90	1.50	0.00	0.00	0.00	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.20	1.60	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.70**	**21.30**	**22.80**	**8.40**	**5.70**	**2.40**	**0.00**	**2.20**
Other								
Hockley	0.80	0.00	1.50	2.80	0.00	0.00	0.00	0.00
Sub-total	**0.80**	**0.00**	**1.50**	**2.80**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**18.00**	**21.30**	**27.20**	**16.80**	**31.40**	**20.10**	**6.00**	**5.50**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	28.60	21.30	11.80	26.20	8.60	37.90	41.80	46.70
Westcliff-on-Sea Town Centre	1.10	0.00	0.00	0.00	0.00	3.20	4.50	0.00
Shoeburyness	1.40	0.00	0.00	0.00	0.00	0.00	7.50	4.30
Victoria Shopping Centre, Southend-on-Sea	0.20	0.00	0.00	0.00	0.00	0.80	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	0.80	0.00	0.00	0.90	0.00	2.40	0.00	1.10
Airport Retail Park, Southend-on-Sea	12.90	6.60	10.30	19.60	14.30	15.30	13.40	8.70
Fossetts Way Retail Park, Southend-on-Sea	1.10	1.60	0.00	0.00	0.00	3.20	3.00	0.00
Leigh-on-Sea Town Centre	1.40	0.00	0.70	3.70	2.90	1.60	0.00	1.10
Southchurch	0.30	0.00	0.00	0.00	0.00	0.00	0.00	2.20
Arterial Retail Park, Southend-on-Sea	0.20	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Royal Shopping Centre, Southend-on-Sea	0.20	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Other	1.00	0.00	0.00	1.80	0.00	0.00	3.00	2.20
Sub-total	**49.20**	**29.50**	**23.50**	**52.20**	**25.80**	**64.40**	**73.20**	**67.40**
Castle Point Borough								
Rayleigh Weir Retail Park	2.40	1.60	5.90	3.70	0.00	0.80	0.00	1.10
Other	0.80	0.00	1.40	1.90	0.00	0.00	0.00	1.10
Sub-total	**3.20**	**1.60**	**7.30**	**5.60**	**0.00**	**0.80**	**0.00**	**2.20**
Basildon District								
Basildon Town Centre	7.10	6.60	12.50	7.50	11.40	3.20	0.00	7.60
Wickford	1.00	6.60	0.70	0.00	0.00	0.00	0.00	1.10
Pipps Hill Retail Park, Basildon	2.70	6.60	4.40	1.90	2.90	0.00	3.00	2.20
Cricketers Retail Park, Basildon	0.20	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	1.90	9.80	2.90	0.90	0.00	0.00	0.00	1.10
Pitsea	0.40	0.00	0.00	0.00	0.00	0.80	0.00	1.10
Sub-total	**13.30**	**29.60**	**21.20**	**10.30**	**14.30**	**4.00**	**3.00**	**13.10**
Thurrock								
Lakeside Shopping Centre	3.50	1.60	5.90	2.80	8.60	0.80	6.00	2.20
Lakeside Retail Park	3.70	8.20	3.70	1.90	5.70	2.40	9.00	0.00
Other	0.20	0.00	0.00	0.90	0.00	0.00	0.00	0.00
Sub-total	**7.40**	**9.80**	**9.60**	**5.60**	**14.30**	**3.20**	**15.00**	**2.20**
Chelmsford Borough								
Chelmsford Town Centre	0.30	1.60	0.70	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.20	1.60	0.00	0.00	0.00	0.00	0.00	0.00
South Woodham Ferrers	0.20	0.00	0.00	0.00	0.00	0.00	1.50	0.00
Sub-total	**0.70**	**3.20**	**0.70**	**0.00**	**0.00**	**0.00**	**1.50**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.30	0.00	0.70	0.00	0.00	0.00	0.00	1.10
Sub-total	**0.30**	**0.00**	**0.70**	**0.00**	**0.00**	**0.00**	**0.00**	**1.10**
Other								
London	1.00	1.60	0.70	1.80	0.00	0.00	0.00	2.20
Colchester	0.20	0.00	0.00	0.00	2.90	0.00	0.00	0.00
Romford	0.20	0.00	0.00	0.90	0.00	0.00	0.00	0.00
Other	1.40	0.00	2.10	1.90	2.90	0.80	0.00	1.10
Sub-total	**2.80**	**1.60**	**2.80**	**4.60**	**5.80**	**0.80**	**0.00**	**3.30**
SUB TOTAL	**76.90**	**75.30**	**65.80**	**78.30**	**60.20**	**73.20**	**92.70**	**89.30**
Internet / mail order / catalogue	5.30	3.30	6.60	4.70	8.60	6.50	1.50	5.40
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 20: TURNOVER (FURNITURE GOODS)

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)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	3.47	0.00	0.32	0.34	0.77	1.59	0.23	0.23
Purdeys Industrial Estate, Rochford	0.33	0.00	0.00	0.18	0.00	0.08	0.08	0.00
Sub-total	**3.80**	**0.00**	**0.32**	**0.52**	**0.77**	**1.66**	**0.31**	**0.23**
Rayleigh								
Rayleigh Town Centre	4.45	0.81	2.31	0.78	0.17	0.23	0.00	0.15
Battlesbridge Industrial Estate, Rayleigh	0.43	0.27	0.16	0.00	0.00	0.00	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**4.97**	**1.17**	**2.48**	**0.78**	**0.17**	**0.23**	**0.00**	**0.15**
Other								
Hockley	0.42	0.00	0.16	0.26	0.00	0.00	0.00	0.00
Sub-total	**0.42**	**0.00**	**0.16**	**0.26**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**9.19**	**1.17**	**2.96**	**1.55**	**0.94**	**1.89**	**0.31**	**0.38**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	14.04	1.17	1.28	2.42	0.26	3.56	2.13	3.22
Westcliff-on-Sea Town Centre	0.53	0.00	0.00	0.00	0.00	0.30	0.23	0.00
Shoeburyness	0.68	0.00	0.00	0.00	0.00	0.00	0.38	0.30
Victoria Shopping Centre, Southend-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Greyhound Retail Park, Southend-on-Sea	0.38	0.00	0.00	0.08	0.00	0.23	0.00	0.08
Airport Retail Park, Southend-on-Sea	6.44	0.36	1.12	1.81	0.43	1.44	0.68	0.60
Fossetts Way Retail Park, Southend-on-Sea	0.54	0.09	0.00	0.00	0.00	0.30	0.15	0.00
Leigh-on-Sea Town Centre	0.73	0.00	0.08	0.34	0.09	0.15	0.00	0.08
Southchurch	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Arterial Retail Park, Southend-on-Sea	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Royal Shopping Centre, Southend-on-Sea	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Other	0.47	0.00	0.00	0.17	0.00	0.00	0.15	0.15
Sub-total	**24.20**	**1.61**	**2.55**	**4.82**	**0.77**	**6.04**	**3.74**	**4.65**
Castle Point Borough								
Rayleigh Weir Retail Park	1.22	0.09	0.64	0.34	0.00	0.08	0.00	0.08
Other	0.40	0.00	0.15	0.18	0.00	0.00	0.00	0.08
Sub-total	**1.63**	**0.09**	**0.79**	**0.52**	**0.00**	**0.08**	**0.00**	**0.15**
Basildon District								
Basildon Town Centre	3.58	0.36	1.36	0.69	0.34	0.30	0.00	0.52
Wickford	0.51	0.36	0.08	0.00	0.00	0.00	0.00	0.08
Pipps Hill Retail Park, Basildon	1.41	0.36	0.48	0.18	0.09	0.00	0.15	0.15
Cricketers Retail Park, Basildon	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Mayflower Retail Park, Basildon	1.01	0.54	0.32	0.08	0.00	0.00	0.00	0.08
Pitsea	0.15	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Sub-total	**6.74**	**1.62**	**2.30**	**0.95**	**0.43**	**0.38**	**0.15**	**0.90**
Thurrock								
Lakeside Shopping Centre	1.78	0.09	0.64	0.26	0.26	0.08	0.31	0.15
Lakeside Retail Park	1.88	0.45	0.40	0.18	0.17	0.23	0.46	0.00
Other	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Sub-total	**3.74**	**0.54**	**1.04**	**0.52**	**0.43**	**0.30**	**0.77**	**0.15**
Chelmsford Borough								
Chelmsford Town Centre	0.16	0.09	0.08	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00
South Woodham Ferrers	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Sub-total	**0.33**	**0.18**	**0.08**	**0.00**	**0.00**	**0.00**	**0.08**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.15	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Sub-total	**0.15**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**
Other								
London	0.48	0.09	0.08	0.17	0.00	0.00	0.00	0.15
Colchester	0.09	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Romford	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Other	0.64	0.00	0.23	0.18	0.09	0.08	0.00	0.08
Sub-total	**1.29**	**0.09**	**0.30**	**0.42**	**0.17**	**0.08**	**0.00**	**0.23**
SUB TOTAL	**38.08**	**4.12**	**7.15**	**7.23**	**1.81**	**6.87**	**4.73**	**6.17**
Internet / mail order / catalogue	2.65	0.18	0.72	0.43	0.26	0.61	0.08	0.37
TOTAL	49.92	5.47	10.83	9.22	3.01	9.37	5.12	6.92

