South Kesteven Retail Study

On Behalf of South Kesteven District Council

July 2015

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EXECUTIVE SUMMARY

Savills were commissioned by South Kesteven District Council to carry out a Retail Study in 2015. The Study was commissioned to form the evidence base in relation to retail policies for the emerging South Kesteven Local Plan 2011 – 2036.

The previous study by NLP was published in 2010 and it was therefore determined that an updated Household Survey was required to form the basis of a revised Retail Capacity Assessment for the main towns of Grantham, Stamford, Bourne and Market Deeping within the district.

A full review of the policy background and of the respective centres was also undertaken to inform the assessment and parallel exercises were also commissioned in relation to the capacity for development within those town centres.

Convenience Shopping

The Household Survey confirmed that the main town centres and their adjoining out-of-centre facilities within the district provided sufficient facilities in respect of food shopping to retain most of the expenditure from within the district. There is therefore little leakage to competing convenience shopping floorspace outside of the district and we therefore conclude that, taking into account the physical provision of shopping facilities, particularly main food stores in the respective towns, South Kesteven is relatively well served in terms of food shopping facilities.

In this respect Grantham is served by five main food stores including; Morrisons, Sainsbury's, Asda, Aldi and Lidl. Stamford has a Morrisons, Waitrose, Sainsbury's and Lidl as well as an M&S Simply Food and Tesco Express in the town centre. Bourne is served by three large food stores; Tesco and Sainsbury's, as well as a Co-op store (in the town centre) and Market Deeping is served by a Tesco and a Co-op store.

Comparison Shopping

The Household Survey also found that there was a reasonably good level of satisfaction with the retention of comparison expenditure within the district, given the proximity and scale of the competition. Not surprisingly, Peterborough exerts a significant influence on the shopping patterns within the district, particularly in the southern part, south of Bourne. Grantham and the area to its north (Zone 1) are more influenced by Nottingham and, to some extent, Lincoln.

Grantham

There are significant levels of vacancies in Grantham and the environmental quality of parts of the town centre are, as a consequence, relatively poor. The fundamental fabric of the town, however, reflects its historic nature and has the potential to be of higher quality. The Household Survey results led us to conclude that the town centre was performing reasonably well in quantitative terms, although we found that this was likely to be as a result of its combined trade with the Asda store and adjoining retail warehouse facilities, particularly Augustin Retail Park. Both are within the defined town centre.

Convenience shopping is an important element of the town centre's trade, with a large Morrisons supermarket underpinning the Isaac Newton Centre and the town has benefited in relatively recent times from both a new Asda and a redeveloped Lidl store. The Morrisons in the town centre appears to be trading reasonably well but it is likely to be facing significant competition issues from the new stores. The Household Survey indicates that in terms of its convenience turnover it is trading at £25.22m which is significantly below its benchmark level (£33.34m).

Retention of convenience expenditure in Grantham's home zones of Zones 1, 2 and 3 is very high and there is a good range of the main food retailers represented in the town, although Tesco only has express stores in Grantham. It is therefore reasonable to conclude that there is a good level of customer satisfaction with the extant food store provision in Grantham and we therefore see no compelling quantitative or qualitative reason the plan for additional food stores in Grantham in the short to medium term.

After 2021 there is some convenience expenditure capacity emerging in Grantham and by 2036 there is capacity of £76m which is sufficient to support a large food store. The reality of this provision however could be significantly different, if long term population and expenditure growth are different to that currently expected or if there is a greater increase in the proportion of internet shopping than expected. Therefore we consider that the projections at the longer end of the timescale should be treated with caution and reviewed in 4 to 5 years time.

There is however a need to improve the non-food shopping within the town and although we have identified significant capacity over the long term for additional non-food development, the priority in the short to medium term must be to improve the quality of the town centre and reduce the level of vacancies within it.

Looking at comparison expenditure capacity as a whole, including the retail warehousing but deducting non-food floorspace in the supermarkets, there is expenditure capacity by 2026 of £26.4m. By 2031 this equates to £70.7m and by 2036 it is £126.5m.

In conclusion we consider that significant improvements are required to Grantham, both in terms of its food shopping provision over the long term and particularly its comparison shopping offer. The priority should be to reduce vacancies in Grantham before any development is contemplated and a careful strategy for the town should be produced with a plan for phasing of the right forms of development at the right time over the plan period.

Stamford

The existing supermarkets in Stamford are, on average, trading below their benchmark level at present and are not expected to achieve equilibrium with their benchmark turnover until 2026. There is a small amount of capacity in 2031 of £6.75m. By 2036 this will increase to £13.98m which would be sufficient to support a small foodstore of around 1,000 sq m net. Again given the potential variations in the population and expected growth and consequent risks of the longer term projections we recommend that these should be treated with caution and reviewed in 4 to 5 years time.

In terms of the comparison shopping facilities, Stamford is a very high quality town centre, with relatively high end retailers including M&S, New Look, Crew Clothing and White Stuff, as well as being supported by a substantial and diverse leisure and service sector including numerous cafes and restaurants. This reflects the attraction of Stamford as an historic market town with significant levels of visitor spend. We have allowed for expenditure inflow of 20% of comparison expenditure to Stamford, to reflect the level of attraction to residents outside the district,

There is capacity in Stamford for additional comparison retail development. We have looked at overall capacity for Stamford taking into account the town centre, out-of-centre facilities and deducting the benchmark turnover for non-food floorspace in the supermarkets. We conclude in Table 7.13 that there is capacity by 2026 but this amounts to only £1.23m. By 2031 this has increased to £24.33m and by 2036 to £53.6m. Again we would advice caution is respect of the longer term projections and that these should be reviewed closer to that time before making allocations.

Bourne

In relation to Bourne, the town centre performs a predominately convenience shopping role with the Co-op store being the main food store within the town centre. There is however a reasonably sized freezer centre, Heron, and a number of independent convenience stores including bakers, butchers etc. There is a large Sainsbury's on the edge of the town centre and a relatively new, large, Tesco store on Cherryholt Road as well as recently granted planning permissions for further food stores. There is no capacity for further convenience food store development in Bourne. Indeed there is significant negative capacity throughout the plan period.

The comparison facilities in Bourne are relatively limited. We identified no capacity for comparison floorspace in Bourne and indeed there is negative capacity throughout the plan period taking into account the benchmark turnover for non-food floorspace in its food stores. Although there is leakage from Bourne's home zone to other centres, it is not considered appropriate to increase the size of Bourne to the extent that would be necessary to alter this.

Market Deeping

Market Deeping is a relatively small town centre and again provides predominately convenience shopping facilities within the town centre anchored by a Co-op store. There are also a number of leisure services including restaurants and pubs, which serve the local population. There is some capacity for convenience floorspace in Market Deeping emerging over the plan period. By 2026 this amounts to £8.17m, equivalent to around 632 sq m net floorspace and by 2036 this has increased to £12.91m which is sufficient to support around 950 sq m net floorspace.

There is no capacity for further comparison floorspace development in Market Deeping over the plan period until 2036 when there is £8.51m of capacity for comparison floorspace. Again, we would advise caution in respect of long term projections and that this should be reviewed closer to the time before allocating potential sites.

1.0 INTRODUCTION

1.1 A Retail Capacity Study was prepared by Nathaniel Lichfield and Partners in 2010 for South Kesteven District Council and Savills are now instructed to update that earlier Report. Shopping patterns, retail provision within the District and provision in competing centres has changed but the previous Study provides an important point of reference to measure the effects of these changes.

1.2 The purpose of the Study is to examine the existing shopping patterns in the study area, the nature and content of the shopping facilities within the district and the need for additional facilities, if any, over the period until 2036. In order to fully appreciate shopping behaviour, a broad appraisal was also made of the major retail facilities beyond the district since it is evident that significant proportions of convenience and, in particular, comparison expenditure, is being attracted to those facilities. An important objective of the Study is to assess whether, for sustainable and other planning reasons, the existing patterns should be modified and, if so, to determine the consequences in terms of additional retail floorspace within the defined centres. We have been instructed to particularly assess the health and retail needs of the main centres of Grantham, Bourne, Stamford and Market Deeping.

1.3 The Retail Study will provide an evidence base for the emerging Local Plan for the district concerning retail matters. To assist that process the Study will provide assessments at 2016, 2021, 2026, 2031 and 2036. Should the Study indicate a need for a significant increase in retail floorspace over the plan period, consideration as to where such facilities might be provided will also need to be examined given that the four towns comprise historic centres that are constrained by existing development.

1.4 The report structure has been framed to provide a logical sequence of inputs to the Study to ensure that all the relevant considerations have been taken into account in evaluating and reaching conclusions on the retail need. We have had particular regard to the advice contained in the National Planning Policy Framework (NPPF), the recently published National Planning Practice Guidance – Planning for Town Centres - and the emerging Local Plan for the District. Although it was cancelled in March 2014 we also refer to the Practice Guidance for Town Centres issued in association with (also cancelled) PPS4. These policy documents are summarised in **Section 2**.

1.5 In **Section 3** we provide a health check of all of the existing town centres, taking into account changes in their composition and key indicators since the NLP Study in 2010.

1.6 The Study Area and Retail Zones employed in the Study are explained in **Section 4** to include the interrelationship with the telephone household survey which was conducted by North East Market Surveys (NEMS).

1.7 **Section 5** contains a comprehensive analysis of the retail expenditure flows in the study area and beyond as revealed by the household survey. In conjunction with other questions related to consumer behaviour and the information feeding in from our appraisals of the various levels and types of shopping facilities, this section provides an understanding of why people shop where they do and provides the basis for assessing any changes to those patterns.

1.8 There are a number of other factors influencing retail movements – rates of expenditure and their year on year growth, floorspace efficiency ratios and Special Forms of Trading (SFT) which is the phenomenon of purchases undertaken outside of shops, e.g. mail order, on line (internet) sales, and these are examined in **Section 6**. The inputs rely upon published data from recognised economic forecasters, in this instance Pitney Bowes Business Insight and Oxford Economics.

1.9 **Section 7** looks at the need for additional floorspace. The assessment of convenience floorspace looks firstly at need based upon the continuation of the existing pattern but then goes on to consider the implications of introducing sustainable retail planning objectives to underpin future requirements. In relation to comparison floorspace the study examines requirements based upon an extension of the existing patterns of shopping.

1.10 **Section 8** sets out our Conclusions and Recommendations including the implications of the quantitative and qualitative retail exercise for Grantham, Stamford, Bourne and Market Deeping and the nature and scale of development needed to meet future requirements. The final **Section 9** refers to the need to regularly monitor the study.

1.11 The Retail Study is accompanied by an extensive set of appendices which are cross referenced with the text. A glossary of terms is attached at the end of this document, before the appendices.

2.0 THE POLICY FRAMEWORK

2.1 The capacity assessment is heavily influenced by the policy background in that the need for different types of retail floorspace and their location are conditioned by the planning, retail planning and sustainability objectives of the various policy documents. There have been marked changes in the policy context since 2010 although not necessarily the overall policy direction, which has for many years been primarily concerned with achieving sustainable development.

National Planning Policy Framework (NPPF)

2.2 The Framework was published in March 2012 and is the principle Government planning policy guidance. It replaces the majority of the Planning Policy Guidance notes.

2.3 Paragraph 6 of the Framework refers to the purpose of the planning system to contribute to the achievement of sustainable development and this is a continuing theme throughout the whole of the document. Paragraph 7 refers to three dimensions to sustainable development – economic, social and environmental – which collectively seeks to provide wide ranging and appropriate facilities and services to the community so as not to prejudice the environment. The implications for plan making in paragraph 14 is that local planning authorities should positively seek opportunities to meet the development needs of their area and also meet objectively assessed needs with sufficient flexibility to adapt to rapid change.

2.4 Section 1 advises upon Building a Strong and Competitive Economy. Paragraph 19 advises that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. In paragraph 21 it encourages support for existing business sectors and plan for new and emerging sectors likely to locate in an area.

2.5 Section 2 is entitled Ensuring the Viability of Town Centres. Paragraph 23 advises planning policies should be positive, promote competitive town centre environments and sets out policies for the management and growth of centres. It continues by stating that planning authorities should, inter-alia, recognise that town centres are at the heart of communities and pursue policies to support their viability and vitality. The town centres should be competitive, provide customer choice and a diverse retail offer.

2.6 Where suitable and viable town centre sites are not available for town centre uses, appropriate edge-of-centre sites should be identified well connected to the centre. In the absence of edge-of-centre sites policies should be set for meeting retail needs in other accessible locations well connected to the town centre.

2.7 Planning applications for retail developments are subject to a sequential test with priority being given to town centre sites before edge-of-centre, or finally, out-of-centre. The latter should have good access to the town centre.

2.8 Section 4 is Promoting Sustainable Transport. Paragraph 29 notes that transport policies have an important role to play in facilitating sustainable development. A choice of mode of travel is an important objective but the Government recognises that urban and rural communities require different policies and measures.

2.9 The reduction of greenhouse gases is considered in paragraph 30. Local Plans should support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport. Paragraph 34 advises that plans should ensure that developments that generate significant movements are located where the need to travel is minimised. Paragraph 37 states that plans should aim for a balance of land uses so that people can be encouraged to minimise journey lengths for, inter-alia, shopping.

2.10 The section on plan making notes that Local Plans are key to delivering sustainable development. Paragraph 156 encourages Local Planning Authorities to set out the strategic priorities for the area in Local Plans to deliver, among other things, the provision of retail, leisure and commercial development.

2.11 Under the heading Using a Proportionate Evidence Base, the Framework advises in paragraph 161 that the evidence base should be used to assess the need for economic development, including both the qualitative and quantitative needs for all foreseeable types of activity over the plan period including retail development. This should include consideration of the role and function of town centres and the relationship between them.

National Planning Practice Guidance (PPG)

Ensuring the Vitality of Town Centres

2.12 In March 2014 the final version of the PPG was published which sets out Government policy towards ensuring the vitality of town centres.

2.13 The Guidance sets out the key elements of policy to achieve such objectives and continues with how policies should be employed in both plan making and decision taking.

2.14 The Guidance commences with a short review of the NPPF relating to planning for town centres. It draws attention to the need to promote town centres, beneficial competition within and between centres and to create an attractive environment for living, working and visiting. Local Authorities should assess and plan to meet the needs of main town centres uses in full, adapting a 'town centre first' approach. The amount and quality of parking is seen as an important consideration in contributing to the vitality of town centres.

2.15 The NPPF sets two key tests which should be applied to applications for retail development, which are not in an existing town centre, namely the Sequential Test and the Impact Test.

The Importance of a Strategic Vision for Town Centres

2.16 The Guidance advocates a positive vision or strategy for town centres, articulated through the Local Plan; it is key to ensuring a successful town centre enabling sustainable economic growth and a wide range of social and economic benefits.

The Content of a Town Centre Strategy

2.17 Further advice is provided upon the content of a town centre strategy, expressed as a series of questions that address the appropriate and realistic role, function and hierarchy of town centres and potential to accommodate new development. Such an assessment should cover three 5 year periods but also take into account the lifetime of the Plan. Where there is need for main town centre uses consideration should be given to expanding a centre or identifying redevelopment opportunities. It should involve evaluating different policy options, for example expanding the market share of a particular centre.

2.18 Strategies should also identify changes in the hierarchy of centres including where a centre is in decline and promote policies to manage such circumstances.

2.19 Market signals are also an important input in formulating plans for town centres.

Town Centre Health Indicators

2.20 The Guidance sets down a schedule of indicators that should be used to determine the health of town centres. They include diversity of uses, vacancy rates, retailer representation and the quality of the town centre environment.

Town Centre Development Capacity

2.21 Where the required development cannot be accommodated in the town centre, the planning authority should plan positively to identify the most appropriate alternative strategy for meeting such needs. It should ensure that any proposed main town centre uses which are not in an existing centre are in the best location to support the vitality and vibrancy of the centre and that no likely significant adverse impacts upon that centre will arise.

2.22 Tourism is seen as an important element of the Local Plan including examining its economic implications.

The Sequential Test

2.23 The use of the Sequential Test in plan making requires a thorough assessment of the suitability, viability and availability for main town centre uses and clearly explained reasons if more central opportunities for locating such uses are rejected.

2.24 The Guidance provides a checklist of matters that should be considered when taking a sequential approach to plan making. The checklist of matters to be considered when taking a sequential test approach to plan making includes:-

- Has the need for main town centre uses been assessed to include future need?
- Can the identified need be met on town centre sites?

- If the additional main town centre uses cannot be accommodated on town centre sites, what are the next sequentially preferable sites?

2.25 The Guidance recognises that certain main town centre uses have particular market and locational requirements, which mean they may only be accommodated in specific locations. Robust justification must be provided where this is the case.

2.26 The ‘town centre first’ approach may well lead to the promotion of more expensive, complicated and unviable solutions than building elsewhere and planning authorities need to be realistic and flexible in terms of their expectations.

The Impact Test in Plan Making

2.27 The Impact Test becomes relevant when determining whether proposals in certain locations outside town centres would impact upon existing committed and planned public and private investment or on the role of a centre.

South Kesteven Local Plan

2.28 South Kesteven District Council is in the process of preparing a Local Plan which will set out the strategic direction for sustainable development up to 2036 in line with the provisions of the Planning and Compulsory Purchase Act 2004. South Kesteven District Council’s Development Plan currently consists of the adopted Core Strategy (2010), adopted Site Allocations and Policies DPD, and the saved policies in the South Kesteven Local Plan 1995.

Core Strategy

2.29 The Core Strategy was adopted by the Council on 5 July 2010. Policy E1 provides guidance on the delivery of employment development within the District and directs that the following hierarchy will be applied to determine planning applications:

- Sub-Regional Centre: Grantham
- Main Towns: Stamford, Bourne and The Deepings
- Local Service Centres

2.30 Policy E2 provides advice on the location of retail development within the district and adopts the hierarchy set out in Policy E1. It encourages large scale development to be located in Grantham which has sub-regional centre and growth point status. Policy E2 directs that town centre developments should be focused in identified town centres, the boundaries of which will be defined in the Site Allocations DPD and Grantham AAP. Should no suitable sites be identified within defined town centres the Council will adopt a sequential approach with preference given first to sites on the edge of the defined town centre prior to consideration of out-of-centre sites.

2.31 The Local Service Centres should accommodate small-scale local shopping facilities to serve the everyday needs of local people but more significant development will not be appropriate.

2.32 Allocations for new development within existing town centres, together with any necessary town centre extensions, will be identified in the Site Specific Allocations and Policies DPD or Area Action Plans based on the conclusions of the Retail Needs Study. Small local shops and retail parades will be provided as part of the comprehensive planning of large residential areas.

Site Allocations Development Plan Document (DPD)

2.33 The Site Allocations and Policies Development Plan Document (DPD) was adopted by the Council on 17 April 2014. Along with the adopted Core Strategy, this document provides the planning policy framework for the District, providing guidance on the spatial delivery, design, form and use of development across the District over the plan period to 2026. The policies also provide the detailed framework to guide scale, form and location of new employment and retail development, expanding on the policies in the Core Strategy.

2.34 The Site Allocations and Policies DPD allocated land for specific types of development, and covers all of South Kesteven District.

2.35 Bourne Core Area (identified in the Site Allocations DPD) is an area of approximately 2 hectares which includes the majority of the town centre between North Street, Burghley Street and West Street. The area has been identified as being suitable for regeneration to provide a mixed retail commercial and housing.

2.36 The site is also indentified within the Bourne Town Centre Redevelopment SPD (revised June 2009). The vision is for a comprehensive redevelopment to expand, complement and fully integrate with Bourne's main shopping area by:

- Greatly increasing the attractiveness of the centre by providing quality retail floor space in well-designed buildings.
- Contribute towards the economic viability of the Town Centre and help promote a wider, positive image for Bourne,
- Improve the appearance of under-utilised and unattractive land to the rear of the existing shopping streets.
- Contribute to sustainable development by making good use of Brownfield sites close to the bus depot and centre by providing opportunities for a mix of uses.

2.37 Policy SAP8 of the Site Allocations DPD contains guidance on town centre opportunities areas within Stamford, Bourne and Market Deeping. Redevelopment of areas within these towns for retail or other appropriate town centre uses supported by this Policy, provided that the proposal is in accordance with the requirements of the Core Strategy and the town centre policy (Policy SAP7).

2.38 Policy SAP7 adopts the sequential and impact tests for redevelopment and/or reuse of sites that are located on the edge of defined town centre or in out-of-centre locations.

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3.0 TOWN CENTRE HEALTH CHECKS

3.1 The health check surveys for Grantham, Stamford, Bourne and Market Deeping have been produced in accordance with the South Kesteven District Council Proposals Map July 2010, with specific regard to the retail units with the Town Centre Shopping Areas.

3.2 There are variations between the baseline data used in the 2015 Savills update survey and the 2009 NLP survey; specifically the number of units surveyed within the Goad Plans for the four town centres. This may be due to the fact that the baseline surveys utilised different town centre shopping boundaries and some of the retail units may have amalgamated or changed use to a non town centre use, since the date of the earlier NLP surveys.

Grantham

3.3 Grantham is the largest town within South Kesteven and is located in the northern part of the District, approximately 2.8 km west of the A1. Although residents who shop in Grantham live predominantly in the three sectors to the north, south and in Grantham itself, it serves shoppers from the whole of the district.

Mix of Uses and Occupier Representation

3.4 The centre's primary function is to provide shopping facilities and services to the local population in particular the northern part of the District. The limited number of national retailers present in Grantham suggests that the centre has a relatively limited catchment area, shoppers use competing centres such as Nottingham for a greater choice of comparison goods, in particular clothes and fashion. This results in a catchment which is limited by its close proximity to larger competing centres offering a far greater provision of shopping facilities.

3.5 Identified by the Core Strategy as being the largest town in south west Lincolnshire, Grantham has been awarded New Growth Point status and offers the greatest range of shops and retail floorspace within the district. The core of the shopping centre is situated within and along High Street, St Peters Hill, Westgate, Watergate, The Isaac Newton Shopping Centre, The George Shopping Centre and Market Place. High Street, St Peters Hill and the Isaac Newton Centre are where the majority of national retailer representation is located within town centre as well as the banks and building societies. The main national retailers in Grantham include Boots, Peacocks, Bonmarche, Select, Superdrug, WHSmiths, Vision Express, B&M Bargains, Sports Direct and Next. In addition to the national high street retailers, there are also a number of boutique type independents which offer higher order shopping and services.

3.6 The mix of uses and occupier representation is contained within table 3.1 below and is derived from the NLP Study 2009, the Goad Town Centre Survey 2014 and the update by Savills in March 2015.

Table 3.1: Grantham Town Centre Uses by Unit

Type of Unit	NLP 2009	GOAD 2014	Savills Survey March 2015	% change in no of units 2009 to 2015[1]	% of Total Number of Units	
					%	National Average
Comparison Retail	165	161	132	-2.5%	34.8	40.26
Convenience Retail	29	27	24	-6.9%	4.1	9.07
Services	196	160	163	-18.4%	38.1	37.12
Miscellaneous	n/a	25	19	NA	6.0	1.15
Vacant	54	68	69	20.5%	17.0	12.40
Total	444	441	407		100.0	100.0

Source: NLP 2009, Experian Goad Centre Reports / Savills Survey (March 2015)

3.7 Since the NLP Retail Needs and Town Centre Study in 2009 there has been a decrease in comparison retail and service sector representation in the town centre. There has also been a large decrease in the number of units occupied by convenience retailers and an increase in the number of vacant units within Grantham. These changes in the make-up of town centre units have lead to the lower comparison and convenience retail representation. The level of service based uses has increased above the national average whilst the vacancy rate, which has continued to climb over the last five years, is 4.6% higher than the national average.

Retailer Representation

3.8 The presence of Morrisons, Asda and Lidl, and an edge-of-centre Sainsbury's and Farmfoods suggests that unlike some of the smaller towns in the District, Grantham town centre is used for main

[1] Percentage change the difference between Experian's Goad Plan of Grantham Town Centre survey undertaken in June 2014 and Savills Goad Plan Survey undertaken in March 2015.

convenience shopping and not just for grocery top up shopping. Our town centre survey also revealed a small number of specialist convenience shops in the centre.

Table 3.2: Retail Composition of Grantham town centre

Retail Trade Group	Number of Outlets	Gross Floorspace Sq M	Net Floorspace Sq m^2	% of Total Net Floorspace
Convenience	27	22,863	17,147	25.6
Comparison	161	34,588	25,941	38.8
Service	160	21,340	16,005	23.9
Vacant	68	10,470	7,853	11.7
Totals	416	89,261	66,946	100

Source: GOAD Town Centre Report June 2014.

3.9 The GOAD report is based on a survey date of June 2014. Although there have been some changes since the survey was carried out, the overall floorspace figures are not likely to have changed significantly given the similar number of units recorded by Experian and Savills in the respective town centre surveys.

3.10 Figure 3.2 identifies the retail composition of Grantham town centre. The centre has 416 outlets which equate to 89,261 GEA of retail floorspace. Convenience and comparison floorspace comprise 17,147 sq m net (25.6%) and 25,941 sq m net (38.8%) respectively assuming a Gross to Net Sales ratio of 75%. Both comparison and convenience floorspace provision are below the national average. Vacancy levels within the town centre are higher than the national average and have increased since the last Retail Needs and Town Centre Study 2010. One of the occupiers to leave the town centre recently is Dorothy Perkins which closed their store in February 2015. This unit was however occupied relatively soon afterwards in April 2015 by 'Store Twenty One' which is a multiple retailer selling predominantly women's clothing.

3.11 The increase in number of vacant units, suggests that the health of the town centre is relatively poor and has been in decline in recent years.

[2] Gross to net ratio of 75%

Convenience Shopping

3.12 In total there are 17 convenience units within the centre comprising a mix of supermarkets, off-licenses, butchers, bakers and newsagents.

3.13 The bulk of convenience shopping is provided by the Morrisons food supermarket which has a net sales floorspace of 3,241 sq m and is the main anchor store for the Isaac Newton Centre and integrates well with the town centre. This is discussed in more detail below. Other shopping retailers include wine merchants, health foods and grocery shops.

3.14 There are a number of large convenience foodstores within the town centre which contribute to the attraction of shoppers. These comprise an Asda at Union Street (5,318 sq m net sales floorspace), Morrisons at Isaac Newton Centre (3,241 sq m net sales floorspace), Lidl at Watergate (1,301 sq m net sales floorspace). A large Sainsbury's supermarket (2,692 sq m net sales floorspace) is located outside of the town centre to the south. There are a number of other convenience foodstores outside of the town centre within Grantham, including a Tesco Express at Winchester Road (159 sq m floorspace) and a Farmfoods at Discovery Retail Park, London Road (246 sq m floorspace).

Comparison Shopping

3.15 The centre provides a relatively narrow mix of multiple and independent retailers. There is a lack of national retailers relative to higher order centres with Dorothy Perkins being a notable recent departure from the centre. The centre provides a number of specialist shops, pharmacies, homeware and soft furnishings, antique furniture, electrical, independent home entertainment, IT shops, bathroom and kitchen, clothes stores, jewellery shops, hardware, florists, charity shops, shoe shops and bookshops. The majority of these stores are independently owned although there is some limited national retailer representation.

3.16 There are a number of comparison retailers of a multi-national scale within and outside of the town centre. Firstly Augustin Retail Park, a modern development, is located to the south west of the town centre and comprises a Pets at Home (450 sq m net sales floorspace), Home Bargains (690 sq m net sales floorspace), Brantano Footwear (425 sq m net sales floorspace), Sports Direct.com (425 sq m net sales floorspace), and Next (790 sq m net sales floorspace). There are a number of other out of centre retail parks including Grantham Retail Park, occupied by B&Q (2,100 sq m net sales floorspace), Laura Ashley (730 sq m net sales floorspace), Poundstretcher (610 sq m net sales floorspace) and Carpet Right (1,150 sq m net sales floorspace). Dysart Retail Park located to the west of the town centre comprises TK Max (2,125 sq m net sales floorspace), Matalan (2,790 sq m net sales floorspace), Homebase (3,340 sq m net sales floorspace) and Currys occupies the final unit (2,500 sq m net sales floorspace). In addition, there are a number of large comparison retail units which are located out-of-centre and include operators such as CMF Furniture, Dunelm Mill, United Carpets, Dreams, Tops Tiles and Wicks.

3.17 In addition to the above, the George Centre is particularly poor and has high vacancy rates.

Service Uses

3.18 The centre has a higher than average range of service uses in comparison with the national average including public houses, restaurants, takeaways and property and professional services, health and beauty shops. In addition to this, there are also a high number of banks and financial institutions. The centre has retained a relatively stable position in relation to service provision since 2009.

The Supply and Quality of Commercial Premises

3.19 There are 71 vacant units in the centre (17%) which is well above national average of 11.7% (2014) and has continued to increase over the last five years. The location of vacant units is starting to cluster in certain locations, with the High Street (16 units), George Shopping Centre (9 units) and Westgate (8 units) being particularly affected.

Parking

3.20 In addition to limited pay and display on street parking (time restricted), the bulk of the town centre parking is provided by six main pay and display car parks. These comprise two long stay car parks: Conduit Lane CP and Welham Street CP; and, four short stay car parks: Wharf Road multi-storey CP; Guildhall Street CP; Watergate CP, Greenwoods Row CP, Asda Grantham Superstore CP, Castlegate CP, Grantham Station CP and St Catherines Road CP. Each car park is discussed in more detail below.

Conduit Lane Car Park

3.21 This pay and display car park which has 47 spaces is situated to the west of the Market Place and is located to the north western extent of the town centre. The car park provides shoppers with good access to the town centre and is circa 400 metres walking distance from the primary shopping area.

At the time of the survey the car park was relatively busy indicating a high reliance on car use in the town centre.

Welham Street Car Park

3.22 Situated to the south east of the centre, Welham Street is a pay and display multi-storey car park. It has 328 parking spaces, provides shoppers with good access to the town centre and is situated approximately 350 metres walking distance from the primary shopping area. At the time of the survey the car park was at approximately 65 – 75% capacity.

Wharf Road Car Park

3.23 Located to the west of the centre, Wharf Road multi-storey is a short stay car park and allows for a maximum of two hours free parking. The car park comprises 260 spaces. The car park is located to the rear of the Isaac Newton Shopping Centre and is situated less than 100 metres walking distance from the primary shopping area. It has direct pedestrian links to the shopping centre. Similar to the other car parks, car park usage was high at the time of the survey.

Guildhall Street Car Park

3.24 This car park is located within the primary shopping area and has 88 spaces. This car park is also well used and was approximately 80% full when surveyed.

Watergate Car Park

3.25 This car park is located within and to the north of the town centre and comprises 100 spaces. Similar to other car parks, this car park is also extremely busy and was approximately 90% full when surveyed, again demonstrating high use.

Greenwoods Row Car Park

3.26 Situated in the heart of the town centre, this car park provides 85 spaces. The car park is Council owned and is pay and display. Given the location of this car park, its usage is high with approximately 90% of the spaces occupied when surveyed.

Asda Car Park, Grantham

3.27 The Asda store is located to the north west of the town centre. The supermarket provides a significant area of surface area parking which a free maximum stay of 2.5 hours. Given the proximity of the site to the town centre, there is a possibility that shoppers use this car park and walk into the town centre. This is likely to be for relatively short shopping trips given the restriction on free parking.

Castlegate Car Park

3.28 The Castlegate car park is situated east of the town centre and comprises a small pay and display car park owned by the Grantham Conservative Club. This car park comprises in the region of 65 spaces. Its usage at the time of the survey was fairly low. This is likely to be a result of it's peripheral location to the town centre.

Grantham Station Car Park

3.29 Adjacent to Grantham train station, this car park has long and short stay parking provision for 200 plus cars. At the time of our survey the car park was 50% full. Given the car park's divorced location from retail facilities in the town centre as well as other closer parking options to the town centre, it is likely that people using this car park do so only for the purpose of using national rail services.

St Catherine's Road Car Park

3.30 St Catherine's Road Car Park, located close to the centre of town comprises 50 spaces. This car park is well used and was approximately 95% full when surveyed.

Urban Fabric / Building Stock / Environmental Quality

3.31 The centre's environmental quality is generally satisfactory. Units within the centre are in reasonable condition; however some central areas appear a little run down. This is compounded by a number of large vacant units and is particularly prevalent in High Street, Westgate and The George Centre. In contrast to the town centre, Augustin Retail Park is relatively modern and is fully occupied.

3.32 With regard to the mixture of shop units, there are too many small units which inhibit key retailers taking space. Whilst the operational requirements of some traders can be met by a willingness to adapt, others cannot. Other issues associated with poor servicing of units are also considered to be hindering the success of the town centre.

3.33 In addition to the above the physical make up of the centre, its reliance on the private car and its function to serve the surrounding rural villages results in congestion in and around the centre. This is particularly acute during peak times, and appears to be a problem throughout the day. Congestion is exacerbated by the physical constraints of the town centre (carriage widths and junction geometry).

Public Transport

3.34 In terms of public transport, we consider the provision within Grantham town centre to be relatively well served in comparison to other similar sized centres. Public transport is provided by Centrebus, Stagecoach and other local service providers. There is a bus station situated to the south of the Isaac Newton Centre.

3.35 The centre also benefits from a train station located to the south of the main shopping area within walking distance of the town centre. It is on the East Coast main line between London Kings Cross and the North of England / Scotland. Both the train and bus services provide good links to neighbouring towns. The train services connect to Nottingham and Peterborough and there are regular bus services to centres within the wider area including amongst others, Stamford, Lincoln, Sleaford, and Melton Mowbray.

Pedestrian Flows

3.36 Given the compact nature of the centre, pedestrian flows are generally consistent on the High Street, with the peak flows including the Isaac Newton Shopping Centre. Pavement widths in the centre are generally sufficient to avoid conflict with other pedestrians and road users.

Table 3.3 Commercial Property Rents

Retail ZA	Mid 2003	£60 per sq ft / per annum
	Mid 2005	£60 per sq ft / per annum
	Mid 2007	£60 per sq ft / per annum
	Mid 2009	£50 per sq ft / per annum
	Mid 2011	£45 per sq ft / per annum
	Mid 2013	£40 per sq ft / per annum

Source: Property Market Analysis LLP 2015

3.37 The general downward trend in Retail Zone A Rents over the last 10 year demonstrates that the demand for premises in Grantham town centre is declining. Grantham Town Centre has suffered since the economic down turn and rents are struggling to return to their peak of £60 psft Zone A rent at the height of the market in 2007.

Yields

3.38 Commercial yields provide an indicator of investor confidence in a centre. The lower the yield, the lower the risk, which is in turn reflected by greater the investor confidence in the centre. The Property Market Report 2015, prepared by the Valuation Office Agency, provides the most up to date information on commercial yields.

3.39 The following table 3.4 summarises the reported commercial yields for Grantham and nearby town centres.

Table 3.4 Grantham Retail Property Yields 2003-2013

	Aut 2003	Aut 2005	Aut 2007	Aut 2009	Aut 2011	Aut 2013
Grantham	6.8%	5.8%	5.5%	8.0%	7.5%	8.0%
Nottingham	5.5%	4.5%	5.5%	6.2%	5.2%	5.8%
Leicester	6.0%	4.8%	4.8%	6.8%	6.0%	6.2%
Peterborough	6.0%	5.0%	5.0%	7.2%	6.8%	7.5%
Lincoln	5.5%	4.8%	4.8%	6.2%	5.5%	5.5%

Source: Property Market Analysis LLP 2015

3.40 The yields in Table 3.4 reflect the return on capital employed (ROCE). The yield therefore reflects an investor's / owner's earning before interest and tax divided by the capital employed ie value of an asset.

3.41 Table 3.4 shows that Grantham has seen a steady increase in commercial yields over the past five years post the economic down turn, indicating reducing confidence in the centre. The yields for Grantham are higher than major competing city and regional centres at Nottingham, Leicester, Peterborough and Lincoln.

Summary

3.42 As the largest town within the District, when compared against the other towns centres, Grantham has the widest offer of shops and services. The number of national multiples within the centre has however been in decline in recent years which has compounded the continued increase in vacant units within the centre since 2009, above the national average. The composition of the centre has moved away from comparison retailing towards the service and leisure sector. The centre retains four large food stores within and surrounding the town centre which are suitable for main food or top-up shopping. The centre appears to have struggled to cope with competition from its adjoining retail parks which are well occupied with a range of retailers including clothing stores such as Next. The quality of the shopping environment is generally satisfactory however; High Street and the shopping centres are in need of modernisation. Zone A rents have decreased and yields increased over the last 10 years indicating a lack of tenant demand and declining investor confidence in the town centre.

Stamford

3.43 Located in the south western part of the district, 1.5 miles to the east of the A1, Stamford is the second largest settlement within South Kesteven and the focal point in the south west part of the district. The vast majority of the town centre falls within a Conservation Area and includes a number of listed buildings.

3.44 The linear town centre is primarily situated along High Street between the junctions of St Paul's Street and St John's Street. It is the second largest centre in the District and comprises 284 retail units including a good range of shopping provision. There are smaller secondary shopping locations which run parallel to High street, west to east in Broad Street and St Mary's Street.

3.45 The centre provides services to the local population of Stamford and small rural villages beyond but its historic status and the quality of its shopping environment also attracts visitors. There is relatively strong presence of national retailers for the size of the centre which include high end brands such as White Stuff and Crew clothing. This suggests a fairly wide catchment area for comparison goods. The resident catchment area is constrained by the close proximity of Peterborough and Grantham to the north-west which limits the growth potential of the centre, despite its attraction to visitors.

Table 3.5: Stamford Town Centre Use Class Mix by Unit

Type of Unit	NLP 2009	GOAD February 2014	Units Savills Survey March 2015	% change in no of units 2009 to 2015[3]	% of Total Number of Units	
					%	National Average
Comparison Retail	124	132	117	6.5%	43.6	40.26
Convenience Retail	18	18	40	0%	3.4	9.07
Services	109	95	120	-12.8	42.2	37.12
Miscellaneous	NA	1	15	NA	4.1	1.15
Vacant	16	17	18	6.3	6.7	12.40
Total	267	265	284		100.0	100.0

Source: Experian Goad Centre Reports / Savills Survey (March 2015)

3.46 Figure 3.5 identifies the retail composition of Stamford town centre. The centre has 284 outlets. Vacancy levels within the town centre are also considerably less than the national average at only 6.7% of units, compared to the national average of 12.40%. Convenience and comparison retailers occupy 126 units (47% of total units in the town centre). Although the convenience offer is broadly consistent with the UK average, the comparison offer is significantly less. This reflects the centres position in the shopping hierarchy and its ability to compete with higher order centres for comparison shopping, particularly Peterborough. The town also has 120 service units, which is just above the national average.

3.47 In total, there are six car parks servicing the centre. These comprise two long stay car parks: Wharf Road CP and Cattlemarket CP, and four short stay car parks: St Leonards Street CP; Bath Row CP; Scotgate CP; and, North Street CP. All six car parks are pay and display.

3.48 Due to the number of small villages relying on Stamford for their shopping needs, car usage in this centre is also high. At the time of the survey, Wharf Road car park was particularly busy.

[3] Percentage change reflected as the difference been Experian's Goad Plan of Grantham Town Centre survey undertaken in February 2014 and Savills Goad Plan Survey undertaken in March 2015.

Convenience shopping

3.49 There are two main national convenience retailers located within the town centre; these include Tesco Metro (353 sq m net sales floorspace) and Marks & Spencer (396 sq m net sales floorspace). Both are located in High Street, Stamford. Other convenience shopping facilities in the town centre include independent butchers, bakers, newsagents, wine merchants and grocers. Stamford also offers its shoppers a weekly street market in Broad Street and Ironmonger Street selling a selection of goods including fresh fruit and vegetables. The market takes place once a week on a Friday.

3.50 There are, in addition, four large out-of-centre foodstores including Lidl (1,162 sq m net sales floorspace), Sainsbury's (1,762 sq m), and a large Morrisons (3,796 sq m net sales floorspace) to the east of the centre. There is also a relatively new Waitrose store (1,567 sq m net sales floorspace) located on West Street, to the west of the town centre.

Comparison Shopping

3.51 Comparison shopping within the centre is provided in the form of jewellery shops, furniture, household goods / hardware, pharmacies, florists, charity shops, shoe shops, electrical store, clothing stores, bookshops, outdoor equipment, kitchens and bathrooms and photographic studios as well as others, including an art gallery. The vast majority of these stores are independent stores but national retailers are represented including Boots, White Stuff and Crew.

3.52 A number of the large comparison retail units are located in out-of-centre Retail Parks. Indeed, there are two main Retail Parks; Markham and Stamford Retail Parks with operators including Argos (525 sq m net sales floorspace), Halfords (890 sq m net sales floorspace) and Poundstretcher (890 sq m net sales floorspace). Sainsbury's has also taken occupation of the former Focus DIY store within Markham Retail Park which completes the offer in this location. Within Stamford Retail Park there are four main occupiers including Homebase (1,850 sq m net sales floorspace), Currys (1,165 sq m net sales floorspace), Carpet Right (670 sq m net sales floorspace) and Tops Tiles (1,430 sq m net sales floorspace).

Service Uses

3.53 The centre has a relatively wide range of services within it and this is reflected by the large number of public houses, restaurants, takeaways, property and professional services, health and beauty shops.

The centre is recognised as being well served by a wide variety of restaurants, public house and cafe attractions.

Pedestrian Flows & Core Shopping Area

3.54 Given the compact nature of the centre, flows are generally consistent along High Street which is pedestrianised. Ironmonger Street is also pedestrianised and contains a large proportion of service uses. With the exception of these streets and Broad Street, a number of the surrounding streets and footways are narrow which leads to pedestrian and vehicular conflicts. The town centre is surrounded by residential development to the north, east and west and the River Welland to the south. The relatively compact nature of the historic market town leads to good levels of accessibility on foot for local residents.

Environmental Quality and Character

3.55 Stamford takes the form of a pedestrianised linear shopping street characterised by older premises, many of which are listed. These streets, particularly High Street, have good retailer presence. The appearance of the centre as a whole is very good; shop fronts are generally well kept, clean and tidy. The historic buildings contribute positively to the environmental quality and help to create a distinctive character. Streetscape is of a good standard and there is a range of street furniture.

Table 3.6: Commercial Property Rents in Stamford

Retail ZA	Mid 2003	£55 per sq ft / per annum
	Mid 2005	£70 per sq ft / per annum
	Mid 2007	£75 per sq ft / per annum
	Mid 2009	£70 per sq ft / per annum
	Mid 2011	£80 per sq ft / per annum
	Mid 2013	£75 per sq ft / per annum

Source: Property Market Analysis LLP 2015

3.56 The general positive trend of Retail Zone A Rents over the last 10 year illustrated in Table 3.6, above, demonstrates that the demand for premises in Stamford town centre remains high and consistent with the Retail Zone A rate of £75 per sq ft at the height of the market in 2007 albeit with a slight decline from 2011 to 2013 (£80 reducing to £75). Investor confidence and the performance of the town as a whole is therefore considered to be good.

Summary

3.57 Stamford town centre serves the day to day shopping and service needs of its local residents and also attracts a high number of visitors due to its history, the character and quality of its architecture and river setting. The Waitrose and Morrisons on the edge of town are the main convenience provision, however, the centre also benefits from a Marks & Spencer and a Tesco Metro within the town centre. There is also a Lidl and Sainsbury's to the east of the town centre. There are a high proportion of restaurants and cafes, reflecting its attraction to visitors. Vacancy levels are low, below the national average, and the centre has a very attractive shopping environment with a good provision of independent, specialist shops to serve the tourist shoppers and give the centre its own distinct identity.

Bourne

3.58 Located centrally within the district on the A15, Bourne is South Kesteven's third largest settlement and is identified by the adopted Local Plan as being a market town. The shopping centre is predominantly in North Street and West Street. The general appearance of the centre is reasonably good although the vast majority of the shop frontages have a relatively dated appearance. The overall function and growth of the centre limited by its relatively small population and close proximity to the larger centres of Grantham and Stamford.

Table 3.7: Bourne Town Centre Use Class Mix by Unit

Type of Unit	NLP 2009	GOAD 2014	Savills Survey 2015	% change in no of units 2009 to 2015[4]	% of Total Number of Units	
					%	National Average
Comparison Retail	54	54	44	-19%	34.9	40.26
Convenience Retail	12	13	8	-33%	4.7	9.07
Services	79	63	62	-21.5%	48.1	37.12
Miscellaneous	n/a	1	9	NA	5.4	1.15
Vacant	11	14	9	-18%	6.9	12.40

[4] Percentage change reflected as the difference been Experian's Goad Plan of Grantham Town Centre survey undertaken in October 2013 and Savills Goad Plan Survey undertaken in March 2015.

Total	156	146	132		100.0	100.0

Source: Experian Goad Centre Reports / Savills Survey (March 2015)

3.59 Figure 3.7 identifies the retail composition of Bourne town centre. The combined shopping areas have a total of 132 outlets. At the time of the survey, the centre included a number of vacant units that equated to a 6.9% vacancy rate; this rate is considerably below the national average. Convenience and comparison retailers occupy 40% of the total units in the town centre. Comparison retail use, occupies 35% of units in the town centre. Cafe and restaurants dominate the service floorspace which at 48% of units is approximately 10.9% above the UK national average, confirming the predominantly service function of the centre.

North Street

3.60 North Street shopping area, including the Burghley Centre, offers shoppers a limited choice of comparison retailing. The convenience offer is significantly greater and is principally provided by the established Co-Op supermarket, the main anchor store of the Burghley Centre. There is also a Sainsbury's to the west of the centre. With the exception of Co-op and Superdrug, the centre comprises mainly small independent retailers. The primary role of the centre is to provide services to the surrounding residential area although there are also furniture, carpet, fireplace stores as well as a photographer offering a more specialist offer which would attract people from a much wider area. There are 9 (6.9%) vacant units within the centre.

West Street

3.61 West Street has a somewhat limited variety of shopping floorspace. The shops consist mainly of small independently owned shops offering a local service.

Convenience Shopping

3.62 Notwithstanding the limited presence of multi-national convenience store operators within town centre, the Co-op operates a medium sized store in the Burghley Centre (800 sq m net sales floorspace). There is also a Heron supermarket in the town centre which sells predominantly frozen food and operates from a store of around 400 sq m net.

3.63 There are also two other main stores in out-of-centre locations comprising Sainsbury's (2,888 sq m net), the recently developed Tesco store at Cherryholt Lane (2,957 sq m net) and some smaller stores including a Budgens at South Road / Elsea Park and a Tesco Express (180 sq m net) with an Esso petrol filling station to the north of North Street. The Tesco store is not within the designated shopping area.

3.64 Located within the designated centre the 800 sq m net Co-op supermarket offers mainly a top up selection of foodstuffs but has a refrigerated section offering a variety of fresh foods. Use of the store at the time of the survey was high.

3.65 Situated outside of the defined centre, the 2,889 sq m net Sainsbury's offers a typical selection of convenience products including a bakery, frozen, refrigerated and fresh produce. The store appears to be trading well and at the time of survey, usage was high.

Comparison Shopping

3.66 Given the relatively confined nature of the town centre and the town's subsidiary nature to neighboring centres such as Grantham, Stamford, Peterborough and Nottingham, there are no multi-national comparison retailers within the town centre, which is largely comprised of small independent retailers.

Car Parking

3.67 Car parking within the centre is available at Burghley Street CP, South Street CP; and, North Street. The car park at the Burghley Centre provides free parking spaces for up to three hours. This car park is located to the rear of the Burghley Centre and is ideally located for access to the Co-op store and the remainder of the town centre. Reliance on the car to access is Bourne is heavy and car parking spaces are limited.

3.68 Public transport takes the form of a number of bus services connecting Bourne to Grantham, Stamford and Peterborough with bus stops along the A15 close to the West Street and North Street junction.

Pedestrian Flows

3.69 The town centre is principally focused on two streets, North Street and West Street. Pedestrian movement is greatest on North Street, particularly around the Burghley Centre. The Burghley Centre is the only pedestrianised element of the town centre. Pavements and highways are relatively narrow on North Street and West Street, however due to the relatively low movements of pedestrians there is limited conflict between pedestrians and vehicles.

Summary

3.70 Bourne town centre serves the daily shopping and service needs of its local residents. The centre has some period buildings of merit which make the shopping environment relatively attractive. The number of vacant units is below the national average. The Co-op is the main convenience store within the town centre and Sainsbury's, although out-of-centre, provides important convenience shopping facilities for the town. There is also a relatively new Tesco foodstore at Cherryholt Lane. Comparison retailing comprises mostly small independent stores. There are no large units or national multiple comparison retailers in the town centre. The general appearance of the shopping centre is good and it comprises a reasonable range of convenience and service uses, mostly independently operated.

Market Deeping

3.71 Located to the south of the district at the junction between two major transport corridors: the A15 north-south and A16 east-west routes in a predominantly rural area. Market Deeping is indentified in the Local Plan as being a principle retail area; however, it is acknowledged that it has a subservient role to Peterborough. The centre falls within a Conservation Area and includes a number of listed buildings. The centre consists of a cluster of shops centred around Horsegate and The Precinct. There are two main stores which act as the main attraction to the town; they comprise an in centre Co-Op and a large out of centre Tesco store to the north of the shopping centre.

Table 3.8: Market Deeping Town Centre Use Class Mix by Unit

Type of Unit	NLP 2009	GOAD 2014	Savills Survey March 2015	% change in no of units 2009 to 2015[5]	% of Total Number of Units	
					%	National Average
Comparison Retail	20	25	24	25%	32.5	40.26
Convenience	3	6	6	50%	5	9.07

[5] Percentage change reflected as the difference been Experian's Goad Plan of Grantham Town Centre survey undertaken in November 2013 and Savills Goad Plan Survey undertaken in March 2015.

Retail						
Services	32	29	42	-9.4%	50	37.12
Miscellaneous	n/a	1	2	NA	8.8	1.15
Vacant	5	5	3	0%	3.7	12.40
Total	60	66	80		100.0	100.0

Source: Experian Goad Centre Reports / Savills Survey (March 2015)

3.72 Figure 3.8 identifies the retail composition of Market Deeping town centre. The combined shopping areas have a total of 80 outlets. At the time of the survey, the centre included a limited number of vacant units which equated to a 3.7% vacancy rate; this rate is considerably below the national average. Convenience and comparison retailers occupy 37.5% of the total units in the town centre. Cafes and financial service uses make up the bulk of service units in the centre. The provision of service users within Market Deeping is approximately 10.89% above the UK national average confirming the convenience and service function of the centre.

3.73 There is very limited national multiple retailer presence in this centre, mainly due to its proximity to much larger centres at Peterborough and Stamford. The retail units in the centre are mainly occupied by independent retailers.

Convenience shopping

3.74 The convenience foodstore offer within Market Deeping is very limited with an in-centre Co-op foodstore (1,432 sq m net sales floorspace) and an out-of-centre Tesco foodstore situated to the north east of the town centre (1,703 sq m net sales floorspace). There is no other large convenience foodstore choice within the town centre.

Comparison Shopping

3.75 There are very limited comparison retailers present in the town centre. Given the small scale of Market Deeping town centre, its close proximity to Stamford and Peterborough, the principle role of this town centre is to provide services for local residents who will most likely travel to larger town centres for a wider range of services, facilities and comparison retail goods.

The Precinct

3.76 The Precinct is a modern shopping centre which extends to the north east of the Horsegate. The Precinct comprises 12 relatively small units which are occupied by a mix of service and comparison retailers. The Precinct is anchored by the large Co-op convenience store and a large surface car park. The centre is linear in design and provides a pedestrianised link through to Horsegate which is the historic core of the town centre.

Horsegate

3.77 This area of the town centre forms the historic core and comprises a large number of services and leisure uses.

Pedestrian Flows

3.78 The town centre is compact and centred around The Precinct and Horsegate. As the range of shops is fairly limited, the levels of pedestrian movements are generally low. The footways are of a good standard and there is limited conflict between pedestrians and vehicles.

Accessibility and Movement

3.79 Residential development is predominantly located to the north east of the town centre and there are good links to the centre for pedestrians. There are also a number of stagecoach bus services which run from the Town Centre to neighbouring towns comprising Stamford, The Deepings and Peterborough, among others.

Environmental Quality and Character

3.80 Market Deeping is a small centre characterised by a number of listed buildings which form the Conservation Area. The quality of the centre is good and it benefits from individual buildings of varied architectural quality on Horsegate and good levels of street furniture. The Precinct is more modern in design. It is linear in design and fronts on to a pedestrian footway which links the Co-op car park to Horse Gate.

Summary

3.81 Grantham is the largest town in the District with a wide range of comparison and service shops as well as a town centre Morrisons supermarket. Both Asda (in-centre) and Sainsbury's (out-of-centre) stores are located to the north and south respectively. Sainsbury's is outside but relatively close to the centre. The Discovery Retail Park and Dysart Retail Park are located within the urban area of Grantham and comprise some of the larger retail operators in the town. The Augustin Retail Park is located within the defined town centre and includes retailers such as Next, Home Bargains and Sports Direct. There is also a Lidl store in the northern part of the town centre, close to Asda. Vacancies are relatively high in the town centre and rents and yields have not performed well in recent years.

3.82 The market town of Stamford also has a good range of shops and services with a significant proportion being independent retailers. Key retailers within Stamford town centre include a Marks & Spencer Simply Food; Tesco Express; Superdrug, White Stuff and New Look. The town centre has a high proportion of service / leisure occupiers and a very low vacancy rate. Rents and yields have improved in recent years.

3.83 Bourne, a market town similar to Stamford contains a number of small scale independents, having a limited number of comparison stores. There is a Co-op store within the town centre and a Tesco Express located in an edge of centre location to the north of the town centre. There is an out of centre Sainsbury's store to the west of the town centre and a relatively recent large Tesco store at Cherryholt Lane. A large proportion of the comparison expenditure in Bourne is likely to be lost to larger centres including Grantham, Stamford or Peterborough.

3.84 Market Deeping town centre serves the daily shopping and service needs of its local residents. The town centre acts as a supporting centre to larger neighbouring towns such as Stamford and Peterborough, hence the presence of national multiple retailers is very limited. With exception to a Co-op and a Tesco where local residents do both main food and top-up food shopping, the centre comprises mainly small independent retailers. Vacancies are very low and the quality of the town centre environment is relatively good.

3.85 The large centres that are relatively close to South Kesteven – Peterborough, Nottingham, Lincoln and Leicester – and to a lesser extent Corby, Newark, Boston and Melton Mowbray, offer a far wider range of shopping facilities and attract a large proportion of expenditure away from the local area.

There are also several large cities within reasonable travel distance including Coventry, Cambridge, Northampton and Sheffield, as well as retail parks such as Fosse Park and retail commitments including Rushden Lakes.

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4.0 STUDY AREA AND RETAIL ZONES

4.1 For the purposes of assessing the retail needs of the South Kesteven area a wide ranging household survey was undertaken by NEMS to gauge existing flows of different types of shopping expenditure, why they took place and the likelihood of change as part of meeting future requirements. The analysis of the nature and location of the shopping facilities assisted in the consideration of this study. A key consideration in securing a full appreciation of these factors as they bear upon the local shopping facilities in South Kesteven is to define a Study Area which embraces all, or most, of the shopping patterns generated by these centres. In undertaking this exercise regard was had to the advice contained in Appendix B of the Practice Guidance which is concerned with the appropriate definition of the Study Area.

The South Kesteven Area

4.2 Section 3 of this Study summarises the main content of shopping facilities within the four main town centres within the District and over the wider sub-region. Plans showing the location of the shopping centres including the main supermarkets, convenience and comparison floorspace and the main retail warehouse facilities are provided at Appendix 2 and 3. Floorspace schedules are also included in Tables 4 (convenience) and 8 (comparison) of Appendix 7 which provide the floorspace of the main retail facilities and town centres.

Convenience Shopping

4.3 All the main centres have major supermarket representation - Grantham (5), Stamford (3), Bourne (3), Market Deeping (2), and Peterborough (8).

4.4 It is an accepted phenomenon of convenience shopping, and one referred to in the Practice Guidance (Appendix B), that customers will generally gravitate to facilities closest to home to meet their main food shopping needs and do so more intensively if there are a range of supermarkets in a particular centre providing increased choice. However, long distance "irrational" trips take place either because of the desire to shop at a particular retailer, perhaps in association with employment in the area, or other regular visits for another purpose. By far the greater proportion of such expenditure, however, would be drawn from the immediate catchment zone.

4.5 The major supermarkets identified above and the review of expenditure patterns, suggest that South Kesteven is largely served by the facilities within it, in Grantham, Stamford and Bourne. Market

Deeping is also relatively self contained, although facilities beyond the district to the immediate south in Peterborough do have an influence.

Comparison Shopping

4.6 It is apparent from the review of the shopping facilities that the South Kesteven area is dominated by the major comparison centres of Peterborough, Nottingham and Leicester which lie outside the study area. These centres have a wide representation of national traders and include a number of large retail warehouse parks.

4.7 The four town centres in South Kesteven are much smaller centres with a reasonably wide representation of comparison traders, many of which are independent. Market Deeping is considerably smaller with a very limited range of comparison outlets, mainly independent traders. In addition to the town centres there is a significant provision of out of centre retail warehousing, particularly n Grantham and Stamford. There is also a stand alone retail centre to the north of Grantham at Downtown. It comprises a significant shopping centre in a department store format of 16,085 sq m net, a garden centre of 7,432 sq m net (enclosed) and surface parking. There are also substantial areas of overflow parking.

4.8 The location of these facilities and their shopping characteristics led us to conclude that the main centres were likely to extend their sphere of influence over much of the district with the sub-regional centre of Peterborough drawing from across the whole of the area. The adjoining centres of Nottingham and Leicester also have a significant bearing on the shopping patterns. Within this trading framework Grantham, Stamford and Bourne are likely to attract lower order sales from their immediate catchment areas and respective rural hinterlands.

The Study Area and Catchment Zones Defined

4.9 The analyses of the previous section were used to begin to plot the extent of the Study Area, the main purpose of which was to ensure that the catchment areas of the main towns of Grantham, Stamford, Bourne and Market Deeping were largely embraced by those boundaries. Subsequent retail assessments could then be undertaken in the knowledge that practically all expenditure flows had been captured. The Study Area Plans are shown in **Appendix 1**.

Convenience Expenditure

4.10 Given the strong tendency for main food shopping to gravitate to the nearest large supermarket facilities, the study zones were constructed based upon the likely core catchment areas of the towns of Grantham, Stamford, Bourne and Market Deeping.

4.11 We have also reviewed the previous study undertaken by NLP and the population zones, based on post code sectors, used in that study. Employing the same zones has the advantage of enabling a comparison with the previous household survey results (2010), particularly in terms of market share and trade draws from those zones and that of our recent household survey, undertaken by NEMS. We concluded that the advantages of that comparison to the previous zones to be a compelling reason for replicating the previous zones and they are, in any event, largely synonymous with our view of the catchment area of the main town centre within the Study Area. They are set out in Table 4.1 below, together with the relevant post code sectors that they encompass.

Table 4.1: South Kesteven Survey Zones

ZONE	POSTCODES
1. North of Grantham	NG13 0, NG32 1, NG32 2, NG32 3
2. Grantham Central	NG31 6, NG31 7, NG31 8, NG31 9
3. South of Grantham	NG33 4, NG33 5
4. Bourne	NG34 0, PE10 0, PE10 9
5. Oakham	LE15 6, LE15 7, LE15 8
6. Stamford	PE9 1, PE9 2, PE9 3, PE9 4
7. The Deepings	PE6 8, PE6 9

4.12 The household survey undertaken by NEMS in April 2015 (see **Appendix 5 and 6**) provides the most recent expenditure patterns and Section 5 of this Study and related appendices show that within the particular zones, a substantial proportion of potential expenditure is captured by those nearby facilities but falls away very rapidly beyond. This pattern can be graphically demonstrated using the Combined Main Food data in Table 4.2 below.

Table 4.2: Retained Main Food Expenditure within South Kesteven

Zone	Retained Main Food Expenditure by Main Supermarkets within S Kesteven %	Retained Main Food Expenditure by Other Convenience Stores within S Kesteven %
Zone 1	88.1	2.2
Zone 2	96.6	0.7
Zone 3	98.7	0
Zone 4	82.1	1.6
Zone 5	24.3	1.4
Zone 6	98.7	0
Zone 7	90.1	0

4.13 The survey results, summarised in table 4.2, demonstrate that a significant proportion of main food convenience expenditure is retained within all of the zones that fall predominantly within the District i.e. all Zones with the exception of Zone 5: Oakham. Oakham lies almost entirely outside of the district and retains 61% of its main food expenditure within Oakham itself. These survey results are shown in **Appendix 6 and Table 5 of Appendix 7**.

4.14 The surveys confirm in our view that the Study Area – embracing all seven zones takes into account virtually all the main food expenditure flows affecting the main towns in the district. However, Zone 5 reveals a more complex pattern of expenditure movements with 24% of its trade flowing into South Kesteven as a whole, of which Stamford (22%) is the main destination. A further 6% goes to Corby (Asda); 4% to Melton Mowbray and 2% to Peterborough. Such patterns reflect the zone's location at the point of overlapping spheres of influence and with more limited provision within the Zone itself.

4.15 The material provided by the 7 survey zones shown in Appendix 6 permits a more refined analysis of expenditure flows. These zones and their analysis serves to show whether the catchment zones defined to gauge future main food shopping requirements robustly reflect the core catchment areas of the supermarket facilities. The 7-zone information has been used in the quantitative floorspace assessments.

Comparison Expenditure

4.16 Our earlier analyses suggest that much of the comparison expenditure in the Study Area leaks to Peterborough and, to a lesser extent, Nottingham and Leicester. Grantham does however retain a significant proportion of comparison shopping in the District with more modest proportions of such sales being retained by Stamford and Bourne.

4.17 The survey conducted by NEMS confirmed that virtually all comparison expenditure finding its way into Grantham and Stamford was derived from the Study Area.

4.18 The Study Area Plan shown in Appendix 1 is, therefore, considered a reliable platform for assessing the comparison shopping requirements of the district.

The Household Survey

4.19 The household survey was undertaken in late March / early April 2015 by NEMS, a specialist survey company with substantial experience of conducting investigations of this nature.

Methodology

4.20 The purpose of the survey was to capture a representative sample of residents in and around the South Kesteven District Council area to assess their convenience and comparison goods shopping habits and, to some extent, their use of services. Respondents' demographic details were also captured.

4.21 A total of 1,000 telephone interviews were conducted between 23 March 2015 and 2 April 2015. Interviews were conducted using NEMS' in-house CATI (Computer Assisted Telephone Interviewing) unit. Respondents were contacted during the day and in the evening. All respondents were the main shopping householder, determined using a preliminary filter question.

4.22 A random sample of live interviews were listened into and assessed by the company's CATI Team Leaders to verify that the quality of interviewing was being maintained.

4.23 Selection was done using random stratified sampling from all available telephone numbers within the defined survey area.

4.24 The survey area was segmented into 22 postcode areas shown on the plan in Appendix 1, focusing on the four main population centres of Grantham, Stamford, Bourne and Market Deeping.

4.25 The sample selection was random within each postcode sector to make it as representative as possible of the overall survey area and each individual postcode sector. To achieve appropriate population weightings the area surveyed was segmented into three primary survey zones, which were defined using postcodes. The zones were not sampled in proportion to the population within those zones and as such it was necessary to apply weightings to give appropriate weight to the responses from each of the seven zones, in other words to make the responses representative of the population of the total survey zone. Where a zone had more interviews as a proportion of the total interviews done than it had proportion of the population, it was necessary to decrease the value of each interview. The reverse is also true.

4.26 As with any data collection, where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction, etc.) but there is always potentially a difference between the samples of population - this is known as the "standard error". With a total sample of 1,000 interviews the survey results would normally be regarded as robust enough to allow sufficient investigation into typical subsamples, with a 95% confidence interval of ±3.6%.

<u>The Questionnaire</u>

4.27 A copy of the Questionnaire is attached at **Appendix 5**.

4.28 In broad terms the objective of the household survey is to determine the expenditure flows across the Study Area and thereby the sales of various types of merchandise going into particular centres / facilities and the reasons why shoppers behave in this way. The former information provides a platform for assessing future retail requirements by combining the outputs with other data relating to the status and content of the centre and possible changes there to reflect more efficient and sustainable retail structures.

4.29 To assist with the understanding of shopping behaviour, interviewees were specifically asked why they visited a particular retail facility for the purchase of convenience and comparison goods. The answers provide clues as to what drives customers to shop in the way they do and the extent to which quality of facility – as opposed to proximity – affects choice. Such information assists in assessing the extent to which patterns might change as a consequence of improvements to facilities.

4.30 Specific questions are directed to the use of Grantham, Stamford, Bourne and Market Deeping town centres and what improvements might encourage customers to use the facilities more often or intensively, or at all. The Questionnaire considers this issue in terms of two broad responses, whether improvements to the shopping content of the centre would promote greater use, e.g. more clothes and fashion shops, and / or if the infrastructure supporting the centre might be improved to provide a more attractive and user-friendly environment, e.g. better / more car parking and reduced congestion. In association with the town centre health check data, the outputs assist in resolving the issue as to whether the centre is capable of raising its profile relative to competing facilities.

4.31 Further socio-economic data has been collected by the survey relating to employment status and occupation, family size and car ownership. In association with other information drawn from the Pitney Bowes Population and Expenditure data, it feeds into growth rate considerations examined in Section 6 and an understanding of expenditure flows.

4.32 The results of the household survey are key to the quantitative and qualitative needs assessments conducted in Section 6. The public's perception of the deficiencies of particular facilities and how centres might be improved are important considerations in deciding whether additional floorspace is justified going beyond that emerging from the quantitative need exercise. It is particularly important in relation to the role of Grantham and Stamford as the main comparison shopping facilities in South Kesteven.

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5.0 THE EXISTING PATTERNS OF RETAIL SPENDING

5.1 Shopping patterns represent a highly complex aspect of human behaviour based upon many individual decisions, but broad patterns can be discerned from the household survey. Those patterns are clearly dependent upon the nature and location of shopping facilities serving the support population, but also the socio-economic profile of that population and the transportation infrastructure providing access to the centres. It is, therefore, relevant to appraise that context and possible changes which might alter the shopping behaviour.

The Character of the Area

5.2 The District of South Kesteven occupies the south-west sector of the County of Lincolnshire, flanked to the north by North Kesteven District Council and to the east by South Holland District Council. Rushcliffe Borough Council, Melton Borough Council and Rutland County Council lie to the west. The East Northamptonshire Council and Peterborough City Council abuts the area to the south.

5.3 Except for the market towns of Grantham, Stamford, Bourne and Market Deeping, the area is mainly rural in character with an undulating, agricultural landscape dotted with villages, small hamlets and occasional individual houses. Grantham (population of 72,795 in 2014) dominates in the northern part of the district and the smaller towns of Stamford, Bourne and Market Deeping (population 32,117, 28,685 and 19,872 in 2014 respectively[6]) occupy a similar position in the south of the district. Zone 5 is situated to the south west of the district and is heavily influenced by facilities outside of the District due to its close proximity to Peterborough, Melton Mowbray and Leicester.

The Transportation Network

Highways

5.4 The rural nature of the area is reflected in its limited transportation infrastructure. The whole of the District is serviced by four principal A roads. Accessibility improves as a consequence of the road network serving Grantham, Peterborough, Nottingham and Leicester.

5.5 The A1 runs north/south along the western flank of the district, with a number of junctions providing direct access into Grantham and Stamford. The A52 and the A1175 both run east/west across the

[6] Appendix 7, Table 1 - Population

District and cross over the A15, which is the main arterial road on the east of the District which travels through Bourne and Market Deeping. The A1 and A15 are parallel to one another and remain broadly between 9.5 and 11 miles apart as they run north-south through the District. Grantham occupies the northern area of the District whilst Stamford, Bourne and Market Deeping are clustered towards the southern part of South Kesteven.

5.6 Enquiries have been made of Lincolnshire County Highways to ascertain whether there have been any significant changes to this route network. They have confirmed that there has not and there is therefore no justification for disturbing the expenditure patterns revealed by the Household Survey.

5.7 Data from the household survey shows that over the whole of the Study Area, 86% of main food shopping customers travel by car to their normal supermarket (9.4% as passengers). Predictably the more localised nature of top-up shopping gives rise to fewer customers travelling by car.

5.8 While 3.2% travel by bus and 7.8% walk, the use of taxis, motorcycles and bicycles for main food shopping purposes collectively amount to 1.6% of shopping trips.

5.9 As a measure of the use of the car for undertaking non-food shopping trips, some 79.6% of customers from the Study Area travel by car on trips to buy clothes, footwear and fashion goods. There are marked differences between zones and between trips for different types of comparison goods. The more distant nature of comparison shopping gives rise to 81% of customers travelling by car, with those from Zone 2, Grantham at 69.7% being less reliant on the car and shoppers from Zone 3, South of Grantham being the most dependent at 96%.

Public Transport

5.10 Reliance upon the bus for shopping trips is limited. Throughout the Study Area less than 3.2% of customers travel by this means for main food shopping: for clothing and fashion goods it is 7.3% (including minibus or coach).

Bus Services

5.11 The bus services within the District link the main towns and are considered important as they enable those without access to a car to move between centres within the District to and to other larger settlements beyond, such as Peterborough. Notwithstanding this, it is recognised that bus services are limited and therefore the primary mode of transport and movement within the District is likely to be reliant on the private motor vehicle.

Grantham

5.12 In addition to the bus services serving the town itself, Grantham town centre also offers a number of services providing links to nearby settlements. The main services are summarised below.

5.13 The No. 4 Centrebus Service provides three journeys per day with one early morning journey, Monday to Saturday between Grantham and Stamford, run by Kimes operators.

5.14 The District also includes a number of local services funded by Lincolnshire County Council which connect Grantham with the smaller towns and villages within the District and some settlements further afield every 30 minutes to an hour.

Stamford

5.15 The Abacus Service, number 552K, also provides a service between Stamford and Bourne three times a day, Monday to Friday.

5.16 This is a relatively poor service for a centre the size of Stamford. The services do not provide residents with a realistic alternative to the car and do not provide good transport links to other larger settlements outside the District.

Bourne

5.17 The bus services within Bourne are considered to be good for a centre of its size. During peak hours Monday to Saturday, the 101 and 1020 buses provide a frequent service between Sleaford and Peterborough calling at Market Deeping. Services to other nearby centres are more limited.

5.18 For further information on Bourne's' bus services, see **Appendix 4**.

Market Deeping

5.19 The bus services within Market Deeping are considered to be good for a centre of this size. During peak hours Monday to Saturday, there are hourly services linking Market Deeping with Stamford, Bourne and Peterborough.

5.20 For further information on Market Deepings' bus services, see **Appendix 4**.

Railway

5.21 The East Coast Main line linking London (Kings Cross) to the North / Scotland via Peterborough runs along the western boundary of the Study Area. Grantham train station is the main station in the District and provides rail links to Nottingham to the west and Peterborough and London to the south. There are two local stations, one at Ancaster to the north east of the District which links the east coast with Nottingham; and, there is a station at Stamford which provides links to Peterborough, then Norwich and Leicester then Birmingham..

5.22 The household survey barely registers rail as a mode of travel for any type of shopping trip (0.14% for main food and 1.2% for non-food).

Walking

5.23 Given the nature of main food shopping, it is unsurprising that only 7.8% of shoppers in the Study Area used this mode of travel for their main food shopping trip. Some 7.3% of expenditure for the non-food goods were undertaken on foot.

5.24 There are significant differences between the zones – 16.4% in Zone 2, 13% in Zone 6 and 0% in Zone 5, 1, 3 and 7 – with car use correspondingly higher where travel on foot is least important.

The Retail Structure and Expenditure Flows

5.25 The detailed appraisal of the shopping centres is contained in Section 3, but in order to better understand the expenditure flows from the various parts of the Study Area to those centres, this section reviews the key elements of those facilities. The analysis is conducted in terms of the catchment areas represented by Zones 1 – 7.

The Surrounding Shopping Centres outside the Study Area

5.26 Over the wider area the district is surrounded by major convenience and comparison shopping facilities which both serve to constrain the sphere of influence of the centres within the Study Area and attract expenditure away from local facilities. **Appendix 2 and 3** contains plans and schedules illustrating the location and content of those centres.

Major Convenience Shopping Facilities

5.27 The main centre of Peterborough is located within twenty minutes' drive time of that part of the Study Area closest to it and thus within reasonable travel time.

5.28 Peterborough has several major food supermarket outlets including; – Asda, West Rivergate Shopping Centre [3,665 sq m sales], Tesco Extra, Serpentine Green Shopping Centre [2,120 sq m sales], Waitrose, Mayor's Walk [1,756 sq m sales], Sainsbury's, Oxney Road [4,088 sq m sales], Morrisons, Lincoln Road [765 sq m sales], Tesco, The Werrington Centre [1,412 sq m sales], and Lidl, Lime Kiln Close [2,926 sq m sales]. The Tesco Extra, Sainsbury's and Morrisons are located within the suburbs of the town close to the ring road and are therefore relatively accessible to car borne trips from the Study Area.

Major Comparison Shopping Facilities

5.29 The sub-regional shopping centre of Peterborough dominates the comparison shopping structure, with town centre sales floorspace devoted to such traders amounting to approximately 102,068 sq m[7] sales. The centre has a very wide range of national retail outlets and multiples. The retail attraction of the city is supplemented by the Brotherhood and Maskew Retail Parks collectively comprising approximately 27,444 sq m[8].

5.30 Nottingham and Leicester are similar in scale with approximately 112,656 sq m[9] sales and 74,484 sq m[10] sales of comparison floorspace respectively, occupied by a comparatively wide representation of national traders. Various Retail Parks add to the attraction of these centres for comparison shopping.

[7] Peterborough Retail Study Update 2013 – Table 4.2
[8] Figures from both Retail Park's websites
[9] Greater Nottingham Retail Study 2008: Partial Update 2013 - Table 132
[10] Leicester City Retail Capacity Study 2007 - Figure 6.24

5.31 London, Birmingham, Sheffield and Lincoln are long distance attractions but exert some influence over the Study Area.

5.32 The proposed retail development at Rushden Lakes recently granted planning permission on appeal and may have some potential impacts on non food shopping patterns in South Kesteven, particularly for non-food purposes. Given its distance from the District this is not however expected to be significant and will if anything divert those already making long distance leisure / shopping trips to the larger regional and sub regional shopping centres.

Expenditure Flows to Shopping Centres within the Study Area

5.33 The household survey provides information as to the flows of different types of expenditure into the existing shopping facilities and in doing so demonstrates the sphere of influence of the particular outlets and centres. These are set out in Tables 5a and 5b of **Appendix 7**.

Combined Main Food Expenditure

Zone 1 – North of Grantham

5.34 The district is relatively self contained in terms of its convenience shopping patterns, with the main towns effectively serving their immediate catchment areas. All of the main zones within the District are retaining at least 83% of their main food convenience goods expenditure. Zone 1 does not have a main centre within it but lies directly to the north of Grantham. Therefore the most important centre for Zone 1 is Grantham which attracts 86% of the main food shopping convenience expenditure from Zone 1. Table 5a of **Appendix 7** shows the Main Food Convenience Goods Expenditure Flows from Zone 1 and also Zones 2 and 3.

5.35 The table shows that the three most popular Grantham stores (to Zone 1 residents) are the Asda, Sainsbury's and Aldi stores – which account for 34%, 22% and 19% respectively of Main Food expenditure from the zone. Thereafter the trade draw tails off dramatically, Morrisons attracting 9% of main food expenditure Zone 1 and the M&S Simply Food with only 1.3% of Zone 1 main food expenditure

5.36 A range of other stores outside Zone 1 attract the remaining 14% of main food expenditure. These include the Tesco Store at Sleaford (6%) and the Lidl and stores in Stamford which both attract around 1% of the main food expenditure from Zone 1.

Zone 1 Top-up Expenditure

5.37 The convenience goods expenditure flows in Table 5b at **Appendix 7** illustrate the flow of expenditure relating to small scale / top-up food and grocery purchases. It is apparent that this type of shopping gives rise to a more diffuse pattern of trips than for main food shopping.

5.38 Within Zone 1 the retention rate for this type of expenditure within the District is 65%. This is relatively low compared to the other zones in the District and probably reflects the fact that there is very little provision within Zone 1 itself. Shops in Grantham account for over 18% of these sales.

Zone 2 – Grantham Central

5.39 Central to Zone 2 is the market town of Grantham with the zone being broadly synonymous with the urban area of Grantham. The Asda store on Union Street in Grantham is the dominant store in the town attracting 35.2% of the convenience expenditure from within Zone 2. The next most popular store for Zone 2 residents is the Morrisons Store within the Isaac Newton Centre attracting 24.7% of expenditure. The Sainsbury's at London Road and Aldi at South Parade attract similar levels of expenditure at 17% and 15% respectively. Overall Grantham retains over 92% of convenience expenditure within Zone 2 and is therefore a relatively sustainable centre. The most significant store outside of the zone is the Waitrose store at Newark which attracts 1.8% of main food expenditure from Zone 2.

Zone 2 Top Up Shopping

5.40 A similar pattern emerges for top-up shopping patterns with Asda on Union Street and Morrisons being the most popular stores attracting 27% and 22% respectively. The smaller stores including the Co-op stores at Dysart Street and Princess Drive (3% and 6%) the M&S Simply Food and the Tesco Express at Harrowby Lane, all make significant inroads into the top-up shopping convenience expenditure, including the local shops in Grantham, recording 2.5% of top-up shopping. No stores outside of Grantham, other than a Co-op in Bottesford (0.5%) and the local shops in Gonerby (0.7%) attracted any top-up shopping from Zone 2.

Zone 3 – South of Grantham

5.41 Zone 3, although directly south of Grantham and relatively close to it also has other influences particularly in the southern part of the zone, as it becomes closer to Stamford. Therefore, although main food shopping is again predominantly retained within the district, the dominant centre in Zone 3 in terms of attraction to main food shopping remains Grantham with 78% of residents in the zone attracted to its main food stores. Morrisons and Sainsbury's were the most popular stores, attracting 18.7% and 19.7% of the main food expenditure, followed by the Asda and Aldi store attracting 18% and 11% respectively. In contrast to Zones 1 and 2, the residents of Zone 3 were also attracted to the Farm Foods store with 8% of main food expenditure attracted to that store.

5.42 Other stores within the District that had an impact on Zone 3 include the Sainsbury's and Tesco (Cherry Holt Road) stores in Bourne, which attracted 11% and 3.5% respectively and the Morrisons store in Stamford attracting 4.7% of main food expenditure from Zone 3.