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 21: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)	ZONE 7 DIY (%)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.90	0.00	0.00	0.00	0.00	4.70	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.10	0.00	0.00	0.00	0.00	0.70	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	13.30	1.30	0.00	14.10	37.50	33.00	7.90	8.10
Sub-total	**14.40**	**1.30**	**0.00**	**14.10**	**37.50**	**39.10**	**7.90**	**8.10**
Rayleigh								
Rayleigh Town Centre	0.80	0.00	2.10	0.00	0.00	0.70	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	1.00	2.60	3.30	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Sub-total	**1.90**	**2.60**	**5.40**	**0.80**	**0.00**	**0.70**	**0.00**	**0.00**
Other								
Hockley	1.00	0.00	0.00	5.80	0.00	0.00	0.00	0.00
Sub-total	**1.00**	**0.00**	**0.00**	**5.80**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**17.30**	**3.90**	**5.40**	**20.70**	**37.50**	**39.80**	**7.90**	**8.10**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend	1.50	0.00	0.00	2.50	0.00	3.30	3.90	1.00
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	38.00	15.60	4.60	34.70	50.00	38.90	73.70	77.80
Shoeburyness	0.10	0.00	0.00	0.00	0.00	1.30	1.30	0.00
Homebase, 85 London Road, Southend-on-Sea	4.80	0.00	0.70	5.00	0.00	9.40	11.80	4.00
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.70	0.00	0.00	0.80	0.00	1.30	1.30	1.00
Airport Retail Park, Southend-on-Sea	0.40	0.00	0.00	0.80	0.00	1.30	0.00	0.00
Leigh-on-Sea	0.10	0.00	0.00	0.80	0.00	0.00	0.00	0.00
Sub-total	**45.60**	**15.60**	**5.30**	**44.60**	**50.00**	**55.50**	**92.00**	**83.80**
Castle Point Borough								
Homebase, 23-25 Stadium Way, Benfleet	23.50	32.50	70.90	24.80	6.30	1.30	0.00	0.00
Wickes, Rat Lane	5.20	15.60	8.60	8.30	0.00	0.00	0.00	2.00
Sub-total	**28.70**	**48.10**	**79.50**	**33.10**	**6.30**	**1.30**	**0.00**	**2.00**
Basildon District								
Basildon	0.40	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Wickford	0.20	2.60	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	1.10	10.40	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	2.00	3.90	6.60	0.80	0.00	0.00	0.00	0.00
Hombase, London Road, Basildo	0.30	2.60	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.40	1.30	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**4.40**	**20.80**	**7.30**	**0.80**	**0.00**	**0.00**	**0.00**	**0.00**
Thurrock								
B&Q, Lakeside, Thurrock	0.30	2.60	0.00	0.00	0.00	0.00	0.00	0.00
Lakeside Retail Park	0.10	0.00	0.70	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.40**	**2.60**	**0.70**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Chelmsford Borough								
B&Q, Homelands Retail Park, Chelmsford	0.30	2.60	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.10	1.30	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.40**	**3.90**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.00
Other	1.80	2.60	1.30	0.80	6.30	1.30	0.00	4.00
Sub-total	**1.90**	**2.60**	**1.30**	**0.80**	**6.30**	**1.30**	**0.00**	**5.00**
SUB TOTAL	**81.40**	**93.60**	**94.10**	**79.30**	**62.60**	**58.10**	**92.00**	**90.80**
Internet / mail order / catalogue	1.00	2.60	0.70	0.00	0.00	2.00	0.00	1.00
TOTAL	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 22: TURNOVER (DIY GOODS)

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)
ROCHFORD DISTRICT								
Rochford								
Rochford Town Centre	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	5.76	0.06	0.00	1.12	0.97	2.74	0.37	0.50
Sub-total	**6.27**	**0.06**	**0.00**	**1.12**	**0.97**	**3.25**	**0.37**	**0.50**
Rayleigh								
Rayleigh Town Centre	0.25	0.00	0.19	0.00	0.00	0.06	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	0.43	0.12	0.30	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-total	**0.74**	**0.12**	**0.50**	**0.06**	**0.00**	**0.06**	**0.00**	**0.00**
Other								
Hockley	0.46	0.00	0.00	0.46	0.00	0.00	0.00	0.00
Sub-total	**0.46**	**0.00**	**0.00**	**0.46**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**7.47**	**0.19**	**0.50**	**1.64**	**0.97**	**3.31**	**0.37**	**0.50**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend	0.72	0.00	0.00	0.20	0.00	0.27	0.18	0.06
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	16.67	0.74	0.42	2.75	1.29	3.23	3.42	4.82
Shoeburyness	0.17	0.00	0.00	0.00	0.00	0.11	0.06	0.00
Homebase, 85 London Road, Southend-on-Sea	2.04	0.00	0.06	0.40	0.00	0.78	0.55	0.25
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.29	0.00	0.00	0.06	0.00	0.11	0.06	0.06
Airport Retail Park, Southend-on-Sea	0.17	0.00	0.00	0.06	0.00	0.11	0.00	0.00
Leigh-on-Sea	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-total	**20.12**	**0.74**	**0.49**	**3.53**	**1.29**	**4.62**	**4.27**	**5.19**
Castle Point Borough								
Homebase, 23-25 Stadium Way, Benfleet	10.33	1.55	6.54	1.96	0.16	0.11	0.00	0.00
Wickes, Rat Lane	2.32	0.74	0.79	0.66	0.00	0.00	0.00	0.12
Sub-total	**12.65**	**2.30**	**7.34**	**2.62**	**0.16**	**0.11**	**0.00**	**0.12**
Basildon District								
Basildon	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Wickford	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	0.50	0.50	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	0.86	0.19	0.61	0.06	0.00	0.00	0.00	0.00
Hombase, London Road, Basildon	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.73**	**0.99**	**0.67**	**0.06**	**0.00**	**0.00**	**0.00**	**0.00**
Thurrock								
B&Q, Lakeside, Thurrock	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Lakeside Retail Park	0.06	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.19**	**0.12**	**0.06**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Chelmsford Borough								
B&Q, Homelands Retail Park, Chelmsford	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.19**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other								
London	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Other	0.83	0.12	0.12	0.06	0.16	0.11	0.00	0.25
Sub-total	**0.89**	**0.12**	**0.12**	**0.06**	**0.16**	**0.11**	**0.00**	**0.31**
SUB TOTAL	**35.76**	**4.47**	**8.68**	**6.28**	**1.62**	**4.83**	**4.27**	**5.62**
Internet / mail order / catalogue	0.42	0.12	0.06	0.00	0.00	0.17	0.00	0.06
TOTAL	**43.65**	**4.78**	**9.25**	**7.91**	**2.58**	**8.31**	**4.63**	**6.18**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 23: TURNOVER (ALL GOODS)