5.43 Other stores that had an impact include the Co-op store at Colsterworth, attracting 1.3% of main food expenditure and the Sainsbury's, Ryhall Road in Stamford, attracting 1.44%.

Zone 3 – Top-up Shopping

5.44 Grantham remains the most popular centre for top-up expenditure from Zone 3 attracting 58.2% of the top-up shopping within Zone 3, with the Sainsbury's store, London Road (19%) and the Aldi and Asda stores with 16% and 14% of the top-up shopping expenditure respectively being the most popular. Stamford attracts just over 6% of top-up convenience expenditure from Zone 3 and the Co-op store at Colsterworth, at the centre of Zone 3, attracts 11% of top-up convenience expenditure from Zone 3.

Zone 4 – Bourne

5.45 Zone 4 is geographically one of the largest zones in the survey area and is centred on Bourne.

5.46 Some parts of the zone are however nearer to Grantham and Stamford and this is reflected in the survey results. Bourne is nevertheless the dominant centre retaining 71% of Zone 4 main food expenditure within Bourne. The most popular stores being the Tesco at Cherry Holt Road (33%) and the Sainsbury's at Exeter Road (31%). The Co-op store at The Burghley Centre and Tesco Express attracted 3.7% and 1.6% respectively. The most attractive store outside Bourne but within the district was the Morrisons at Uffington Road in Stamford, attracting 4.42% of main food shopping expenditure. The Lidl and Waitrose stores in Stamford attracted 1.2% and 0.5% respectively.

5.47 Within Grantham, the Sainsbury, London Road and Asda, Union Street stores attracted 2.4% and 2.2% of main food shopping expenditure from Zone 4.

5.48 The store which has the greatest draw from Zone 4 which is located outside of the District was the Asda store Sleaford Road, Boston, attracting 7% of the main food shopping expenditure from Zone 4 as well as the Tesco at Northgate, Sleaford (2%) and the Morrisons, Lincoln Road in Peterborough (1.6%) and Aldi at Bretton Way (1.1%).

Zone 4 – Top Up Shopping

5.49 In terms of top-up shopping, Bourne is the most dominant centre attracting 72.6% of top-up convenience expenditure from Zone 4 with Sainsbury's, Exeter Road, and Tesco, Cherry Holt Road in Bourne, being the most attractive stores with 28% and 23% of this expenditure respectively. The Co-op in the Burghley Centre and Tesco Express, North Street, were also significant, attracting 13% and 5.5% respectively. Stamford, south of Zone 4 was also an influence attracting 3.5% of top-up expenditure and Sleaford, to the north of Zone 4 and consequently closer for some Zone 4 residents than Bourne, attracting 7.15% of top up expenditure with Sainsbury's in Sleaford attracting 2.8% of top-up expenditure from Zone 4.

Zone 5 – Oakham

5.50 Zone 5 is located to the south of Zone 3 and Grantham and lies to the west of Stamford. It is almost entirely outside of the district and has Oakham at its heart.

5.51 Oakham attracts the majority of the main food shopping expenditure from within the zone retaining 61% of the main food expenditure. With the Tesco store at South Street in Oakham being the most attractive store for Zone 5 residents attracting 40% of main food expenditure and the Co-op at Burley Road in Oakham attracting just over 20%, being the next most attractive stores within Zone 5. Stamford to the east is the next most important centre for Zone 5 residents and attracts 21% of main food expenditure from Zone 5. The most attractive stores being the Morrisons at Uffington Road (10.3%), the Waitrose at West Street (4.4%) and the Lidl at Markham Retail Park (4%). The other most significant store is the Asda at Phoenix Way in Corby which attracts 6% of Zone 5 resident's main food expenditure.

Zone 5 – Top-Up Shopping

5.52 A similar pattern is apparent for top-up expenditure with 68% of top-up convenience expenditure from Zone 5 being attracted to Oakham with the Tesco at South Street (35%) and the Co-op at Burley Road (28.5%) being the most attractive stores. Stamford is again a significant influence with 11% of top-up convenience expenditure being attracted from Zone 5, with the Waitrose store being the most attractive store in Stamford (5.2%).

Zone 6 – Stamford

5.53 Stamford is perhaps the most self-contained of the towns within the district with 98% of residents within Zone 6 undertaking their main food shopping within Stamford itself. There is virtually no leakage from the zone. The most attractive stores in Stamford to Zone 6 residents are the Morrisons at Uffington Road (52%) followed by the Waitrose at West Street (20%) and the Lidl at Markham Retail Park (14%). The other stores including the Sainsbury's at Ryhall Road, the Tesco Metro and M&S Simply Food attract 6%, 3% and 2% of the main food shopping expenditure from Zone 6 respectively.

Zone 6 – Top-Up Shopping

5.54 A similar picture emerges in respect of top-up shopping with nearly 95% of expenditure retained within Stamford. Various local shops have an influence on shopping patterns within Zone 6, including those at Ryhall, attracting 1.1%, and some of the stores in Spalding (M&S and Morrisons).

Zone 7 – The Deepings

5.55 Zone 7 lies to the east of Stamford, to the south of Bourne and directly north of Peterborough. There are therefore several influences on its shopping patterns in relatively close proximity. However it still retains 69% of its main food shopping expenditure within Market Deeping itself, i.e. within Zone 7. The most popular store is the Tesco store at Godsey Lane, Market Deeping, attracting 64% of expenditure, followed by the Co-op store in Godsey Lane, attracting 5%. Stamford is the main alternative with just over 16% of main food shopping expenditure from Zone 7 being attracted to it. The main attraction is the Morrisons store at Uffington Road, attracting 13% of main food shopping expenditure from Zone 7 followed by the Lidl store attracting just over 2%.

5.56 Other influential stores within the district include the Sainsbury's store at Exeter Road in Bourne, attracting 4.5% of main food shopping expenditure from Zone 7. Peterborough also attracts a significant amount of expenditure from the zone, amounting to around 9% of main food shopping expenditure from Zone 7. The most attractive store to Zone 7 residents in Peterborough is the Aldi at Bretton Way, attracting 4% of main food shopping expenditure from Zone 7.

Zone 7 – Top Up Shopping

5.57 Top-up Shopping patterns follow a similar trend with over 76% of residents carrying out their top-up shopping in Market Deeping. The most popular foodstore in Market Deeping for top-up shopping purposes is the Tesco at Godsey Lane (60%) followed by the Co-op at Godsey Lane (10.1%).

5.58 The next most popular location is Stamford, with over 12% of residents attracted to it for top-up shopping purposes. The most popular store in Stamford for top-up food shopping is the Morrisons at Uffington Road.

5.59 Again, Peterborough stores have some influence attracting just over 4% of top-up shopping expenditure from Zone 7 with the One Stop shop at Langtoft, being the most popular store in Peterborough, attracting 2% of the Zone 7 top-up shopping expenditure.

Comparison Goods Expenditure

5.60 Comparison shopping tends to be a more diffuse behaviour and is very much reliant upon the particular merchandise being sought. It is, therefore, considered more analytically useful to examine expenditure flows largely in terms of movements across the Study Area and the various categories of comparison expenditure.

5.61 Table 9 in **Appendix 7** sets out the expenditure flows in the Study Area relating to the eight comparison goods groupings used in the survey.

5.62 It is notable that the main centres attract trade from across all seven Zones, but especially from the Zone within which they lie. This is reflected in the reasons for people choosing the centre they most like for shopping and leisure purposes (Question 13), where near/convenience is the most common reason (48.5%).

Clothing, Footwear and Fashion Goods

5.63 For clothing, footwear and fashion items, Peterborough is the most popular centre for residents within the Study Area (30.3%). The next most popular destination is Grantham (16.5%) and then Nottingham (10.4%). Stamford attracts a total of 6.5% of respondents from within the Study Area and Bourne only 2.5%. Grantham is the most popular destination in Zone 3 (56.5%) and Zone 2 (35.6%) and it also makes an impact in Zone 1 (22.9%), Nottingham is however the most popular destination in Zone 1, with 38.5% of residents selecting it as their main destination for clothing and shoes. Stamford has little penetration outside its own zone of Zone 6, but attracts 25.3% of residents' expenditure within Zone 6 on clothing and shoes. Bourne has virtually no penetration outside of Zone 4, but attracts 14.4% of expenditure within Zone 4 itself. Peterborough is particularly dominant in Zones 4, 6 and 7, with 47%, 54% and 59.7% of residents attracted from each of those Zones respectively for clothes and shoe shopping purposes. Lincoln attracts an overall proportion of 7.5% of residents in the Study Area and makes its main impact in Zone 1 and 2 attracting 15.6% and 18.5% of residents respectively.

5.64 The Retail Parks make relatively little impact with the exception of the Brotherhood Retail Park in Peterborough, which attracts 25% of residents from Zone 7, and 8% and 5.7% of residents from Zones 5 and 6 respectively.

Furniture, Floor Coverings and Household Textiles

5.65 Furniture and textiles are generally higher order goods and therefore larger centres tend to dominate in these categories. Grantham does however have a significant market share in this sector, attracting 26.4% of expenditure on furniture, floor coverings and household textiles, and is particularly dominant in its home zone of Zone 3 (60%), but also exerts considerable influence over Zone 2 (58%) and Zone 1 (44%).

5.66 The next most popular centre for this type of shopping is Peterborough (city centre) attracting 23% of the resident population in the study area and being particularly dominant in Zone 7 (63%) and Zone 6 (41%), it also has a significant influence in Zone 4 and 5 attracting 27% and 22% respectively.

5.67 The Retail Parks have a more significant impact in this sector, with Brotherhood Retail Park attracting 5.6% of the resident population and making a particular impact in Zone 7 (17.7%) and Maskew Retail Park in Peterborough attracting 2.4% of Study Area population particularly from Zone 4 (7.7%).

Nottingham has an overall attraction of 5.2% from the Study Area, but again has particular influence over Zone 1, attracting 32.5% of the Zone 1 residents.

DIY and Decorating Goods

5.68 The provision of DIY retail facilities within the Study Area is more widespread and consequently there is a reasonable retention of this type of expenditure within the Study Area itself. Grantham has an overall retention rate of 16.5% for the Study Area as a whole, but is particularly strong in Zone 1, retaining 43.5% of expenditure, and Zone 2 (36%). It also has a significant impact in Zone 3 (20%). Grantham Retail Park is the next most popular destination attracting 15.5% of the Study Area population and again being strong in Zone 2 (41%), Zone 1 (32.3%) and Zone 3 (23%).

5.69 Stamford Retail Park retains 13.7% of the Study Area population, attracting 51.8% of respondents from Zone 6 and 17% from Zone 5. Stamford itself attracts 9.6% of the total Study Area population, but is particularly strong in Zone 6, attracting 34%, and Zone 5 (19%). Peterborough and its Retail Parks also have an impact with Peterborough itself attracting 5% and Maskew Retail Park attracting 5.6% of the Study Area population and Brotherhood Retail Park attracting 3%. They are all particular strong in Zone 7, attracting 28%, 33% and 13% respectively a total of 64% of Zone 7 residents.

Domestic Appliances (including Washing Machines, Fridges, Cookers and Kettles) i.e. Electrical Goods

5.70 Grantham is the most popular centre within the Study Area in respect of spending on domestic appliances with 18% attracted to the town centre and 20% to the Dysart Retail Park in Grantham. Both are particularly popular within Zones 1, 2 and 3, with Grantham town centre attracting 55% of the expenditure from Zone 1 and the Dysart Retail Park attracting 55% in Zone 2 and 50% in Zone 3. The next most popular location is Peterborough city centre, attracting 16% of expenditure from the Study Area and being particularly influential in Zone 7, attracting 63%, Zone 6 (24%) and Zone 4 (17%).

5.71 Stamford Retail Park is also popular with 13% of respondents in the Study Area shopping for domestic appliances. It has its biggest impact in Zone 6, where it attracts 48% of respondents. This is not particularly surprising as Zone 6 is Stamford's home zone. It also makes an impact in Zone 5 (Oakham) where it attracts 12% of expenditure on domestic appliances. 6.4% of the Study Area respondents' shopped in Bourne for domestic appliances, although this is almost entirely its home zone population of Zone 4, where 38% of respondents shopped for their domestic appliances in

Bourne. Oakham also attracted some of this expenditure with 6.7% of the Study Area population attracted to it for domestic appliances, but again this was almost entirely down to its home zone expenditure in Zone 5, where 42% of respondents shopped in Oakham for their domestic appliances.

5.72 The retail parks in Peterborough did not make a big impact with the Brotherhood Retail Park attracting only 1.7% of the Study Area expenditure on these items.

Electricals – TV, Hi Fi, Radio, Photographic and Computer Equipment

5.73 The shopping patterns for these electrical items are similar to domestic appliances with Grantham being the most dominant centre attracting 15.5% of the Study Area expenditure, but being most dominant in Zone 1 (41%), Zone 2 (35%) and Zone 3 (18%). The Dysart Retail Park in Grantham also made a significant impact attracting 20% of the Study Area expenditure and having its greatest impact in Zone 2 (52%) followed by Zone 3 (51%) and Zone 1 (35%). Oakham again made an impact in Zone 5, attracting 34% of that Zone's expenditure on these appliances. The most popular centre however was Peterborough city centre attracting 20% of the Study Area expenditure on TV, Hi Fi, radio, photographic and computer equipment, but being most dominant in Zone 7 (64%) followed by Zone 6 (32%). Again, Peterborough's Retail Parks did not have a significant impact with the exception of Maskew Retail Park in Zone 7 (11.1%).

Personal / Luxury Goods, including Books, Jewellery, China, Glass, Cosmetics and Medical Goods

5.74 The town centres within the Study Area made a greater impact on these types of smaller specialist items, with Grantham being the most popular attracting 30% of the Study Area expenditure on these personal and luxury items. It had the biggest impact in Zone 2 attracting 74% of expenditure and Zone 3 (55%) and Zone 1 (51%). Stamford attracted 19.4% of the Study Area expenditure on these items, but is particularly strong in Zone 6, attracting 80.5% of expenditure from that Zone. Bourne attracted 7.5% of expenditure on these items but is particular dominant in Zone 4, attracting 52.3% of expenditure. Peterborough was the only other city centre that made an impact on this type of expenditure attracting 15.9% of expenditure from the Study Area, but having a particular impact in Zone 7, attracting 72% of expenditure on personal and luxury items as well as Zone 4 – 21% , Zone 5 – 13% and Zone 6 – 15.6%. Oakham drew 6.9% of the study area expenditure, but only attracts expenditure from Zone 5, its home zone, with 51.4% of the expenditure on these items being spent in Oakham. Nottingham attracted 5.6% of expenditure on personal and luxury items from the Study

Area, being particularly attractive to Zone 1 residents, where 28% of expenditure of these items was attracted to Nottingham.

5.75 The Retail Parks, regardless of their location, had no real impact on these expenditure patterns.

Recreational Goods, including Bicycles, Games, Toys, Sports and Camping Equipment

5.76 The most popular destination for recreational goods in the Study Area was Grantham, attracting 26% of the expenditure on recreational goods in the Study Area. Grantham was particularly dominant in Zone 3, attracting 72% of expenditure on these items, as well as Zone 2 (64%) and Zone 1 (35%). Stamford attracted 9% of the Study Area expenditure on recreational goods but is particularly dominant in Zone 6, where 44% of expenditure was attracted to Stamford. Bourne attracted 4% of the expenditure within the Study Area on recreational goods, but was again particularly dominant almost exclusively within its home zone of Zone 4, where it attracted 23% of the expenditure.

5.77 Peterborough was also a significant centre, outside the Study Area, where it attracted 25% of expenditure on recreational goods. It was particularly dominant in Zone 7, where it attracted 68% of the expenditure but was also a significant influence in Zone 6, where it attracted 34%, Zone 5 – 33% and Zone 4 – 37%. Other centres that had an impact included Lincoln – 5.5% from the Study Area and Nottingham – 7.6% from the Study Area. Nottingham had a particular influence on Zone 1, where it attracted 32% of expenditure on recreational goods.

5.78 Oakham attracted 4% of expenditure from the Study Area, but only had an impact in its home zone of Zone 5, where it attracted 25% of expenditure on recreational goods.

Reasons for using the particular centres

5.79 The household survey provides a numerical breakdown of visitors to the various shopping centres and the reason for their travelling to that particular centre (see Appendix 5).

5.80 Over the Study Area the main influence upon travel patterns for non-food shopping trips is convenience to home, which accounts for 48.5% of visits, followed by choice of multiple shops, 19.5%, and then choice of independent shops, 15%.

5.81 Easy parking and cheap parking accounts for 5% and 1.8% respectively. Good public transport, pedestrian friendly environment, attractive environment, compact centre, familiarity, friendly and 'not too busy', individually account for around 2% to 5% of visits.

5.82 There are considerable differences between the various centres used for the purchase of non-food merchandise, and these distinctions are most clearly illustrated as between the main centres of Grantham, Stamford, Bourne and Peterborough and other smaller centres in Table 5.1 below. Shoppers using those centres cite convenience and choice of shops as the most important determinant of their visits.

Table 5.1: Shops visited for the purchase of non food items

		Grantham %	Bourne %	Stamford %	Peterborough %
	Convenience	58.8	74.0	45.7	31.7
Choice of Shops	Multiples	6.7	10.3	20.7	40.6
	Independents	4.0	12.5	23.8	20.3

5.83 The attraction of the other smaller centres is far more reliant upon convenience to home and less upon range of non-food products and quality of goods. The convenience of South Kesteven's main town centres of Grantham, Bourne and Stamford plays a significant part to their attraction with 74% of respondents who cited Bourne as their main centre for shopping and leisure purposes using it for that reason, whereas the choice of shops – multiples 10.3% and independents 12.5%, figured relatively low. Grantham displayed similar characteristics with 58.8% of those using Grantham for shopping and leisure purposes stating that its convenience was the main reason, whereas they rated the choice of shops relatively low. By contrast, those shoppers using Stamford were less influenced by its convenience (45.7%) and rated its choice of shops more highly (44%). The second most popular influence was the attractive environment of Stamford (9.7%).

5.84 In contrast some people were prepared to travel further and those that did, using centres such as Peterborough, found it less convenient (31.7%) but rated its choice of shops more highly, a total of 60.9% (multiples and independents).

5.85 Although Leicester was only used by 2.4% of the respondents, its choice of shops was rated much more highly, 67% mentioned the choice of multiple shops and 54% mentioned the choice of independent shops, as being among their reasons for using Leicester as their main centre for shopping and leisure purposes.

5.86 In the light of the earlier analysis of expenditure flows upon different types of non-food merchandise, the largest centres with their wide range of goods derive their attraction from this factor and customers are less influenced by travel times and distance where choice is critical. The differences in expenditure patterns relating to the other centres is also a reflection of the type of sales that they attract. It is generally recognised that expenditure for clothes, footwear and fashion goods are especially dependent upon the range of products which only a large centre can offer. In the light of these considerations one would expect trips for the purchase of those products where standardised products are far more common, such as chemist goods, would be far more heavily influenced by convenience to home, and that is a conclusion which emerged from the earlier analysis.

5.87 The variations in shopping behaviour applying to the different types of shopping trip combined with the proximity or otherwise of the centres will influence the prospect of particular centres raising their comparison shopping status.

5.88 These considerations will be examined further in Section 6 when evaluating whether the main centres, particularly Grantham, Bourne and Stamford have the potential to increase their retention levels for comparison goods expenditure.

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6.0 RETAIL TRENDS

6.1 There are a number of retail trends affecting expenditure and retail trading which, collectively, can have significant implications for the assessment of shopping requirements over the medium to longer term. These inputs tend to vary year to year and over prolonged periods can exhibit marked changes, so it is important to secure a reliable fix on such parameters.

Expenditure Rates – Nationally and Locally

6.2 This Study relies upon expenditure data compiled by Oxford Economics in association with Pitney Bowes Business Insight Corporation; both are recognised economic research companies producing information and analysis for retail and market planners. The most recent Retail Expenditure Guide is that for 2013 / 2014 embracing the 2010 official ONS estimates of consumer spending in the United Kingdom.

6.3 Consumer retail spending estimates are available for several hundred individual categories, but the Retail Study employs the main categories based upon the COI COP classification, one based upon consumption by purpose, used by ONS and internationally. The broad classifications are:

Convenience Goods

6.4 To include food and non-alcoholic beverages, off-licence alcoholic drink, tobacco, non-durable household goods and newspapers and magazines.

Comparison Goods

6.5 To include, inter alia, books, clothing and footwear, furniture, audio-visual equipment and other durable goods, hardware, chemists, jewellery, watches and clocks, bicycles and recreational goods.

6.6 All estimates are inclusive of VAT and Special Forms of Trading.

6.7 It will be noted from Section 4 of the Study that the comparison categories used in the South Kesteven assessment vary slightly from the above listings because it was considered that our groupings better reflected the different ways in which shoppers went about these types of purchases.

6.8 Regional expenditure can be markedly different from the national pattern as a consequence of age, economic status, occupation and different income levels. Local Area Expenditure Estimates based upon these differences have, therefore, been obtained for the Study Area broken down into Zones 1 – 7.

6.9 The expenditure data reflects the comparison groupings used in the Retail Study. These groupings are used for the purposes of analysing expenditure flows for given types of goods but the quantitative and qualitative forecast exercises rely upon combined comparison sales, although separating out sales in town centre stores and retail warehouses. Special Forms of Trading is deducted also.

6.10 The price base used in the Retail Study is 2012 prices.

Growth in Retail Expenditure

6.11 The Oxford Economics Forecast model is a means of calculating growth in retail expenditure which is based upon spend per head at constant prices. The Retail Expenditure Guide explains that the model is based upon expected changes in economic variables and will take into account likely periods of high unemployment and a severe fiscal squeeze. Countering these will be low interest rates which will benefit those holding tracker mortgages, although interest rates on consumer credit are relatively high. Improving consumer confidence since 2012 is expected and in consequence Oxford Economics is forecasting stronger consumer spending growth, particularly after 2015.

6.12 This analysis led Oxford Economics to forecast growth of UK based retail expenditure over the period 2010 to 2021 of 0.5% per annum for convenience goods and 4% per annum for comparison goods. It is relevant to note that the model does not take into account the possible consequences of anti-inflationary interest rate rises mooted for 2015 / 2016. Largely as a result of revisions to official data, the November 2014 Guide suggests significant changes. In respect of convenience goods it advises an average annual growth rate between 2010 and 2021 of 0.3% per annum and for comparison goods 4.2% per annum. Because of the volatility of the figures in the immediate past and as anticipated over the next year or so, Oxford Economics has advised that a more accurate assessment of expenditure growth rates, especially for the period 2011 to 2025, would be obtained by use of the year on year figures in Table 3.3 of that document. This particularly effects the growth over the period 2011 to 2015 where some years show negative growth. The convenience and comparison analyses in **Appendix 7** are, therefore, based upon this table and the figures replicated below.

Table 6.1: Growth rates in convenience and comparison goods 2010 - 2025

	Growth rates (%) Convenience Goods	Growth rates (%) Comparison Goods
2010	- 0.5	2.2
2011	- 2.5	0.2
2012	- 0.4	2.7
2013	- 0.5	5.0
2014	- 1.0	5.5
2015	0.0	3.9
2016	0.2	3.8
2017	0.5	4.1
2018	0.6	4.0
2019	0.6	3.8
2020	0.8	3.7
2021	0.8	3.7
2022	0.8	3.6
2023	0.8	3.6
2024	0.8	3.5
2025	0.8	3.5

6.13 In the same way that local retail expenditure data varies from the national figures, it is to be questioned whether the socio-economic profile of South Kesteven is better placed or not to resist these economic constraints.

6.14 There is no guidance from Pitney Bowes on the predictions for expenditure growth rates for the post 2025 period and for projections beyond that date to 2036 we have, therefore, adopted the rate for the year 2025 of 0.8% per annum for convenience goods and 3.5% per annum for comparison goods.

Special Forms of Trading

6.15 In essence, Special Forms of Trading (SFT) is that part of retail expenditure which does not pass through shops and/or create a need for retail floorspace. It has long been an adjustment in retail studies to reflect markets, door-to-door sales etc, but in recent years the introduction of the internet and other IT communications has considerably expanded the opportunity for this type of shopping. It is obviously essential that this Retail Capacity Study is confined to the need for actual floorspace.

6.16 SFT has been particularly volatile in recent years and as the latest Pitney Bowes study demonstrates (2014 based data) is complex because of many different ways people shop and the overlapping data sources. The Pitney Bowes report highlights a number of these issues.

Table 6.2: Shortcomings of retail data sources

Measurement	**Shortcomings**
ONS non store retail sales	• Includes only sales by wholly internet companies, e.g. Amazon, and no internet sales by companies also operating conventional stores, e.g. Tesco and John Lewis. • This means the ONS based figures hugely underestimate the impact of the growth of internet sales. • This database is called the 'Narrow Definition' of non retail sales. • The ONS also produce a second set of figures – Internet Sales – which covers all internet sales including those already included in the non store sales, e.g. Amazon and internet sales by predominately store based operations e.g. John Lewis. The resolution of this issue is not straight-forward as the two data series overlap.
Source	**Compatibility**
ONS internet Sales	• Includes sales of wholly internet based stores. • Internet sales of companies also operating conventional stores.
Narrow Definition	• Wholly internet based stores.

6.17 The Pitney Bowes report notes that there are no official estimates of the extent of this overlap, but a statistical modelling exercise carried out by Oxford Economics indicates that approximately 50% of all internet sales are already included in the ONS Narrow Definition of Non Store Retail Sales. The adoption of this approach allows the report to construct a 'Broad Definition' of Non Store Retail Sales in 2014, illustrated in Figure 3.2 of that report.

6.18 Over the 10 years to 2014 the Broad Definition of market share has increased more slowly than that of the ONS Internet Sales estimate, because the former contains the non internet elements of retail stores – mail order, door-to-door selling etc – that have suffered from the growth of the internet. The ONS internet sales estimate increased its share of total sales from 3.4% in 2007 to 9.3% in 2012, while the Oxford Economics Broad Definition of Non Store Retail Sales increased from 6.4% in 2007 to 11.1% in 2014. Figure 3.3 of that report illustrates.

6.19 Using ONS data and additional data from Datamonitor (UK E.Retail 2011) the report estimates that in 2014 the 13.6% of market share of the Broad Measure breaks down into 6.9% market share for convenience goods and 17.7% for comparison goods.

6.20 Projecting such figures into the future is a problematic exercise. At present the UK exhibits higher internet sales than either Europe or the USA, but there is no indication of the saturation point. The recent rapid growth in such sales makes it very difficult to gauge the levelling off point, although recognising that it will happen in due course. In the Central Case option it is assumed there will be a gradual slow down in the rate of increase of the Broad Measure of the Non Store Retail Sales market share, resulting in the market share for comparison goods flattening out at 23.5% and that for convenience goods levelling off at 8.7% by 2024.

6.21 A High Case option envisages a more gradual slow down of the rate of increase in internet penetration and under that assumption the 2024 forecasts become 26.9% for comparison goods and 9.9% for convenience goods.

6.22 The projected market shares of the Broad Definition – Non Store Retail Sales – over the period to 2010 – 2024 are forecast as:

Table 6.3: Projected market shares of Non Store Retail Sales 2010 - 2024

	Central Case % of Total Spending Convenience	Central Case % of Total Spending Comparison
2010	4.8	11.7
2011	5.6	13.1
2012	5.9	14.5
2013	6.5	16.3
2014	6.9	17.7
2015	7.2	18.9
2016	7.5	19.8
2017	7.7	20.6
2018	8.0	21.3
2019	8.1	21.8
2020	8.3	22.3
2021	8.4	22.7
2022	8.5	23.0
2023	8.6	23.3
2024	8.7	23.5

6.23 The above figures conceal the fact that many operators, particularly the food retailers, service their online sales from their physical supermarkets, e.g. Tesco, and the report estimates that the difference between the Broad and Narrow estimates of convenience sales erred in favour of the former. The adjustment for this phenomenon in so far as it relates to convenience goods is contained in Table 3.2 of the report, as shown in table 6.4 below.

Table 6.4: Non Store Convenience goods adjusted market share and percentage of total spending on goods 2010 - 2024

	Non Store Convenience Goods – Adjusted Market Share Non Store Sales of Convenience Goods (% of total spending on goods)	
	Total	**Adjusted**
2010	4.8	2.0
2011	5.6	2.5
2012	5.9	2.4
2013	6.5	2.5
2014	6.9	2.6
2015	7.2	2.6
2016	7.5	2.7
2017	7.7	2.7
2018	8.0	2.8
2019	8.1	2.8
2020	8.3	2.8
2021	8.4	2.9
2022	8.5	2.9
2023	8.6	2.9
2024	8.7	3.0

6.24 The Pitney Bowes Report includes no comparable information relating to sales of comparison goods. The following table 6.5 provides the percentage deduction recommended by Pitney Bowes for Non Store Comparison goods sales, which reflects predominantly internet sales.

Table 6.5: Non Store Comparison goods percentage of total spending on goods 2010 - 2024

	Non Store Sales of Comparison Goods (% of total spending on goods)
2010	11.7
2011	13.1
2012	14.5
2013	16.3
2014	17.7
2015	18.9
2016	19.8
2017	20.6
2018	21.3
2019	21.8
2020	22.3
2021	22.7
2022	23.0
2023	23.3
2024	23.5

6.25 The tabulations in the Pitney Bowes report conclude at 2024. In order to provide some guidance as to net sales through retail floorspace over the plan period, we have continued the use of the recommended percentage deduction for 2024 through to 2036.

6.26 There is clearly a decline in the rate of growth of Special Forms of Trading for both convenience and comparison goods sales but the Special Forms of Trading projections have increased significantly over recent years. However, projections at these distances must be viewed with caution and whilst permitting current floorspace assessments, as we have pointed out elsewhere in this study, the volatility of these figures demands regular reviews to ensure floorspace targets are based upon up to date analysis of spending patterns.

Sales Density Growth

6.27 Increasing sales density on retail floorspace increases the trading capacity of that floorspace to accommodate turnover and, therefore, the application of such an efficiency ratio reduces the need for floorspace.

6.28 There is no information upon this issue in the Retail Expenditure Guide, but the draft Briefing Note contains an explanatory analysis and advice on future trends.

6.29 The authors of the report took the view that the forecasting exercise should be based upon the growth rates over the period 1987 to 2000 rather than the unsustainable boom, followed by recessionary conditions of more recent years, with the result of sales densities of 0.6% per annum for convenience goods and 2.2% per annum for comparison goods. However, these were considered an over-estimate if used in local needs assessments, partly because of the "one-off" effect of Sunday trading and partly because of the use made of the weighting effect. In the light of these considerations the brief took the view that projected sales density increases could be justified at 0.5% per annum for convenience goods and 1.4% per annum for comparison goods.

6.30 The Study shows that within the main centres of Grantham and Stamford there are several relatively modern supermarkets where increases in efficiency might be anticipated. However, the centres of those towns, which accommodate practically the whole of the existing comparison floorspace in the district, are characterised by old, historic fabric, many listed buildings and embraced by Conservation Areas. The ability of such units to increase their efficiency is considered to be very limited. For the purposes of the existing retail capacity exercise a growth rate of 1.4% has been adopted for comparison goods floorspace.

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7.0 RETAIL FLOORSPACE NEED

7.1 This section of the Study examines the need for shopping floorspace in the South Kesteven over the period 2011 to 2036. The analysis is conducted in terms of expenditure upon and sales of combined main food, top-up food, comparison goods. The latter is broken into detailed expenditure categories and then, in terms of capacity, looks at the need for town centre and out-of-centre (retail warehousing) floorspace. The detailed convenience and comparison capacity assessment are included in **Appendix 7**.

7.2 Whilst this study is obliged to carry the floorspace calculations through to 2036 to accord with the horizon of the Core Strategy, the ability to accurately predict the various inputs beyond 2025 is heavily constrained, and we would, therefore, caution against using the projected requirements other than as a very broad indication of potential floorspace need.

7.3 The household survey reveals patterns of expenditure across the Study Area reflecting the influence of the existing shopping facilities of varying scale, content and quality in relation to the size and distribution of the Study Area population. The quality of the transportation links serving these movements, especially roads, clearly has a part to play in the shape of the patterns.

7.4 The review of policy objectives point to the importance of the planning system being able to influence the distribution, inter alia, of shopping facilities to achieve sustainable planning and transportation objectives, particularly in relation to journeys by car.

7.5 In the light of these considerations it is appropriate to question whether the shopping patterns exhibited by the household survey should be maintained as a basis of future retail planning and whether the scale and distribution of retail floorspace should be manipulated to better achieve sustainable planning objectives. As part of that analysis, market and other considerations (dealt with later in the report) come into play in determining the appropriate strategies.

7.6 Markedly different considerations apply to food and comparison expenditure and, therefore, the retail floorspace needs for these types of shopping are conducted separately.

Retail Floorspace Changes and Commitments

7.7 A measure of the relative functional positions of the shopping centres is to examine the growth (or contraction) of the comparison shopping facilities in recent years and establish the extent of major retail commitments. Such movements provide a clue to the relative growth or decline of a centre and, thereby, the need for remedial measures to restore its status. Such movements are, of course, taking place continuously so that, at any one time, a centre will be ahead of or behind the norm. It is when those floorspace movements depart seriously from what might be generally anticipated by growth in comparison expenditure that significant floorspace additions may be called for in order to maintain the centre's appropriate position in the hierarchy. A comparative analysis is, therefore, required showing the extent of these changes in Grantham, Stamford and Bourne as compared with the major competing centres of Peterborough, Nottingham and Leicester.

7.8 Details of new retail floorspace commitments have been obtained from the various neighbouring planning authorities relating to increases over the past 5 years and development commitments within the town centres. Unfortunately the material could not be provided over consistent periods, but nonetheless an appreciation can be gained of the relative potential growth rates in the recent past.

Table 7.1: Retail Floorspace Changes and Commitments

Shopping Centres		**Existing Retail Floorspace** **sq m (Net)**	**Commitments (including permissions not built) between March 2010 or the date of the Council's Retail Study to December 2015, whichever is earlier.** **sq m (Net)**
Peterborough In Centre	Convenience	10,641 (I)	1,000 (incl' an assumption of the overall floorspace to be delivered as part of ref: 15/01041/OUT)
	Comparison	67,304 (III)	7,250 (II) (incl' an assumption of overall floorspace to be delivered as part of ref: 15/01041/OUT)
Peterborough Out of Centre	Convenience	6,856 (I)	9,987 (IV)
	Comparison	66,344 (III)	10,840 (V)
Nottingham In Centre	Convenience	14,209	0 (VI)
	Comparison	112,656	27,742 (VII)

Nottingham Out of Centre	Convenience	10,151	0 (VI)
	Comparison	47,867	4,211 (VII)
Leicester In Centre	Convenience	3,989 (VIII)	0
	Comparison	74,484 (IX)	345
Leicester Out of Centre	Convenience	36,787 (VIII)	1,565
	Comparison	95,603 (IX)	3,429
Grantham In Centre	Convenience	9,622	0
	Comparison	18,613	0
Grantham Out of Centre	Convenience	6,455	2,118
	Comparison	21,192	3,169
Stamford In Centre	Convenience	749	0
	Comparison	11,781	65
Stamford Out of Centre	Convenience	7,475	2,591
	Comparison	7,420	75
Bourne in Centre	Convenience	1,200	0
	Comparison	6,563	0
Bourne Out of Centre	Convenience	9,143	1,486
	Comparison	0	539
Market Deeping in Centre	Convenience	1,432	0
	Comparison	1,834	0
Market Deeping Out of Centre	Convenience	1,833	0
	Comparison	0	1,019

Source:

I Table 9 – Existing Convenience Goods Floorspace - Peterborough Retail Study, GVA, Jan' 2013.

II Table 10 – Convenience Goods Floorspace Commitments - Peterborough Retail Study, GVA, Jan' 2013.

III Table 9 – Existing Comparison Goods Floorspace - Peterborough Retail Study, GVA, Jan' 2013.

IV – Table 11 – Convenience Floorspace Development Pipeline - Peterborough Retail Study, GVA, Jan' 2013.

V – Table 11a: Comparison Goods Pipeline (Resolution to Grant Consent) - Peterborough Retail Study, GVA, Jan' 2013.

VIII – Table 10 Appendix 12a: New Retail Commitments Estimated convenience goods sales areas & benchmark turnovers – Broxtowe, Geldling, Nottingham City and Rushcliffe Retail Study 2015 – Carter Jonas, September 2015.

VII - Table 10 Appendix 13a: New Retail Commitments Estimated convenience goods sales areas & benchmark turnovers – Broxtowe, Geldling, Nottingham City and Rushcliffe Retail Study 2015 – Carter Jonas, September 2015.

IX Figure 6.24 – Comparison Goods Capacity Analyses for 2007 – Leicester City Retail Capacity Study 2007, Scott Wilson, April 2008.

VIII Figure 7.6 – Supermarket Capacity Analyses for 2007 – Leicester City Retail Capacity Study 2007, Scott Wilson, April 2008.

7.9 The floorspace figures in Table 7.1 illustrate that the local centres of Grantham and Stamford have experienced markedly different growth profiles as compared with the main centres of Peterborough, Nottingham and Leicester. Behind the figures are a number of important considerations:-

- The sub-regional centre of Peterborough has seen considerable increases in comparison floorspace in recent years with further floorspace in the pipeline. There has been a tendency for the major centres to attract an increasing share of the comparison sales market. Despite the historic nature of the central area of the city Queensgate provides a wide range of comparison shopping outlets including a large John Lewis department store.
- There has also been significant growth in Nottingham and Leicester, with a number of town centre schemes that have ensured that those centres have kept pace with the real increases in comparison goods expenditure by their support populations.
- Grantham has experienced growth in comparison retail floorspace in the past ten years but this has been predominantly in edge or out of centre locations. Evidence from our town centre appraisal demonstrates that Grantham has a preponderance of small units, a reflection of the historic nature of the town centre.
- Stamford is also historically constrained in its town centre due to its historic nature whereas there has been a significant growth of out of centre retail floorspace.

Rushden Lakes

7.10 The proposed retail development by LXB at Rushden Lakes gained planning permission from the secretary of state on 11/06/2014; it is likely to have an influence over shopping patterns, particularly for non food items in South Kesteven once it is developed.

7.11 It is located approximately 48 km from the South Kesteven district boundary, 50 km from Stamford and 80 km from Grantham.

7.12 Tables 7.2 and 7.3 below show the floorspace summary and the potential turnover calculations submitted by the applicant with the Rushden Lakes planning application.

Table 7.2: Rushden Lakes floorspace and turnover

Section	Total Gross sq m	Total sales sq m	£sq m	Total Turnover
Garden Centre	6886	4750	1068	£ 5,073,000
Terrace A*	4,546	3637	2442	£ 8,881,554
Terrace B**	13,940	9897	3890	£ 38,499,330
Terrace C***	13,020	8463	3222	£ 27,267,786
Total	38392	26747	10622	£ 79,721,670

Table 7.3: Rushden Lakes potential turnover 2011-2036

	2011	2016	2021	2026	2031	2036
Garden Centre	£ 5,144,022	£ 5,514,328	£ 5,911,291	£ 6,336,831	£ 6,793,005	£ 7,282,017
Terrace A*	£ 9,005,896	£ 9,654,209	£ 10,349,193	£ 11,094,206	£ 11,892,852	£ 12,748,990
Terrace B**	£ 38,625,413	£ 39,282,802	£ 39,987,515	£ 40,742,960	£ 41,552,786	£ 42,420,910
Terrace C**	£ 27,649,535	£ 29,639,960	£ 31,773,670	£ 34,060,981	£ 36,512,951	£ 39,141,432
Total	£ 80,424,865	£ 84,091,298	£ 88,021,669	£ 92,234,979	£ 96,751,594	£ 101,593,349

*Terrace A = Home and Garden retailers (similar to Bicester Avenue and Home and Garden Centre)

** Terrace B = Mixed National Multiple Lifestyle/ Home/Sports/Clothing retailers

*** Terrace C = National Multiple Clothing / General Merchandise (open A1 retailers, mainly clothing)

7.13 The planning permission for Rushden Lakes has not yet been implemented. However, it is a commitment and has the potential to impact on the shopping patterns in the surrounding area, including diverting trade from the major centres as well as the centres within South Kesteven.