DESTINATION	TOTAL ALL GOODS (£m)	ZONE 1 ALL GOODS (£m)	ZONE 2 ALL GOODS (£m)	ZONE 3 ALL GOODS (£m)	ZONE 4 ALL GOODS (£m)	ZONE 5 ALL GOODS (£m)	ZONE 6 ALL GOODS (£m)	ZONE 7 ALL GOODS (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford	16.62	0.48	0.39	1.29	2.77	9.58	1.32	0.79
Purdeys Industrial Estate, Rochford	0.65	0.08	0.00	0.34	0.00	0.08	0.08	0.07
Golden Cross Parade, Rochford	0.23	0.00	0.00	0.00	0.09	0.14	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.14	0.00	0.00	0.00	0.00	0.08	0.07	0.00
Co-op, West Street, Rochford	0.42	0.00	0.00	0.00	0.00	0.42	0.00	0.00
Temple Sunton Retail Park, Rochford	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	5.76	0.06	0.00	1.12	0.97	2.74	0.37	0.50
Sub-total	**24.01**	**0.63**	**0.39**	**2.74**	**3.83**	**13.23**	**1.83**	**1.37**
Rayleigh								
Rayleigh Town Centre	55.32	9.10	34.69	6.96	2.23	1.23	0.24	0.88
Asda, Rawreth Lane, Rayleigh	1.12	0.07	0.72	0.25	0.00	0.08	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.78	0.33	0.00	0.36	0.00	0.08	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.09	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Halfords, Rayleigh Road, Rayleigh	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Battlesbridge Industrial Estate, Rayleigh	0.43	0.27	0.16	0.00	0.00	0.00	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	0.43	0.12	0.30	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-total	**58.38**	**9.90**	**36.12**	**7.63**	**2.23**	**1.38**	**0.24**	**0.88**
Other								
Hockley	6.67	0.00	0.24	5.62	0.64	0.16	0.00	0.00
Ashingdon	0.53	0.00	0.00	0.00	0.38	0.08	0.08	0.00
Hullbridge	1.91	1.91	0.00	0.00	0.00	0.00	0.00	0.00
Great Wakering	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Little Wakering	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-total	**9.34**	**1.91**	**0.24**	**5.62**	**1.02**	**0.23**	**0.08**	**0.23**
SUB TOTAL	**91.74**	**12.44**	**36.75**	**15.99**	**7.08**	**14.85**	**2.14**	**2.48**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	183.38	7.77	11.88	32.06	10.85	49.44	29.46	41.91
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	8.46	0.00	0.00	0.22	0.45	0.25	4.74	2.79
Greyhound Retail Park, Southend-on-Sea	3.13	0.00	0.18	0.67	0.00	0.87	0.29	1.13
Royal Shopping Centre, Southend-on-Sea	0.29	0.00	0.16	0.14	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	19.37	1.16	2.74	4.66	0.87	5.39	1.53	3.02
Westcliff-on-Sea Town Centre	4.05	0.16	0.35	0.63	0.64	1.67	0.37	0.23
Shoeburyness	3.35	0.00	0.00	0.00	0.00	0.11	2.68	0.56
Leigh-on-Sea Town Centre	2.98	0.18	0.40	0.81	0.30	0.91	0.14	0.23
Tesco Extra, Princes Avenue, Westcliff-on-Sea	6.40	0.00	0.18	3.52	0.19	1.71	0.44	0.35
Victoria Shopping Centre, Southend-on-Sea	0.27	0.00	0.00	0.04	0.00	0.23	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	2.75	0.09	0.25	0.17	0.00	0.85	0.79	0.61
Arterial Retail Park, Southend-on-Sea	1.06	0.00	0.09	0.28	0.00	0.08	0.08	0.53
Tesco Express, Southchurch Road, Southend-on-Sea	1.05	0.07	0.14	0.16	0.09	0.28	0.15	0.16
Sainsbury's, 45 London Road, Southend-on-Sea	0.84	0.00	0.00	0.16	0.09	0.14	0.15	0.31
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0.89	0.00	0.00	0.16	0.00	0.35	0.15	0.23
Morrisons, Western Approaches, Southend-on-Sea	0.68	0.00	0.00	0.41	0.00	0.28	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.47	0.07	0.00	0.25	0.00	0.08	0.00	0.07
Tesco Express, Eastwood, Leigh-on-Sea	0.14	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Eastwood	0.41	0.00	0.00	0.41	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Southchurch	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Tesco Express, London Road, Leigh-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	16.67	0.74	0.42	2.75	1.29	3.23	3.42	4.82
Homebase, 85 London Road, Southend-on-Sea	2.04	0.00	0.06	0.40	0.00	0.78	0.55	0.25
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.29	0.00	0.00	0.06	0.00	0.11	0.06	0.06
Other	2.30	0.00	0.08	0.44	0.22	0.48	0.23	0.85
Sub-total	**261.77**	**10.24**	**16.94**	**48.47**	**15.00**	**67.55**	**45.22**	**58.36**
Castle Point Borough								
Rayleigh Weir Retail Park	8.78	1.81	5.07	1.44	0.00	0.31	0.08	0.08
Hadleigh Town Centre	1.07	0.16	0.29	0.26	0.00	0.08	0.14	0.15
South Benfleet	0.40	0.00	0.08	0.09	0.11	0.12	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	1.88	0.00	1.13	0.66	0.09	0.00	0.00	0.00
Thundersley Town Centre	0.33	0.00	0.00	0.00	0.11	0.08	0.14	0.00
Canvey Island Town Centre	0.47	0.16	0.15	0.09	0.00	0.08	0.00	0.00
Tarpots	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Homebase, 23-25 Stadium Way, Benfleet	10.33	1.55	6.54	1.96	0.16	0.11	0.00	0.00
Wickes, Rat Lane	2.32	0.74	0.79	0.66	0.00	0.00	0.00	0.12
Other	0.40	0.00	0.15	0.18	0.00	0.00	0.00	0.08
Sub-total	**26.06**	**4.42**	**14.20**	**5.33**	**0.48**	**0.76**	**0.37**	**0.50**
Basildon District								
Basildon Town Centre	29.80	7.26	13.06	4.74	1.96	1.35	0.48	0.94
Mayflower Retail Park, Basildon	4.97	2.45	1.80	0.49	0.00	0.15	0.00	0.08
Eastgate Shopping Centre, Basildon	0.69	0.08	0.17	0.27	0.00	0.00	0.04	0.13
Bilericay	0.49	0.49	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	5.41	5.15	0.12	0.00	0.00	0.08	0.00	0.08
Pitsea Town Centre	0.65	0.27	0.15	0.00	0.00	0.08	0.00	0.15
Pipps Hill Retail Park, Basildon	2.47	1.00	0.72	0.35	0.09	0.00	0.15	0.15
Westgate Park, Basildon	0.16	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.31	0.00	0.31	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.15	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	0.96	0.49	0.38	0.09	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.22	0.07	0.07	0.00	0.00	0.00	0.00	0.07
Sainsbury's, Cricketers Way, Basildon	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	0.50	0.50	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	0.86	0.19	0.61	0.06	0.00	0.00	0.00	0.00
Hombase, London Road, Basildon	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**48.02**	**18.59**	**17.47**	**6.00**	**2.05**	**1.65**	**0.67**	**1.60**
Thurrock								
Lakeside Shopping Centre	14.31	2.05	4.84	3.14	1.75	0.94	0.86	0.73
Lakeside Retail Park	6.98	1.32	1.91	0.69	0.34	0.97	1.26	0.50
West Thurrock	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Corringham	0.07	0.00	0.00	0.00	0.00	0.00	0.07	0.00
B&Q, Lakeside, Thurrock	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Sub-total	**21.84**	**3.63**	**6.88**	**3.91**	**2.09**	**1.91**	**2.19**	**1.23**
Chelmsford Borough								
South Woodman Ferrers	0.60	0.26	0.13	0.14	0.00	0.00	0.08	0.00
Chelmsford City Centre	4.77	1.53	2.02	0.76	0.00	0.31	0.00	0.15
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.36	0.21	0.14	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.25	0.09	0.16	0.00	0.00	0.00	0.00	0.00
B&Q, Homelands Retail Park, Chelmsford	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**6.17**	**2.27**	**2.46**	**0.89**	**0.00**	**0.31**	**0.08**	**0.15**
Dartford Borough								
Bluewater Shopping Centre	3.45	0.27	0.91	1.55	0.12	0.12	0.28	0.20
Sub-total	**3.45**	**0.27**	**0.91**	**1.55**	**0.12**	**0.12**	**0.28**	**0.20**
Other								
London	5.02	0.44	1.84	1.10	0.28	0.44	0.36	0.56
Romford	1.92	0.00	1.37	0.38	0.00	0.08	0.08	0.00
Colchester	0.25	0.00	0.00	0.00	0.09	0.04	0.00	0.13
Abroad	0.66	0.14	0.40	0.00	0.00	0.00	0.00	0.13
Maldon	0.17	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Brentwood	0.53	0.00	0.32	0.09	0.00	0.12	0.00	0.00
Braintree	0.35	0.00	0.13	0.09	0.00	0.00	0.14	0.00
Other	5.23	0.58	1.53	0.66	0.25	0.61	0.36	1.25
Sub-total	**14.13**	**1.16**	**5.59**	**2.31**	**0.79**	**1.28**	**0.93**	**2.07**
SUB TOTAL	**381.44**	**40.59**	**64.45**	**68.47**	**20.52**	**73.58**	**49.73**	**64.11**
Internet / mail order / catalogue	54.07	4.91	11.74	11.62	4.27	10.81	4.01	6.71
TOTAL	**527.25**	**57.93**	**112.94**	**96.08**	**31.88**	**99.23**	**55.89**	**73.30**
	17.40							

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING
ROCHFORD RETAIL STUDY

TABLE 23: TURNOVER (ALL GOODS)