7.14 The two largest centres in South Kesteven are Grantham and Stamford which have a total comparison goods turnover of £108.24 million and £57.05 million in 2011 respectively. Both town centres have relatively limited national retailer representation, with Stamford performing the best of the four main centres within the District.

7.15 Conversely, there is significant national retailer representation in centres at Nottingham, Leicester, Lincoln and Peterborough. It is likely that the resident population of South Kesteven who travel to larger centres for a wider retail offer would also be attracted by a purpose built retail centre at Rushden Lakes, which could also increase trade draw away from the existing centres within the District.

7.16 The following table [7.4] shows the current expenditure of residents travelling from the Grantham and Stamford “home zones” to the four larger town centres that exert the most influence over shopping patterns in South Kesteven. It is expected that this existing trade, already leaking from the District is most likely to be diverted from these centres to Rushden Lakes.

7.17 **Table 7.4: Current expenditure of residents travelling from the Grantham and Stamford “home zones” to the four nearest city centres**

	Grantham Zone 1 (£m)	Grantham Zone 2 (£m)	Grantham Zone 3 (£m)	Grantham total (£m)	Stamford Zone 6 (£m)
Peterborough	0.41	0.82	1.62	2.85	10.36
Leicester	0.40	0.31	0	0.72	0.35
Lincoln	1.66	4.57	0.25	6.48	0
Nottingham	4.08	5.19	0.10	9.38	0.12

7.18 While some additional expenditure may be attracted away from shopping facilities within the District, it is not considered that the impact of Rushden Lakes on the existing centres within South Kesteven will be significant by virtue of the distances to travel to the development. It is, however, difficult to quantify the precise impact of Rushden Lakes on shopping patterns in South Kesteven and, although these are considered unlikely to be significant, it does add to our caution in terms of capacity in the long term.

Convenience Shopping Requirements

Main Food Shopping

7.19 The analyses of the expenditure flows in Section 4, based upon the seven survey zones, demonstrates that Zones 1 to 3 represent the core catchment area for the main centre of Grantham, Zone 6 for Stamford and Zone 4 for Bourne. Since the boundaries of those zones broadly represent their natural catchment areas, the expenditure flows confirm the accepted phenomenon that main food shopping is heavily influenced by the "closest to home" facilities. The more detailed analyses employing the seven zone survey material confirm that conclusion and leave us comfortable with using those zones as the basis for assessing future floorspace requirements to provide a sustainable retail strategy.

7.20 The current retention rates for main food shopping within the study area set out in Table 7.5 below, confirm support for this conclusion:-

7.21 **Table 7.5 retention rates for main food shopping**

	Zone 1 North of Grantham	**Zone 2 Grantham**	**Zone 3 South of Grantham**	**Zone 4 Bourne**	**Zone 5 Oakham**	**Zone 6 Stamford**	**Zone 7 The Deepings**
Retained Combined Main Food Expenditure	90.3%	97.3%	98.7%	83.7%	86.6%	98.7%	90.1%

7.22 Given the level of main food expenditure leakage, examination is required to establish whether the basis of the core catchment zones is flawed or whether the explanation supports the case for using those zones for assessing future requirements.

7.23 The relatively high retention rate in Grantham (Zone 2), South of Grantham (Zone 3) and Stamford (Zone 6) is a reflection of the choice provided by the major supermarkets serving these catchment areas.

7.24 Further evidence is brought to bear by the shopping patterns in Zone 3. The population of that zone is located to the south of Grantham, to the west of Bourne and north-west of Stamford, which between them offer shoppers twelve major supermarkets. Given this interrelationship, it is unsurprising that this zone exhibits such a high retention rate and we consider it unlikely that increased retention is a realistic possibility.

7.25 This assessment leads us to the conclusion that the seven zones provide a sound basis for assessing future floorspace convenience needs. At present the retention rate is heavily influenced by the number, size and quality of the major supermarkets serving the area, in descending order of attraction depending upon the number of stores. Given that analysis, it would seem likely that the provision of additional supermarket facilities in some of the zones could create greater attraction for customers within the particular zones and increase the local retention rate. Such a change would represent a greater concentration of main shopping trips locally with sustainable planning benefits. However, as the latest sections of the report demonstrates, the potential for increasing the retention rate in any particular zone is constrained by the minimum floorspace required to support a main food offer. The conclusions of the floorspace capacity exercises are that the floorspace need is short of that which would support new supermarket provision in the zones where the retention rate could be improved.

Top-up Shopping Requirements

7.26 The previous section has examined main food and top-up expenditure through supermarkets and there remains a balance of expenditure comprising residual main food turnover and top-up sales through conventional shops. We have assumed that throughout the Study Area as a whole this expenditure counts for 25% of overall convenience sales and is an element which requires consideration as part of floorspace requirements.

7.27 The pattern of expenditure representing this type of purchase is diffuse with perhaps similar allegiance to the local zone in terms of retention rates as for main food shopping. Nevertheless, employment and other activities taking the shopper away from the home zone during which such expenditure takes place are also an influence. Predictably, some of the smaller outlets which did not register for main food shopping appear in the analysis, with the local facilities in Bottesford, for example, and the Other Shops in Zones 1, 3 and 5 assuming relatively greater importance. Given the inherent nature of this type of shopping, there is no obvious locational strategy for determining floorspace requirements and we take the view that the pattern of expenditure revealed by the household survey is a reliable basis for defining the future growth and distribution of retail floorspace for supporting this type of shopping. Accordingly, the assessment for each of the zones incorporates the retained top-up expenditure and the inflows and outflows from those zones in determining the shopping floorspace to be accommodated by local shops to meet those requirements.

Methodology

7.28 The translation of the strategy for main food and top-up expenditure into floorspace requirements is undertaken in relation to the seven zones which best define the shopping patterns of the support population. The methodology comprises the following steps:-

- Assessing the potential main food expenditure by reference to the population in a particular zone, multiplied by the expenditure per head figure. For 2011 – 2036 these inputs are uplifted by the population figures in Table 1 (**Appendix 7**) and the expenditure levels raised to reflect the growth multiplier advised in Section 4.
- For 2011 adoption of the expenditure retention rate for each zone as determined by the household survey for 2015. It is assumed that the retention rates will remain the same over the period to 2036.
- The increased expenditure (as a result of increased population and expenditure growth) is converted into equivalent floorspace by applying a benchmark turnover to the sales figures in 2011. The benchmark figures are regarded as a proxy for neither under-or over-trading levels. They are adjusted in accordance with the increasing efficiency ratios for retail floorspace set out by the analysis in Section 6 for 2016, 2021, 2026, 2031 and 2036.
- The requirement for additional supermarket floorspace in 2016 onwards is calculated by deducting the existing floorspace from the overall retail need based upon benchmark turnovers. The capacity of the existing floorspace is assessed through the application of appropriate benchmark turnovers to that floorspace. Similar exercises are undertaken for 2021 through to 2036, the existing benchmark levels being increased to reflect the efficiency ratios within those calculations.
- Where floorspace commitments have been identified these are located at the appropriate time horizons and deducted from the calculated need for additional facilities.

Requirements by Town

7.29 The floorspace requirements for each town reflect the methodology highlighted above.

Grantham

7.30 **Table 7 (Appendix 7)** provides an assessment of the need for additional supermarket floorspace over the period 2011 - 2036. It shows for 2011 a total spend going into Grantham's supermarkets, mainly from Zone 1, 2 and 3 residents, but also from other zones, of £133 m. Deduction of the benchmark turnovers of the existing supermarkets of £140 m leaves residual sales of –£6.92 mpa. This includes the Lidl store and there is no committed new floorspace in Grantham.

7.31 **Table 7** illustrates that convenience floorspace capacity in 5 year intervals through to 2036. Assuming that existing shopping facilities maintain their current market shares, will be negative until 2021 when it amounts to £2.8 m. By 2031 a large foodstore could be supported and by 2036 convenience capacity has reached £76.8m which at benchmark level (£12,000 per sq m in 2011) equates 5,651 sq m net floorspace and is sufficient to support 2 large stores or other combinations of smaller stores.

Stamford

7.32 The supermarket floorspace requirement in this zone is also assessed by Table 7 (**Appendix 7**).

7.33 In 2011 it shows that the retained combined main and top-up food expenditure in Zone 6 supermarkets from Zone 6 and inflow from other zones amounted to £84.16 mpa compared with existing benchmark of £90.53 mpa in 2011. The existing supermarkets in Stamford do therefore appear, on average, to be trading below benchmark at present and are not expected to achieve equilibrium with their benchmark turnover until 2026. There is a small amount of capacity in 2036 of £13.98m which will be sufficient to support a small foodstore of around 1,000 sq m net

7.34 By 2031 we anticipate that a small foodstore or a discount store could be accommodated. Whatever proposal comes forward, its location should be within Stamford, preferably in or on the edge of the town centre.

Bourne

7.35 In 2011, Table 7 (Appendix 7) shows that the retained combined main and top-up food expenditure in Zone 4 supermarkets from Zone 4 and inflow from other zones amounted to £43 mpa compared with existing benchmark for the existing stores of £67.24 mpa in 2011. The existing supermarkets in Bourne are therefore trading significantly below benchmark at present and are not expected to achieve equilibrium with their benchmark turnover in the plan period. There is also committed floorspace in the form of a proposed Co-op store of 512 sq m net at Elsea Park. There is therefore no capacity for further foodstore development in Bourne.

Market Deeping

7.36 In terms of the main convenience provision within the zone, there are two small supermarkets in Market Deeping and a large Tesco store. Table 7 (**Appendix 7**) shows that these facilities attract £29.8 mpa in 2011 which is above the benchmark of £24.5m for the existing stores. The residual expenditure amounts to £5.35 mpa in 2011 and is sufficient to support a small local store of around 450 sq m net.

Table 7 (**Appendix 7**) illustrates that there is capacity of £12.91m by 2036 which could support a medium sized store, possibly a discounter, of 949 sq m net. Depending on the operator a discounter could have a lower benchmark turnover and, if that is the case, could therefore be accommodated earlier.

Comparison Shopping Requirements

The Catchment Area

7.37 It is apparent from the expenditure analyses conducted in Section 5 that shopping for comparison goods is made up of a far more complex series of decisions as compared with convenience trips. The patterns are a series of overlays of spheres of influence which are derived from proximity to a particular centre or facility, the nature of the merchandise being sought and the scale and content of the shopping centres and, thereby, their ability to meet the demands of the shopping trip. Generally, the larger the centre with its extensive range of trading outlets, the greater its relative importance in accommodating the requirements of those merchandise lines where extensive range of choice is critical. The example most commonly used is fashion.

7.38 Where choice is less critical because products are more standardised, proximity becomes the more important. For the same reason, the trading areas of the smaller centres are able to meet the needs of a more localised support population. A much used example of this type of shopping trip is chemists and personal care, which is often closely related to convenience shopping.

7.39 The review of the comparison expenditure patterns in Section 5 demonstrates this complex pattern with the larger centres such as Peterborough exerting their trading influence over the whole of the Study Area for certain types of comparison goods, but with far less penetration in respect of what are normally defined as lower order comparison merchandise. Grantham is a medium sized town which does retain a significant proportion of comparison expenditure form its home zones, specifically zones 1, 2 and 3. Stamford also achieves this to some extent. Conversely, the smaller centres of Bourne, Market Deeping and Oakham are relatively more important for meeting the shopping needs for certain types of comparison goods over a more local area.

7.40 For the purposes of assessing retail floorspace requirements in the town centres within the study area, therefore, one cannot employ self-contained zones but must conduct the analysis in terms of the extent of penetration over an area which wholly or largely embraces the entirety of the sphere of influence of those centres. We are aware from the results of the household survey and Savills Shopping Model that the Study Area represents an area from which Grantham, Stamford and Bourne draw almost the entirety of their comparison expenditure. There are, however, in flows to these town centres and adjustments to allow for these have been made accordingly. Stamford in particular attracts visitors from outside the study area and an inflow of 20% has therefore been attributed to Stamford town centre, although we are of the view that inflow to its retail warehousing will be much less at 10%. For Grantham we have assumed an inflow of 10% and for both Bourne and Market Deeping; 5%. The Retail Study, therefore, uses the study area expenditure flows plus allowances for inflow for its assessment of potential sales and comparison floorspace requirements.

7.41 This section incorporates the assumption that the trade draw pattern into the centres, as revealed by the household survey, is maintained over the plan period to 2036. The later qualitative assessment examines whether this pattern warrants modification.

7.42 The quantitative assessment is based upon the combined comparison sales generated in the Study Area. Apart from the illusory accuracy of a sector by sector analysis, the planning system cannot control what trader occupies a particular unit. Table 9 at **Appendix 7** illustrates the pattern of comparison expenditure and the draw of such goods into Grantham, Stamford, Bourne, Oakham and Market Deeping, including their respective out of centre facilities, from the Study Area. The figures for

Peterborough, Nottingham, Lincoln and Leicester are included to provide context and are summarised in Table 7.6 below.

Table 7.6 Main centres market share of comparison expenditure from the study area (incl out of centre retail facilities)

Centres	**Total %**
Grantham	28.6%
Stamford	14.6%
Bourne	5.3%
Oakham	4.6%
Market Deeping	1.2%
Peterborough	26%
Nottingham	6.3%
Lincoln	3.7%
Leicester	2.2%

7.43 The application of the Local Expenditure Data to the percentage draw figures for those town centres within South Kesteven, set out in Table 7.7 below, reveals the extent of comparison sales drawn into those town centres in 2011 i.e. excluding the out of centre floorspace in each town.

Table 7.7 Town centre market share and turnover of comparison expenditure from the study area 2011

Centres	Comparison Turnover in 2011 % Retention of Potential Expenditure	£mpa
Grantham	21.1	108.24
Stamford	10.3	57.05
Bourne	5.3	25.74
Market Deeping	1.2	5.89

7.44 For the purposes of the preliminary quantitative assessment of floorspace requirements the assumption is made that the retention rates of the various centres over the period to 2036 remain the same. We will return to this issue when considering any potential qualitative changes. Over the plan period the expenditure figures need to be adjusted to reflect the population changes and the real increases in comparison expenditure examined in Section 5. Similarly, the projected expenditure has been adjusted at 2016, 2021, 2026, 2031 and 2036 to take into account the increasing proportion of SFT within that expenditure to ensure the resultant capacities represent sales through shops. We have also allowed for inflow to the respective town centres. Those exercises are set down in Tables 2 and 3 with the results in Table 11 (**Appendix 7**) and are summarised in Table 7.8 below:-

Table 7.8 Comparison goods turnover forecasts for main town centres 2016-2036

Centre	Turnover 2016 £mpa	Turnover 2021 £mpa	Turnover 2026 £mpa	Turnover 2031 £mpa	Turnover 2036 £mpa
Grantham	£125.50	£154.20	£190.67	£235.81	£290.31
Stamford	£66.15.	£81.28	£100.50	£124.29	£153.02
Bourne	£29.84	£36.67	£45.34	£56.08	£69.04
Market Deeping	£6.83	£8.40	£10.38	£12.84	£15.81

7.45 The turnover forecasts are subject to several further adjustments in order to quantify floorspace requirements. The 2011 turnover figure is translated into capacity by the deduction of the benchmark turnover for the respective retail operators that occupy the large stores in each town and an average for town centres (applied to non operator specific floospace). These are set out in detail in Table 8 of **Appendix 7** and represent what might be regarded as an equilibrium situation i.e. neither under nor over trading. The benchmark comparison turnover for each centre is then deducted from its actual turnover as determined by the household survey results in order to produce expenditure capacity for development. For Grantham, Bourne and Market Deeping we have used an average of £5,500 per sq m in 2011 for the (non operator specific) town centre turnover. For Stamford we have applied an average of £6500 in 2011.

7.46 The benchmark figures have been projected forward to 2016, 2021, 2026, 2031 and 2036 adjusted to reflect the increasing floorspace efficiency ratios from Section 5, and the above process repeated to determine retail sales requirements.

7.47 Shopping scheme commitments are included within the turnover of each centre at the appropriate stage of the evaluation process depending on the likely date for them to begin trading. Tables 9, 10 and 11 (**Appendix 7**) provide the detailed analysis of the above processes. The results for each of the centres is summarised in Table 7.9 below:-

Table 7.9 Projected comparison floorspace capacity in town centres 2016 - 2036

Centre	**Floorspace need 2016 m^2**	**Floorspace need 2021 m^2**	**Floorspace need 2026 m^2**	**Floorspace need 2031 m^2**	**Floorspace need 2036 m^2**
Grantham	**628**	**3739**	**7484**	**11808**	**16629**
Stamford	**-2287**	**-900**	**770**	**2699**	**4849**
Bourne	**-1501**	**-761**	**129**	**1158**	**2304**
Market Deeping	**-728**	**-566**	**-371**	**-146**	**104**

Retail Warehouses

7.48 For the purposes of the quantitative assessment of retail warehouse floorspace requirements the assumption is made that the retention rates of the various centres and out of centre non-food retail warehousing over the period to 2036 remain the same. Over the plan period the expenditure figures increase to reflect the population changes and the real increases in comparison expenditure examined in Section 5. The projected expenditure has also been split into yearly categories and the relevant household survey responses applied at 2016, 2021, 2026, 2031 and 2036 to ensure the resultant capacities represent sales through retail warehouses. Those exercises are set down in Tables 9,10 and 11 (**Appendix 7**) and are summarised in table 7.10 below:-

Table 7.10: Comparison turnover in retail units 2011-2036

Centre	**Turnover 2011 (£mpa)**	**Turnover 2016 (£mpa)**	**Turnover 2021 (£mpa)**	**Turnover 2026 (£mpa)**	**Turnover 2031 (£mpa)**	**Turnover 2036 (£mpa)**
Grantham	£37.85	£43.89	£53.92	£66.68	£82.46	£101.52
Stamford	£22.25	£25.80	£31.70	£39.20	£48.47	£59.68
Bourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Market Deeping	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00

7.49 The turnover forecasts are subject to several further adjustments in order to quantify retail warehouse floorspace requirements. The 2011 turnover figure is compared with the benchmark turnover for the existing comparison floorspace, derived from table 8, the differences indicating whether there is currently an over or under provision of retail warehouse floorspace.

7.50 Although there are non-food retail sales in the existing food stores, many of which are out-of-centre, we have not included these in the benchmark turnover for existing floorspace as these sales are not significant enough to register in the household survey results. They do, however, represent significant levels of floorspace as set out in table 7.11 below:

Table 7.11 Benchmark turnover of non food floorspace in main foodstores 2011 - 2036

Centre	Turnover 2011 (£mpa)	Turnover 2016 (£mpa)	Turnover 2021 (£mpa)	Turnover 2026 (£mpa)	Turnover 2031 (£mpa)	Turnover 2036 (£mpa)
Grantham	£35.97	£38.56	£41.34	£44.31	£47.50	£50.92
Stamford	£18.58	£19.92	£21.36	£22.89	£24.54	£26.31
Bourne	£24.51	£26.27	£28.16	£30.19	£32.36	£34.69
Market Deeping	£7.09	£7.60	£8.15	£8.73	£9.36	£10.04

7.51 The benchmark figures are projected forward to 2016, 2021, 2026, 2031 and 2036 adjusted to reflect the increase in floorspace efficiency ratios from Section 5, the above process is repeated to determine retail floorspace requirements.

7.52 Out of town retail commitments are then normally deducted from the floorspace targets at the appropriate stage of the evaluation process depending on the likely date for them to begin trading. There are, however, currently no non-food retail warehouse commitments in South Kesteven and therefore no adjustments are made for commitments in this study. The resulting out of centre floorspace requirement are set out in Table 7.12, as follows:

Table 7.12: Comparison floorspace capacity in South Kesteven's retail warehousing 2011 – 2036

Centre	Floorspace need 2011 m2	Floorspace need 2016 m2	Floorspace need 2021 m2	Floorspace need 2026 (£mpa)	Floorspace need 2031 (£mpa)	Floorspace need 2036 (£mpa)
Grantham	-4	1232	3625	6507	9833	13541
Stamford	2003	2729	4136	5830	7786	9966
Bourne	0	0	0	0	0	0
Market Deeping	0	0	0	0	0	0

7.53 There was no, or negligible, capacity in retail warehousing relative to current benchmark turnover in both Grantham and Stamford in 2011. According to our predictions the capacity for out-of-centre non-food provision will, however, increase over the plan period in both Grantham and Stamford with capacity available for a significant quantity of comparison retail development by 2036, as set out in Table 7.12 above.

7.54 In Bourne and Market Deeping there is no-non food retail warehousing. Consequently the study shows no current spending in out-of-centre locations In Bourne and Market Deeping and, on a constant market share basis, there is, therefore, no capacity for retail warehousing in either town. There is also only limited capacity from expenditure in these town centres and we do not, therefore, anticipate any need to identify land for out-of-centre retail floorspace for this reason.

Quantitative Assessment

7.55 The quantitative assessment is based upon the current attractions of the main comparison goods retail centres.

7.56 The Local Plan allows for retail and commercial development in Grantham, Stamford, Bourne and Market Deeping, to maintain or enhance their role as retail and service centres and contribute to the diversity of activity.

7.57 Grantham is a principal shopping centre which Policy seeks to sustain and enhance. The household survey shows it performing a main food shopping role and attracting a significant proportion of comparison expenditure.

7.58 Stamford has a similar role, although its comparison goods function is more limited and to some extent reflects its role as a tourist / visitor attraction.

7.59 Bourne is described in the Local Plan as a principal town and the household survey reveals it has a very limited role as a comparison facility. We consider it is unrealistic for the centre to significantly expand its comparison sales function. Market Deeping has a much smaller draw of £6.83m in 2016 and as such any floorspace requirement is negligible in floorspace terms.

7.60 Table 7.13 combines the surplus town centre expenditure with the surplus out of centre expenditure as well as deducting the non-food expenditure that is likely to be undertaken in supermarkets as set out in table 7.11 above, revealing the overall expenditure surplus relative to benchmark turnover. This is an important exercise it would not be appropriate to plan for capacity identified in centres when there is unaccounted for floorspace in foodstores that has, in effect, not registered on the household survey.

Table 7.13: Surplus expenditure in Town Centres 2011 - 2036

Centre		2011 £mpa	2016 £mpa	2021 £mpa	2026 £mpa	2031 £mpa	2036 £mpa
Grantham	In Centre	-£5.38	£3.70	£23.63	£50.71	£85.77	£129.47
	Out of Centre	-£0.01	£3.30	£10.42	£20.04	£32.46	£47.92
	Benchmark non food turnover in supermarkets	£35.97	£38.56	£41.34	£44.31	£47.50	£50.92
	Overall Supply	**-£41.36**	**-£31.56**	**-£7.29**	**£26.44**	**£70.73**	**£126.47**
Stamford	In Centre	-£19.52	-£15.94	-£6.72	£6.17	£23.17	£44.62
	Out of Centre	£5.01	£7.31	£11.88	£17.95	£ 25.70	£35.27
	Benchmark non food turnover in supermarkets	£18.58	£19.92	£21.36	£22.89	£24.54	£26.31
	Overall Supply	**-£33.09**	**-£28.55**	**- £16.2**	**£1.23**	**£24.33**	**£53.58**
Bourne	In Centre	-£10.36	-£8.85	-£4.81	£0.88	£8.41	£17.94
	Out of Centre	£ -	£ -	£ -	£ -	£ -	£ -
	Benchmark non food turnover in supermarkets	£24.51	£26.27	£28.16	£30.19	£32.36	£34.69
	Overall Supply	**-£34.87**	**-£35.12**	**-£52.97**	**-£29.31**	**-£23.95**	**- £16.75**
Market Deeping	In Centre	-£4.46	-£4.29	-£ 3.58	-£ 2.51	-£1.06	£0.81
	Out of Centre	£ -	£ -	£ -	£ -	£ -	£ -
	Benchmark non food turnover in supermarkets	£7.09	£7.60	£8.15	£8.73	£9.36	£10.04
	Overall Supply	**-£11.55**	**-£11.89**	**-£ 11.73**	**-£11.24**	**-£10.42**	**-£9.23**

7.61 Grantham experiences an overall surplus in 2026, albeit limited. This increases to £70.7m by 2031 and 126.5m by 2036, showing a requirement for significant levels of comparison floorspace.

7.62 Stamford is expected to generate an overall surplus by 2026, although this will be negligible. By 2031 it will increase to £24m and by 2036 this amounts to £53.6m.

7.63 Neither Bourne nor Market Deeping achieve any surplus expenditure in the plan period.

7.64 Grantham is the only town that is likely to have a requirement for additional comparison floorspace in the next 10 years. We currently predict a requirement for additional comparison floorspace in Stamford by 2031.

7.65 Given that the capacity for retail development in Grantham and Stamford emerges towards the end of the plan period it would be beneficial to re-assess that requirement in the future before committing to allocating sites for development.

Hierarchy of town centres

7.66 We have reviewed the hierarchy of the town centres within South Kesteven and assessed whether this has changed since the NLP Study in 2010. Our Household Survey confirmed that Grantham remains the most popular centre, catering for the needs of its catchment area for convenience goods, and also a high proportion of its comparison shopping requirements. Grantham continues to serve a sub-regional role in the District. Stamford is the second largest and most attractive town in the District and again, has very high retention for convenience goods shopping, and provides a good variety of comparison shopping facilities. It therefore serves its local catchment area well. Between them Grantham and Stamford serve the day-to-day convenience shopping needs and comparison shopping for the District. There is however no regional centre within the District and therefore these town centres are effectively subservient to the larger regional city centres of Peterborough, Nottingham and Leicester, which are within a reasonable travel distance of South Kesteven.

7.67 The smaller town centres of Bourne and Market Deeping serve a convenience shopping function for their local populations but provide very little comparison shopping. Market Deeping has virtually no comparison shopping and a very limited range of convenience shopping and is therefore subservient to Bourne and/or Grantham/Stamford.

7.68 The NLP Retail Needs Study and Policy E2 of the Core Strategy state that the following retail hierarchy will be applied to development of policies for retail and town centre uses and determination of planning application for the district:

- Sub regional Centre: Grantham
- Main Towns: Stamford, Bourne and The Deepings
- Local Centres

7.69 We have reviewed the shopping hierarchy currently in the Local Plan in the context of our Health Check assessments of the town centres in South Kesteven and the Household Survey results and concluded that it remains valid.

7.70 We have also considered the nature of the Downtown shopping facility to north of Grantham and consider that whilst it provides a wide range of non-food shopping as well as a garden centre, there are no other facilities there that would normally be found in a town centre. It should therefore remain an out-of-centre shopping facility in terms of its planning status.

Maps of a) the boundaries of the town centres and b) the primary and secondary town centre frontages

7.71 We have reviewed the plans prepared by NLP for the town centre of Grantham, Stamford, Bourne and Market Deeping and have concluded that their definitions of the town centres, in terms of the town centre boundary, primary and secondary shopping frontages, remain relevant but could be reviewed in the context of the Council's spatial strategy and future possible allocations proposed through the Local Plan process for each of those town centres.

7.72 Of particular relevance in that regard is the strategy for improvements to Grantham, as this does not simply comprise a need to allocate further development opportunities, but to consider the strategy for town centre improvements, both in terms of the public realm but also to reverse the trend of increasing levels of shop vacancies within the primary and secondary frontage. That strategy might determine that the town centre boundary could be reduced to more closely follow the primary and secondary shopping frontages and noting there is currently a discrepancy between the treatment of the Asda store and St Augustine Retail Park, as compared to the retail warehousing and Sainsbury's store on London Road, offer an opportunity to rectify this.

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8.0 CONCLUSIONS AND RECOMENDATIONS

8.1 We set out below our conclusions in respect of the capacity retail development in South Kesteven for the plan period 2011 – 2036.

Convenience Shopping

8.2 The Household Survey confirmed that the main town centres and their adjoining out-of-centre facilities within the District provide sufficient facilities in respect of food shopping to retain most of the expenditure from within the District. There is, therefore, little leakage to competing convenience shopping floorspace outside of the District and we, therefore, conclude that, taking into account the physical provision of shopping facilities, particularly main food stores in the respective towns, South Kesteven is relatively well served in terms of food shopping facilities.

8.3 In this respect Grantham is served by five main food stores including; Morrisons, Sainsbury's, Asda, Aldi and Lidl. Stamford has a Morrisons, Waitrose, Sainsbury's and Lidl as well as an M&S Simply Food and Tesco Express in the town centre. Bourne is served by three large food stores; Tesco and Sainsbury's, as well as a Co-op store (in the town centre) and Market Deeping is served by a Tesco and a Co-op store.

8.4 In terms of capacity, there is no short term capacity for additional convenience floorspace within any of the towns in South Kesteven. However after 2021 capacity does emerge in Grantham and by 2036 there is convenience capacity of £76m which is sufficient to support a large food store. The reality of this provision however could be significantly different, if different long term population expenditure growth occurs or if there were a significant increase in internet shopping. Therefore we consider that the projections at the longer end of the timescale should be treated with caution. In addition, Grantham is very well served in terms of food store provision and has benefited in relatively recent times from both a new Asda and a new Lidl store. In addition the Morrisons in the town centre appears to be trading reasonably well but it is likely to be facing significant competition issues from the new stores and the Household Survey indicates that in terms of its convenience turnover it is trading at £25.22m n 2011 which is significantly below its benchmark level (£33.34m).

8.5 Most of the main food retailers are represented in the town with the exception of Tesco, which only has express stores, and therefore there is little qualitative benefit in providing additional stores at this stage and retention of convenience expenditure in Grantham's home zones of Zones 1, 2 and 3 is very high. It is, therefore, reasonable to conclude that there is a good level of customer satisfaction with the extant food store provision in Grantham and, therefore, we see no compelling quantitative or qualitative reason for planning for additional food stores in Grantham in the short to medium term.

8.6 The existing supermarkets in Stamford appear, on average, to be trading below benchmark at present and are not expected to achieve equilibrium with their benchmark turnover until 2026. There is a small amount of capacity in 2031 of £6.75m. By 2036 this will increase to £13.98m which would be sufficient to support a small foodstore of around 1,000 sq m net.

8.7 There is negative capacity, or over provision of convenience shopping floorspace in Bourne, throughout the plan period.

8.8 In the long term we identify some capacity for food development in Market Deeping of £13m by 2036 which could accommodate a small food store at the end of the plan period.

8.9 By 2031 we anticipate that a small foodstore or a discount store could be accommodated. Whatever proposal comes forward, its location should be within Stamford, preferably in or on the edge of the town centre.

Comparison Shopping

8.10 The results of the Household Survey have been applied without any adjustments. However, having assessed these we consider that the capacity for comparison retail development should be considered in the round, in the town centres, to reflect some potential cross-over between the two in the responses from respondents to the survey questions. These are specifically to do with the distinction between in-town retail and out-of-centre retail (retail warehousing) where respondents may have indicated that they shop in the town centre, where in fact, due to the proximity of retail warehousing to those centres, it is likely that that shopping is being carried out in a combination of the town centre and the retail warehousing.

8.11 This is particularly evident in Grantham, where there is a corresponding lack of shopping carried out in some of the key retail warehouse units, which are also located in close proximity to or within the town centre. This includes Augustin Retail Park and the units in the Discovery Retail Park. The first is within the town centre defined in the local plan and the second is essentially edge-of-centre and within walking distance of the town centre.

8.12 There is also an inherent priority in the response to the questions, which ask the interviewee their main destination for non-food items, including clothing and shoes, health and beauty etc. The answer to those questions may be that they mainly shop in a given town centre for example, but in reality a considerable amount of shopping is also undertaken in retail warehouses contained within retail parks and the non-food element in supermarkets, particularly ASDA.

8.13 In terms of capacity we have also made adjustments to the typical turnover levels that one might expect in the respective town centres, both to reflect their existing benchmark turnovers more accurately and also the format and offer of comparison retailing in the respective town centres. This is particularly acute in Stamford. We have also made deductions from the overall comparison capacity in those centres to take account of comparison sales in food stores.

8.14 We set out in table 7.11 above the benchmark turnover of the non food sales in the foodstores (Source Table4b, Appendix 7) and we have, therefore, deducted those from the overall comparison capacity in order to take account of sales in the non-food floorspace within those food stores. The reason for this is that these sales do not register in the Household Survey responses due to it being unlikely that any respondent carried out their main comparison goods shopping for any given item in the relevant food stores. The results of this exercise are set out in Table 7.13.

8.15 We, therefore, conclude that the capacity for the town centres and the adjoining retail warehouses should be looked at in the round, in terms of the Council's strategy going forward. In respect of each centre we comment as follows:

Grantham

8.16 Although the current benchmark turnover level of Grantham is £5,060 per sq m for the town centre (including the adjustments set out above), we consider that a benchmark turnover level of around the national average is appropriate for Grantham and, therefore, set that for capacity purposes at £5,500 per sq m.

8.17 This generates significant capacity within Grantham for further development but taking a comprehensive approach, allowing for capacity in the retail warehousing and deducting the benchmark turnover for non food floorspace in the supermarkets there is £26.4m of capacity in 2026 and a £126.5m by 2036. Caution is recommended for projections beyond 2026, but it is reasonable to anticipate and allocate sufficient land to accommodate growth in the period up to 2026. We recommend that this is placed primarily in the town centre, given the availability of potential sites which are in any event sequentially preferable and should be considered and fully assessed for development on a town centre first policy basis.

8.18 However the priority must be to use and reduce the high level of vacancies within Grantham town centre. We, therefore, recommend a full review and strategy for improvements in the town centre aimed at making it generally a more attractive proposition for the public. Public realm improvements, enhanced accessibility, the quality of pedestrian links and particularly circulation within the town centre could also play a significant part in improving the attraction of the centre as a whole.

8.19 It is, generally speaking, the mix of uses between leisure and a town centre's retail offer that sets town centres apart from competing out-of-centre facilities. There is a significant large out-of- town development in the form of the Downtown development which is attracting trade away from Grantham. There is also a lack of significant anchors in Grantham, the main ones being the Morrisons Superstore and Boots, WH Smith, Wilkinsons, B&M and Argos. There are also Asda, Next, Sports Direct and Home Bargains stores, which are retail warehouse format but lie within the defined town centre.

8.20 The provision of a large department or variety store in Grantham would significantly improve it's offer and consequent attraction. An alternative could be to look at the provision of a significant anchor such as a cinema, either on its own or in conjunction with other wholesale improvements to the retail and leisure offer within the existing town centre. A wider restaurant / cafe offer, would help to increase dwell time within the town centre and act as a point of differentiation between out-of-centre facilities and those in the town centre.

Stamford

8.21 We have found that the comparison turnover of the town centre 2011 is £57.05m which is significantly below the benchmark for comparison shopping in the town centre by £19.5m. Given the upmarket shopping provision in Stamford, which includes Crew Clothing, Whitestuff and M&S Simply Food, we take the view that the higher benchmark turnover is appropriate. The current actual benchmark of the town centre is £4,842 per sq m. We have however set benchmark turnover for Stamford at £6,500 per sq m in order to reflect the quality of its retail offer and assess capacity going forward. We therefore conclude that there is no real capacity for additional development in Stamford within the town centre until 2026 when it is minimal at £6.17m. There is capacity of £23.17 m at 2031 and £44.62m in 2036.

8.22 Within Stamford's Retail Parks there is initially very limited capacity with additional floorspace need occurring from 2016 onwards. We, therefore, consider that there is capacity for retail warehousing development in Stamford amounting to around £2,729 sq m in 2016 increasing to £9,966 sq m by 2036.

8.23 However, taking a comprehensive approach, allowing for capacity in the retail warehousing and deducting the benchmark turnover for non food floorspace in the supermarkets there is £24.3m of comparison capacity in 2031 and a £53.6m by 2036. This amounts to a requirement 3743 sq m in 2031 and 8,246 sq m in 2036.

Bourne

8.24 Bourne is primarily a convenience shopping destination, with a Co-op and Heron stores in the town centre but the significant large stores (Sainsbury's and Tesco) out-of-centre. There is also a significant level of independent convenience stores, which again confirms its primary use as a convenience shopping centre.

8.25 The comparison floorspace in the town centre is trading below benchmark in 2011 and there is no capacity for additional non-food retail development in the town centre until 2026. Again, taking a comprehensive approach, deducting the benchmark turnover for non food floorspace in the supermarkets there is negative capacity throughout the plan period. We do not, therefore, recommend any further development in the plan period.

Market Deeping

8.26 Market Deeping is a small centre which primarily serves a convenience shopping role. Again taking a comprehensive approach, deducting the benchmark turnover for non food floorspace there is no capacity for non-food retail development in the plan period.

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9.0 MONITORING

9.1 The shopping study embraces a lengthy period which implies that many of the assumptions relating to retail expenditure and shopping behaviour could well experience significant departures from those inputs. The current return to economic growth following a severe recession has been and is likely to be relatively volatile. During that time the nature of retailing has seen significant changes particularly in terms of competition in the food sector and the retreat of the main food operators, as well as the growth and impact of internet shopping on comparison shopping patterns. Accordingly, we would recommend the underlying retail data is examined annually over the next five years to ensure that the basic conclusions of the study maintain their integrity. Thereafter, the study should be reassessed every five years particularly in relation to the post 2021 period where current forecasts should be treated as estimates rather than precise requirements.

9.2 The lack of sufficient sites to meet the retail floorspace requirements demands a continuous research programme to identify locations appropriate to the particular shopping facility and in accordance with policy.

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Glossary of Terms

Town centre: Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

Edge of centre: For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

Primary shopping area: Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage). Primary and secondary frontages: Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.

Out of centre: A location which is not in or on the edge of a centre but not necessarily outside the urban area.

Out of town: A location out of centre that is outside the existing urban area.

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

All above Source: National Planning Policy Framework, March 2012

Convenience shopping: Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

Supermarkets: Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.

Superstores: Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.

Comparison shopping: Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

Retail warehouses: Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers (Source: PPS6). Retail Warehouses include all non-food retail units without restriction to size. Generally their construction shows a much greater visual similarity to warehousing than to that of standard shop units. Retail warehouses usually occupy a single floor, the majority of which is devoted to sales, with some ancillary storage and office use. They may be sited singly or grouped together, most frequently in fringe or out of town locations. The provision of car parking is often extensive - sometimes shared, as is the case at retail parks (Source: VOA Rating Manual).

Retail parks: An agglomeration of at least 3 retail warehouses.

Warehouse clubs: Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.

Factory outlet centres: Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.

Regional and sub-regional Out-of-centre: shopping centres which are generally over shopping centres 50,000 square metres gross retail area, typically comprising a wide variety of comparison goods stores.

All above Source: Annex A PPS 6, 2005

Population projections: Estimates of future population based on the most recent Census and/or ONS population estimates, and applying ONS population trends.
Plan-led population forecasts: Population projections adjusted to take account of extant planning permissions, and future housing growth estimates and housing land allocations in development plans.

Expenditure projections: Estimates of future expenditure obtained by projecting past trends in expenditure by means of a recognised statistical extrapolation technique.

Expenditure forecasts: Assessments of future expenditure based on applying stated growth rates which are not necessarily projections of past trends.

Convenience goods expenditure: Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.

Comparison goods expenditure: Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.

Special forms of trading: All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.

Gross ground floor footprint floorspace: The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.

Gross retail floorspace: The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.

Net retail sales area: A new set of definitions for retail planning has been prepared by the National Retail Planning Forum (NRPF). The definition for all retail shops and stores other than foodstores was widely supported during initial consultations by the NRPF, and is as follows:
The area within the walls of the shop or store to which the public has access or from which sales are made, including display areas, fitting rooms, checkouts, the area in front of checkouts, serving counters and the area behind used by serving staff, areas occupied by retail concessionaires, customer services areas, and internal lobbies in which goods are displayed; but not including cafes and customer toilets.

For foodstores, an alternative definition of 'net retail sales area' has been put forward by the Competition Commission, and is supported by the majority of major foodstore operators.

This is as follows:

The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.

The NRPF's definition could be applied to all shops and stores including foodstores, but differs from the way in which the majority of major foodstore operators currently publish details of their store sizes. The Competition Commission's alternative definition is believed to reflect the latter more accurately.

For retail planning purposes, the main consideration is to ensure that comparisons of floorspace and published sales densities are on a like for like basis.

Net to gross ratio: The ratio of net retail sales area to gross retail floorspace in a stated retail location.

Retail sales density: Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.

Floorspace efficiency factor: The percentage by which a retail sales density is assumed to increase annually in real terms over a stated period.

All above Source: PRACTICE GUIDANCE ON NEED, IMPACT AND THE SEQUENTIAL APPROACH | APPENDIX A: Glossary of terms, December 2009

APPENDICES

1. Plan of Study Area and Zones

2. Location Plan: Non-food

3. Location Plan: Foodstores

4. Bus Services Schedules

5. Copy of NEMS Household Survey Questionnaire

6. NEMS Household Survey Results April 2015

7. Retail Capacity Tables

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Appendix 1: Plan of Study Area and Zones

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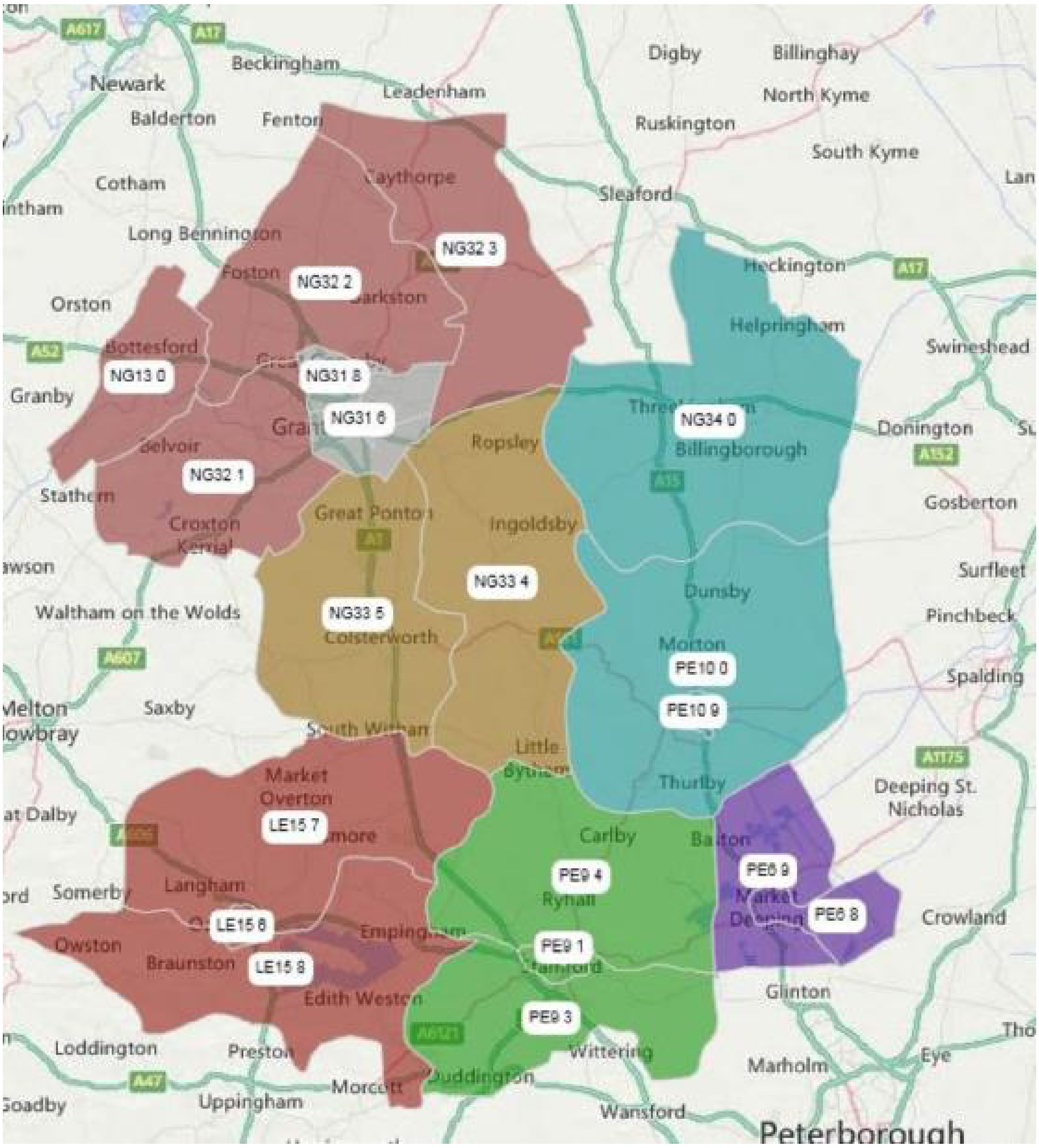
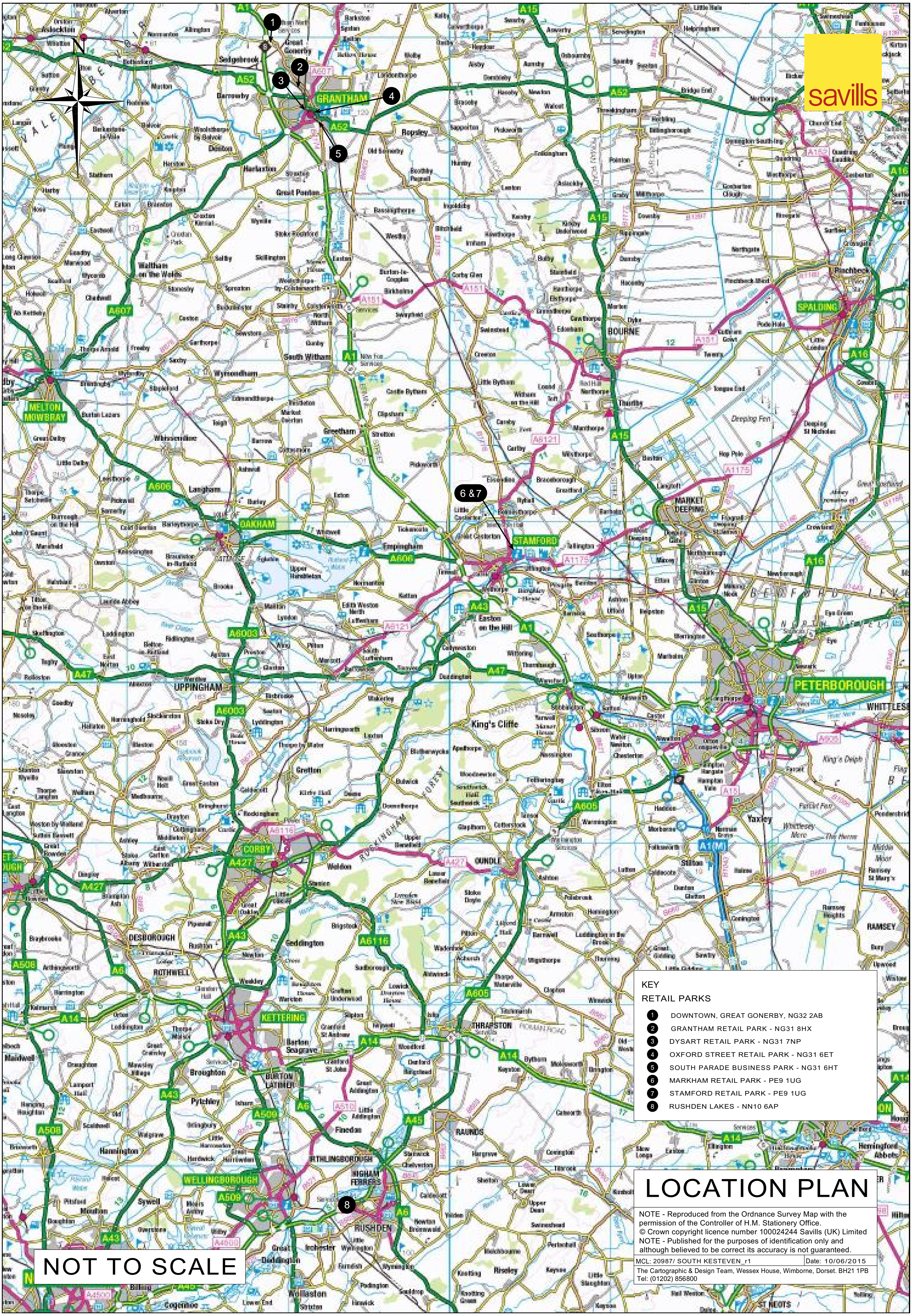


Appendix 2: Location Plan: Non-food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KEY
RETAIL PARKS
1 DOWNTOWN, GREAT GONERBY, NG32 2AB
2 GRANTHAM RETAIL PARK - NG31 8HX
3 DYSART RETAIL PARK - NG31 7NP
4 OXFORD STREET RETAIL PARK - NG31 6ET
5 SOUTH PARADE BUSINESS PARK - NG31 6HT
6 MARKHAM RETAIL PARK - PE9 1UG
7 STAMFORD RETAIL PARK - PE9 1UG
8 RUSHDEN LAKES - NN10 6AP
LOCATION PLAN
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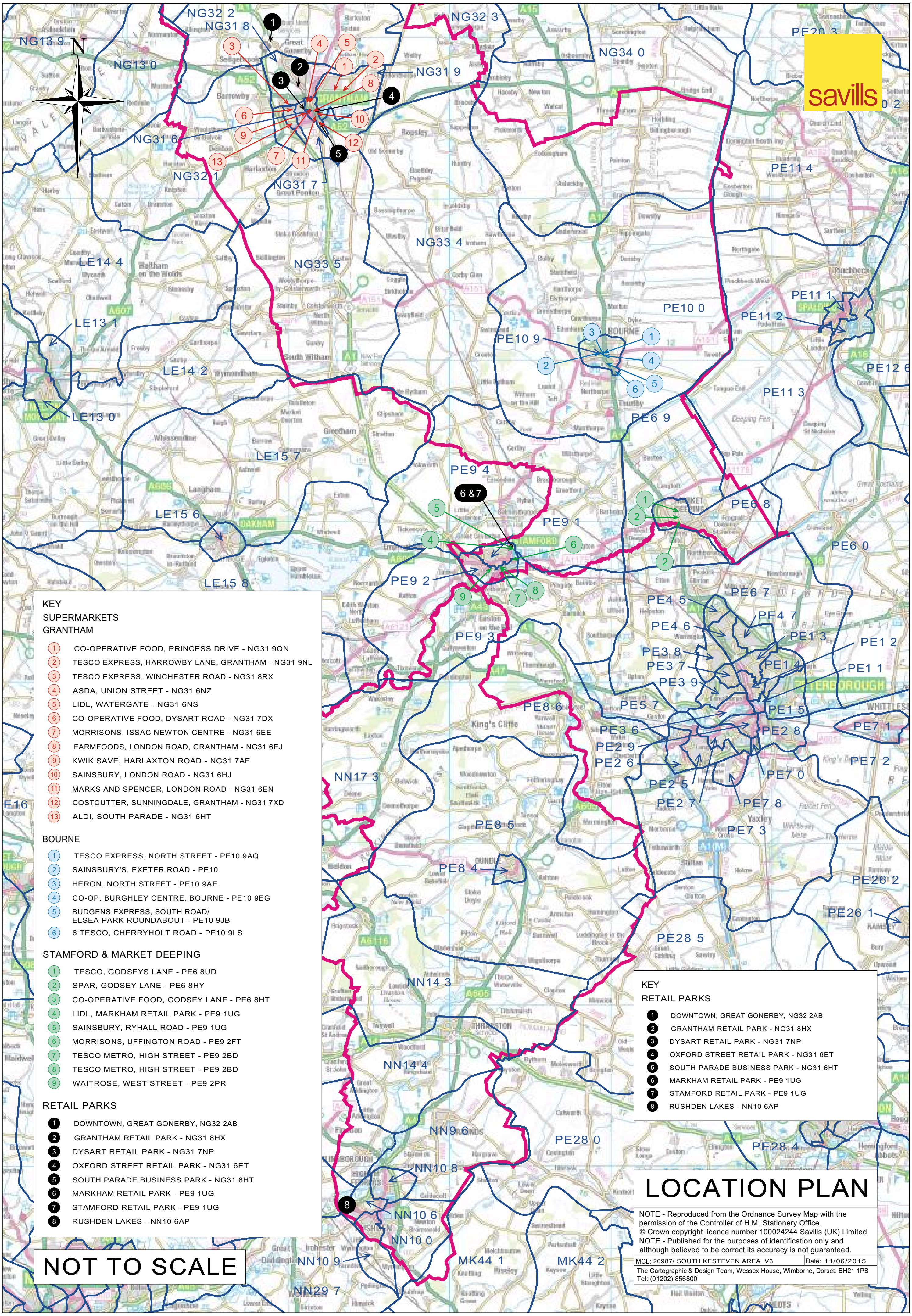
Date: 10/06/2015
The Cartographic & Design Team, Wessex House, Wimborne, Dorset. BH21 1PB
Tel: (01202) 856800
NOT TO SCALE
GRANTHAM
STAMFORD
PETERBOROUGH
MELTON MOWBRAY
OAKHAM
CORBY
KETTERING
WELLINGBOROUGH
RUSHDEN
SPALDING
BOURNE
MARKET DEEPING
UPPINGHAM
OUNDLE

Appendix 3: Location Plan: Foodstores


KEY
SUPERMARKETS
GRANTHAM
1 CO-OPERATIVE FOOD, PRINCESS DRIVE - NG31 9QN
2 TESCO EXPRESS, HARROWBY LANE, GRANTHAM - NG31 9NL
3 TESCO EXPRESS, WINCHESTER ROAD - NG31 8RX
4 ASDA, UNION STREET - NG31 6NZ
5 LIDL, WATERGATE - NG31 6NS
6 CO-OPERATIVE FOOD, DYSART ROAD - NG31 7DX
7 MORRISONS, ISSAC NEWTON CENTRE - NG31 6EE
8 FARMFOODS, LONDON ROAD, GRANTHAM - NG31 6EJ
9 KWIK SAVE, HARLAXTON ROAD - NG31 7AE
10 SAINSBURY, LONDON ROAD - NG31 6HJ
11 MARKS AND SPENCER, LONDON ROAD - NG31 6EN
12 COSTCUTTER, SUNNINGDALE, GRANTHAM - NG31 7XD
13 ALDI, SOUTH PARADE - NG31 6HT
BOURNE
1 TESCO EXPRESS, NORTH STREET - PE10 9AQ
2 SAINSBURY'S, EXETER ROAD - PE10
3 HERON, NORTH STREET - PE10 9AE
4 CO-OP, BURGHLEY CENTRE, BOURNE - PE10 9EG
5 BUDGENS EXPRESS, SOUTH ROAD/
ELSEA PARK ROUNDABOUT - PE10 9JB
6 6 TESCO, CHERRYHOLT ROAD - PE10 9LS
STAMFORD & MARKET DEEPING
1 TESCO, GODSEYS LANE - PE6 8UD
2 SPAR, GODSEY LANE - PE6 8HY
3 CO-OPERATIVE FOOD, GODSEY LANE - PE6 8HT
4 LIDL, MARKHAM RETAIL PARK - PE9 1UG
5 SAINSBURY, RYHALL ROAD - PE9 1UG
6 MORRISONS, UFFINGTON ROAD - PE9 2FT
7 TESCO METRO, HIGH STREET - PE9 2BD
8 TESCO METRO, HIGH STREET - PE9 2BD
9 WAITROSE, WEST STREET - PE9 2PR
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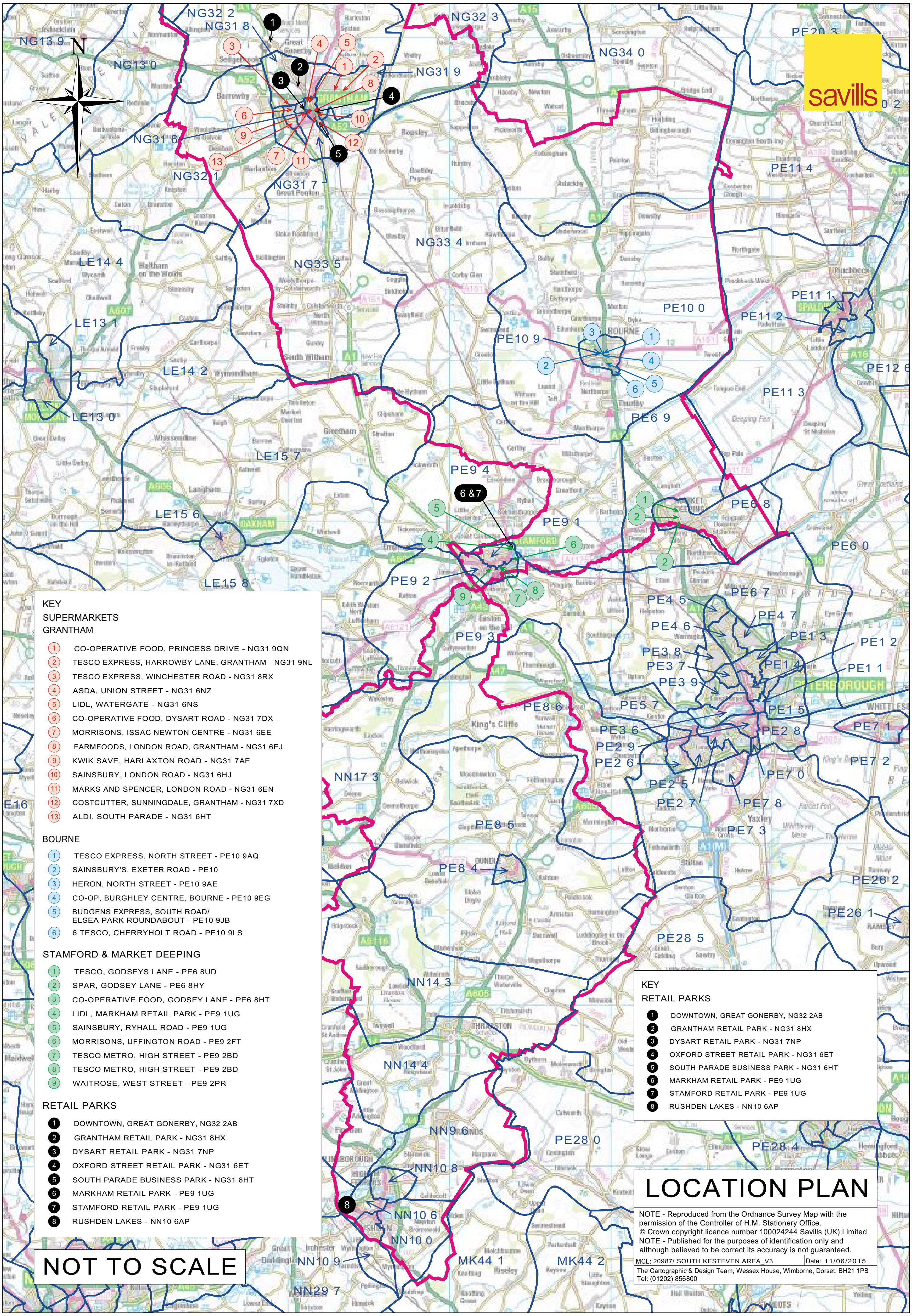

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6. 6 TESCO, CHERRYHOLT ROAD - PE10 9LS

STAMFORD & MARKET DEEPING

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5. SOUTH PARADE BUSINESS PARK - NG31 6HT
6. MARKHAM RETAIL PARK - PE9 1UG
7. STAMFORD RETAIL PARK - PE9 1UG
8. RUSHDEN LAKES - NN10 6AP

LOCATION PLAN

NOTE - Reproduced from the Ordnance Survey Map with the permission of the Controller of H.M. Stationery Office.

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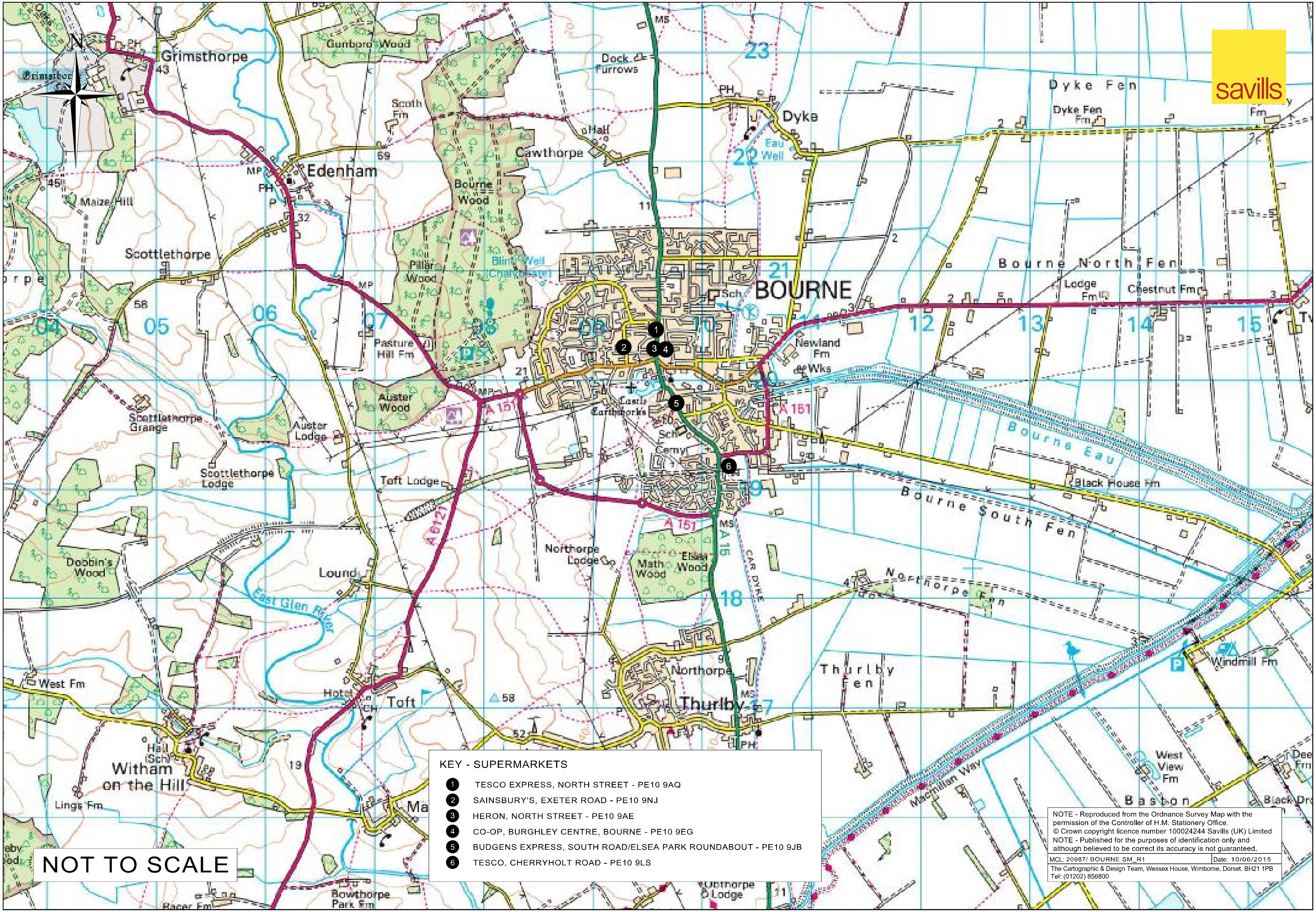
MCL: 20987/ SOUTH KESTEVEN AREA_V3 | Date: 11/06/2015

The Cartographic & Design Team, Wessex House, Wimborne, Dorset. BH21 1PB
Tel: (01202) 856800


savills
NOT TO SCALE
KEY - SUPERMARKETS
1 TESCO EXPRESS, NORTH STREET - PE10 9AQ
2 SAINSBURY'S, EXETER ROAD - PE10 9NJ
3 HERON, NORTH STREET - PE10 9AE
4 CO-OP, BURGHLEY CENTRE, BOURNE - PE10 9EG
5 BUDGENS EXPRESS, SOUTH ROAD/ELSEA PARK ROUNDABOUT - PE10 9JB
6 TESCO, CHERRYHOLT ROAD - PE10 9LS
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MCL: 20987/ BOURNE SM_R1
Date: 10/06/2015
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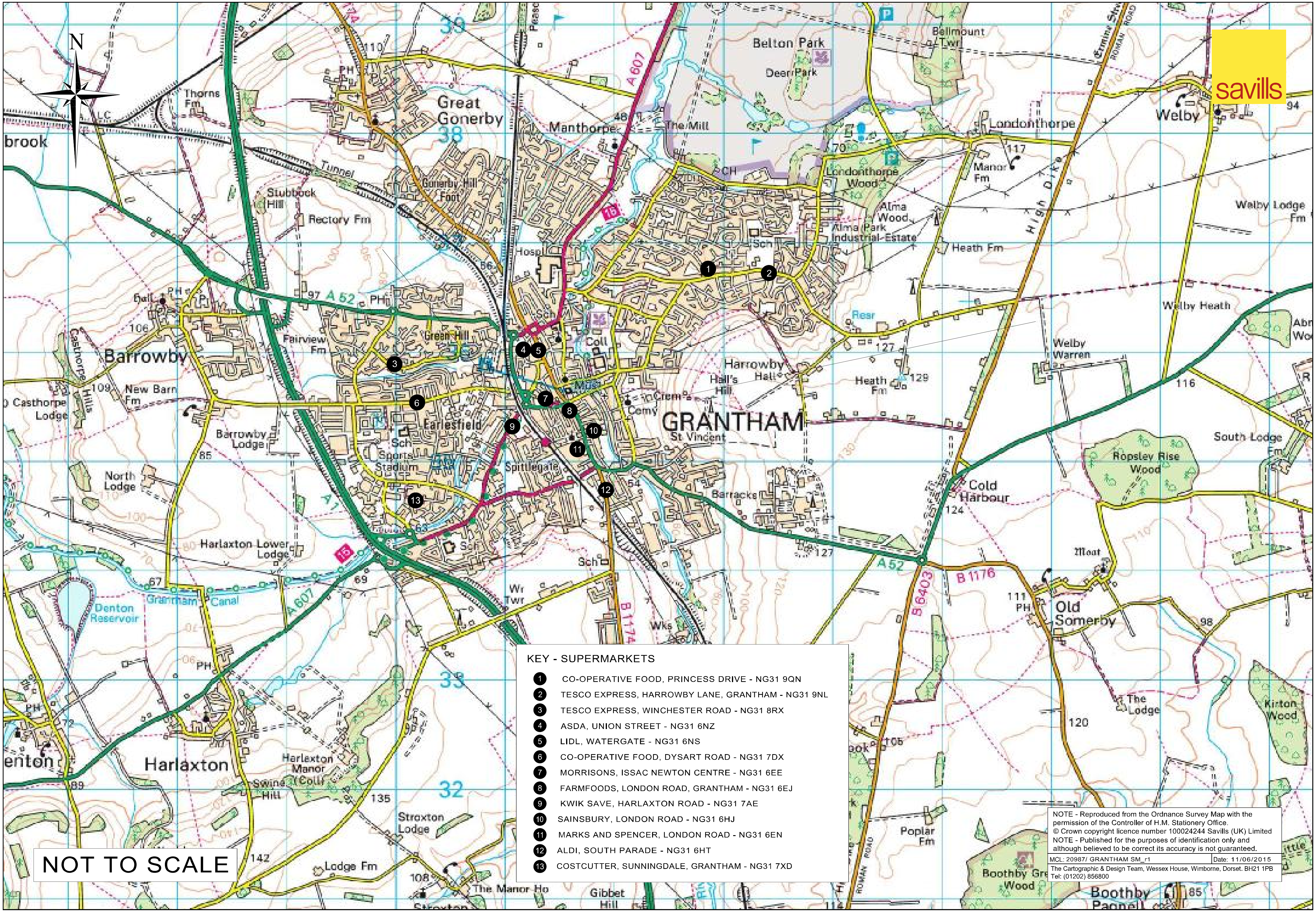
Tel: (01202) 856800
BOURNE
Grimsthorpe
Edenham
Cawthorpe
Dyke
Dyke Fen
Bourne North Fen
Bourne South Fen
Bourne Eau
Bourne Wood
Pillar Wood
Auster Wood
Scottlethorpe
Toft
Lound
Northorpe
Thurlby
Thurlby Fen
Witham on the Hill
Math Wood
Elsea Wood
East Glen River
Car Dyke
Black House Fm
Chestnut Fm
Windmill Fm
West View Fm
Baston
Macmillan Way
A 15
A 151
A 6121


savills
GRANTHAM
NOT TO SCALE
KEY - SUPERMARKETS
1 CO-OPERATIVE FOOD, PRINCESS DRIVE - NG31 9QN
2 TESCO EXPRESS, HARROWBY LANE, GRANTHAM - NG31 9NL
3 TESCO EXPRESS, WINCHESTER ROAD - NG31 8RX
4 ASDA, UNION STREET - NG31 6NZ
5 LIDL, WATERGATE - NG31 6NS
6 CO-OPERATIVE FOOD, DYSART ROAD - NG31 7DX
7 MORRISONS, ISSAC NEWTON CENTRE - NG31 6EE
8 FARMFOODS, LONDON ROAD, GRANTHAM - NG31 6EJ
9 KWIK SAVE, HARLAXTON ROAD - NG31 7AE
10 SAINSBURY, LONDON ROAD - NG31 6HJ
11 MARKS AND SPENCER, LONDON ROAD - NG31 6EN
12 ALDI, SOUTH PARADE - NG31 6HT
13 COSTCUTTER, SUNNINGDALE, GRANTHAM - NG31 7XD
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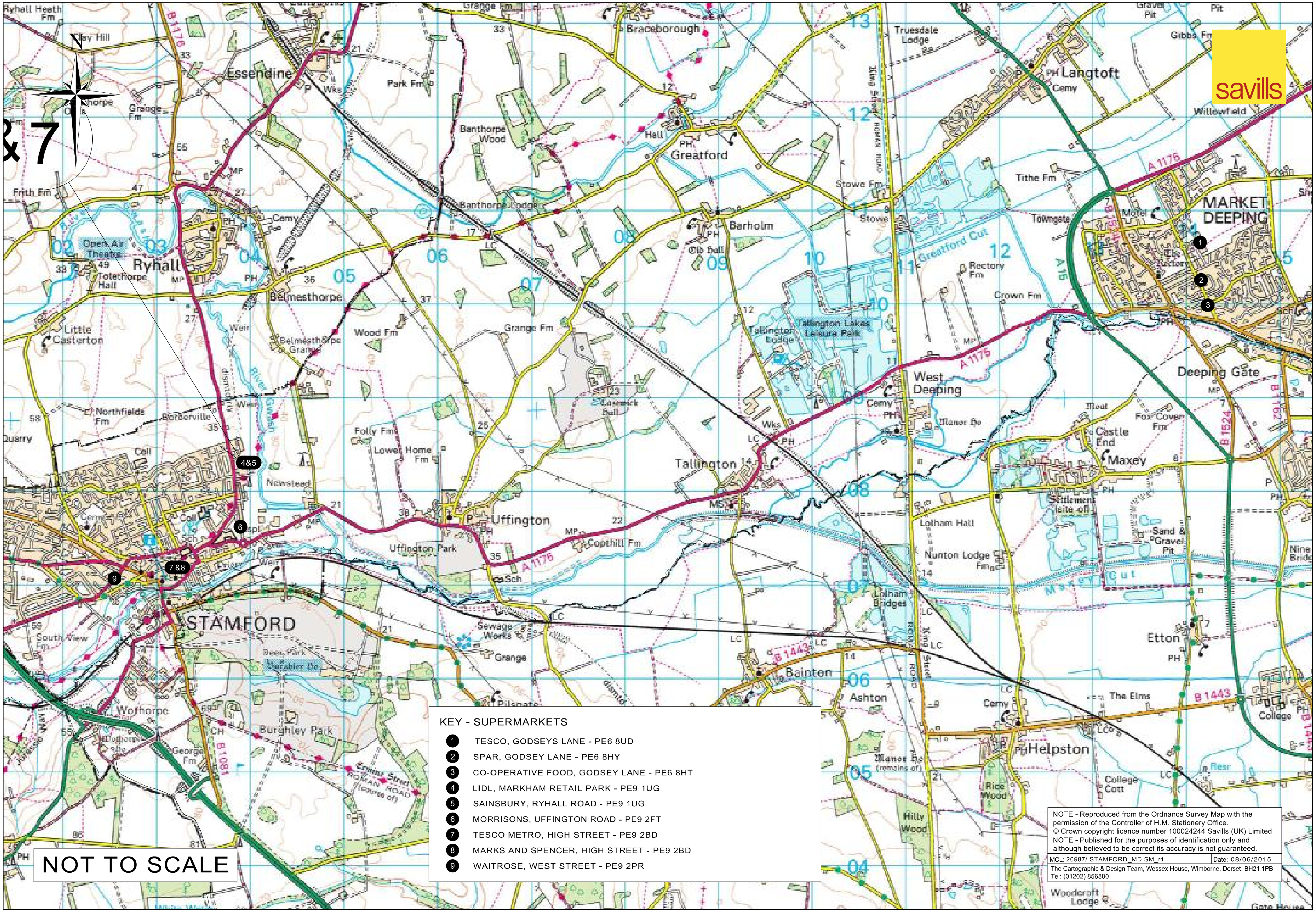
savills
NOT TO SCALE
KEY - SUPERMARKETS
1 TESCO, GODSEYS LANE - PE6 8UD
2 SPAR, GODSEY LANE - PE6 8HY
3 CO-OPERATIVE FOOD, GODSEY LANE - PE6 8HT
4 LIDL, MARKHAM RETAIL PARK - PE9 1UG
5 SAINSBURY, RYHALL ROAD - PE9 1UG
6 MORRISONS, UFFINGTON ROAD - PE9 2FT
7 TESCO METRO, HIGH STREET - PE9 2BD
8 MARKS AND SPENCER, HIGH STREET - PE9 2BD
9 WAITROSE, WEST STREET - PE9 2PR
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MCL: 20987/ STAMFORD_MD SM_r1
Date: 08/06/2015
The Cartographic & Design Team, Wessex House, Wimborne, Dorset. BH21 1PB Tel: (01202) 856800
STAMFORD
MARKET DEEPING
Ryhall
Essendine
Greatford
Barholm
Tallington
Uffington
West Deeping
Deeping Gate
Langtoft
Maxey
Helpston
Etton
Bainton
Belmesthorpe
Braceborough
Burghley Park
Tallington Lakes Leisure Park
Greatford Cut
Maxey Cut
A 1175
A 1176
A 15
B 1443
B 1081
B 1524

Appendix 4: Bus Services Schedules

DELAINE BUSES

Tel 01778 422866
enquiries@delainebuses.com
www.delainebuses.com

101 102 Morton – BOURNE – THE DEEPINGS – PETERBOROUGH

Mondays to Saturdays

	ROUTE CODE	101 NS	102	101 NS	102	101 NS	101	102	101	101	102		101	101	102	
Morton	Church	-	-	0700	-	0730	0750a	0820b	0850	-	-		50	-	-	
Bourne	North Road	-	-	0705	-	0735	0755a	0825b	0855	-	-		55	-	-	
Bourne	**Bus Station Bay 1**	**0620**	**0650**	**0710**	**0730**	**0740**	**0800**	**0830**	**0900**	**0930**	-		**00**	**30**	-	
Bourne	Market Place	0622	0652	0712	0732	0742	0802	0832	0902	0932	-		02	32	-	
Bourne	South Road/Austerby	0624	0654	0714	0734	0744	0804	0834	0904	0934	-		04	34	-	
Bourne	South Road/Holloway Avenue	0626	0656	0716	0736	0746	0806	0836	0906	0936	-	then	06	36	-	
Northorpe	Cross Roads	0628	0658	0718	0738	0748	0808	0838	0908	0938	-		08	38	-	
Thurlby	Cross Roads	0629	0659	0719	0739	0749	0809	0839	0909	0939	-	at	09	39	-	
Baston	Cross Roads	0632	0702	0722	0742	0752	0812	0842	0912	0942	-		12	42	-	
Langtoft	Cross Roads	0635	0705	0725	0745	0755	0815	0845	0915	0945	-	these	15	45	-	
Market Deeping	Towngate Halfleet	0637	-	0727	-	0757	0817	-	0917	0947	-		17	47	-	
Market Deeping	Godsey Lane/Tesco	-	-	-	-	-	-	-	-	-	0945	mins	-	-	45	until
Market Deeping	Towngate East/Health Centre	-	0708	-	0748	-	-	0848	-	-	0947		-	-	47	
Deeping St James	Burchnall Close/Green	-	0712	-	0752	-	-	0852	-	-	0951	past	-	-	51	
Deeping St James	Thackers Way Shops	-	0713	-	0753	-	-	0853	-	-	0952		-	-	52	
Deeping St James	Horsegate	-	0716	-	0756	-	-	0856	-	-	0955	each	-	-	55	
Market Deeping	**Market Place**	-	**0720**	-	**0800**	-	-	**0900**	-	-	**1000**		-	-	**00**	
Market Deeping	**Church Street**	**0640**	-	**0730**	-	**0800**	**0820**	-	**0920**	**0950**	-	hour	**20**	**50**	-	
Northborough	Lincoln Road	0644	0724	0735	0805	0805	0825	0904	0924	0954	1004		24	54	04	
Glinton	Cross Roads	0648	0728	0739	0809	0809	0829	0908	0928	0958	1008		28	58	08	
Werrington	Parkway	0651	0731	0743	0813	0813	0833	0911	0931	1001	1011		31	01	11	
Walton	Lincoln Road/Shopping Park	0654	0735	0747	0817	0817	0837	0915	0935	1005	1015		35	05	15	
Peterborough	Bourges Blvd/Retail Park	0656	0738	0750	0820	0820	0840	0918	0938	1008	1018		38	08	18	
Peterborough	Queensgate Bay 4	0700	0742	0756	0826	0826	0846	0922	0942	1012	1022		42	12	22	