DESTINATION	TOTAL ALL GOODS (%)	ZONE 1 ALL GOODS (%)	ZONE 2 ALL GOODS (%)	ZONE 3 ALL GOODS (%)	ZONE 4 ALL GOODS (%)	ZONE 5 ALL GOODS (%)	ZONE 6 ALL GOODS (%)	ZONE 7 ALL GOODS (%)
ROCHFORD DISTRICT								
Rochford								
Rochford	3.15	0.83	0.34	1.34	8.70	9.65	2.36	1.08
Purdeys Industrial Estate, Rochford	0.12	0.14	0.00	0.35	0.00	0.08	0.14	0.10
Golden Cross Parade, Rochford	0.04	0.00	0.00	0.00	0.29	0.14	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.03	0.00	0.00	0.00	0.00	0.08	0.12	0.00
Co-op, West Street, Rochford	0.08	0.00	0.00	0.00	0.00	0.42	0.00	0.00
Temple Sunton Retail Park, Rochford	0.02	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.01	0.00	0.00	0.00	0.00	0.06	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.01	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	1.09	0.11	0.00	1.16	3.04	2.77	0.66	0.68
Sub-total	**4.55**	**1.08**	**0.34**	**2.86**	**12.03**	**13.33**	**3.27**	**1.86**
Rayleigh								
Rayleigh Town Centre	10.49	15.71	30.72	7.24	7.00	1.24	0.42	1.20
Asda, Rawreth Lane, Rayleigh	0.21	0.13	0.64	0.26	0.00	0.08	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.15	0.57	0.00	0.38	0.00	0.08	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.02	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Halfords, Rayleigh Road, Rayleigh	0.03	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Battlesbridge Industrial Estate, Rayleigh	0.08	0.46	0.14	0.00	0.00	0.00	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	0.08	0.21	0.27	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.01	0.00	0.00	0.07	0.00	0.00	0.00	0.00
Sub-total	**11.07**	**17.09**	**31.98**	**7.94**	**7.00**	**1.40**	**0.42**	**1.20**
Other								
Hockley	1.27	0.00	0.22	5.85	2.02	0.16	0.00	0.00
Ashingdon	0.10	0.00	0.00	0.00	1.18	0.08	0.14	0.00
Hullbridge	0.36	3.30	0.00	0.00	0.00	0.00	0.00	0.00
Great Wakering	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Little Wakering	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Sub-total	**1.77**	**3.30**	**0.22**	**5.85**	**3.20**	**0.24**	**0.14**	**0.32**
SUB TOTAL	**17.40**	**21.47**	**32.54**	**16.65**	**22.22**	**14.96**	**3.84**	**3.38**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	34.78	13.42	10.52	33.37	34.03	49.83	52.72	57.18
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	1.60	0.00	0.00	0.23	1.41	0.25	8.49	3.81
Greyhound Retail Park, Southend-on-Sea	0.59	0.00	0.16	0.69	0.00	0.88	0.51	1.54
Royal Shopping Centre, Southend-on-Sea	0.06	0.00	0.14	0.14	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	3.67	1.99	2.42	4.85	2.74	5.43	2.74	4.13
Westcliff-on-Sea Town Centre	0.77	0.27	0.31	0.66	2.00	1.69	0.67	0.32
Shoeburyness	0.64	0.00	0.00	0.00	0.00	0.11	4.79	0.77
Leigh-on-Sea Town Centre	0.57	0.30	0.36	0.85	0.96	0.92	0.25	0.31
Tesco Extra, Princes Avenue, Westcliff-on-Sea	1.21	0.00	0.16	3.67	0.59	1.72	0.78	0.48
Victoria Shopping Centre, Southend-on-Sea	0.05	0.00	0.00	0.04	0.00	0.23	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	0.52	0.15	0.22	0.18	0.00	0.86	1.40	0.83
Arterial Retail Park, Southend-on-Sea	0.20	0.00	0.08	0.29	0.00	0.08	0.14	0.73
Tesco Express, Southchurch Road, Southend-on-Sea	0.20	0.13	0.13	0.17	0.29	0.28	0.26	0.22
Sainsbury's, 45 London Road, Southend-on-Sea	0.16	0.00	0.00	0.17	0.29	0.14	0.26	0.42
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0.17	0.00	0.00	0.17	0.00	0.36	0.26	0.32
Morrisons, Western Approaches, Southend-on-Sea	0.13	0.00	0.00	0.42	0.00	0.28	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.09	0.13	0.00	0.26	0.00	0.08	0.00	0.10
Tesco Express, Eastwood, Leigh-on-Sea	0.03	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Eastwood	0.08	0.00	0.00	0.42	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.01	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.02	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Southchurch	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Tesco Express, London Road, Leigh-on-Sea	0.02	0.00	0.00	0.00	0.00	0.08	0.00	0.00
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	3.16	1.29	0.38	2.86	4.05	3.26	6.12	6.57
Homebase, 85 London Road, Southend-on-Sea	0.39	0.00	0.06	0.41	0.00	0.79	0.98	0.34
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.06	0.00	0.00	0.07	0.00	0.11	0.11	0.08
Other	0.44	0.00	0.07	0.46	0.68	0.48	0.42	1.16
Sub-total	**49.65**	**17.68**	**15.00**	**50.45**	**47.05**	**68.07**	**80.91**	**79.62**
Castle Point Borough								
Rayleigh Weir Retail Park	1.67	3.12	4.49	1.50	0.00	0.31	0.14	0.10
Hadleigh Town Centre	0.20	0.27	0.25	0.27	0.00	0.08	0.25	0.21
South Benfleet	0.08	0.00	0.07	0.10	0.35	0.12	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.36	0.00	1.00	0.69	0.29	0.00	0.00	0.00
Thundersley Town Centre	0.06	0.00	0.00	0.00	0.35	0.08	0.25	0.00
Canvey Island Town Centre	0.09	0.27	0.14	0.09	0.00	0.08	0.00	0.00
Tarpots	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Homebase, 23-25 Stadium Way, Benfleet	1.96	2.68	5.79	2.04	0.51	0.11	0.00	0.00
Wickes, Rat Lane	0.44	1.29	0.70	0.68	0.00	0.00	0.00	0.17
Other	0.08	0.00	0.13	0.18	0.00	0.00	0.00	0.10
Sub-total	**4.94**	**7.63**	**12.57**	**5.55**	**1.50**	**0.77**	**0.65**	**0.69**
Basildon District								
Basildon Town Centre	5.65	12.54	11.56	4.93	6.16	1.36	0.86	1.29
Mayflower Retail Park, Basildon	0.94	4.23	1.60	0.51	0.00	0.15	0.00	0.10
Eastgate Shopping Centre, Basildon	0.13	0.14	0.15	0.28	0.00	0.00	0.07	0.17
Billericay	0.09	0.85	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	1.03	8.88	0.10	0.00	0.00	0.08	0.00	0.10
Pitsea Town Centre	0.12	0.47	0.14	0.00	0.00	0.08	0.00	0.20
Pipps Hill Retail Park, Basildon	0.47	1.73	0.64	0.37	0.27	0.00	0.27	0.21
Westgate Park, Basildon	0.03	0.27	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.06	0.00	0.28	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.03	0.13	0.06	0.00	0.00	0.00	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	0.18	0.85	0.33	0.09	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.04	0.13	0.06	0.00	0.00	0.00	0.00	0.10
Sainsbury's, Cricketers Way, Basildon	0.03	0.24	0.00	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.01	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	0.09	0.86	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	0.16	0.32	0.54	0.07	0.00	0.00	0.00	0.00
Homebase, London Road, Basildon	0.02	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.01	0.11	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.11**	**32.09**	**15.46**	**6.24**	**6.43**	**1.67**	**1.20**	**2.18**
Thurrock								
Lakeside Shopping Centre	2.71	3.54	4.29	3.26	5.49	0.94	1.53	1.00
Lakeside Retail Park	1.32	2.28	1.69	0.71	1.06	0.98	2.26	0.68
West Thurrock	0.03	0.24	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.03	0.00	0.12	0.00	0.00	0.00	0.00	0.00
Corringham	0.01	0.00	0.00	0.00	0.00	0.00	0.12	0.00
B&Q, Lakeside, Thurrock	0.02	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.02	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Sub-total	**4.14**	**6.27**	**6.10**	**4.06**	**6.55**	**1.92**	**3.92**	**1.68**
Chelmsford Borough								
South Woodham Ferrers	0.11	0.44	0.12	0.14	0.00	0.00	0.14	0.00
Chelmsford City Centre	0.90	2.64	1.79	0.79	0.00	0.31	0.00	0.21
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.07	0.37	0.13	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.05	0.15	0.14	0.00	0.00	0.00	0.00	0.00
B&Q, Homelands Retail Park, Chelmsford	0.02	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.01	0.11	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.17**	**3.93**	**2.18**	**0.93**	**0.00**	**0.31**	**0.14**	**0.21**
Dartford Borough								
Bluewater Shopping Centre	0.65	0.47	0.81	1.62	0.36	0.12	0.50	0.28
Sub-total	**0.65**	**0.47**	**0.81**	**1.62**	**0.36**	**0.12**	**0.50**	**0.28**
Other								
London	0.95	0.76	1.63	1.14	0.89	0.45	0.65	0.76
Romford	0.36	0.00	1.22	0.40	0.00	0.08	0.14	0.00
Colchester	0.05	0.00	0.00	0.00	0.27	0.04	0.00	0.17
Abroad	0.13	0.24	0.35	0.00	0.00	0.00	0.00	0.17
Maldon	0.03	0.00	0.00	0.00	0.53	0.00	0.00	0.00
Brentwood	0.10	0.00	0.28	0.10	0.00	0.12	0.00	0.00
Braintree	0.07	0.00	0.12	0.09	0.00	0.00	0.25	0.00
Other	0.99	1.00	1.36	0.68	0.78	0.61	0.64	1.71
Sub-total	**2.68**	**1.99**	**4.95**	**2.41**	**2.47**	**1.29**	**1.67**	**2.82**
SUB TOTAL	**72.35**	**70.06**	**57.06**	**71.26**	**64.37**	**74.15**	**88.99**	**87.46**
Internet / mail order / catalogue	10.25	8.47	10.39	12.09	13.41	10.89	7.18	9.15
TOTAL	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 24: TURNOVER (NON-BULKY GOODS)

DESTINATION	TOTAL NON-BULKY (£m)	ZONE 1 NON-BULKY (£m)	ZONE 2 NON-BULKY (£m)	ZONE 3 NON-BULKY (£m)	ZONE 4 NON-BULKY (£m)	ZONE 5 NON-BULKY (£m)	ZONE 6 NON-BULKY (£m)	ZONE 7 NON-BULKY (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford	11.11	0.41	0.07	0.76	1.57	6.97	0.92	0.41
Purdeys Industrial Estate, Rochford	0.32	0.08	0.00	0.16	0.00	0.00	0.00	0.07
Golden Cross Parade, Rochford	0.23	0.00	0.00	0.00	0.09	0.14	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.14	0.00	0.00	0.00	0.00	0.08	0.07	0.00
Co-op, West Street, Rochford	0.42	0.00	0.00	0.00	0.00	0.42	0.00	0.00
Sub-total	**12.22**	**0.49**	**0.07**	**0.93**	**1.66**	**7.60**	**0.99**	**0.49**
Rayleigh								
Rayleigh Town Centre	44.23	7.35	28.80	5.34	1.62	0.55	0.07	0.50
Asda, Rawreth Lane, Rayleigh	1.12	0.07	0.72	0.25	0.00	0.08	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.17	0.08	0.00	0.09	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.09	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Halfords, Rayleigh Road, Rayleigh	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Sub-total	**45.75**	**7.51**	**29.76**	**5.67**	**1.62**	**0.63**	**0.07**	**0.50**
Other								
Hockley	5.03	0.00	0.00	4.53	0.43	0.08	0.00	0.00
Ashingdon	0.53	0.00	0.00	0.00	0.38	0.08	0.08	0.00
Hullbridge	1.91	1.91	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**7.47**	**1.91**	**0.00**	**4.53**	**0.80**	**0.15**	**0.08**	**0.00**
SUB TOTAL	**65.44**	**9.91**	**29.83**	**11.12**	**4.09**	**8.37**	**1.14**	**0.98**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	151.19	6.14	9.94	26.26	9.72	41.35	23.36	34.43
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	8.05	0.00	0.00	0.22	0.45	0.25	4.42	2.71
Greyhound Retail Park, Southend-on-Sea	2.08	0.00	0.18	0.31	0.00	0.41	0.29	0.90
Royal Shopping Centre, Southend-on-Sea	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	6.47	0.32	1.03	1.65	0.12	1.56	0.28	1.51
Westcliff-on-Sea Town Centre	3.28	0.08	0.35	0.63	0.64	1.29	0.14	0.15
Shoeburyness	2.34	0.00	0.00	0.00	0.00	0.00	2.15	0.19
Leigh-on-Sea Town Centre	2.03	0.18	0.33	0.41	0.22	0.68	0.14	0.07
Tesco Extra, Princes Avenue, Westcliff-on-Sea	6.05	0.00	0.18	3.34	0.19	1.63	0.44	0.27
Victoria Shopping Centre, Southend-on-Sea	0.04	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	0.79	0.00	0.09	0.17	0.00	0.08	0.30	0.15
Arterial Retail Park, Southend-on-Sea	0.24	0.00	0.09	0.00	0.00	0.00	0.00	0.15
Tesco Express, Southchurch Road, Southend-on-Sea	1.05	0.07	0.14	0.16	0.09	0.28	0.15	0.16
Sainsbury's, 45 London Road, Southend-on-Sea	0.84	0.00	0.00	0.16	0.09	0.14	0.15	0.31
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0.89	0.00	0.00	0.16	0.00	0.35	0.15	0.23
Morrisons, Western Approaches, Southend-on-Sea	0.68	0.00	0.00	0.41	0.00	0.28	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.47	0.07	0.00	0.25	0.00	0.08	0.00	0.07
Tesco Express, Eastwood, Leigh-on-Sea	0.14	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Eastwood	0.41	0.00	0.00	0.41	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Southchurch	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Other	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.47
Sub-total	**187.89**	**6.87**	**12.33**	**34.78**	**11.51**	**48.58**	**31.96**	**41.87**
Castle Point Borough								
Rayleigh Weir Retail Park	3.51	0.78	2.03	0.63	0.00	0.08	0.00	0.00
Hadleigh Town Centre	0.98	0.16	0.29	0.16	0.00	0.08	0.14	0.15
South Benfleet	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	1.79	0.00	1.13	0.57	0.09	0.00	0.00	0.00
Thundersley Town Centre	0.22	0.00	0.00	0.00	0.00	0.08	0.14	0.00
Canvey Island Town Centre	0.47	0.16	0.15	0.09	0.00	0.08	0.00	0.00
Tarpots	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub-total	**7.16**	**1.09**	**3.59**	**1.45**	**0.09**	**0.42**	**0.28**	**0.23**
Basildon District								
Basildon Town Centre	23.41	6.04	10.23	3.77	1.51	0.97	0.48	0.42
Mayflower Retail Park, Basildon	2.32	1.20	0.74	0.22	0.00	0.15	0.00	0.00
Eastgate Shopping Centre, Basildon	0.59	0.08	0.17	0.18	0.00	0.00	0.04	0.13
Billericay	0.41	0.41	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	4.62	4.50	0.04	0.00	0.00	0.08	0.00	0.00
Pitsea Town Centre	0.42	0.20	0.15	0.00	0.00	0.00	0.00	0.07
Pipps Hill Retail Park, Basildon	0.33	0.25	0.00	0.09	0.00	0.00	0.00	0.00
Westgate Park, Basildon	0.16	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.15	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	0.96	0.49	0.38	0.09	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.22	0.07	0.07	0.00	0.00	0.00	0.00	0.07
Sainsbury's, Cricketers Way, Basildon	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**33.88**	**13.62**	**12.01**	**4.34**	**1.51**	**1.19**	**0.52**	**0.69**
Thurrock								
Lakeside Shopping Centre	12.09	1.81	4.12	2.79	1.38	0.86	0.55	0.58
Lakeside Retail Park	4.88	0.79	1.36	0.51	0.17	0.74	0.80	0.50
West Thurrock	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Corringham	0.07	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-total	**17.30**	**2.74**	**5.61**	**3.30**	**1.55**	**1.61**	**1.42**	**1.08**
Chelmsford Borough								
South Woodman Ferrers	0.53	0.26	0.13	0.14	0.00	0.00	0.00	0.00
Chelmsford City Centre	4.61	1.44	1.94	0.76	0.00	0.31	0.00	0.15
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.36	0.21	0.14	0.00	0.00	0.00	0.00	0.00
Sub-total	**5.49**	**1.91**	**2.22**	**0.89**	**0.00**	**0.31**	**0.00**	**0.15**
Dartford Borough								
Bluewater Shopping Centre	3.30	0.27	0.83	1.55	0.12	0.12	0.28	0.13
Sub-total	**3.30**	**0.27**	**0.83**	**1.55**	**0.12**	**0.12**	**0.28**	**0.13**
Other								
London	4.32	0.35	1.76	0.93	0.28	0.44	0.28	0.26
Romford	1.67	0.00	1.29	0.30	0.00	0.00	0.08	0.00
Colchester	0.16	0.00	0.00	0.00	0.00	0.04	0.00	0.13
Abroad	0.66	0.14	0.40	0.00	0.00	0.00	0.00	0.13
Maldon	0.17	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Brentwood	0.53	0.00	0.32	0.09	0.00	0.12	0.00	0.00
Braintree	0.35	0.00	0.13	0.09	0.00	0.00	0.14	0.00
Other	3.53	0.38	1.10	0.42	0.00	0.42	0.36	0.85
Sub-total	**11.39**	**0.87**	**5.00**	**1.83**	**0.45**	**1.02**	**0.85**	**1.37**
SUB TOTAL	**266.41**	**27.37**	**41.60**	**48.14**	**15.23**	**53.24**	**35.32**	**45.51**
Internet / mail order / catalogue	38.75	3.50	8.07	8.27	3.14	7.99	3.03	4.75
TOTAL	**370.60**	**40.78**	**79.51**	**67.53**	**22.46**	**69.60**	**39.48**	**51.24**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 24: TURNOVER (NON-BULKY GOODS)