	ROUTE CODE	101	101	102	101 Sch	102 Sch	101	101	102 NS	101	101	101	101
Morton	Church	1450	-	-	-	-	1550	-	-	1650	-	-	-
Bourne	North Road	1455	-	-	-	-	1555	-	-	1655	-	-	-
Bourne	**Bus Station Bay 1**	**1500**	**1530**	-	-	-	**1600**	**1630**	-	**1700**	**1730**	**1830**	**1930**
Bourne	Market Place	1502	1532	-	-	-	1602	1632	-	1702	1732	1832	1932
Bourne	South Road/Austerby	1504	1534	-	1545	1545	1604	1634	-	1704	1734	1834	1934
Bourne	South Road/Holloway Avenue	1506	1536	-	1547	1547	1606	1636	-	1706	1736	1836	1936
Northorpe	Cross Roads	1508	1538	-	1549	1549	1608	1638	-	1708	1738	1838	1938
Thurlby	Cross Roads	1509	1539	-	1550	1550	1609	1639	-	1709	1739	1839	1939
Baston	Cross Roads	1512	1542	-	1553	1553	1612	1642	-	1712	1742	1842	1942
Langtoft	Cross Roads	1515	1545	-	1555	1555	1615	1645	-	1715	1745	1845	1945
Market Deeping	Towngate Halfleet	1517	1547	-	1557	-	1617	1647	-	1717	1747	1847	1947
Market Deeping	Godsey Lane/Tesco	-	-	1545	-	-	-	-	1645	-	-	-	-
Market Deeping	Towngate East/Health Centre	-	-	1547	-	1558	-	-	1647	-	-	-	-
Deeping St James	Burchnall Close/Green	-	-	1551	-	1602	-	-	1651	-	-	-	-
Deeping St James	Thackers Way Shops	-	-	1552	-	1603	-	-	1652	-	-	-	-
Deeping St James	Horsegate	-	-	1555	-	1606	-	-	1655	-	-	-	-
Market Deeping	**Market Place**	-	-	**1600**	-	**1610**	-	-	**1700**	-	-	-	-
Market Deeping	**Church Street**	**1520**	**1550**	-	**1600**	-	**1620**	**1650**	-	**1720**	**1750**	**1850**	**1950**
Northborough	Lincoln Road	1524	1554	1604	1604	-	1624	1654	1704	1724	1754	1854	1954
Glinton	Cross Roads	1528	1558	1608	1608	-	1628	1658	1708	1728	1758	1858	1958
Werrington	Parkway	1531	1601	1611	1611	-	1631	1701	1711	1731	1801	1901	2001
Walton	Lincoln Road/Shopping Park	1535	1605	1615	1615	-	1635	1705	1715	1735	1805	1904	2004
Peterborough	Bourges Blvd/Retail Park	1538	1608	1618	1618	-	1638	1708	1718	1738	1808	1906	2006
Peterborough	Queensgate Bay 4	1542	1612	1622	1622	-	1642	1712	1722	1742	1812	1910	2010

Sundays & Bank Holidays

	ROUTE CODE	101		101		101
Morton	Church	-		-		-
Bourne	North Road	-		-		-
Bourne	**Bus Station Bay 1**	**0900**		**00**		**1600**
Bourne	Market Place	0902		02		1602
Bourne	South Road/Austerby	0904		04		1604
Bourne	South Road/Holloway Avenue	0906	then	06		1606
Northorpe	Cross Roads	0908		08		1608
Thurlby	Cross Roads	0909	at	09		1609
Baston	Cross Roads	0912		12		1612
Langtoft	Cross Roads	0915	these	15		1615
Market Deeping	Towngate Halfleet	0917		17		1617
Market Deeping	Godsey Lane/Tesco	-	mins	-	until	-
Market Deeping	Towngate East/Health Centre	-		-		-
Deeping St James	Burchnall Close/Green	-	past	-		-
Deeping St James	Thackers Way Shops	-		-		-
Deeping St James	Horsegate	-	each	-		-
Market Deeping	**Market Place**	-		-		-
Market Deeping	**Church Street**	**0920**	hour	**20**		**1620**
Northborough	Lincoln Road	0924		24		1624
Glinton	Cross Roads	0928		28		1628
Werrington	Parkway	0931		31		1631
Walton	Lincoln Road/Shopping Park	0935		35		1635
Peterborough	Bourges Blvd/Retail Park	0938		38		1638
Peterborough	Queensgate Bay 4	0942		42		1642

CODES & NOTES

NS - Not Saturdays
Sch - Schooldays only
a - Calls on Saturdays only
b - Calls on Schooldays only

DELAINE ROUTE WATCH
Information updates on any major problems affecting Delaine Services available at www.delainebuses.com or on twitter@delainebuses

DECEMBER 24-31 - Except Sundays & Bank Holidays
Saturday Service
(Except 24 & 31 Last dep: B-P 1630 & P-B 1730)

SUNDAYS & BANK HOLIDAYS # - Except
Christmas Day, Boxing Day, New Years Day & Easter Sunday: No Service
Good-Friday: 101 B-P 0740, 0900, 0930 then at 00 & 30 past each hour until 1700
101 P-B 1000, 1030 then at 00 & 30 past each hour until 1800

DELAINE BUSES

Tel 01778 422866
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www.delainebuses.com

101 102 PETERBOROUGH – THE DEEPINGS – BOURNE – Morton

Mondays to Saturdays

	ROUTE CODE	102 NS	101 NS	101	102 NS	101	101	101	102	101		101	102	101	
Peterborough	Queensgate Bay 4	0730	0745	0800	0830	0900	0930	1000	1015	1030		00	15	30	
Peterborough	Bourges Blvd/Retail Park	0733	0748	0803	0833	0903	0933	1003	1018	1033		03	18	33	
Walton	Lincoln Road/Shopping Park	0736	0751	0806	0836	0906	0936	1006	1021	1036		06	21	36	
Werrington	Parkway	0740	0755	0810	0840	0910	0940	1010	1025	1040		10	25	40	
Glinton	Cross Roads	0743	0758	0813	0843	0913	0943	1013	1028	1043		13	28	43	
Northborough	Lincoln Road	0746	0801	0816	0846	0916	0946	1016	1031	1046	then	16	31	46	
Market Deeping	**Church Street**	-	**0805**	**0820**	-	**0920**	**0950**	**1020**	-	**1050**		**20**	-	**50**	
Market Deeping	**Market Place**	**0750**	-	-	**0850**	-	-	-	**1035**	-	at	-	**35**	-	
Deeping St James	Horsegate	0755	-	-	0854	-	-	-	1039	-		-	39	-	
Deeping St James	Thackers Way	0759	-	-	0857	-	-	-	1042	-	these	-	42	-	
Market Deeping	Godsey Lane/Tesco	0803	-	-	0900	-	-	-	1045	-		-	45	-	
Market Deeping	Godsey Lane/Health Centre	0804	-	-	0901	-	-	-	1046	-	mins	-	46	-	until
Market Deeping	Towngate Halfleet	-	0807	0822	-	0922	0952	1022	-	1052		22	-	52	
Langtoft	Cross Roads	0809	0809b	0824	0904	0924	0954	1024	-	1054	past	24	-	54	
Baston	Cross Roads	0811	0811b	0826	0906	0926	0956	1026	-	1056		26	-	56	
Thurlby	Cross Roads	0814	0814b	0829	0909	0929	0959	1029	-	1059	each	29	-	59	
Northorpe	Cross Roads	0815	0815b	0830	0910	0930	1000	1030	-	1100		30	-	00	
Bourne	South Road/Holloway Avenue	0817	0817b	0832	0912	0932	1002	1032	-	1102	hour	32	-	02	
Bourne	South Road/Austerby	0819	0819b	0834	0914	0934	1004	1034	-	1104		34	-	04	
Bourne	Market Place	0822	0822b	0837	0917	0937	1007	1037	-	1107		37	-	07	
Bourne	**Bus Station Bay 1**	**0824**	**0824b**	**0839**	**0919**	**0939**	**1009**	**1039**	-	**1109**		**39**	-	**09**	
Bourne	North Road	-	-	-	-	0941	-	1041	-	-		41	-	-	
Morton	Church	-	-	-	-	0946	-	1046	-	-		46	-	-	

	ROUTE CODE	101	102	101	101	102	101	101	102	101	102 NS	101	102	102	102
Peterborough	Queensgate Bay 4	1500	1515	1530	1600	1615	1630	1700	1715	1730	1745	1800	1830	1915	2015
Peterborough	Bourges Blvd/Retail Park	1503	1518	1533	1603	1618	1633	1703	1718	1733	1748	1803	1833	1918	2018
Walton	Lincoln Road/Shopping Park	1506	1521	1536	1606	1621	1636	1706	1721	1736	1751	1806	1836	1921	2021
Werrington	Parkway	1510	1525	1540	1610	1625	1640	1710	1725	1740	1755	1810	1840	1925	2025
Glinton	Cross Roads	1513	1528	1543	1613	1628	1643	1713	1728	1743	1758	1813	1843	1928	2028
Northborough	Lincoln Road	1516	1531	1546	1616	1631	1646	1716	1731	1746	1801	1816	1846	1931	2031
Market Deeping	**Church Street**	**1520**	-	**1550**	**1620**	-	**1650**	**1720**	-	**1750**	-	**1820**	-	-	-
Market Deeping	**Market Place**	-	**1535**	-	-	**1635**	-	-	**1735**	-	**1805**	-	**1850**	**1935**	**2035**
Deeping St James	Horsegate	-	1539	-	-	1639	-	-	1739	-	1809	-	1853	1938	2038
Deeping St James	Thackers Way	-	1542	-	-	1642	-	-	1742	-	1812	-	1856	1941	2041
Market Deeping	Godsey Lane/Tesco	-	1545	-	-	1645	-	-	1744	-	1814	-	1858	1943	2043
Market Deeping	Godsey Lane/Health Centre	-	1546	-	-	1646	-	-	1745	-	1815	-	1859	1944	2044
Market Deeping	Towngate Halfleet	1522	-	1552	1622	-	1652	1722	-	1752	-	1822	-	-	-
Langtoft	Cross Roads	1524	-	1554	1624	-	1654	1724	1748	1754	1818	1824	1902	1947	2047
Baston	Cross Roads	1526	-	1556	1626	-	1656	1726	1750	1756	1820	1826	1904	1949	2049
Thurlby	Cross Roads	1529	-	1559	1629	-	1659	1729	1753	1759	1823	1829	1907	1952	2052
Northorpe	Cross Roads	1530	-	1600	1630	-	1700	1730	1754	1800	1824	1830	1908	1953	2053
Bourne	South Road/Holloway Avenue	1532	-	1602	1632	-	1702	1732	1756	1802	1826	1832	1910	1955	2055
Bourne	South Road/Austerby	1534c	-	1604	1634	-	1704	1734	1758	1804	1828	1834	1912	1957	2057
Bourne	Market Place	1537d	-	1607	1637	-	1707	1737	1801	1807	1831	1837	1914	1959	2059
Bourne	**Bus Station Bay 1**	**1539d**	-	**1609**	**1639**	-	**1709**	**1739**	**1803**	**1809**	**1833**	**1839**	**1915**	**2000**	**2100**
Bourne	North Road	1541d	-	-	1641	-	-	1741	-	-	-	1841	-	-	-
Morton	Church	1546d	-	-	1646	-	-	1746	-	-	-	1846	-	-	-

Sundays & Bank Holidays

		101		101		101
Peterborough	Queensgate Bay 4	1000		00		1700
Peterborough	Bourges Blvd/Retail Park	1003		03		1703
Walton	Lincoln Road/Shopping Park	1006		06		1706
Werrington	Parkway	1010		10		1710
Glinton	Cross Roads	1013		13		1713
Northborough	Lincoln Road	1016	then	16		1716
Market Deeping	**Church Street**	**1020**		**20**		**1720**
Market Deeping	**Market Place**	-	at	-		-
Deeping St James	Horsegate	-		-		-
Deeping St James	Thackers Way	-	these	-		-
Market Deeping	Godsey Lane/Tesco	-		-		-
Market Deeping	Godsey Lane/Health Centre	-	mins	-	until	-
Market Deeping	Towngate Halfleet	1022		22		1722
Langtoft	Cross Roads	1024	past	24		1724
Baston	Cross Roads	1026		26		1726
Thurlby	Cross Roads	1029	each	29		1729
Northorpe	Cross Roads	1030		30		1730
Bourne	South Road/Holloway Avenue	1032	hour	32		1732
Bourne	South Road/Austerby	1034		34		1734
Bourne	Market Place	1037		37		1737
Bourne	**Bus Station Bay 1**	**1039**		**39**		**1739**
Bourne	North Road	-		-		-
Morton	Church	-		-		-

CODES & NOTES

NS - Not Saturdays
b - Calls on Schooldays only
c - Dep: 1545 on Schooldays
d - Calls 11 mins later on Schooldays

DELAINE ROUTE WATCH
Information updates on any major problems affecting Delaine Services available at www.delainebuses.com or on twitter@delainebuses

DECEMBER 24-31 - Except Sundays & Bank Holidays
Saturday Service
(Except 24 & 31 Last dep: B-P 1630 & P-B 1730)

SUNDAYS & BANK HOLIDAYS # - Except
Christmas Day, Boxing Day, New Years Day & Easter Sunday: No Service
Good-Friday: 101 B-P 0740, 0900, 0930 then at 00 & 30 past each hour until 1700
101 P-B 1000, 1030 then at 00 & 30 past each hour until 1800

Centrebus

Grantham to Stamford 4

Monday to Friday

Ref.No.: 1401 Commencing Date: 02/01/14

Service No	*4*	*4*	*4*	*4*	*4*
	NBH	NBH	NBH	SH	Sch
Grantham Bus Station	0712	0900	1300	.....	.....
Spitalgate, Barracks	0717	0905	1305	.....	.....
Old Somerby, Fox & Hounds PH	0722	0910	1310	.....	.....
Boothby Pagnal P.O.	0726	0914	1314	.....	.....
Bitchfield, Crown Inn	0731	0919	1319	.....	.....
Burton, Coggles	.....	0924	1324	.....	.....
Corby Glen, Market Place	0738	0928	1328	.....	.....
Swinstead, Memorial	0742	0932	1332	.....	.....
Creeton Corner	0746	0936	1336	.....	.....
Little Bytham, Mallard P.H.	0749	0939	1339	1554	1604
Castle Bytham, Castle P.H.	0756	0946	1346	1601	1611
Holywell.	0801	0951	1351	1606	1616
Careby, Rail Bridge	0804	0954	1354	1609	1619
Rythall Square	0812	1002	1402	.....	.....
Stamford, Drift Road, Ryhall Road	0817	1007	1407	1622	1632
Stamford, Bus Station	0836*	1016	1416	1630	1640

Grantham to Stamford 4

Monday to Friday

Ref.No.: 1401 Commencing Date: 02/01/14

Service No	*4*	*4*	*4*	*4*	*4*
	NBH	NBH	SH	Sch	NBH
Stamford, Bus Station	0915	1115	1530	1530*	1645
Stamford, Queen Eleanor School (N-bou	.....	.....	.....	1535	.....
Stamford, Drift Road, Ryhall Road	0920	1120	1535	1543	1650
Rythall Square	0925	1125	1540	1548	1655
Essendine	.....	.....	.....	1550	.....
Carlby	.....	.....	.....	1552	.....
Careby, Rail Bridge	0933	1133	1551	1601	1703
Little Bytham, adj Church Lane	.....	.....	1554	1604	.....
Holywell.	0936	1136	.....	.....	1706
Castle Bytham, Castle P.H.	0941	1141	.....	.....	1711
Little Bytham, Mallard P.H.	0948	1148	.....	.....	1718
Creeton Corner	0951	1151	.....	.....	1721
Swinstead, Memorial	0955	1155	.....	.....	1725
Corby Glen, Market Place	0959	1159	.....	.....	1729
Burton, Coggles	1003	1203	.....	.....	1733R
Bitchfield, Crown Inn	1008	1208	.....	.....	1736
Boothby Pagnal P.O.	1013	1213	.....	.....	1741
Old Somerby, Fox & Hounds PH	1017	1217	.....	.....	1745
Spitalgate, Barracks	1020	1220	.....	.....	1748
Grantham Bus Station	1028	1228	.....	.....	1755

SH - School Holidays
Sch - Schooldays Only
NBH - Not on Bank Holidays
* - via Queen Eleanor (Sch only)
R - By Request Only.

Centrebus

Grantham to Stamford 4

Saturday

Ref.No.: 1401 Commencing Date: 04/01/2014

Service No	*4*	*4*	*4*
Grantham Bus Station	.....	0900	1300
Spitalgate, Barracks	.....	0905	1305
Old Somerby, Fox & Hounds PH	.....	0910	1310
Boothby Pagnal P.O.	.....	0914	1314
Bitchfield, Crown Inn	.....	0919	1319
Burton, Coggles	.....	0924	1324
Corby Glen, Market Place	0738	0928	1328
Swinstead, Memorial	0742	0932	1332
Creeton Corner	0746	0936	1336
Little Bytham, Mallard P.H.	0749	0939	1339
Castle Bytham, Castle P.H.	0756	0946	1346
Holywell.	0801	0951	1351
Careby, Rail Bridge	0804	0954	1354
Rythall Square	0812	1002	1402
Stamford, Drift Road, Ryhall Road	0817	1007	1407
Stamford, Bus Station	0822	1016	1416

Stamford to Grantham 4

Saturday

Ref.No.: 1401 Commencing Date: 04/01/2014

Service No	*4*	*4*	*4*
Stamford, Bus Station	0915	1115	1645
Stamford, Drift Road, Ryhall Road	0920	1120	1650
Rythall Square	0925	1125	1655
Careby, Rail Bridge	0933	1133	1703
Holywell.	0936	1136	1706
Little Bytham, Mallard P.H.	0940	1140	1710
Castle Bytham, Castle P.H.	0941	1141	1711
Little Bytham, Mallard P.H.	0948	1148	1718
Creeton Corner	0951	1151	1721
Swinstead, Memorial	0955	1155	1725
Corby Glen, Market Place	0959	1159	1729
Burton, Coggles	1003	1203	.....
Bitchfield, Crown Inn	1008	1208	1738
Boothby Pagnal P.O.	1013	1213	1743
Old Somerby, Fox & Hounds PH	1017	1217	1747
Spitalgate, Barracks	1020	1220	1750
Grantham Bus Station	1028	1228	1758

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Appendix 5: Copy of NEMS Household Survey Questionnaire

JobNo. 100613

South Kesteven Retail Study Household Telephone Survey

Good morning / afternoon / evening, I am …… from NEMS Market Research, an independent market research company, and we are conducting a short survey on behalf of South Kesteven District Council in relation to shopping activities. Do you have time to answer some questions? It will take about five minutes.

QA **Can I ask, are you the person responsible, or jointly responsible, for food shopping and other types of non-food shopping?**

1	Yes	GO TO Q01
2	No	CLOSE

Q01 **In which shop or shopping centre do you do most of your households main food shopping ?**
DO NOT PROMPT. ONE ANSWER ONLY

#Food Food List

If 'Internet' or 'Don't do' at Q01, go to Q03

Q02 **How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01) ?**
DO NOT PROMPT. ONE ANSWER ONLY

1 Car / van (as driver)
2 Car / van (as passenger)
3 Bus
4 Motorcycle
5 Walk
6 Taxi
7 Train
8 Bicycle
9 Other (PLEASE WRITE IN)
A (Internet / delivered)
B (Don't know / varies)

Q03 **Where do you do most of your household's shopping for small scale 'top-up' food shopping ?**
DO NOT PROMPT. ONE ANSWER ONLY

#Food Food List

Q04 **In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?**
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q05 **In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles ?**
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q06 **In which town centre, freestanding store, or retail park do you do most of your household's shopping for DIY and decorating goods ?**
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q07 **In which town centre, freestanding store, or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?**

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q08 **In which town centre, freestanding store, or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?**

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q9 **In which town centre, freestanding store or retail park do you do most of your household's shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?**

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q10 **In which town centre, freestanding store or retail park do you do most of your household's shopping on recreational goods including bicycles, games, toys, sports and camping equipment?**
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

Q11 **How does your household normally travel when undertaking shopping for non-food goods ?**
DO NOT PROMPT. ONE ANSWER ONLY

1	Car / van (as driver)
2	Car / van (as passenger)
3	Bus
4	Motorcycle
5	Walk
6	Taxi
7	Train
8	Bicycle
9	Other (PLEASE WRITE IN)
A	(Don't travel, goods delivered)
B	(Don't know / varies)

Q12 **Of the following centres which do you consider your main centre for shopping and leisure purposes?**

READ OUT. ONE ANSWER ONLY.

1	Bourne	GO TO Q13
2	Boston	GO TO Q13
3	Corby Glen	GO TO Q13
4	Grantham	GO TO Q13
5	Leicester	GO TO Q13
6	Market Deeping	GO TO Q13
7	Melton Mowbray	GO TO Q13
8	Oakham	GO TO Q13
9	Peterborough	GO TO Q13
A	Sleaford	GO TO Q13
B	Spalding	GO TO Q13
C	Stamford	GO TO Q13
D	(None of these)	GO TO Q16

Q13 **What do you most like about (centre mentioned Q13) ?**
DO NOT PROMPT. CAN BE MULTI-CODED (UP TO THREE ANSWERS)

1 Cheap parking
2 Cleanliness of streets
3 Close to friends / relatives
4 Coastal location
5 Competitive prices
6 Easy parking
7 Evening entertainment
8 Feels safe
9 Financial services (banks / building societies, etc)
A Good public transport links
B Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinema / etc.)
C Near / convenient
D Particular foodstore (PLEASE WRITE IN)
E Pedestrian friendly environment
F Selection / choice multiple shops
G Selection / choice of independent shops
H Other (PLEASE WRITE IN)
I (Nothing)
J (Don't know / can't remember)

Q14 **What do you most dislike about (centre mentioned at Q13) ?**
DO NOT PROMPT, CAN BE MULTI-CODED (UP TP THREE ANSWERS)

1 Difficult parking
2 Expensive parking
3 Lack of particular store (PLEASE WRITE IN STORE NAME)
4 Lack of safety / personal security / hooligans
5 Lack of services (banks / building societies etc)
6 Poor pedestrian environment / pavements / roads in need of repair
7 Poor selection / choice of multiple shops
8 Poor / limited evening entertainment (PLEASE WRITE IN)
9 Poor / limited leisure facilities (PLEASE WRITE IN)
A Poor selection / choice of independent shops
B Too expensive
C Too far from home
D Unattractive environment / dirty streets / litter
E Other (PLEASE WRITE IN)
F (Nothing)
G (Don't know / can't remember)

Q15 **What improvements to the quality and range of facilities in (town centre mentioned in Q13) would persuade your household to visit it more often? Please name up to THREE improvements.**
DO NOT PROMPT, CAN BE MULTI-CODED (UP TO THREE ANSWERS)

Retail:
001 Attract larger retailers
002 Develop new shopping facilities
003 Encourage reduced shop prices
004 Improve choice of multiple shops
005 Improve market stalls
006 Improve range of independent / specialist shops
007 Introduce a larger supermarket
008 New department store (PLEASE WRITE IN)
009 Other new shop (PLEASE WRITE IN)
010 Refurbish / improve existing shopping facilities
Leisure:
011 Enhanced range of health and fitness centres / gyms
012 Improved music / theatre provision
013 Improved play areas for children
014 Improved policing / enhance security / CCTV
015 Improved public transport facilities during the evenings
016 Improved range of places to eat
017 Improved range of pubs and night clubs
018 Less pubs and clubs
019 New / improved bingo facility
020 New / improved cinema
021 New / improved museum or art gallery
022 New / improved other leisure facilities (PLEASE WRITE IN)
023 New / improved ten pin bowling centre
Transport:
024 Enhance shopmobility service
025 Improve access for pushchairs / wheelchairs, etc
026 Improve directional signs to town centre
027 Improve layout of car parks
028 Improve location of bus stops / bus station
029 Improve public transport links
030 Improve safety of pedestrians
031 Improve signage / routeways within centre
032 Increase frequency of public transport in the evenings
033 Increase number of taxis
034 More parking spaces - long stay
035 More parking spaces - short stay
036 More parking spaces - type unspecified
037 More pedestrianisation
038 Reduce cost of parking
039 Reduce road congestion
Environmental:
040 Attract less people / relieve over-crowding
041 Attract more people / make more lively
042 Clean shopping streets
043 Create more open spaces
044 Create more shelters from the weather
045 Enhance seafront location
046 Enhance Torquay harbour
047 Improve number and attractiveness of meeting places
048 Improve play areas for children
049 Improve policing / other security measures
050 Improve street furniture / floral displays
Other:
051 Other (PLEASE WRITE IN)
052 (Nothing in particular)
053 (Don't know / can't remember)

Q16 **Do you have access to broadband internet at home or work or somewhere else?**
DO NOT PROMPT. CAN BE MULTICODED

1 Yes, at home
2 Yes, at work
3 Yes, other location
4 No

Q17 **How often do you purchase goods via the Internet?**
DO NOT PROMPT. ONE ANSWER ONLY

1 Every few days
2 Weekly
3 Fortnightly
4 Monthly
5 A few times a year
6 Rarely
7 Never GO TO GEN
8 (Don't know / varies)

Q18 **What type of goods do you purchase via the Internet?**
DO NOT PROMPT. CAN BE MULTICODED.

1 Clothing & Footwear
2 DIY & Decorating goods
3 Domestic appliances
4 Floor coverings & household textiles
5 Food and grocery items
6 Holidays
7 Personal / luxury goods, including books, jewellery, china, glass, cosmetics & medical goods
8 Recreational goods, including bicycles, games, toys, sports & camping equipment
9 TV, Hi Fi, radio, photographic & computer equipment
A Music, gaming, other media
B Other (PLEASE WRITE IN)
D (Don't know / can't remember)

Q19 **On average, how much money do you normally spend on internet shopping every month ?**
DO NOT PROMPT. ONE ANSWER ONLY

1 £0-5
2 £6-10
3 £11-20
4 £21-30
5 £31-40
6 £41-50
7 £51-60
8 £61-70
9 £71-80
A £81-90
B £91-100
C £101+
D (Don't know / varies)
E (Refused)

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

1 Male
2 Female

AGE **Could I ask, how old are you ?**

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

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

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

CHI **How many children live in your household (15 years and under) ?**
ONE ANSWER ONLY

1 None
2 One
3 Two
4 Three
5 Four
6 Five
7 Six or more
8 (Refused)

EMP **Which of the following best describes the chief wage earner of your household's current employment situation ?**
READ OUT

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

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

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

INC **Approximately what is your total gross household income ?**
DO NOT PROMPT. ONE ANSWER ONLY

1 £0-£14,999
2 £15,000 - £20,999
3 £21,000 - £30,999
4 £31,000 - £40,999
5 £41,000 - £50,999
6 £51,000 - £60,999
7 £61,000 - £70,999
8 £71,000 - £80,999
9 £81,000 - £90,999
A £91,000 - £100,999
B £100,000 - £150,999
C £151,000+
D (Don't know / refused)

CAR **How many cars does your household own or have the use of ?**
ONE ANSWER ONLY

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

Thank & close

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Appendix 6: NEMS Household Survey Results April 2015

Q01 In which shop or shopping centre do you do most of your households main food shopping?
Excl Nulls & SFT

	Total		Zone 1: North of Grantham		Zone 2: Grantham Central		Zone 3: South of Grantham		Zone 4: Bourne		Zone 5: Oakham		Zone 6: Stamford		Zone 7: The Deepings	
Bourne (within District)																
Budgens Express, South Road / Elsea Park Rou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Burghley Centre, Bourne	0.59%	6	0.00%	0	0.00%	0	0.00%	0	3.67%	6	0.00%	0	0.00%	0	0.00%	0
Heron, North Street, Bourne	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.60%	1	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Exeter Road, Bourne	6.16%	58	0.00%	0	0.00%	0	11.10%	6	31.33%	48	0.00%	0	0.00%	0	4.46%	5
Tesco Express, North Street, Bourne	0.35%	3	0.00%	0	0.00%	0	0.00%	0	1.65%	3	0.61%	1	0.00%	0	0.00%	0
Tesco, Cherryholt Road, Bourne	5.60%	53	0.00%	0	0.00%	0	3.53%	2	33.43%	51	0.00%	0	0.00%	0	0.00%	0
Market - Bourne (Wed & Sat)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Bourne	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Grantham (within District)																
Aldi, South Parade, Grantham	6.44%	61	19.00%	17	15.38%	37	10.75%	6	0.00%	0	0.61%	1	0.00%	0	0.00%	0
Asda, Union Street, Grantham	13.66%	128	33.62%	30	35.19%	85	17.75%	9	2.20%	3	0.68%	1	0.00%	0	0.00%	0
Co-op, Dysart Road, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Princes Drive, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Hornsby Road, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Sunningdale, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Farmfoods, London Road, Grantham	0.81%	8	0.00%	0	1.44%	3	7.93%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kwik Save, Harlaxton Road, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Watergate, Grantham	0.20%	2	1.07%	1	0.00%	0	1.77%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S Simply Food, London Road, Grantham	0.80%	7	1.31%	1	2.32%	6	1.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Isaac Newton Centre, Gratham	8.34%	78	9.26%	8	24.64%	59	18.70%	10	0.60%	1	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, London Road, Grantham	7.90%	74	21.78%	19	16.97%	41	19.73%	10	2.37%	4	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Harrowby Lane, Grantham	0.10%	1	0.00%	0	0.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Winchester Road, Barrowby Ga	0.08%	1	0.00%	0	0.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market - Grantham (Sat)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Grantham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Co-op, Godsey Lane, Market Deeping	0.63%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.54%	1	0.00%	0	5.20%	5
Spar, Godsey Lane, Market Deeping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Godsey Lane, Market Deeping	6.99%	66	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1	64.09%	65
Market - Market Deeping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Market Deeping	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stamford (within District)																
Lidl, Markham Retail Park, Stamford	3.78%	36	1.13%	1	0.00%	0	0.00%	0	1.26%	2	4.17%	6	14.42%	25	2.29%	2
M&S Simply Food, High Street, Stamford	0.52%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.70%	1	2.31%	4	0.00%	0
Morrisons, Uffington Road, Stamford	13.27%	125	0.00%	0	0.00%	0	4.65%	2	4.42%	7	10.34%	14	51.67%	89	13.13%	13
Sainsbury's, Ryhall Road, Stamford	1.59%	15	0.00%	0	0.00%	0	1.44%	1	0.00%	0	2.25%	3	6.00%	10	0.92%	1
Tesco Metro, High Street, Stamford	0.62%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.40%	6	0.00%	0
Waitrose, West Street, Stamford	4.50%	42	0.96%	1	0.00%	0	0.00%	0	0.55%	1	4.37%	6	20.27%	35	0.00%	0
Market - Stamford (Fri)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Stamford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other (within District)																
Other – within district	0.85%	8	2.20%	2	0.70%	2	0.00%	0	1.61%	2	1.39%	2	0.00%	0	0.00%	0
Billingborough																
Co-op, Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bletchley																
Sainsbury's, Brunel Centre, Bletchley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Tesco, New Hammond Beck Road, Wyberton F	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.75%	1	0.00%	0	0.00%	0	0.00%	0
Bottesford																
Co-op, Queen Street, Bottesford	0.11%	1	1.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, High Street, Bottesford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Braunstone																
Asda, Narborough Road South, Braunstone	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Craythorpe																
Spar, High Street, Caythorpe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Caythorpe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Colsterworth																
Co-op, Colsterworth	0.07%	1	0.00%	0	0.00%	0	1.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Asda, Phoenix Park Way, Corby	0.94%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.05%	8	0.44%	1	0.00%	0
Aldi, Rockingham Road, Corby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Gainsborough Road, Corby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby Glen																
Co-op, High Street, Corby Glen	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Dogsthorpe																
Tesco Esso Express, Welland Road, Dogsthorp	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Edith Weston																
Local shops, Edith Weston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Empingham																
Local shops, Empingham	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.53%	1	0.00%	0	0.00%	0
Great Gonerby																
Local shops, Great Gonerby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Greetham																
Local shops, Greetham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Heckington																
Co-op, High Street, Heckington	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Asda, Barkby Thorpe Lane, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Exploration Drive, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Leicester Road, Oadby Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
March																

Tesco, Hostmoor Avenue, March	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Iceland, High Street, Melton Mowbray	0.07%	1	0.71%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Vale of Belvoir Shopping Centre, M	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.02%	1	0.00%	0	0.00%	0
Sainsbury's, Nottingham Road, Melton Mowbı	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.40%	2	0.00%	0	0.00%	0
Tesco, Thorpe Road, Melton Mowbray	0.41%	4	0.62%	1	0.55%	1	0.00%	0	0.00%	0	1.45%	2	0.00%	0	0.00%	0
Milton Keynes																
Sainsbury's, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Engaine Drive, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Witan Gate, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark																
Morrisons, Kings Road, Newark	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Ossington Way, Newark	0.46%	4	0.00%	0	1.79%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakham																
Co-op, Burley Road, Oakham	2.86%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.20%	27	0.00%	0	0.00%	0
Co-op, Braunston Road, Oakham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S Simply Food, BP Petrol Station, Oakham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, South Street, Oakham	5.58%	52	0.00%	0	0.00%	0	0.00%	0	0.00%	0	39.43%	52	0.00%	0	0.00%	0
Local shops, Oakham	0.18%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.25%	2	0.00%	0	0.00%	0
Peterborough																
Aldi, Flaxland, Bretton Way, Peterborough	0.60%	6	0.00%	0	0.00%	0	0.00%	0	1.10%	2	0.00%	0	0.00%	0	3.90%	4
Asda, West Rivergate Shopping Centre, Peterb	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Mayors Walk, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Lincoln Road, Peterborough	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.44%	1	0.00%	0
Morrisons, Lincoln Road, Werrington, Peterbo	0.36%	3	0.00%	0	0.00%	0	0.00%	0	1.64%	2	0.00%	0	0.00%	0	0.92%	1
One Stop, West End, Langtoft, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Bretton Centre, Peterborough	0.34%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.60%	1	0.44%	1	1.61%	2
Sainsbury's, Oxney Road, Eastfield, Peterborou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Oundle Road, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Whittlesey Road, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Serpentine Green Shopping Centr	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.61%	1	0.00%	0	0.00%	0
Tesco Metro, Hereward Cross, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, City Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Serpentine Green, Peterborough	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.82%	1
Waitrose, Mayors Walk, Peterborough	0.28%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.51%	1	0.00%	0	1.97%	2
Ryhall																
Local shops, Ryhall	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Aldi, Mareham Lane, Sleaford	1.13%	11	0.00%	0	0.00%	0	0.00%	0	7.01%	11	0.00%	0	0.00%	0	0.00%	0
Iceland, Southgate, Sleaford	0.18%	2	0.95%	1	0.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.98%	1	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Southgate Centre, Sleaford	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.70%	1	0.00%	0	0.00%	0	0.00%	0
Tesco, Northgate, Sleaford	0.91%	9	6.28%	6	0.00%	0	0.00%	0	1.94%	3	0.00%	0	0.00%	0	0.00%	0
Spalding																
Aldi, Saint Thomas's Road, Spalding	0.18%	2	0.00%	0	0.00%	0	0.00%	0	1.10%	2	0.00%	0	0.00%	0	0.00%	0
M&S Simply Food, Spalding	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Wardentree Lane, Pinchbeck, Spalc	0.25%	2	0.00%	0	0.00%	0	0.00%	0	1.10%	2	0.00%	0	0.00%	0	0.69%	1
Thurmaston																
Costco, Westmoreland Avenue, Thurmaston	0.19%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.31%	2	0.00%	0	0.00%	0
Uppingham																
Co-op, North Street East, Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Whissendine																
Local shops, Whissendine	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		940		89		242		52		152		133		172		101
Sample:		939		90		240		52		151		131		173		102

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?
Not those who shop online at Q01

Car / van (as driver)	76.59%	731	89.63%	82	70.62%	171	88.43%	46	72.87%	111	84.26%	117	68.11%	118	82.44%	86
Car / van (as passenger)	9.41%	90	4.68%	4	7.92%	19	7.57%	4	17.80%	27	6.29%	9	12.81%	22	4.24%	4
Bus	3.22%	31	0.92%	1	5.90%	14	2.67%	1	4.40%	7	3.02%	4	1.92%	3	0.00%	0
Motorcycle	0.20%	2	0.00%	0	0.49%	1	0.00%	0	0.00%	0	0.00%	0	0.44%	1	0.00%	0
Walk	7.76%	74	2.58%	2	11.98%	29	1.33%	1	2.27%	3	2.64%	4	15.14%	26	8.27%	9
Taxi	1.11%	11	0.00%	0	2.56%	6	0.00%	0	0.00%	0	0.52%	1	1.60%	3	0.88%	1
Train	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.23%	1
Bicycle	0.32%	3	0.00%	0	0.23%	1	0.00%	0	1.62%	2	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mobility scooter	0.39%	4	0.00%	0	0.00%	0	0.00%	0	1.04%	2	0.52%	1	0.00%	0	1.34%	1
(Internet / delivered)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.87%	8	2.21%	2	0.30%	1	0.00%	0	0.00%	0	2.77%	4	0.00%	0	1.61%	2
Weighted base:		954		91		242		52		152		139		173		105
Sample:		955		92		241		52		151		138		175		106

Q03 Where do you do most of your household's shopping for small scale 'top-up' food shopping?
Excl Nulls & SFT

Bourne (within District)																
Budgens Express, South Road / Elsea Park Rou	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Burghley Centre, Bourne	2.22%	17	0.00%	0	0.00%	0	0.00%	0	13.07%	17	0.00%	0	0.00%	0	0.00%	0
Heron, North Street, Bourne	0.84%	7	0.00%	0	0.00%	0	0.00%	0	4.91%	7	0.00%	0	0.00%	0	0.00%	0