DESTINATION	TOTAL NON-BULKY (%)	ZONE 1 NON-BULKY (%)	ZONE 2 NON-BULKY (%)	ZONE 3 NON-BULKY (%)	ZONE 4 NON-BULKY (%)	ZONE 5 NON-BULKY (%)	ZONE 6 NON-BULKY (%)	ZONE 7 NON-BULKY (%)
ROCHFORD DISTRICT								
Rochford								
Rochford	3.00	0.99	0.09	1.13	6.97	10.01	2.33	0.81
Purdeys Industrial Estate, Rochford	0.09	0.20	0.00	0.24	0.00	0.00	0.00	0.14
Golden Cross Parade, Rochford	0.06	0.00	0.00	0.00	0.41	0.20	0.00	0.00
Somerfield, 6 Golden Cross Parade Shops, Rochford	0.04	0.00	0.00	0.00	0.00	0.11	0.18	0.00
Co-op, West Street, Rochford	0.11	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Sub-total	**3.30**	**1.20**	**0.09**	**1.37**	**7.39**	**10.92**	**2.51**	**0.95**
Rayleigh								
Rayleigh Town Centre	11.93	18.02	36.22	7.90	7.23	0.79	0.18	0.97
Asda, Rawreth Lane, Rayleigh	0.30	0.18	0.91	0.36	0.00	0.11	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.05	0.20	0.00	0.13	0.00	0.00	0.00	0.00
Somerfield, Eastwood Road, Rayleigh	0.02	0.00	0.11	0.00	0.00	0.00	0.00	0.00
Halfords, Rayleigh Road, Rayleigh	0.04	0.00	0.19	0.00	0.00	0.00	0.00	0.00
Sub-total	**12.34**	**18.41**	**37.43**	**8.39**	**7.23**	**0.90**	**0.18**	**0.97**
Other								
Hockley	1.36	0.00	0.00	6.70	1.90	0.11	0.00	0.00
Ashingdon	0.14	0.00	0.00	0.00	1.67	0.11	0.20	0.00
Hullbridge	0.52	4.69	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**2.02**	**4.69**	**0.00**	**6.70**	**3.57**	**0.22**	**0.20**	**0.00**
SUB TOTAL	**17.66**	**24.29**	**37.52**	**16.47**	**18.19**	**12.03**	**2.88**	**1.92**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	40.80	15.05	12.50	38.89	43.26	59.41	59.17	67.19
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	2.17	0.00	0.00	0.33	2.01	0.36	11.19	5.30
Greyhound Retail Park, Southend-on-Sea	0.56	0.00	0.22	0.45	0.00	0.59	0.73	1.76
Royal Shopping Centre, Southend-on-Sea	0.04	0.00	0.00	0.20	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	1.74	0.79	1.30	2.44	0.51	2.24	0.70	2.94
Westcliff-on-Sea Town Centre	0.89	0.20	0.44	0.93	2.84	1.85	0.36	0.30
Shoeburyness	0.63	0.00	0.00	0.00	0.00	0.00	5.45	0.37
Leigh-on-Sea Town Centre	0.55	0.43	0.41	0.61	0.97	0.98	0.36	0.15
Tesco Extra, Princes Avenue, Westcliff-on-Sea	1.63	0.00	0.23	4.94	0.84	2.34	1.11	0.53
Victoria Shopping Centre, Southend-on-Sea	0.01	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	0.21	0.00	0.11	0.25	0.00	0.11	0.77	0.30
Arterial Retail Park, Southend-on-Sea	0.06	0.00	0.11	0.00	0.00	0.00	0.00	0.30
Tesco Express, Southchurch Road, Southend-on-Sea	0.28	0.18	0.18	0.24	0.41	0.40	0.37	0.31
Sainsbury's, 45 London Road, Southend-on-Sea	0.23	0.00	0.00	0.24	0.41	0.20	0.37	0.60
Waitrose, Fossetts Way, Eastern Avenue, Southend-on-Sea	0.24	0.00	0.00	0.24	0.00	0.51	0.37	0.46
Morrisons, Western Approaches, Southend-on-Sea	0.18	0.00	0.00	0.60	0.00	0.40	0.00	0.00
Tesco Express, London Road, Westcliff-on-Sea	0.13	0.18	0.00	0.36	0.00	0.11	0.00	0.15
Tesco Express, Eastwood, Leigh-on-Sea	0.04	0.00	0.00	0.00	0.00	0.20	0.00	0.00
Eastwood	0.11	0.00	0.00	0.60	0.00	0.00	0.00	0.00
Aldi, Eastern Avenue, Southend-on-Sea	0.02	0.00	0.00	0.00	0.00	0.11	0.00	0.00
Asda, 127 High Street, Southend-on-Sea	0.02	0.00	0.00	0.13	0.00	0.00	0.00	0.00
Southchurch	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Other	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.92
Sub-total	**50.70**	**16.84**	**15.50**	**51.51**	**51.26**	**69.79**	**80.94**	**81.70**
Castle Point Borough								
Rayleigh Weir Retail Park	0.95	1.91	2.55	0.93	0.00	0.11	0.00	0.00
Hadleigh Town Centre	0.26	0.39	0.36	0.24	0.00	0.11	0.36	0.30
South Benfleet	0.03	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.48	0.00	1.42	0.84	0.41	0.00	0.00	0.00
Thundersley Town Centre	0.06	0.00	0.00	0.00	0.00	0.11	0.36	0.00
Canvey Island Town Centre	0.13	0.39	0.19	0.13	0.00	0.11	0.00	0.00
Tarpots	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Sub-total	**1.93**	**2.68**	**4.52**	**2.14**	**0.41**	**0.61**	**0.72**	**0.44**
Basildon District								
Basildon Town Centre	6.32	14.80	12.87	5.58	6.73	1.39	1.22	0.81
Mayflower Retail Park, Basildon	0.63	2.95	0.93	0.33	0.00	0.22	0.00	0.00
Eastgate Shopping Centre, Basildon	0.16	0.20	0.22	0.26	0.00	0.00	0.09	0.25
Bilericay	0.11	1.02	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	1.25	11.04	0.05	0.00	0.00	0.11	0.00	0.00
Pitsea Town Centre	0.11	0.48	0.19	0.00	0.00	0.00	0.00	0.14
Pipps Hill Retail Park, Basildon	0.09	0.61	0.00	0.13	0.00	0.00	0.00	0.00
Westgate Park, Basildon	0.04	0.39	0.00	0.00	0.00	0.00	0.00	0.00
Cricketers Retail Park, Basildon	0.04	0.00	0.19	0.00	0.00	0.00	0.00	0.00
Asda, Heron Park, Basildon	0.04	0.18	0.09	0.00	0.00	0.00	0.00	0.00
Tesco, Mayflower Retail Park, Basildon	0.26	1.21	0.47	0.13	0.00	0.00	0.00	0.00
Tesco Extra, Pitsea	0.06	0.18	0.09	0.00	0.00	0.00	0.00	0.15
Sainsbury's, Cricketers Way, Basildon	0.04	0.34	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.14**	**33.40**	**15.11**	**6.42**	**6.73**	**1.71**	**1.31**	**1.35**
Thurrock								
Lakeside Shopping Centre	3.26	4.43	5.18	4.13	6.16	1.24	1.40	1.13
Lakeside Retail Park	1.32	1.95	1.71	0.75	0.74	1.07	2.04	0.97
West Thurrock	0.04	0.34	0.00	0.00	0.00	0.00	0.00	0.00
Grays	0.04	0.00	0.17	0.00	0.00	0.00	0.00	0.00
Corringham	0.02	0.00	0.00	0.00	0.00	0.00	0.18	0.00
Sub-total	**4.67**	**6.71**	**7.06**	**4.88**	**6.90**	**2.31**	**3.61**	**2.10**
Chelmsford Borough								
South Woodman Ferrers	0.14	0.63	0.17	0.20	0.00	0.00	0.00	0.00
Chelmsford City Centre	1.24	3.54	2.45	1.12	0.00	0.45	0.00	0.30
Asda, Queen Elizabeth Square, South Woodham Ferrers, Chelmsford	0.10	0.52	0.18	0.00	0.00	0.00	0.00	0.00
Sub-total	**1.48**	**4.69**	**2.79**	**1.32**	**0.00**	**0.45**	**0.00**	**0.30**
Dartford Borough								
Bluewater Shopping Centre	0.89	0.67	1.05	2.30	0.51	0.17	0.71	0.25
Sub-total	**0.89**	**0.67**	**1.05**	**2.30**	**0.51**	**0.17**	**0.71**	**0.25**
Other								
London	1.17	0.87	2.21	1.38	1.26	0.64	0.72	0.52
Romford	0.45	0.00	1.62	0.44	0.00	0.00	0.20	0.00
Colchester	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.25
Abroad	0.18	0.34	0.50	0.00	0.00	0.00	0.00	0.25
Maldon	0.05	0.00	0.00	0.00	0.75	0.00	0.00	0.00
Brentwood	0.14	0.00	0.40	0.14	0.00	0.17	0.00	0.00
Braintree	0.10	0.00	0.17	0.13	0.00	0.00	0.35	0.00
Other	0.95	0.93	1.39	0.62	0.00	0.61	0.91	1.66
Sub-total	**3.07**	**2.13**	**6.29**	**2.70**	**2.01**	**1.46**	**2.16**	**2.67**
SUB TOTAL	**71.89**	**67.12**	**52.32**	**71.28**	**67.82**	**76.50**	**89.45**	**88.81**
Internet / mail order / catalogue	10.46	8.59	10.15	12.25	13.99	11.47	7.67	9.27
TOTAL	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 25: TURNOVER (BULKY)

DESTINATION	TOTAL BULKY (£m)	ZONE 1 BULKY (£m)	ZONE 2 BULKY (£m)	ZONE 3 BULKY (£m)	ZONE 4 BULKY (£m)	ZONE 5 BULKY (£m)	ZONE 6 BULKY (£m)	ZONE 7 BULKY (£m)
ROCHFORD DISTRICT								
Rochford								
Rochford	5.51	0.08	0.32	0.53	1.21	2.61	0.40	0.38
Purdeys Industrial Estate, Rochford	0.33	0.00	0.00	0.18	0.00	0.08	0.08	0.00
Temple Sunton Retail Park, Rochford	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	5.76	0.06	0.00	1.12	0.97	2.74	0.37	0.50
Sub-total	**11.79**	**0.14**	**0.32**	**1.82**	**2.17**	**5.63**	**0.84**	**0.88**
Rayleigh								
Rayleigh Town Centre	11.10	1.75	5.89	1.62	0.61	0.68	0.17	0.38
Asda, Rawreth Lane, Rayleigh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.61	0.25	0.00	0.28	0.00	0.08	0.00	0.00
Battlesbridge Industrial Estate, Rayleigh	0.43	0.27	0.16	0.00	0.00	0.00	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	0.43	0.12	0.30	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00
Sub-total	**12.63**	**2.39**	**6.36**	**1.96**	**0.61**	**0.76**	**0.17**	**0.38**
Other								
Hockley	1.64	0.00	0.24	1.10	0.22	0.08	0.00	0.00
Great Wakering	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Little Wakering	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-total	**1.88**	**0.00**	**0.24**	**1.10**	**0.22**	**0.08**	**0.00**	**0.23**
SUB TOTAL	**26.30**	**2.53**	**6.92**	**4.88**	**3.00**	**6.47**	**1.01**	**1.50**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	32.19	1.64	1.95	5.81	1.13	8.09	6.10	7.48
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.41	0.00	0.00	0.00	0.00	0.00	0.33	0.08
Greyhound Retail Park, Southend-on-Sea	1.05	0.00	0.00	0.36	0.00	0.46	0.00	0.23
Royal Shopping Centre, Southend-on-Sea	0.16	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	12.90	0.83	1.70	3.01	0.76	3.83	1.26	1.52
Westcliff-on-Sea Town Centre	0.77	0.08	0.00	0.00	0.00	0.38	0.23	0.08
Shoeburyness	1.01	0.00	0.00	0.00	0.00	0.11	0.52	0.38
Leigh-on-Sea Town Centre	0.96	0.00	0.08	0.41	0.09	0.23	0.00	0.16
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.35	0.00	0.00	0.18	0.00	0.08	0.00	0.08
Victoria Shopping Centre, Southend-on-Sea	0.23	0.00	0.00	0.00	0.00	0.23	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	1.96	0.09	0.16	0.00	0.00	0.78	0.48	0.45
Arterial Retail Park, Southend-on-Sea	0.82	0.00	0.00	0.28	0.00	0.08	0.08	0.38
Southchurch	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Tesco Express, London Road, Leigh-on-Sea	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	16.67	0.74	0.42	2.75	1.29	3.23	3.42	4.82
Homebase, 85 London Road, Southend-on-Sea	2.04	0.00	0.06	0.40	0.00	0.78	0.55	0.25
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.29	0.00	0.00	0.06	0.00	0.11	0.06	0.06
Other	1.84	0.00	0.08	0.44	0.22	0.48	0.23	0.38
Sub-total	**73.88**	**3.38**	**4.61**	**13.69**	**3.48**	**18.97**	**13.26**	**16.49**
Castle Point Borough								
Rayleigh Weir Retail Park	5.27	1.03	3.04	0.82	0.00	0.23	0.08	0.08
Hadleigh Town Centre	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
South Benfleet	0.28	0.00	0.08	0.09	0.11	0.00	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00
Homebase, 23-25 Stadium Way, Benfleet	10.33	1.55	6.54	1.96	0.16	0.11	0.00	0.00
Wickes, Rat Lane	2.32	0.74	0.79	0.66	0.00	0.00	0.00	0.12
Other	0.40	0.00	0.15	0.18	0.00	0.00	0.00	0.08
Sub-total	**18.90**	**3.33**	**10.61**	**3.89**	**0.38**	**0.34**	**0.08**	**0.28**
Basildon District								
Basildon Town Centre	6.39	1.23	2.83	0.97	0.45	0.38	0.00	0.52
Mayflower Retail Park, Basildon	2.65	1.24	1.06	0.27	0.00	0.00	0.00	0.08
Eastgate Shopping Centre, Basildon	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Billericay	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	0.80	0.64	0.08	0.00	0.00	0.00	0.00	0.08
Pitsea Town Centre	0.23	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Pipps Hill Retail Park, Basildon	2.14	0.76	0.72	0.27	0.09	0.00	0.15	0.15
Cricketers Retail Park, Basildon	0.16	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	0.50	0.50	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	0.86	0.19	0.61	0.06	0.00	0.00	0.00	0.00
Hombase, London Road, Basildon	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**14.14**	**4.97**	**5.46**	**1.66**	**0.54**	**0.46**	**0.15**	**0.90**
Thurrock								
Lakeside Shopping Centre	2.22	0.25	0.72	0.35	0.37	0.08	0.31	0.15
Lakeside Retail Park	2.10	0.53	0.55	0.18	0.17	0.23	0.46	0.00
B&Q, Lakeside, Thurrock	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Sub-total	**4.53**	**0.90**	**1.27**	**0.61**	**0.54**	**0.30**	**0.77**	**0.15**
Chelmsford Borough								
South Woodman Ferrers	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Chelmsford City Centre	0.16	0.09	0.08	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.25	0.09	0.16	0.00	0.00	0.00	0.00	0.00
B&Q, Homelands Retail Park, Chelmsford	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.68**	**0.36**	**0.24**	**0.00**	**0.00**	**0.00**	**0.08**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.15	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Sub-total	**0.15**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.08**
Other								
London	0.70	0.09	0.08	0.17	0.00	0.00	0.08	0.29
Romford	0.25	0.00	0.08	0.08	0.00	0.08	0.00	0.00
Colchester	0.09	0.00	0.00	0.00	0.09	0.00	0.00	0.00
Brentwood	0.25	0.00	0.16	0.09	0.00	0.00	0.00	0.00
Other	1.71	0.20	0.43	0.24	0.25	0.18	0.00	0.40
Sub-total	**3.00**	**0.29**	**0.75**	**0.58**	**0.34**	**0.27**	**0.08**	**0.70**
SUB TOTAL	**115.29**	**13.22**	**23.01**	**20.43**	**5.28**	**20.33**	**14.42**	**18.60**
Internet / mail order / catalogue	15.32	1.41	3.67	3.34	1.13	2.82	0.98	1.96
TOTAL	**156.90**	**17.16**	**33.60**	**28.65**	**9.41**	**29.63**	**16.41**	**22.05**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 25: TURNOVER (BULKY)

DESTINATION	TOTAL BULKY (%)	ZONE 1 BULKY (%)	ZONE 2 BULKY (%)	ZONE 3 BULKY (%)	ZONE 4 BULKY (%)	ZONE 5 BULKY (%)	ZONE 6 BULKY (%)	ZONE 7 BULKY (%)
ROCHFORD DISTRICT								
Rochford								
Rochford	3.51	0.44	0.94	1.84	12.81	8.80	2.42	1.72
Purdeys Industrial Estate, Rochford	0.21	0.00	0.00	0.61	0.00	0.25	0.47	0.00
Temple Sunton Retail Park, Rochford	0.05	0.00	0.00	0.00	0.00	0.28	0.00	0.00
Sapwood DIY, 202-206 Ashingdon Road, Rochford	0.04	0.00	0.00	0.00	0.00	0.20	0.00	0.00
MFI, Purdeys Industrial Estate, Rochford	0.04	0.00	0.00	0.00	0.00	0.20	0.00	0.00
Homebase, Purdeys Industrial Estate, Purdeys Way, Rochford	3.67	0.36	0.00	3.90	10.29	9.26	2.23	2.27
Sub-total	**7.52**	**0.81**	**0.94**	**6.35**	**23.10**	**18.99**	**5.12**	**3.99**
Rayleigh								
Rayleigh Town Centre	7.07	10.22	17.54	5.65	6.44	2.28	1.02	1.74
Asda, Rawreth Lane, Rayleigh	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Rawreth Industrial Estate, Rawreth Lane, Rayleigh	0.39	1.44	0.00	0.97	0.00	0.28	0.00	0.00
Battlesbridge Industrial Estate, Rayleigh	0.27	1.56	0.49	0.00	0.00	0.00	0.00	0.00
GB Domestics Ltd, London Road, Rayleigh	0.27	0.72	0.91	0.00	0.00	0.00	0.00	0.00
Dulux Centre, Calydons Lane, Rayleigh	0.04	0.00	0.00	0.22	0.00	0.00	0.00	0.00
Sub-total	**8.05**	**13.94**	**18.93**	**6.84**	**6.44**	**2.56**	**1.02**	**1.74**
Other								
Hockley	1.05	0.00	0.73	3.84	2.31	0.28	0.00	0.00
Great Wakering	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.69
Little Wakering	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Sub-total	**1.20**	**0.00**	**0.73**	**3.84**	**2.31**	**0.28**	**0.00**	**1.05**
SUB TOTAL	**16.76**	**14.75**	**20.60**	**17.02**	**31.84**	**21.84**	**6.13**	**6.78**
OUTSIDE ROCHFORD DISTRICT								
Southend-on-Sea Borough								
Southend Town Centre	20.52	9.54	5.79	20.27	12.02	27.32	37.21	33.90
Asda, North Shoebury Road, Shoeburyness, Southend-on-Sea	0.26	0.00	0.00	0.00	0.00	0.00	1.99	0.36
Greyhound Retail Park, Southend-on-Sea	0.67	0.00	0.00	1.26	0.00	1.56	0.00	1.03
Royal Shopping Centre, Southend-on-Sea	0.10	0.00	0.47	0.00	0.00	0.00	0.00	0.00
Airport Retail Park, Southend-on-Sea	8.22	4.85	5.06	10.49	8.04	12.93	7.67	6.89
Westcliff-on-Sea Town Centre	0.49	0.44	0.00	0.00	0.00	1.30	1.40	0.36
Shoeburyness	0.64	0.00	0.00	0.00	0.00	0.36	3.19	1.71
Leigh-on-Sea Town Centre	0.61	0.00	0.23	1.41	0.92	0.79	0.00	0.71
Tesco Extra, Princes Avenue, Westcliff-on-Sea	0.22	0.00	0.00	0.64	0.00	0.28	0.00	0.36
Victoria Shopping Centre, Southend-on-Sea	0.15	0.00	0.00	0.00	0.00	0.78	0.00	0.00
Fossetts Way Retail Park, Southend-on-Sea	1.25	0.51	0.48	0.00	0.00	2.62	2.93	2.06
Arterial Retail Park, Southend-on-Sea	0.52	0.00	0.00	0.97	0.00	0.28	0.49	1.72
Southchurch	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.69
Tesco Express, London Road, Leigh-on-Sea	0.05	0.00	0.00	0.00	0.00	0.28	0.00	0.00
B&Q, Fossestts Drive, Fossetts Park, Southend-on-Sea	10.63	4.34	1.26	9.59	13.71	10.92	20.83	21.84
Homebase, 85 London Road, Southend-on-Sea	1.30	0.00	0.19	1.38	0.00	2.64	3.34	1.12
BJ Supplies Ltd, 101 Rochford Road, Southend-on-Sea	0.19	0.00	0.00	0.22	0.00	0.36	0.37	0.28
Other	1.17	0.00	0.24	1.55	2.31	1.61	1.42	1.74
Sub-total	**47.09**	**19.69**	**13.73**	**47.78**	**37.01**	**64.03**	**80.83**	**74.78**
Castle Point Borough								
Rayleigh Weir Retail Park	3.36	6.00	9.04	2.85	0.00	0.78	0.49	0.34
Hadleigh Town Centre	0.06	0.00	0.00	0.32	0.00	0.00	0.00	0.00
South Benfleet	0.18	0.00	0.24	0.32	1.17	0.00	0.00	0.00
Sainsbury's, 21 Stadium Way, Raleigh Weir	0.06	0.00	0.00	0.32	0.00	0.00	0.00	0.00
Thundersley Town Centre	0.07	0.00	0.00	0.00	1.17	0.00	0.00	0.00
Homebase, 23-25 Stadium Way, Benfleet	6.58	9.04	19.47	6.85	1.73	0.36	0.00	0.00
Wickes, Rat Lane	1.48	4.34	2.36	2.29	0.00	0.00	0.00	0.56
Other	0.26	0.00	0.45	0.61	0.00	0.00	0.00	0.34
Sub-total	**12.05**	**19.39**	**31.57**	**13.57**	**4.08**	**1.14**	**0.49**	**1.25**
Basildon District								
Basildon Town Centre	4.07	7.16	8.43	3.39	4.81	1.30	0.00	2.38
Mayflower Retail Park, Basildon	1.69	7.25	3.15	0.94	0.00	0.00	0.00	0.34
Eastgate Shopping Centre, Basildon	0.06	0.00	0.00	0.32	0.00	0.00	0.00	0.00
Bilericay	0.05	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Wickford	0.51	3.76	0.23	0.00	0.00	0.00	0.00	0.34
Pitsea Town Centre	0.14	0.44	0.00	0.00	0.00	0.25	0.00	0.34
Pipps Hill Retail Park, Basildon	1.36	4.41	2.15	0.94	0.92	0.00	0.93	0.69
Cricketers Retail Park, Basildon	0.10	0.00	0.47	0.00	0.00	0.00	0.00	0.00
Heron Retail Park, Basildon	0.05	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Mayflower Retail Park, Basildon	0.32	2.89	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Pipps Hill Retail Park, Basildon	0.55	1.09	1.81	0.22	0.00	0.00	0.00	0.00
Hombase, London Road, Basildon	0.08	0.72	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.04	0.36	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**9.01**	**28.97**	**16.24**	**5.80**	**5.74**	**1.55**	**0.93**	**4.10**
Thurrock								
Lakeside Shopping Centre	1.42	1.44	2.15	1.23	3.92	0.25	1.87	0.69
Lakeside Retail Park	1.34	3.06	1.63	0.61	1.82	0.76	2.80	0.00
B&Q, Lakeside, Thurrock	0.08	0.72	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.05	0.00	0.00	0.29	0.00	0.00	0.00	0.00
Sub-total	**2.89**	**5.22**	**3.78**	**2.13**	**5.74**	**1.01**	**4.67**	**0.69**
Chelmsford Borough								
South Woodman Ferrers	0.05	0.00	0.00	0.00	0.00	0.00	0.47	0.00
Chelmsford City Centre	0.10	0.51	0.23	0.00	0.00	0.00	0.00	0.00
Chelmer Village Retail Park, Chelmsford	0.16	0.51	0.48	0.00	0.00	0.00	0.00	0.00
B&Q, Homelands Retail Park, Chelmsford	0.08	0.72	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Baynes Place, Chelmsford	0.04	0.36	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	**0.43**	**2.11**	**0.71**	**0.00**	**0.00**	**0.00**	**0.47**	**0.00**
Dartford Borough								
Bluewater Shopping Centre	0.10	0.00	0.23	0.00	0.00	0.00	0.00	0.34
Sub-total	**0.10**	**0.00**	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.34**
Other								
London	0.45	0.51	0.23	0.58	0.00	0.00	0.49	1.33
Romford	0.16	0.00	0.24	0.29	0.00	0.28	0.00	0.00
Colchester	0.06	0.00	0.00	0.00	0.92	0.00	0.00	0.00
Brentwood	0.16	0.00	0.48	0.32	0.00	0.00	0.00	0.00
Other	1.09	1.17	1.28	0.83	2.65	0.62	0.00	1.83
Sub-total	**1.91**	**1.68**	**2.23**	**2.03**	**3.58**	**0.90**	**0.49**	**3.16**
SUB TOTAL	**73.48**	**77.05**	**68.49**	**71.30**	**56.14**	**68.63**	**87.87**	**84.33**
Internet / mail order / catalogue	9.76	8.20	10.91	11.67	12.02	9.53	6.00	8.88
TOTAL	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**	**100.00**