Sainsbury's, Exeter Road, Bourne	5.08%	40	0.00%	0	0.00%	0	2.67%	1	27.94%	37	0.68%	1	0.00%	0	1.26%	1
Tesco Express, North Street, Bourne	0.94%	7	0.00%	0	0.00%	0	0.00%	0	5.50%	7	0.00%	0	0.00%	0	0.00%	0
Tesco, Cherryholt Road, Bourne	3.85%	30	0.00%	0	0.00%	0	0.00%	0	22.65%	30	0.00%	0	0.00%	0	0.00%	0
Market - Bourne (Wed & Sat)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Bourne	0.26%	2	0.00%	0	0.00%	0	0.00%	0	1.52%	2	0.00%	0	0.00%	0	0.00%	0
Grantham (within District)																
Aldi, South Parade, Grantham	4.05%	32	16.44%	12	6.67%	13	15.87%	4	0.00%	0	1.35%	2	0.00%	0	0.00%	0
Asda, Union Street, Grantham	9.39%	73	16.80%	13	27.30%	55	14.07%	4	1.12%	1	0.00%	0	0.47%	1	0.00%	0
Co-op, Dysart Road, Grantham	0.84%	7	0.00%	0	3.28%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Princes Drive, Grantham	1.66%	13	1.15%	1	6.07%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Hornsby Road, Grantham	0.76%	6	0.00%	0	2.97%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Costcutter, Sunningdale, Grantham	0.40%	3	0.00%	0	1.55%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Farmfoods, London Road, Grantham	0.24%	2	0.00%	0	0.94%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kwik Save, Harlaxton Road, Grantham	0.39%	3	0.00%	0	1.51%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Watergate, Grantham	0.24%	2	1.28%	1	0.00%	0	3.27%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
M&S Simply Food, London Road, Grantham	1.05%	8	2.10%	2	3.31%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Isaac Newton Centre, Gratham	6.30%	49	4.00%	3	22.26%	44	2.67%	1	0.00%	0	0.80%	1	0.00%	0	0.00%	0
Sainsbury's, London Road, Grantham	3.63%	28	9.40%	7	8.02%	16	18.78%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Harrowby Lane, Grantham	2.13%	17	1.87%	1	7.62%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Winchester Road, Barrowby Ga	1.13%	9	1.56%	1	3.81%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market - Grantham (Sat)	0.18%	1	0.00%	0	0.69%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Grantham	0.99%	8	2.42%	2	2.47%	5	3.49%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Co-op, Godsey Lane, Market Deeping	1.21%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.64%	1	0.00%	0	10.08%	9
Spar, Godsey Lane, Market Deeping	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.82%	2
Tesco, Godsey Lane, Market Deeping	6.76%	53	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1	59.99%	52
Market - Market Deeping	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.76%	2
Local shops, Market Deeping	0.31%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.83%	2
Stamford (within District)																
Lidl, Markham Retail Park, Stamford	2.43%	19	0.00%	0	0.00%	0	0.00%	0	1.37%	2	1.34%	1	9.60%	14	1.88%	2
M&S Simply Food, High Street, Stamford	1.50%	12	0.00%	0	0.00%	0	3.53%	1	0.00%	0	0.00%	0	6.56%	10	1.26%	1
Morrisons, Uffington Road, Stamford	5.65%	44	0.00%	0	0.00%	0	0.00%	0	0.63%	1	0.83%	1	23.81%	35	8.71%	8
Sainsbury's, Ryhall Road, Stamford	3.30%	26	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.59%	4	14.84%	22	0.00%	0
Tesco Metro, High Street, Stamford	1.87%	15	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.71%	1	8.88%	13	0.91%	1
Waitrose, West Street, Stamford	5.57%	43	0.00%	0	0.00%	0	0.00%	0	0.74%	1	5.20%	6	25.09%	37	0.00%	0
Market - Stamford (Fri)	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.69%	1	0.00%	0
Local shops, Stamford	1.21%	9	0.00%	0	0.00%	0	2.67%	1	0.71%	1	0.00%	0	5.29%	8	0.00%	0
Other (within District)																
Other – within district	1.85%	14	8.27%	6	0.00%	0	2.47%	1	0.69%	1	2.98%	3	0.96%	1	2.22%	2
Billingborough																
Co-op, Billingborough	1.22%	10	0.00%	0	0.00%	0	0.00%	0	7.18%	10	0.00%	0	0.00%	0	0.00%	0
Bletchley																
Sainsbury's, Brunel Centre, Bletchley	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Tesco, New Hammond Beck Road, Wyberton F	0.54%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.78%	4	0.00%	0	0.00%	0
Bottesford																
Co-op, Queen Street, Bottesford	1.65%	13	15.98%	12	0.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spar, High Street, Bottesford	0.16%	1	1.67%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Braunstone																
Asda, Narborough Road South, Braunstone	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Craythorpe																
Spar, High Street, Caythorpe	0.44%	3	4.54%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Local shops, Caythorpe	0.25%	2	2.64%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Colsterworth																
Co-op, Colsterworth	0.39%	3	0.00%	0	0.00%	0	10.67%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Asda, Phoenix Park Way, Corby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Rockingham Road, Corby	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.23%	1	0.00%	0	0.00%	0
Lidl, Gainsborough Road, Corby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby Glen																
Co-op, High Street, Corby Glen	0.66%	5	0.00%	0	0.00%	0	14.97%	4	0.69%	1	0.00%	0	0.00%	0	0.00%	0
Dogsthorpe																
Tesco Esso Express, Welland Road, Dogsthorpe	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Edith Weston																
Local shops, Edith Weston	0.19%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.34%	1	0.00%	0	0.00%	0
Empingham																
Local shops, Empingham	0.30%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.09%	2	0.00%	0	0.00%	0
Great Gonerby																
Local shops, Great Gonerby	0.18%	1	0.00%	0	0.69%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Greetham																
Local shops, Greetham	0.21%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.48%	2	0.00%	0	0.00%	0
Heckington																
Co-op, High Street, Heckington	0.24%	2	0.00%	0	0.00%	0	0.00%	0	1.42%	2	0.00%	0	0.00%	0	0.00%	0
Leicester																
Asda, Barkby Thorpe Lane, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Exploration Drive, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, Leicester Road, Oadby Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
March																
Tesco, Hostmoor Avenue, March	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Iceland, High Street, Melton Mowbray	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Vale of Belvoir Shopping Centre, M	0.17%	1	1.81%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Nottingham Road, Melton Mowbr	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Thorpe Road, Melton Mowbray	0.07%	1	0.74%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Milton Keynes																
Sainsbury's, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Engaine Drive, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Witan Gate, Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark																

Morrisons, Kings Road, Newark	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, Ossington Way, Newark	0.13%	1	1.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakham																
Co-op, Burley Road, Oakham	4.10%	32	0.00%	0	0.00%	0	0.00%	0	0.00%	0	28.48%	32	0.00%	0	0.00%	0
Co-op, Braunston Road, Oakham	0.41%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.87%	3	0.00%	0	0.00%	0
M&S Simply Food, BP Petrol Station, Oakham	0.29%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.04%	2	0.00%	0	0.00%	0
Tesco, South Street, Oakham	4.98%	39	0.00%	0	0.00%	0	0.00%	0	0.00%	0	34.60%	39	0.00%	0	0.00%	0
Local shops, Oakham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Peterborough																
Aldi, Flaxland, Bretton Way, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda, West Rivergate Shopping Centre, Peterb	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Co-op, Mayors Walk, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Iceland, Lincoln Road, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Morrisons, Lincoln Road, Werrington, Peterbo	0.09%	1	0.00%	0	0.36%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
One Stop, West End, Langtoft, Peterborough	0.23%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.03%	2
Sainsbury's, Bretton Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Oxney Road, Eastfield, Peterborou	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	1
Tesco Express, Oundle Road, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Express, Whittlesey Road, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Serpentine Green Shopping Centr	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.96%	1	0.00%	0
Tesco Metro, Hereward Cross, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, City Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco, Serpentine Green, Peterborough	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.71%	1	0.00%	0	0.00%	0
Waitrose, Mayors Walk, Peterborough	0.25%	2	0.00%	0	0.00%	0	0.00%	0	0.63%	1	0.00%	0	0.00%	0	1.26%	1
Ryhall																
Local shops, Ryhall	0.21%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.10%	2	0.00%	0
Sleaford																
Aldi, Mareham Lane, Sleaford	0.32%	2	0.00%	0	0.00%	0	0.00%	0	1.86%	2	0.00%	0	0.00%	0	0.00%	0
Iceland, Southgate, Sleaford	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0	0.00%	0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.19%	1	0.00%	0	0.00%	0	0.00%	0	1.12%	1	0.00%	0	0.00%	0	0.00%	0
Sainsbury's, Southgate Centre, Sleaford	0.47%	4	0.00%	0	0.00%	0	0.00%	0	2.79%	4	0.00%	0	0.00%	0	0.00%	0
Tesco, Northgate, Sleaford	0.58%	5	4.87%	4	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0	0.00%	0
Spalding																
Aldi, Saint Thomas's Road, Spalding	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.56%	1	0.00%	0	0.00%	0	0.00%	0
M&S Simply Food, Spalding	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.59%	1	0.00%	0
Morrisons, Wardentree Lane, Pinchbeck, Spalc	0.23%	2	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.55%	1	0.00%	0
Thurmaston																
Costco, Westmoreland Avenue, Thurmaston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Uppingham																
Co-op, North Street East, Uppingham	0.30%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.09%	2	0.00%	0	0.00%	0
Whissendine																
Local shops, Whissendine	0.17%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.21%	1	0.00%	0	0.00%	0
Others																
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.72%	6	1.13%	1	0.00%	0	4.91%	1	0.81%	1	0.00%	0	0.00%	0	2.72%	2
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		780		75		200		28		133		112		146		86
Sample:		759		73		194		31		127		107		143		84

Q04 In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?
Excl Nulls & SFT

Bourne (within District)																
Bourne	2.46%	19	0.00%	0	0.00%	0	0.00%	0	14.42%	17	0.00%	0	0.53%	1	1.60%	2
Grantham (within District)																
Dysart Retail Park, Grantham	1.21%	10	1.19%	1	4.40%	9	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	1.78%	14	3.93%	3	3.51%	7	6.08%	2	0.00%	0	0.00%	0	1.07%	2	0.00%	0
Grantham	16.51%	131	22.87%	18	35.64%	70	56.45%	23	7.82%	9	6.26%	7	2.20%	3	0.00%	0
Grantham Retail Park, London Road, Granthan	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	0.19%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.61%	2
Stamford (within District)																
Markham Retail Park, Stamford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stamford Retail Park, Stamford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stamford	6.54%	52	2.11%	2	0.74%	1	2.48%	1	3.63%	4	0.84%	1	25.31%	38	4.71%	4
Others (within District)																
Other – within district	1.15%	9	0.77%	1	3.46%	7	0.00%	0	0.70%	1	0.72%	1	0.00%	0	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Boston	0.39%	3	0.00%	0	0.00%	0	0.00%	0	2.61%	3	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.61%	5	0.00%	0	0.49%	1	0.00%	0	0.82%	1	0.85%	1	0.67%	1	0.98%	1
Central London																
Central London	0.67%	5	0.00%	0	1.06%	2	0.00%	0	0.70%	1	1.52%	2	0.46%	1	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.17%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.18%	1	0.00%	0	0.00%	0
Corby Glen																
Corby Glen	3.07%	24	0.00%	0	0.00%	0	0.00%	0	0.00%	0	14.80%	16	5.23%	8	0.00%	0

Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.53%	4	0.00%	0	0.00%	0	0.00%	0	0.79%	1	1.47%	2	0.52%	1	0.87%	1
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.81%	1	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.10%	1	0.00%	0	0.41%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.42%	3	0.00%	0	0.43%	1	0.00%	0	0.00%	0	2.25%	3	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	3.87%	31	3.81%	3	1.27%	2	0.00%	0	0.00%	0	20.11%	22	1.82%	3	0.00%	0
Saint Georges Retail Park, Leicester	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.81%	1	0.00%	0	0.00%	0
Lincoln																
Lincoln	7.49%	59	15.64%	13	18.49%	37	4.21%	2	7.26%	9	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.72%	1	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.53%	4	0.79%	1	0.00%	0	0.00%	0	0.00%	0	3.20%	4	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.21%	2	0.00%	0	0.37%	1	2.29%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	1.01%	8	4.42%	4	2.24%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham	10.40%	82	38.48%	31	21.02%	42	1.73%	1	3.02%	4	4.33%	5	0.61%	1	0.00%	0
Oakham																
Oakham	1.07%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.59%	8	0.00%	0	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brotherhood Retail Park, Peterborough	5.63%	45	0.00%	0	0.00%	0	0.00%	0	3.08%	4	7.75%	9	5.68%	9	25.21%	24
Maskew Retail Park, Peterborough	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.93%	1	0.00%	0	0.00%	0	0.00%	0
Peterborough	30.30%	240	3.89%	3	3.32%	7	26.75%	11	46.97%	56	23.24%	26	54.31%	82	59.67%	56
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.54%	4	0.00%	0	2.18%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	0.11%	1	1.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	1.85%	15	1.06%	1	0.70%	1	0.00%	0	6.49%	8	0.00%	0	0.50%	1	4.19%	4
Springfields Outlet Shopping & Festival Garder	0.75%	6	0.00%	0	0.28%	1	0.00%	0	0.77%	1	1.55%	2	1.11%	2	1.15%	1
Thurmaston																
Thurmaston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		794		80		197		40		119		111		150		95
Sample:		806		79		202		41		122		112		153		97

Q05 In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?
Excl Nulls & SFT

Bourne (within District)																
Bourne	3.45%	23	0.00%	0	0.00%	0	4.18%	2	21.03%	19	0.00%	0	0.84%	1	1.85%	2
Grantham (within District)																
Dysart Retail Park, Grantham	5.28%	36	7.25%	4	13.62%	25	3.33%	1	0.90%	1	4.37%	4	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	2.66%	18	2.57%	2	6.08%	11	2.20%	1	2.19%	2	0.00%	0	1.32%	2	1.00%	1
Grantham	26.44%	179	43.88%	27	58.10%	106	60.05%	25	11.78%	11	9.50%	9	0.57%	1	0.00%	0
Grantham Retail Park, London Road, Granthar	0.22%	1	0.00%	0	0.80%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	0.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.63%	1	1.69%	1
Stamford (within District)																
Markham Retail Park, Stamford	1.19%	8	0.00%	0	0.00%	0	0.00%	0	5.46%	5	0.00%	0	2.55%	3	0.00%	0
Stamford Retail Park, Stamford	1.77%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.97%	1	9.10%	11	0.00%	0
Stamford	5.15%	35	0.00%	0	0.00%	0	0.00%	0	2.92%	3	4.97%	5	17.10%	21	8.15%	7
Others (within District)																
Other – within district	0.36%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.97%	1	1.22%	1	0.00%	0

Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.00%	0
Boston																
Boston	0.14%	1	0.00%	0	0.00%	0	0.00%	0	1.01%	1	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.25%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.41%	2	0.00%	0
Central London																
Central London	0.40%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.82%	3	0.00%	0	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.23%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.26%	2	0.00%	0
Corby Glen																
Corby Glen	0.95%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.69%	6	0.00%	0	0.00%	0
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	1.24%	8	0.00%	0	3.50%	6	0.00%	0	1.01%	1	0.00%	0	0.88%	1	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.22%	1	0.00%	0	0.81%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.74%	1	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.11%	1	0.00%	0	0.42%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.84%	1	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	3.33%	23	1.15%	1	0.35%	1	9.66%	4	0.00%	0	12.65%	12	4.15%	5	0.00%	0
Saint Georges Retail Park, Leicester	0.11%	1	0.00%	0	0.41%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	3.16%	21	7.25%	4	6.13%	11	3.06%	1	4.84%	4	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.34%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.39%	2	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.23%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.28%	2	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.18%	1	0.00%	0	0.65%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.13%	1	1.38%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.14%	1	0.00%	0	0.00%	0	0.00%	0	1.04%	1	0.00%	0	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	0.99%	7	2.64%	2	0.00%	0	0.00%	0	0.90%	1	4.43%	4	0.00%	0	0.00%	0
Nottingham	5.24%	35	32.50%	20	7.55%	14	1.66%	1	0.92%	1	0.00%	0	0.00%	0	0.00%	0
Oakham																
Oakham	3.01%	20	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.13%	19	0.88%	1	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1
Brotherhood Retail Park, Peterborough	5.64%	38	0.00%	0	0.00%	0	0.00%	0	7.75%	7	2.92%	3	11.35%	14	17.70%	15
Maskew Retail Park, Peterborough	2.40%	16	0.00%	0	0.00%	0	0.00%	0	7.70%	7	1.66%	2	3.65%	4	3.91%	3
Peterborough	23.33%	158	1.38%	1	1.60%	3	15.86%	7	26.79%	24	21.54%	21	41.84%	51	62.73%	52
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	0.34%	2	0.00%	0	0.00%	0	0.00%	0	2.54%	2	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	0.40%	3	0.00%	0	0.00%	0	0.00%	0	1.23%	1	0.00%	0	0.00%	0	1.97%	2
Springfields Outlet Shopping & Festival Garder	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thurmaston																
Thurmaston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.67%	2	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		675		62		182		42		90		96		121		82
Sample:		681		61		189		40		92		97		122		80

Q06 In which town centre, freestanding store, or retail park do you do most of your household's shopping for DIY and decorating goods?

Excl Nulls & SFT

Bourne (within District)																
Bourne	6.31%	55	0.00%	0	0.00%	0	0.00%	0	38.00%	49	0.00%	0	1.25%	2	3.80%	4
Grantham (within District)																
Dysart Retail Park, Grantham	15.48%	134	32.32%	30	40.91%	91	23.65%	12	1.41%	2	0.00%	0	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	0.23%	2	0.69%	1	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Grantham	16.51%	143	43.55%	40	36.20%	81	20.25%	10	2.99%	4	6.23%	8	0.47%	1	0.00%	0
Grantham Retail Park, London Road, Granthan	7.62%	66	5.71%	5	18.47%	41	40.08%	20	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	0.78%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.00%	7
Stamford (within District)																
Markham Retail Park, Stamford	2.44%	21	0.00%	0	0.00%	0	8.18%	4	5.62%	7	1.35%	2	4.96%	7	0.81%	1
Stamford Retail Park, Stamford	13.74%	119	0.00%	0	0.00%	0	5.83%	3	9.67%	13	17.12%	22	51.78%	77	5.20%	5
Stamford	9.62%	84	0.00%	0	0.00%	0	2.01%	1	2.25%	3	19.11%	25	34.34%	51	4.16%	4
Others (within District)																
Other – within district	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1	0.00%	0	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.35%	3	3.31%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Boston	0.37%	3	0.00%	0	0.00%	0	0.00%	0	2.47%	3	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London																
Central London	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby Glen																
Corby Glen	0.26%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.73%	2	0.00%	0	0.00%	0
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	0.68%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.84%	5	0.62%	1	0.00%	0
Saint Georges Retail Park, Leicester	0.09%	1	0.00%	0	0.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	0.62%	5	0.00%	0	2.04%	5	0.00%	0	0.62%	1	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	2.27%	20	0.69%	1	0.00%	0	0.00%	0	0.00%	0	14.79%	19	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.62%	1	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	0.57%	5	5.34%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham	0.31%	3	1.10%	1	0.76%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Oakham																
Oakham	3.11%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.93%	27	0.00%	0	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.69%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.29%	4	0.00%	0	1.80%	2
Brotherhood Retail Park, Peterborough	2.88%	25	0.00%	0	0.00%	0	0.00%	0	6.94%	9	0.62%	1	1.66%	2	13.11%	13
Maskew Retail Park, Peterborough	5.63%	49	0.00%	0	0.00%	0	0.00%	0	4.89%	6	5.20%	7	2.76%	4	32.64%	32
Peterborough	5.10%	44	0.00%	0	0.69%	2	0.00%	0	5.09%	7	4.56%	6	2.18%	3	27.76%	27
Rivergate Shopping Centre, Peterborough	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.72%	1
Sheffield																
Sheffield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	3.16%	27	7.30%	7	0.00%	0	0.00%	0	15.97%	21	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	0.95%	8	0.00%	0	0.00%	0	0.00%	0	4.08%	5	0.00%	0	0.00%	0	3.00%	3
Springfields Outlet Shopping & Festival Garder	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Thurmaston																
Thurmaston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		869		92		223		49		130		129		148		97
Sample:		855		91		221		48		129		124		147		95

Q07 In which town centre, freestanding store, or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?
Excl Nulls & SFT

Bourne (within District)																
Bourne	6.39%	44	0.00%	0	0.00%	0	1.95%	1	37.77%	40	0.00%	0	0.56%	1	2.83%	2
Grantham (within District)																
Dysart Retail Park, Grantham	19.66%	135	27.71%	17	54.45%	97	49.71%	19	1.62%	2	0.00%	0	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	2.24%	15	4.33%	3	6.26%	11	0.00%	0	0.76%	1	0.00%	0	0.63%	1	0.00%	0
Grantham	17.95%	123	55.82%	34	34.71%	62	21.36%	8	6.44%	7	11.52%	12	0.00%	0	0.00%	0
Grantham Retail Park, London Road, Granthan	0.21%	1	0.00%	0	0.82%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	0.72%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.63%	5
Stamford (within District)																
Markham Retail Park, Stamford	1.84%	13	0.00%	0	0.00%	0	10.45%	4	1.04%	1	2.39%	2	3.49%	4	0.94%	1
Stamford Retail Park, Stamford	13.13%	90	0.00%	0	0.00%	0	5.89%	2	12.20%	13	12.14%	12	48.11%	60	3.17%	2
Stamford	5.29%	36	0.00%	0	0.00%	0	1.95%	1	3.53%	4	8.03%	8	17.27%	22	2.72%	2
Others (within District)																
Other – within district	0.26%	2	0.00%	0	0.00%	0	1.80%	1	0.00%	0	0.00%	0	0.85%	1	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0
Boston																
Boston	0.47%	3	0.00%	0	0.00%	0	0.00%	0	3.01%	3	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London																
Central London	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.88%	1	0.00%	0	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.41%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.29%	1	1.22%	2	0.00%	0
Corby Glen																
Corby Glen	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.58%	2	0.00%	0	0.00%	0
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.22%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.05%	2
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	0.84%	6	2.52%	2	0.00%	0	0.00%	0	0.00%	0	3.24%	3	0.73%	1	0.00%	0
Saint Georges Retail Park, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.19%	1	0.00%	0	0.00%	0	3.31%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.42%	3	1.03%	1	0.00%	0	0.00%	0	0.00%	0	2.19%	2	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Nottingham																
Castle Marina Retail Park, Nottingham	0.41%	3	3.29%	2	0.42%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham	1.37%	9	5.31%	3	2.58%	5	1.80%	1	0.76%	1	0.00%	0	0.00%	0	0.00%	0
Oakham																
Oakham	6.74%	46	0.00%	0	0.00%	0	1.80%	1	0.00%	0	41.90%	43	2.15%	3	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brotherhood Retail Park, Peterborough	1.66%	11	0.00%	0	0.00%	0	0.00%	0	5.27%	6	0.79%	1	0.81%	1	5.32%	4
Maskew Retail Park, Peterborough	2.24%	15	0.00%	0	0.41%	1	0.00%	0	4.66%	5	0.00%	0	0.00%	0	13.05%	10
Peterborough	15.68%	107	0.00%	0	0.36%	1	0.00%	0	16.76%	18	11.76%	12	24.18%	30	63.27%	47
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	0.50%	3	0.00%	0	0.00%	0	0.00%	0	3.23%	3	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	0.46%	3	0.00%	0	0.00%	0	0.00%	0	2.95%	3	0.00%	0	0.00%	0	0.00%	0
Springfields Outlet Shopping & Festival Garder	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thurmaston																
Thurmaston	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.91%	1	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		685		62		177		39		106		102		125		74
Sample:		712		63		190		36		112		110		127		74

Q08 In which town centre, freestanding store, or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?
Excl Nulls & SFT

Bourne (within District)																
Bourne	4.71%	33	0.00%	0	0.00%	0	0.00%	0	30.23%	31	0.00%	0	0.00%	0	1.78%	1
Grantham (within District)																
Dysart Retail Park, Grantham	19.77%	137	34.53%	20	52.35%	95	51.31%	18	1.67%	2	0.75%	1	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	2.62%	18	2.15%	1	7.54%	14	0.00%	0	1.60%	2	0.00%	0	1.13%	1	0.00%	0
Grantham	15.46%	107	40.51%	24	35.22%	64	18.91%	7	5.57%	6	6.11%	6	0.00%	0	0.00%	0
Grantham Retail Park, London Road, Granthan	0.09%	1	0.00%	0	0.35%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	0.70%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.17%	5
Stamford (within District)																
Markham Retail Park, Stamford	1.56%	11	0.00%	0	0.00%	0	11.22%	4	0.92%	1	1.70%	2	2.57%	3	0.89%	1
Stamford Retail Park, Stamford	12.46%	86	0.00%	0	0.00%	0	3.56%	1	11.09%	11	12.04%	12	43.72%	57	5.26%	4
Stamford	5.58%	39	0.00%	0	0.00%	0	4.02%	1	4.86%	5	12.49%	13	13.18%	17	2.77%	2
Others (within District)																
Other – within district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.15%	1	1.72%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0
Boston																
Boston	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.79%	1	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London																
Central London	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.88%	1	0.00%	0	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.41%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.29%	1	1.17%	2	0.00%	0
Corby Glen																
Corby Glen	0.48%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.58%	2	0.58%	1	1.18%	1
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.36%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.18%	2	1.18%	1
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	0.91%	6	2.64%	2	0.00%	0	0.00%	0	0.00%	0	3.74%	4	0.70%	1	0.00%	0
Saint Georges Retail Park, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	0.51%	3	0.00%	0	1.10%	2	0.00%	0	1.45%	1	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.19%	1	0.00%	0	0.00%	0	3.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.50%	3	2.01%	1	0.00%	0	0.00%	0	0.00%	0	2.19%	2	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.12%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.79%	1	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	0.93%	6	6.76%	4	0.97%	2	0.00%	0	0.00%	0	0.66%	1	0.00%	0	0.00%	0
Nottingham	1.93%	13	9.67%	6	1.99%	4	1.93%	1	1.82%	2	1.41%	1	0.00%	0	0.00%	0
Oakham																
Oakham	5.48%	38	0.00%	0	0.00%	0	1.93%	1	0.00%	0	34.17%	35	1.75%	2	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brotherhood Retail Park, Peterborough	1.88%	13	0.00%	0	0.00%	0	0.00%	0	6.27%	6	0.79%	1	1.37%	2	5.00%	4
Maskew Retail Park, Peterborough	2.30%	16	0.00%	0	0.00%	0	0.00%	0	6.17%	6	0.00%	0	0.61%	1	11.14%	9
Peterborough	19.94%	138	0.00%	0	0.00%	0	3.56%	1	25.00%	26	17.82%	18	32.04%	42	64.65%	51
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	0.26%	2	0.00%	0	0.49%	1	0.00%	0	0.89%	1	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	0.25%	2	0.00%	0	0.00%	0	0.00%	0	1.70%	2	0.00%	0	0.00%	0	0.00%	0
Springfields Outlet Shopping & Festival Garder	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thurmaston																
Thurmaston	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.91%	1	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		691		59		182		36		103		102		130		79
Sample:		707		57		187		33		106		106		139		79

Q09 In which town centre, freestanding store or retail park do you do most of your household's shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?
Excl Nulls & SFT

Bourne (within District)																
Bourne	7.56%	47	0.00%	0	0.00%	0	5.21%	2	52.32%	43	0.00%	0	0.67%	1	2.79%	2
Grantham (within District)																
Dysart Retail Park, Grantham	0.58%	4	0.96%	1	1.67%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	1.01%	6	0.00%	0	3.52%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Grantham	30.40%	188	51.25%	33	73.91%	132	55.19%	18	1.31%	1	4.83%	4	0.00%	0	0.00%	0
Grantham Retail Park, London Road, Granthan	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	1.10%	7	0.00%	0	0.00%	0	0.00%	0	1.03%	1	0.00%	0	0.89%	1	8.36%	5
Stamford (within District)																
Markham Retail Park, Stamford	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.12%	1	0.00%	0	0.00%	0
Stamford Retail Park, Stamford	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Stamford	19.38%	120	1.31%	1	0.82%	1	11.10%	4	9.44%	8	7.42%	6	80.50%	96	7.17%	4
Others (within District)																
Other – within district	0.14%	1	1.31%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.16%	1	1.56%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Boston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London																
Central London	0.69%	4	0.00%	0	0.36%	1	0.00%	0	0.00%	0	0.00%	0	1.69%	2	2.76%	2
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.34%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.57%	1	0.64%	1	0.00%	0
Corby Glen																

Corby Glen	1.18%	7	0.00%	0	0.00%	0	7.09%	2	0.00%	0	5.93%	5	0.00%	0	0.00%	0
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.39%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.13%	2
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.11%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.84%	1	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.12%	1	0.00%	0	0.43%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.95%	1	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	0.85%	5	0.00%	0	0.83%	1	0.00%	0	0.00%	0	4.51%	4	0.00%	0	0.00%	0
Saint Georges Retail Park, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	2.68%	17	6.94%	5	4.05%	7	0.00%	0	5.95%	5	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.66%	4	0.85%	1	0.00%	0	2.07%	1	0.00%	0	3.39%	3	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.33%	2	1.31%	1	0.67%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham	5.57%	35	28.04%	18	7.39%	13	2.07%	1	2.01%	2	0.92%	1	0.00%	0	0.00%	0
Oakham																
Oakham	6.93%	43	0.00%	0	0.00%	0	0.00%	0	0.00%	0	51.41%	43	0.00%	0	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brotherhood Retail Park, Peterborough	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.96%	1	0.00%	0	1.18%	1
Maskew Retail Park, Peterborough	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.57%	1
Peterborough	15.91%	99	1.31%	1	3.52%	6	5.21%	2	21.61%	18	13.12%	11	15.61%	19	72.04%	43
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.70%	4	0.00%	0	2.42%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	1.10%	7	5.16%	3	0.00%	0	0.00%	0	4.21%	3	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	0.28%	2	0.00%	0	0.00%	0	0.00%	0	2.14%	2	0.00%	0	0.00%	0	0.00%	0
Springfields Outlet Shopping & Festival Garder	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thurmaston																
Thurmaston	0.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.12%	1	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.26%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.92%	2	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.77%	5	0.00%	0	0.41%	1	12.05%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		620		65		178		33		82		84		119		59
Sample:		634		70		177		33		83		91		122		58

Q10 In which town centre, freestanding store or retail park do you do most of your household's shopping on recreational goods including bicycles, games, toys, sports and camping equipment?
Excl Nulls & SFT

Bourne (within District)																
Bourne	3.94%	17	0.00%	0	0.00%	0	0.00%	0	22.82%	16	0.00%	0	1.25%	1	0.00%	0
Grantham (within District)																
Dysart Retail Park, Grantham	1.41%	6	2.55%	1	1.62%	2	3.83%	1	1.32%	1	2.46%	1	0.00%	0	0.00%	0
Augustin Retail Park, St Augustin Way, Granth	1.00%	4	0.00%	0	3.59%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boundry Mill, Gonerby Moor, Grantham	0.59%	3	0.00%	0	2.11%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Grantham	25.84%	113	35.09%	17	63.67%	77	72.45%	13	6.55%	5	0.00%	0	0.00%	0	1.34%	1
Grantham Retail Park, London Road, Granthar	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Market Deeping (within District)																
Market Deeping	3.60%	16	0.00%	0	0.00%	0	0.00%	0	2.91%	2	0.00%	0	2.43%	2	22.75%	12
Stamford (within District)																
Markham Retail Park, Stamford	0.41%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.47%	2	0.00%	0
Stamford Retail Park, Stamford	1.19%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.03%	2	5.02%	4	0.00%	0
Stamford	9.23%	40	0.00%	0	0.00%	0	0.00%	0	6.23%	4	8.35%	4	43.64%	31	0.00%	0
Others (within District)																

Other – within district	0.73%	3	1.75%	1	1.35%	2	0.00%	0	0.00%	0	0.00%	0	0.96%	1	0.00%	0
Billingborough																
Billingborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bingham																
Bingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Birmingham																
Birmingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Boston																
Boston	0.34%	1	0.00%	0	0.00%	0	0.00%	0	2.08%	1	0.00%	0	0.00%	0	0.00%	0
Cambridge																
Cambridge	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Central London																
Central London	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Colsterworth																
Colsterworth	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby																
Willow Place Shopping Centre, Corby	0.47%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.49%	1	1.05%	1	0.00%	0
Corby Glen																
Corby Glen	0.53%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.41%	2	0.00%	0	0.00%	0
Giltbrook																
Giltbrook Retail Park, Ikea Way, Giltbrook	0.21%	1	0.00%	0	0.00%	0	0.00%	0	1.27%	1	0.00%	0	0.00%	0	0.00%	0
Gonerby Hill Foot																
Gonerby Hill Foot	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hampton																
Hampton	0.64%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.46%	1	0.00%	0	2.90%	2
Huntingdon																
Chequers Court Shopping Centre, Huntingdon	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering																
Newlands Shopping Centre, Kettering	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Kettering	0.16%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.34%	1	0.00%	0	0.00%	0
Kings lynn																
Kings Lynn	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leeds																
Leeds	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester																
Fosse Shopping Park, Fosse Park Avenue, Leice	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Haymarket Shopping Centre, Leicester	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Leicester	0.77%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.65%	2	1.27%	1	0.00%	0
Saint Georges Retail Park, Leicester	0.17%	1	0.00%	0	0.61%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lincoln																
Lincoln	5.54%	24	11.69%	6	11.31%	14	7.05%	1	4.90%	4	0.00%	0	0.00%	0	0.00%	0
Tritton Retail Park, Tritton Road, Lincoln	0.19%	1	0.00%	0	0.00%	0	0.00%	0	1.13%	1	0.00%	0	0.00%	0	0.00%	0
Loughborough																
Regent Place Retail Park, Loughborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Loughborough	0.50%	2	3.05%	1	0.00%	0	0.00%	0	0.00%	0	1.29%	1	0.00%	0	0.00%	0
Melton Mowbray																
Melton Mowbray	0.32%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.64%	1	0.00%	0	0.00%	0
Milton Keynes																
Milton Keynes	0.17%	1	0.00%	0	0.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent																
Northgate Retail Park, Newark-on-Trent	0.27%	1	0.00%	0	0.98%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Newark-on-Trent	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Northampton																
Northampton	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham																
Castle Marina Retail Park, Nottingham	1.69%	7	13.58%	7	0.61%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Nottingham	7.59%	33	32.30%	16	10.72%	13	0.00%	0	2.29%	2	5.23%	3	0.00%	0	0.00%	0
Oakham																
Oakham	3.81%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	25.31%	13	4.54%	3	0.00%	0
Peterborough																
Boulevard Retail Park, Maskew Avenue, Peterl	0.17%	1	0.00%	0	0.00%	0	4.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brotherhood Retail Park, Peterborough	1.03%	5	0.00%	0	0.00%	0	0.00%	0	1.32%	1	1.53%	1	0.00%	0	5.30%	3
Maskew Retail Park, Peterborough	0.53%	2	0.00%	0	0.00%	0	0.00%	0	2.15%	2	0.00%	0	1.08%	1	0.00%	0
Peterborough	25.04%	109	0.00%	0	2.85%	3	12.53%	2	36.59%	26	33.06%	17	34.26%	25	67.71%	35
Rivergate Shopping Centre, Peterborough	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sheffield																
Sheffield	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sleaford																
Sleaford	0.59%	3	0.00%	0	0.00%	0	0.00%	0	3.57%	3	0.00%	0	0.00%	0	0.00%	0
Spalding																
Spalding	1.13%	5	0.00%	0	0.00%	0	0.00%	0	4.86%	3	0.00%	0	2.04%	1	0.00%	0
Springfields Outlet Shopping & Festival Garde	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Thurmaston																
Thurmaston	0.21%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.77%	1	0.00%	0	0.00%	0
Uppingham																
Uppingham	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wisbech																
Belgrave Retail Park, Wisbech	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Others																
Others	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other – outside district	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Internet / home delivery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Abroad	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't do)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Weighted base:		437		49		121		18		72		53		72		52
Sample:		404		47		106		16		69		55		68		43

Q11 How does your household normally travel when undertaking shopping for non-food goods?

Car / van (as driver)	70.13%	703	87.45%	86	62.11%	156	86.72%	49	70.98%	113	80.65%	119	57.45%	103	69.76%	77
Car / van (as passenger)	9.48%	95	1.93%	2	7.59%	19	9.59%	5	15.60%	25	6.03%	9	12.72%	23	11.00%	12
Bus	7.31%	73	2.79%	3	7.11%	18	2.46%	1	9.34%	15	3.77%	6	7.77%	14	15.29%	17
Motorcycle	0.18%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.98%	2	0.00%	0
Walk	7.31%	73	0.00%	0	16.41%	41	0.00%	0	1.50%	2	4.37%	6	12.99%	23	0.00%	0
Taxi	1.13%	11	0.00%	0	3.09%	8	0.00%	0	0.00%	0	0.00%	0	2.00%	4	0.00%	0
Train	1.19%	12	1.72%	2	1.45%	4	0.00%	0	0.53%	1	2.43%	4	0.51%	1	1.16%	1
Bicycle	0.19%	2	1.02%	1	0.00%	0	0.00%	0	0.00%	0	0.64%	1	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Mobility scooter	0.31%	3	0.00%	0	0.38%	1	0.00%	0	0.46%	1	0.48%	1	0.00%	0	0.63%	1
(Don't travel, goods delivered)	1.97%	20	2.80%	3	1.13%	3	0.00%	0	1.59%	3	1.15%	2	4.18%	8	2.17%	2
(Don't know / varies)	0.80%	8	2.28%	2	0.73%	2	1.23%	1	0.00%	0	0.48%	1	1.41%	3	0.00%	0
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

Q12 Of the following centres, which do you consider your main centre for shopping and leisure purposes?