Notes:
a. Post code sectors

b. Per Capita expenditure from MapInfo AnySite software (2005 data)
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

APPENDIX 6

CONSULTATION WITH LOCAL BUSINESS GROUPS

A meeting was held on 12 May 2008 to inform local business group representatives of the study, its purpose and findings to date, and to discuss key issues facing retailers within the District's town centres.

The meeting was facilitated by the Rochford District Council's Economic Development Officer and was attended by representatives of the Rochford & District Chamber of Trade, Hockley Chamber of Trade and the Federation of Small Businesses. A representative of the Rayleigh Chamber of Trade was invited but was unable to attend at the last minute.

Attendees were invited to raise issues pertaining to their town centre. Through this discussion a number of cross-cutting issues were identified. Attendees where thereafter invited to submit further comments or details to WYG by 23 May 2008 (2 weeks after the meeting). No further comments or details were received in this time period.

The following summarises the specific issues raised in respect of the town centres, and those which were raised in common by the attendees.

(i) Hockley Town Centre

Hockley town centre is perceived to be on a 'knife edge'. While there has been some stability over recent years it has entered into a period of decline. The representative stated that many businesses within Hockley are only just viable, and that any further loss of trade would result in business closures and vacancies.

There are presently three vacancies within the town centre. The representative advised that three more vacancies will occur in the immediate future with a further three likely to occur in the more distant future.

The representative highlighted the point that the village retail environment is less convenient than bigger centres (such as Southend) which provide a full range of products and services in an accessible location, and which exert a strong pull on expenditure.

Accessibility to the centre needs to be improved for all demographics. The representative suggested that car parking provision within the centre be reviewed, both in terms of cost and availability. At present there is very little free parking available in Hockley and what is available is used by commuters trying to avoid the high costs of parking at the railway station. This situation compromises the accessibility of Hockley to local residents and shoppers.

The representative noted that the cost of car parking in Hockley is only just less than that in Southend which offers a far greater range of products and services. It was suggested that there needs to be greater proportionality between car parking charges and the range of goods/services available in a centre.

Leisure activities should be promoted in town centres in support of retail activities.

(ii) Rochford

The representative promoted a long term objective of developing Rochford town centre to reflect the positive attributes of Leigh in Southend or Maldon.

The representative advised that Rochford does not benefit from the expenditure necessary to support retailing. While retail is surviving in Rochford, it is not prospering. It was suggested that this is linked to patterns of residential development, which is perceived as being predominantly comprised of 1 and 2 bedroom flat. This type of housing appeals more to people looking for short term residencies or commuters to London rather than families. The representative suggested that a greater emphasis on the provision of family housing is required to encourage people to set down roots and develop support for local retail provision.

The closure of the hospital (approximately 10 years ago) had a significant impact on retailing within the centre. Previously the hospital supported local retailers by bringing in expenditure. There has been no developments of similar scale to replicate this.

The representative advised that the redevelopment of former hospital land has not, in his opinion, been a success. It comprises a 'mishmash' of development with inadequate pedestrian links to the town centre.

The Somerfield supermarket requires additional signage to highlight its location to potential consumers.

The SPAR building located in Market Square is oppressive and closes in the square. A medium term ambition would be to remove this building – this could be achieved through a council policy push in this direction. Redevelopment is necessary to improve the appearance and character of Market Square.

The representative suggested that he would like to see a café culture established in Rochford. This could be focused around Market Square but there may be difficulties with this, having regard to youth crime/anti-social behaviour associated with the Square. At present, the public houses within Rochford are 'very male' and threatening. There is a need for family friendly operators. The representative noted that the country pubs in the surrounding area are doing very well.

There are, at present, no building societies represented in Rochford. These types of services are needed to encourage day to day use and linked trips to the centre.

(iii) Car parking

The availability of car parking was raised as a key issue affecting all three centres within the District.

The predominantly rural character of the District and the lack of public transport links necessitates high levels of private car use with flow on demand for car parking spaces. This demand must be tempered between office workers and commuters, who require all day parking, with shoppers who might only need to access the centre for 1-2 hours on any given day.

Representatives consider the existing parking charge structure to be ‘ill conceived, badly formatted and in comparison to other councils in the area and not value for money when it comes to the make up for the shopping areas the car parks serve’. They pointed out that larger competing centres such as Basildon and Southern have a greater variety of shops and their charge mechanism is different, thus attracting visitors. Representatives advised that local shopping is a different concept and therefore the same criteria cannot be applied.

Rochford District Council utilise fees from public car park use as a revenue stream. The representatives indicated their desire for the Council to subsidise car parking to encourage people into the town centres, and for the Parish Councils to take over the running of the town centre car parks to manage them as required by local residents and traders.

The connectivity between car parks and the high street should be enhanced to draw people into the town centres.

When considering pedestrian opportunities (for example the pedestrainisation of Market Square), there is a need to determine the percentage of the town’s population which lives within walking distance of the centre when considering the actual benefits which will accrue.

(iv) Crime

The representatives perceived a high level of crime within each of the District centres. This includes youth crime, which is the result of local youths gathering in the town centres with no other sources of entertainment. In this respect, there is a need for leisure facilities which are within everyone’s budget.

There is also an element of ‘business crime’ present within the District, which includes the circulation of counterfeit money.

(v) Business development

Representatives highlighted the added value that businesses in and around the town centre add to ‘spend’.

Representatives suggested that businesses are being driven out of the District and that their value to the local economy is not appreciated. They suggested that more support is required.

They noted that the region has the highest start up and deregistration of businesses, with an average business life span of three years.

The retention of a post office within town centres is fundamental to on-going success. The loss of a post office will result in gradual decline, ‘killing’ the centre within 5 years.

(vi) Other matters

Representatives suggested there is a need to develop and promote a ‘vision’ for the town centres, to encourage enthusiasm and local support for town centres.