Bourne	8.18%	82	0.00%	0	0.00%	0	6.05%	3	47.52%	75	0.00%	0	0.44%	1	2.20%	2
Boston	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Corby Glen	1.96%	20	0.00%	0	0.00%	0	1.76%	1	0.00%	0	9.03%	13	2.94%	5	0.00%	0
Grantham	31.65%	317	62.33%	61	82.05%	205	61.30%	35	6.23%	10	4.21%	6	0.00%	0	0.00%	0
Leicester	2.44%	24	4.19%	4	1.31%	3	0.00%	0	0.00%	0	10.90%	16	0.51%	1	0.00%	0
Market Deeping	2.66%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	24.02%	27
Melton Mowbray	1.55%	16	3.22%	3	0.57%	1	1.23%	1	0.00%	0	6.93%	10	0.00%	0	0.00%	0
Oakham	5.57%	56	0.00%	0	0.00%	0	0.00%	0	0.00%	0	36.98%	55	0.60%	1	0.00%	0
Peterborough	15.66%	157	0.73%	1	2.31%	6	3.09%	2	18.76%	30	13.76%	20	21.73%	39	53.63%	60
Sleaford	2.55%	26	9.81%	10	0.67%	2	0.00%	0	8.48%	13	0.54%	1	0.00%	0	0.00%	0
Spalding	1.11%	11	0.00%	0	0.22%	1	0.00%	0	4.41%	7	0.00%	0	0.84%	2	1.89%	2
Stamford	21.08%	211	2.45%	2	1.56%	4	24.81%	14	13.38%	21	15.38%	23	71.65%	129	16.37%	18
(None of these)	5.59%	56	17.27%	17	11.32%	28	1.76%	1	1.23%	2	2.28%	3	1.29%	2	1.90%	2
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

Q13 What do you most like about (centre mentioned Q12)? [MR]
Those who mentioned a centre at Q12

Cheap parking	1.76%	17	0.00%	0	1.62%	4	1.53%	1	1.09%	2	4.54%	7	0.90%	2	2.13%	2
Cleanliness of streets	0.97%	9	0.00%	0	1.33%	3	0.00%	0	0.00%	0	1.40%	2	1.44%	3	1.51%	2
Close to friends / relatives	1.21%	11	0.00%	0	1.26%	3	0.00%	0	0.47%	1	2.66%	4	0.78%	1	2.45%	3
Competitive prices	0.94%	9	0.00%	0	0.33%	1	0.00%	0	0.60%	1	2.79%	4	1.78%	3	0.00%	0
Easy parking	4.84%	46	3.73%	3	2.40%	5	2.61%	1	4.14%	6	11.27%	16	5.44%	10	3.25%	4
Evening entertainment	0.57%	5	0.00%	0	0.33%	1	0.00%	0	0.52%	1	1.03%	1	0.95%	2	0.64%	1
Feels safe	1.25%	12	0.00%	0	1.62%	4	0.00%	0	0.53%	1	0.49%	1	1.62%	3	3.52%	4
Financial services (banks / building societies, e	0.17%	2	0.00%	0	0.33%	1	0.00%	0	0.53%	1	0.00%	0	0.00%	0	0.00%	0
Good public transport links	2.17%	21	0.00%	0	3.16%	7	0.00%	0	0.53%	1	4.02%	6	1.29%	2	4.19%	5
Near / convenient	48.49%	459	67.32%	55	52.23%	116	61.37%	34	48.71%	76	34.20%	49	49.22%	87	37.75%	41
Pedestrian friendly environment	4.68%	44	1.05%	1	2.55%	6	1.79%	1	5.58%	9	4.68%	7	9.81%	17	3.52%	4
Selection / choice multiple shops	19.50%	185	8.79%	7	9.70%	22	12.30%	7	26.32%	41	27.17%	39	24.14%	43	23.54%	26
Selection / choice of independent shops	15.09%	143	3.84%	3	5.50%	12	11.86%	7	17.57%	28	25.18%	36	22.21%	39	16.09%	18
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Attractive environment	2.85%	27	0.00%	0	1.46%	3	1.36%	1	2.72%	4	5.69%	8	4.47%	8	2.34%	3
Compact centre	5.13%	49	7.28%	6	4.84%	11	1.25%	1	5.26%	8	11.95%	17	2.80%	5	0.64%	1
Easy to get to	1.20%	11	1.38%	1	1.20%	3	0.00%	0	0.95%	1	4.18%	6	0.00%	0	0.00%	0
Familiarity	2.40%	23	1.82%	1	2.33%	5	0.00%	0	1.24%	2	2.95%	4	1.42%	3	6.69%	7
Friendly people	2.06%	19	0.00%	0	1.91%	4	1.79%	1	3.66%	6	0.00%	0	1.38%	2	5.55%	6
Good market	0.75%	7	0.00%	0	0.25%	1	0.00%	0	1.80%	3	1.04%	2	1.26%	2	0.00%	0
The John Lewis store	0.69%	7	0.00%	0	0.00%	0	1.79%	1	1.29%	2	0.49%	1	0.48%	1	1.82%	2
Not too busy	2.58%	24	0.00%	0	1.93%	4	0.00%	0	0.53%	1	4.60%	7	4.25%	8	4.67%	5
Undercover / sheltered areas	0.54%	5	0.00%	0	0.00%	0	0.00%	0	0.98%	2	0.00%	0	2.03%	4	0.00%	0
Range of restaurants	0.43%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.55%	1	0.60%	1	2.03%	2
Good quality shops	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.64%	1
Good parks / green spaces	0.19%	2	0.00%	0	0.80%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Good bowling facilities	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.52%	1	0.00%	0	0.00%	0	0.00%	0
Good theatre	0.11%	1	0.00%	0	0.00%	0	1.79%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
The Sainsbury's store	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.53%	1	0.00%	0	0.00%	0	0.00%	0
(Nothing)	11.10%	105	13.41%	11	23.71%	53	13.57%	8	2.92%	5	4.53%	7	5.90%	10	11.42%	12
(Don't know / can't remember)	1.00%	9	0.00%	0	2.86%	6	1.25%	1	0.00%	0	0.94%	1	0.60%	1	0.00%	0
Weighted base:		947		81		222		55		157		145		178		109
Sample:		949		83		223		55		156		144		178		110

Q14 What do you most dislike about (centre mentioned at Q12)? [MR]
Those who mentioned a centre at Q12

Difficult parking	9.50%	90	7.94%	6	6.94%	15	7.75%	4	6.73%	11	9.38%	14	16.89%	30	8.87%	10
Expensive parking	5.44%	51	0.88%	1	3.88%	9	3.01%	2	2.25%	4	6.12%	9	11.04%	20	7.80%	8
Lack of safety / personal security / hooligans	0.95%	9	1.43%	1	0.43%	1	0.00%	0	0.52%	1	0.00%	0	3.40%	6	0.00%	0
Lack of services (banks / building societies etc)	0.09%	1	0.00%	0	0.37%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor pedestrian environment / pavements / r	1.49%	14	2.21%	2	2.98%	7	2.49%	1	0.00%	0	0.56%	1	0.82%	1	1.92%	2
Poor selection / choice of multiple shops	22.92%	217	42.90%	35	39.33%	87	18.97%	11	17.98%	28	16.54%	24	14.44%	26	5.96%	6
Poor selection / choice of independent shops	18.58%	176	36.59%	30	32.75%	73	18.43%	10	13.93%	22	9.79%	14	11.78%	21	5.78%	6
Too expensive	0.35%	3	1.05%	1	0.00%	0	0.00%	0	0.00%	0	1.11%	2	0.48%	1	0.00%	0
Too far from home	1.84%	17	1.03%	1	1.19%	3	0.00%	0	0.00%	0	5.86%	8	2.33%	4	1.18%	1
Unattractive environment / dirty streets / litte	6.02%	57	11.91%	10	4.70%	10	5.32%	3	6.50%	10	2.00%	3	6.14%	11	9.11%	10
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

Too busy	0.77%	7	0.00%	0	0.00%	0	0.00%	0	0.60%	1	0.91%	1	0.79%	1	3.33%	4
Too many cafés	0.60%	6	0.00%	0	1.18%	3	0.00%	0	0.98%	2	0.53%	1	0.44%	1	0.00%	0
Too many charity shops	1.31%	12	4.25%	3	2.18%	5	0.00%	0	0.00%	0	0.00%	0	2.30%	4	0.00%	0
Too many closed shops	3.75%	36	10.47%	9	9.44%	21	1.36%	1	2.51%	4	0.94%	1	0.00%	0	0.00%	0
Too many foreign people	0.77%	7	0.00%	0	0.74%	2	1.66%	1	0.00%	0	0.00%	0	2.17%	4	0.85%	1
Traffic congestion	6.03%	57	10.38%	8	9.29%	21	4.81%	3	7.37%	12	4.18%	6	1.36%	2	4.91%	5
Rude people	0.87%	8	0.00%	0	0.37%	1	1.66%	1	1.07%	2	0.49%	1	0.48%	1	2.98%	3
Lack of clothes shops	0.98%	9	0.00%	0	2.60%	6	0.00%	0	1.22%	2	0.47%	1	0.51%	1	0.00%	0
Poor disabled access	0.17%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.49%	2
No department store	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.53%	1	0.00%	0	0.00%	0	0.00%	0
Lack of leisure facilities	0.17%	2	0.00%	0	0.40%	1	0.00%	0	0.00%	0	0.47%	1	0.00%	0	0.00%	0
No cinema	0.16%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.05%	2	0.00%	0	0.00%	0
Poor quality shops	0.07%	1	0.00%	0	0.30%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Poor public transport links	0.38%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.56%	1	1.07%	2	0.85%	1
(Nothing)	42.16%	399	14.14%	12	25.99%	58	52.95%	29	54.04%	85	54.34%	79	46.25%	82	50.61%	55
(Don't know / can't remember)	1.78%	17	2.58%	2	1.88%	4	1.25%	1	0.62%	1	0.99%	1	0.93%	2	5.38%	6
Weighted base:		947		81		222		55		157		145		178		109
Sample:		949		83		223		55		156		144		178		110

Q15 What improvements to the quality and range of facilities in (town centre mentioned in Q12) would persuade your household to visit it more often? Please name up to THREE improvements. [MR]
Those who mentioned a centre at Q12

Attract larger retailers	8.37%	79	29.90%	24	7.28%	16	4.98%	3	8.70%	14	6.44%	9	4.31%	8	4.97%	5
Develop new shopping facilities	2.04%	19	5.60%	5	5.97%	13	0.00%	0	0.00%	0	1.04%	2	0.00%	0	0.00%	0
Encourage reduced shop prices	1.04%	10	0.77%	1	2.02%	4	0.00%	0	0.00%	0	0.56%	1	1.84%	3	0.64%	1
Improve choice of multiple shops	22.09%	209	34.81%	28	43.70%	97	19.61%	11	21.43%	34	8.76%	13	10.37%	18	7.59%	8
Improve market stalls	0.60%	6	0.00%	0	2.23%	5	0.00%	0	0.00%	0	0.00%	0	0.43%	1	0.00%	0
Improve range of independent / specialist sho	20.89%	198	38.81%	32	37.25%	83	18.43%	10	20.61%	32	6.66%	10	9.76%	17	12.91%	14
Introduce a larger supermarket	2.23%	21	0.00%	0	1.74%	4	0.00%	0	2.64%	4	5.68%	8	1.79%	3	1.57%	2
Refurbish / improve existing shopping facilitie	2.62%	25	2.48%	2	4.77%	11	0.00%	0	2.24%	4	2.64%	4	1.76%	3	1.64%	2
Enhanced range of health and fitness centres ,	0.31%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.56%	2	0.39%	1	0.00%	0
Improved music / theatre provision	0.18%	2	1.04%	1	0.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Improved play areas for children	0.41%	4	0.00%	0	0.67%	1	0.00%	0	1.52%	2	0.00%	0	0.00%	0	0.00%	0
Improved policing / enhance security / CCTV	0.41%	4	0.00%	0	0.56%	1	1.79%	1	0.00%	0	0.00%	0	0.43%	1	0.85%	1
Improved public transport facilities during the	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.47%	1	0.00%	0	0.00%	0	0.00%	0
Improved range of places to eat	0.89%	8	1.05%	1	0.00%	0	0.00%	0	1.09%	2	0.56%	1	0.00%	0	4.67%	5
Improved range of pubs and night clubs	0.09%	1	0.00%	0	0.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Less pubs and clubs	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
New / improved bingo facility	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
New / improved cinema	1.16%	11	0.00%	0	2.41%	5	0.00%	0	0.98%	2	2.83%	4	0.00%	0	0.00%	0
New / improved museum or art gallery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
New / improved ten pin bowling centre	0.26%	2	0.00%	0	0.00%	0	0.00%	0	0.98%	2	0.65%	1	0.00%	0	0.00%	0
Enhance shopmobility service	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.43%	1	0.00%	0
Improve access for pushchairs / wheelchairs, e	0.27%	3	0.00%	0	0.00%	0	0.00%	0	0.71%	1	0.00%	0	0.43%	1	0.64%	1
Improve directional signs to town centre	0.07%	1	0.00%	0	0.29%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Improve layout of car parks	1.17%	11	0.00%	0	0.30%	1	0.00%	0	0.00%	0	5.50%	8	1.00%	2	0.64%	1
Improve location of bus stops / bus station	0.24%	2	0.00%	0	0.28%	1	1.25%	1	0.00%	0	0.00%	0	0.00%	0	0.85%	1
Improve public transport links	1.35%	13	0.00%	0	0.00%	0	2.61%	1	2.13%	3	2.04%	3	1.29%	2	2.54%	3
Improve safety of pedestrians	0.68%	6	1.91%	2	0.72%	2	0.00%	0	0.00%	0	0.00%	0	1.38%	2	0.76%	1
Improve signage / routeways within centre	0.61%	6	0.00%	0	1.37%	3	1.79%	1	0.60%	1	0.00%	0	0.44%	1	0.00%	0
Increase frequency of public transport in the e	0.25%	2	0.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.95%	2	0.00%	0
Increase number of taxis	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
More parking spaces - long stay	2.64%	25	3.72%	3	2.68%	6	0.00%	0	2.52%	4	3.17%	5	4.22%	7	0.00%	0
More parking spaces - short stay	3.46%	33	3.45%	3	3.10%	7	3.15%	2	3.98%	6	3.62%	5	5.54%	10	0.00%	0
More parking spaces - type unspecified	4.03%	38	1.76%	1	0.61%	1	5.95%	3	5.50%	9	2.48%	4	8.30%	15	4.74%	5
More pedestrianisation	0.51%	5	2.05%	2	0.39%	1	2.31%	1	0.00%	0	0.00%	0	0.57%	1	0.00%	0
Reduce cost of parking	7.10%	67	5.22%	4	4.13%	9	11.46%	6	6.28%	10	4.81%	7	13.97%	25	5.37%	6
Reduce road congestion	7.51%	71	12.64%	10	8.20%	18	13.67%	8	7.74%	12	5.87%	8	3.34%	6	7.75%	8
Attract less people / relieve over-crowding	0.14%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.91%	1	0.00%	0	0.00%	0
Attract more people / make more lively	0.63%	6	0.00%	0	2.01%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.39%	2
Clean shopping streets	2.58%	24	2.29%	2	2.00%	4	1.25%	1	1.15%	2	1.89%	3	5.78%	10	2.42%	3
Create more open spaces	0.37%	3	0.00%	0	0.75%	2	0.00%	0	0.00%	0	0.49%	1	0.00%	0	1.00%	1
Create more shelters from the weather	0.17%	2	0.00%	0	0.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.00%	1
Improve number and attractiveness of meetin	0.35%	3	0.00%	0	0.79%	2	0.00%	0	0.00%	0	0.00%	0	0.48%	1	0.64%	1
Improve play areas for children	0.27%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.49%	1	1.02%	2	0.00%	0
Improve street furniture / floral displays	0.79%	7	1.72%	1	2.09%	5	0.00%	0	0.00%	0	0.00%	0	0.82%	1	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
More clothes shops	1.76%	17	4.63%	4	2.25%	5	0.00%	0	2.66%	4	1.47%	2	0.93%	2	0.00%	0
More public toilets	0.51%	5	0.00%	0	1.04%	2	0.00%	0	0.00%	0	1.11%	2	0.51%	1	0.00%	0
Fewer cafés	0.58%	5	0.00%	0	0.92%	2	0.00%	0	0.47%	1	0.65%	1	1.00%	2	0.00%	0
Fewer charity shops	0.22%	2	0.00%	0	0.25%	1	0.00%	0	0.95%	1	0.00%	0	0.00%	0	0.00%	0
Improve road surfaces	0.84%	8	0.00%	0	2.13%	5	0.00%	0	1.05%	2	0.00%	0	0.39%	1	0.85%	1
More / better services	0.38%	4	0.00%	0	0.46%	1	0.00%	0	0.00%	0	0.47%	1	0.00%	0	1.70%	2
Fewer empty shops	0.11%	1	0.00%	0	0.46%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Better opening hours	0.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.55%	1	0.00%	0
A new Aldi	0.24%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.09%	2	0.00%	0	0.64%	1
A new Debenhams	0.20%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.57%	1	0.85%	1
A new Lidl	0.21%	2	0.00%	0	0.00%	0	0.00%	0	1.24%	2	0.00%	0	0.00%	0	0.00%	0
A new Marks & Spencer	0.15%	1	1.72%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
A new Next	0.08%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.44%	1	0.00%	0
A new Primark	0.43%	4	0.00%	0	1.83%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
A new Waitrose	0.16%	2	0.00%	0	0.33%	1	0.00%	0	0.00%	0	0.55%	1	0.00%	0	0.00%	0
(Nothing in particular)	33.83%	320	16.05%	13	15.20%	34	41.86%	23	35.58%	56	48.39%	70	40.79%	72	47.83%	52
(Don't know / can't remember)	4.51%	43	3.59%	3	3.46%	8	1.36%	1	4.18%	7	4.53%	7	7.03%	12	5.25%	6
Weighted base:		947		81		222		55		157		145		178		109
Sample:		949		83		223		55		156		144		178		110

Q16 Do you have access to broadband Internet at home or work or somewhere else? [MR]

Yes, at home	84.43%	847	90.47%	89	84.73%	212	86.39%	49	78.08%	124	88.58%	131	79.25%	143	89.30%	99
Yes, at work	25.17%	252	30.78%	30	36.90%	92	8.41%	5	15.36%	24	17.56%	26	22.89%	41	30.09%	33
Yes, other location	18.51%	186	16.02%	16	31.77%	80	16.66%	9	10.41%	17	7.50%	11	17.26%	31	20.00%	22
No	14.30%	143	8.50%	8	13.22%	33	13.61%	8	19.17%	30	10.42%	15	20.32%	37	10.70%	12
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

Mean score [Times a year (those who do purchase online)]: Every day / every few days = 150, Weekly = 52, Fortnightly = 24, Monthly = 12, A few times a year = 6, Rarely = 1

Q17 How often do you purchase goods via the Internet?
Those with access to the Internet at Q16

Every day / every few days	7.84%	67	12.09%	11	9.48%	21	7.01%	3	8.34%	11	7.61%	10	3.04%	4	7.41%	7
Weekly	25.98%	223	33.53%	30	24.44%	53	17.08%	8	25.33%	32	34.72%	46	21.51%	31	22.51%	22
Fortnightly	16.53%	142	15.22%	14	15.30%	33	22.33%	11	14.89%	19	15.86%	21	22.97%	33	11.28%	11
Monthly	23.06%	198	18.25%	16	24.99%	54	20.47%	10	22.28%	29	18.14%	24	27.17%	39	26.11%	26
A few times a year	8.66%	74	5.42%	5	8.33%	18	3.77%	2	11.97%	15	8.98%	12	10.04%	14	7.98%	8
Rarely	4.02%	35	3.30%	3	3.74%	8	1.54%	1	5.54%	7	3.42%	5	3.49%	5	6.10%	6
Never	9.88%	85	2.11%	2	9.95%	22	17.51%	9	8.57%	11	8.53%	11	11.24%	16	14.52%	14
(Don't know / varies)	4.04%	35	10.09%	9	3.77%	8	10.29%	5	3.09%	4	2.74%	4	0.53%	1	4.10%	4
Mean:		38		48		40		38		37		41		29		36
Weighted base:		860		90		217		49		128		133		143		99
Sample:		818		88		202		46		122		127		136		97

Q18 What type of goods do you purchase via the Internet? [MR]
Those who shop online at Q17

Clothing & footwear	52.00%	403	55.21%	49	60.15%	118	46.36%	19	58.49%	69	49.54%	60	46.59%	59	35.18%	30
DIY & decorating goods	10.45%	81	21.93%	19	6.43%	13	15.08%	6	4.93%	6	17.00%	21	7.58%	10	8.20%	7
Domestic appliances	22.36%	173	34.85%	31	21.15%	41	30.51%	12	23.60%	28	19.75%	24	21.85%	28	11.06%	9
Floor coverings & household textiles	10.67%	83	20.66%	18	7.24%	14	7.03%	3	6.76%	8	13.93%	17	6.65%	8	16.70%	14
Food and grocery items	12.54%	97	16.00%	14	7.83%	15	11.68%	5	9.86%	12	18.86%	23	13.04%	17	14.12%	12
Holidays	5.67%	44	16.73%	15	2.88%	6	3.97%	2	2.21%	3	10.28%	12	3.22%	4	3.30%	3
Personal / luxury goods, including books, jewe	44.01%	341	43.02%	38	45.46%	89	46.63%	19	43.63%	51	30.81%	37	56.99%	73	40.34%	34
Recreational goods, including bicycles, games,	25.80%	200	30.13%	27	34.29%	67	23.84%	10	19.26%	23	19.31%	23	22.80%	29	25.47%	22
TV, Hi-Fi, radio, photographic & computer equ	24.76%	192	37.80%	33	32.68%	64	18.35%	7	19.62%	23	21.03%	26	15.32%	19	22.56%	19
Music, gaming, other media	24.90%	193	38.07%	34	21.93%	43	7.99%	3	27.74%	33	18.79%	23	22.40%	29	34.67%	29
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Gardening items	1.73%	13	1.93%	2	2.51%	5	4.34%	2	1.43%	2	0.58%	1	0.79%	1	1.91%	2
Gifts	2.20%	17	6.38%	6	2.72%	5	0.00%	0	1.16%	1	0.66%	1	0.61%	1	3.70%	3
Art / craft / hobby items	0.76%	6	0.96%	1	0.74%	1	0.00%	0	1.72%	2	0.65%	1	0.60%	1	0.00%	0
Pet products	2.11%	16	0.00%	0	1.34%	3	6.62%	3	0.00%	0	4.15%	5	2.43%	3	3.43%	3
Car parts	1.38%	11	0.00%	0	1.59%	3	3.83%	2	0.83%	1	0.66%	1	1.74%	2	2.38%	2
Tickets	0.35%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.58%	1	0.72%	1	1.29%	1
Stationery	0.67%	5	1.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.89%	4
(Don't know / can't remember)	4.95%	38	3.37%	3	2.14%	4	1.87%	1	0.71%	1	17.85%	22	2.21%	3	6.04%	5
Weighted base:		775		88		196		40		117		121		127		85
Sample:		721		85		174		40		109		113		116		84

Mean score [£]: £0 - 5 = 2.5, £6 - 10 = 8, £11 - 20 = 15.5, £21 - 30 = 25.5, £31 - 40 = 35.5, £41 - 50 = 45.5, £51 - 60 = 55.5, £61 - 70 = 65.5, £71 - 80 = 75.5, £81 - 90 = 85.5, £91 - 100 = 95.5, £101+ = 150

Q19 On average, how much money do you normally spend on internet shopping every month?
Those who shop online at Q17

£0 - 5	2.02%	16	0.00%	0	1.69%	3	0.00%	0	2.92%	3	1.88%	2	2.09%	3	4.69%	4
£6 - 10	3.01%	23	2.78%	2	5.54%	11	0.00%	0	2.29%	3	1.90%	2	1.97%	3	3.01%	3
£11 - 20	5.67%	44	12.08%	11	5.42%	11	7.75%	3	5.82%	7	5.45%	7	3.72%	5	1.65%	1
£21 - 30	10.78%	84	3.01%	3	9.37%	18	0.00%	0	12.08%	14	13.91%	17	14.21%	18	15.81%	13
£31 - 40	4.56%	35	2.65%	2	6.98%	14	1.87%	1	6.95%	8	1.40%	2	6.86%	9	0.00%	0
£41 - 50	12.87%	100	14.47%	13	11.33%	22	23.06%	9	12.42%	15	10.57%	13	10.59%	13	17.26%	15
£51 - 60	2.29%	18	2.98%	3	3.25%	6	0.00%	0	2.29%	3	2.89%	4	1.26%	2	1.09%	1
£61 - 70	1.46%	11	0.00%	0	1.96%	4	1.73%	1	1.31%	2	0.63%	1	3.54%	5	0.00%	0
£71 - 80	2.00%	15	3.03%	3	3.13%	6	5.46%	2	1.27%	1	0.00%	0	1.61%	2	1.10%	1
£81 - 90	0.18%	1	0.00%	0	0.37%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.82%	1
£91 - 100	7.44%	58	3.21%	3	7.50%	15	4.94%	2	13.53%	16	6.30%	8	9.77%	12	2.58%	2
£101+	19.42%	150	28.41%	25	16.01%	31	22.99%	9	18.48%	22	23.69%	29	18.69%	24	12.53%	11
(Don't know / varies)	27.18%	211	23.49%	21	26.84%	53	32.19%	13	20.65%	24	29.61%	36	24.21%	31	39.49%	33
(Refused)	1.12%	9	3.91%	3	0.61%	1	0.00%	0	0.00%	0	1.78%	2	1.49%	2	0.00%	0
Mean:		72		83		67		84		71		78		72		59
Weighted base:		775		88		196		40		117		121		127		85
Sample:		721		85		174		40		109		113		116		84

GEN Gender of respondent.

Male	34.83%	349	40.26%	40	34.12%	85	35.15%	20	27.37%	43	28.14%	42	38.15%	69	45.61%	51
Female	65.17%	654	59.74%	59	65.88%	165	64.85%	37	72.64%	115	71.86%	106	61.85%	111	54.39%	60
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

AGE Could I ask, how old are you?

18 to 24	4.06%	41	6.48%	6	4.14%	10	7.15%	4	5.33%	8	0.00%	0	6.39%	11	0.00%	0
25 to 34	12.53%	126	7.17%	7	17.22%	43	7.31%	4	2.76%	4	22.43%	33	9.58%	17	14.94%	17
35 to 44	16.11%	162	24.80%	24	24.37%	61	16.23%	9	14.67%	23	8.81%	13	10.24%	18	11.04%	12
45 to 54	18.88%	189	28.84%	28	20.41%	51	5.89%	3	21.39%	34	23.58%	35	12.98%	23	12.94%	14
55 to 64	19.49%	195	16.50%	16	17.29%	43	32.27%	18	19.07%	30	16.78%	25	19.07%	34	25.47%	28
65 +	27.41%	275	16.23%	16	15.89%	40	29.41%	17	35.41%	56	26.43%	39	38.18%	69	34.73%	39
(Refused)	1.51%	15	0.00%	0	0.68%	2	1.74%	1	1.38%	2	1.97%	3	3.56%	6	0.89%	1
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

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

One	18.60%	187	13.83%	14	20.94%	52	9.91%	6	22.10%	35	12.24%	18	22.75%	41	18.68%	21
Two	59.92%	601	62.29%	61	54.41%	136	71.87%	41	59.98%	95	62.80%	93	53.82%	97	70.16%	78
Three	11.70%	117	11.45%	11	13.88%	35	14.44%	8	10.78%	17	10.36%	15	13.55%	24	5.68%	6
Four	6.82%	68	9.29%	9	9.22%	23	3.78%	2	4.58%	7	9.55%	14	5.12%	9	3.12%	3
Five	0.97%	10	1.42%	1	0.62%	2	0.00%	0	1.19%	2	3.33%	5	0.00%	0	0.00%	0
Six or more	0.07%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.46%	1	0.00%	0	0.00%	0
(Refused)	1.92%	19	1.72%	2	0.93%	2	0.00%	0	1.38%	2	1.26%	2	4.76%	9	2.37%	3
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

CHI How many children live in your household (15 years and under)?

None	67.68%	679	58.02%	57	59.95%	150	74.67%	42	68.99%	109	69.95%	104	74.53%	134	74.07%	82
One	12.71%	127	13.40%	13	14.07%	35	5.27%	3	15.36%	24	14.75%	22	8.32%	15	13.44%	15
Two	13.17%	132	23.28%	23	18.74%	47	20.06%	11	10.17%	16	6.46%	10	8.66%	16	8.66%	10
Three	3.67%	37	2.61%	3	5.79%	14	0.00%	0	2.56%	4	4.86%	7	3.33%	6	2.20%	2
Four	0.93%	9	0.97%	1	0.53%	1	0.00%	0	0.97%	2	2.72%	4	0.82%	1	0.00%	0
Five	0.09%	1	0.00%	0	0.00%	0	0.00%	0	0.57%	1	0.00%	0	0.00%	0	0.00%	0
Six or more	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Refused)	1.77%	18	1.72%	2	0.93%	2	0.00%	0	1.38%	2	1.26%	2	4.34%	8	1.63%	2
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

Working full time	52.44%	526	62.26%	61	59.76%	150	47.97%	27	42.53%	68	50.59%	75	44.43%	80	59.11%	66
Working part time	9.11%	91	11.89%	12	11.12%	28	15.56%	9	4.62%	7	14.61%	22	4.98%	9	4.61%	5
Unemployed	2.73%	27	0.97%	1	3.86%	10	0.00%	0	5.52%	9	0.89%	1	3.19%	6	0.83%	1
Retired	32.51%	326	19.45%	19	21.60%	54	34.73%	20	43.55%	69	32.66%	48	43.49%	78	33.82%	38
A housewife	0.83%	8	3.71%	4	1.33%	3	0.00%	0	0.85%	1	0.00%	0	0.00%	0	0.00%	0
A student	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Refused)	2.38%	24	1.72%	2	2.33%	6	1.74%	1	2.93%	5	1.26%	2	3.92%	7	1.63%	2
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

INC Approximately what is your total gross household income?

£0-£14,999	8.31%	83	2.59%	3	9.02%	23	14.27%	8	11.21%	18	7.42%	11	9.03%	16	4.59%	5
£15,000 - £20,999	4.86%	49	5.13%	5	6.54%	16	9.41%	5	3.71%	6	2.05%	3	6.11%	11	1.89%	2
£21,000 - £30,999	6.18%	62	4.55%	4	6.58%	16	6.99%	4	9.68%	15	4.22%	6	3.79%	7	7.79%	9
£31,000 - £40,999	6.96%	70	3.76%	4	5.79%	14	5.28%	3	9.97%	16	9.95%	15	7.62%	14	3.96%	4
£41,000 - £50,999	5.88%	59	4.81%	5	9.05%	23	3.26%	2	4.55%	7	4.28%	6	6.82%	12	3.56%	4
£51,000 - £60,999	4.76%	48	12.93%	13	4.86%	12	0.00%	0	2.35%	4	5.85%	9	4.47%	8	2.14%	2
£61,000 - £70,999	2.35%	24	6.22%	6	1.20%	3	0.00%	0	1.90%	3	1.83%	3	2.89%	5	3.13%	3
£71,000 - £80,999	1.96%	20	3.17%	3	1.86%	5	0.00%	0	0.00%	0	1.96%	3	1.55%	3	5.52%	6
£81,000 - £90,999	1.11%	11	0.87%	1	0.97%	2	1.76%	1	2.26%	4	1.14%	2	0.43%	1	0.71%	1
£91,000 - £100,999	0.76%	8	1.74%	2	0.41%	1	0.00%	0	0.70%	1	0.00%	0	0.82%	1	2.07%	2
£100,000 - £150,999	1.84%	18	5.43%	5	1.33%	3	0.00%	0	2.04%	3	2.56%	4	0.82%	1	1.16%	1
£151,000+	0.61%	6	1.90%	2	0.53%	1	0.00%	0	0.00%	0	1.00%	1	0.78%	1	0.00%	0
(Don't know / refused)	54.43%	546	46.91%	46	51.86%	130	59.03%	33	51.63%	82	57.73%	85	54.87%	99	63.49%	71
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

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

None	10.11%	101	1.42%	1	18.86%	47	3.79%	2	7.85%	12	4.34%	6	14.41%	26	5.23%	6
One	37.91%	380	25.10%	25	38.10%	95	36.46%	21	43.45%	69	41.69%	62	39.17%	70	34.62%	38
Two	37.73%	378	53.22%	52	33.09%	83	41.20%	23	34.22%	54	37.32%	55	29.65%	53	51.38%	57
Three or more	11.60%	116	17.81%	18	9.03%	23	18.55%	10	10.50%	17	14.26%	21	11.59%	21	6.39%	7
(Refused)	2.65%	27	2.45%	2	0.93%	2	0.00%	0	3.99%	6	2.39%	4	5.19%	9	2.37%	3
Weighted base:		1003		98		250		56		159		148		180		111
Sample:		1003		99		249		56		158		148		181		112

QUOTA Postcode sector:

LE15 6	6.25%	63	0.00%	0	0.00%	0	0.00%	0	0.00%	0	42.31%	63	0.00%	0	0.00%	0
LE15 7	4.78%	48	0.00%	0	0.00%	0	0.00%	0	0.00%	0	32.39%	48	0.00%	0	0.00%	0
LE15 8	3.74%	37	0.00%	0	0.00%	0	0.00%	0	0.00%	0	25.31%	37	0.00%	0	0.00%	0
NG13 0	2.56%	26	26.11%	26	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

		Total		Zone 1: North of Grantham		Zone 2: Grantham Central		Zone 3: South of Grantham		Zone 4: Bourne		Zone 5: Oakham		Zone 6: Stamford		Zone 7: The Deepings	
	NG31 6	2.08%	21	0.00%	0	8.32%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG31 7	7.41%	74	0.00%	0	29.67%	74	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG31 8	8.05%	81	0.00%	0	32.23%	81	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG31 9	7.44%	75	0.00%	0	29.78%	75	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG32 1	2.48%	25	25.24%	25	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG32 2	2.07%	21	21.12%	21	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG32 3	2.70%	27	27.53%	27	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG33 4	2.74%	28	0.00%	0	0.00%	0	48.79%	28	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG33 5	2.88%	29	0.00%	0	0.00%	0	51.21%	29	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	NG34 0	3.40%	34	0.00%	0	0.00%	0	0.00%	0	21.47%	34	0.00%	0	0.00%	0	0.00%	0
	PE6 8	7.52%	75	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	67.87%	75
	PE6 9	3.56%	36	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	32.13%	36
	PE9 1	5.38%	54	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	29.98%	54	0.00%	0
	PE9 2	5.72%	57	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	31.90%	57	0.00%	0
	PE9 3	3.46%	35	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	19.26%	35	0.00%	0
	PE9 4	3.39%	34	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	18.87%	34	0.00%	0
	PE10 0	5.62%	56	0.00%	0	0.00%	0	0.00%	0	35.49%	56	0.00%	0	0.00%	0	0.00%	0
	PE10 9	6.81%	68	0.00%	0	0.00%	0	0.00%	0	43.04%	68	0.00%	0	0.00%	0	0.00%	0
	Weighted base:		1003		98		250		56		159		148		180		111
	Sample:		1003		99		249		56		158		148		181		112
ZON	Zone:																
	Zone 1: North of Grantham	9.81%	98	100.00%	98	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Zone 2: Grantham Central	24.97%	250	0.00%	0	100.00%	250	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Zone 3: South of Grantham	5.62%	56	0.00%	0	0.00%	0	100.00%	56	0.00%	0	0.00%	0	0.00%	0	0.00%	0
	Zone 4: Bourne	15.82%	159	0.00%	0	0.00%	0	0.00%	0	100.00%	159	0.00%	0	0.00%	0	0.00%	0
	Zone 5: Oakham	14.76%	148	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	148	0.00%	0	0.00%	0
	Zone 6: Stamford	17.94%	180	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	180	0.00%	0
	Zone 7: The Deepings	11.08%	111	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.00%	111
	Weighted base:		1003		98		250		56		159		148		180		111
	Sample:		1003		99		249		56		158		148		181		112

Appendix 7: Retail Capacity Tables

Table 1 Population (5 year summary)

Zone		2011	2016	2021	2026	2031	2036
1	North of Grantham	16,838	17,778	18,753	19,691	20,504	21,254
2	Grantham Central	44,365	46,841	49,411	51,881	54,022	55,999
3	South of Grantham	9,813	10,361	10,930	11,476	11,950	12,387
4	Bourne	27,754	29,303	30,911	32,456	33,796	35,032
5	Oakham	24,989	26,383	27,830	29,222	30,428	31,541
6	Stamford	31,075	32,809	34,609	36,339	37,839	39,224
7	The Deepings	19,227	20,301	21,414	22,485	23,413	24,269
Total		174,063	183,777	193,858	203,551	211,951	219,706

Source: Pitney Bowes Business Insight
Office for National Statistics

Table 2a - Convenience Expenditure per Capita (5 year summary)

Zone		2011	2016	2021	2026	2031	2036
Zone 1	North of Grantham	£1,911	£1,875	£1,933	£2,010	£2,092	£2,177
Zone 2	Grantham Central	£1,833	£1,798	£1,854	£1,927	£2,006	£2,087
Zone 3	South of Grantham	£1,934	£1,898	£1,957	£2,035	£2,117	£2,203
Zone 4	Bourne	£1,856	£1,821	£1,878	£1,952	£2,032	£2,114
Zone 5	Oakham	£1,971	£1,933	£1,994	£2,073	£2,157	£2,245
Zone 6	Stamford	£1,881	£1,846	£1,904	£1,979	£2,059	£2,143
Zone 7	The Deepings	£1,935	£1,899	£1,958	£2,036	£2,118	£2,204

Table 2b - Comparison Expenditure per Capita (5 year summary)

Zone		2011	2016	2021	2026	2031	2036
Zone 1	North of Grantham	£2,779	£3,052	£3,555	£4,186	£4,972	£5,905
Zone 2	Grantham Central	£2,458	£2,699	£3,144	£3,702	£4,397	£5,223
Zone 3	South of Grantham	£2,726	£2,993	£3,486	£4,106	£4,877	£5,792
Zone 4	Bourne	£2,611	£2,868	£3,340	£3,934	£4,672	£5,549
Zone 5	Oakham	£2,838	£3,117	£3,630	£4,275	£5,078	£6,031
Zone 6	Stamford	£2,710	£2,976	£3,466	£4,082	£4,848	£5,758
Zone 7	The Deepings	£2,783	£3,056	£3,560	£4,193	£4,980	£5,914

Source: Pitney Bowes Business Insight
Pitney Bowes Business Insight Retail Expenditure Guide 2014/2015

2012 Prices

Table 3A - Total Available Convenience Goods Expenditure (£m) (5 year summary)

Zone		2011	2016	2021	2026	2031	2036
1	North of Grantham	£32.17	£33.33	£36.26	£39.58	£42.88	£46.26
2	Grantham Central	£81.30	£84.21	£91.61	£100.00	£108.36	£116.89
3	South of Grantham	£18.98	£19.66	£21.39	£23.35	£25.30	£27.29
4	Bourne	£51.51	£53.36	£58.05	£63.36	£68.66	£74.06
5	Oakham	£49.24	£51.00	£55.49	£60.57	£65.63	£70.80
6	Stamford	£58.47	£60.56	£65.88	£71.91	£77.93	£84.06
7	The Deepings	£37.21	£38.54	£41.93	£45.77	£49.60	£53.50
Total		£328.89	£340.67	£370.61	£404.54	£438.35	£472.86

Table 3B - Total Available Comparison Goods Expenditure (£m) (5 year summary)

Zone		2011	2016	2021	2026	2031	2036
1	North of Grantham	£46.79	£54.25	£66.66	£82.43	£101.94	£125.50
2	Grantham Central	£109.04	£126.43	£155.34	£192.09	£237.55	£292.46
3	South of Grantham	£26.75	£31.01	£38.11	£47.12	£58.27	£71.74
4	Bourne	£72.48	£84.03	£103.25	£127.67	£157.89	£194.39
5	Oakham	£70.92	£82.23	£101.04	£124.94	£154.51	£190.22
6	Stamford	£84.21	£97.64	£119.97	£148.35	£183.46	£225.86
7	The Deepings	£53.51	£62.05	£76.24	£94.27	£116.58	£143.53
Total		£463.70	£537.65	£660.59	£816.86	£1,010.21	£1,243.71

Source: Pitney Bowes Business Insight
Pitney Bowes Business Insight Retail Expenditure Guide 2014/2015

2012 Prices

Table 4A Existing Foodstores Convenience Turnover

Centre / Store	Net Sales Floorspace (Sqm)	Convenience Sales Floorspace (%)	Convenience Floorspace (Sqm Net)	Turnover Density (£ per sqm)	Total Convenience Turnover (£m)
Grantham					
Asda, Union Street	5318	60%	3191	£ 13,350	£42.60
Co-operative Food, Princess Drive	120	95%	114	£ 7,823	£0.89
Co-operative Food, Dysart Road	113	95%	107	£ 7,823	£0.84
Costcutter, Hornsby Road, Grantham	402	100%	402	£ 6,554	£2.63
Costcutter, Sunningdale, Grantham	152	100%	152	£ 6,554	£1.00
Farmfoods, London Road, Grantham	246	100%	246	£ 6,691	£1.65
Morrisons, Issac Newton Centre	3241	80%	2593	£ 12,857	£33.34
Sainsbury, London Road	2692	70%	1884	£ 12,181	£22.95
Lidl, Watergate	1301	80%	1041	£ 2,950	£3.07
Aldi, South Parade	740	85%	629	£ 11,470	£7.21
Marks and Spencer, London Road	910	85%	774	£ 11,119	£8.60
Tesco Express, Winchester Road	159	95%	151	£ 11,619	£1.75
Tesco Express, Harrowby Lane, Grantham	280	95%	266	£ 11,619	£3.09
Kwik Save, Harlaxton Road	221.4	95%	210	£ 7,823	£1.65
Other Grantham	2300	95%	2185	£ 4,000	£8.74
Grantham Total	**18195.4**		**13945**		£140.01
Stamford					
Tesco Metro, High Street	353	95%	335	£ 11,619	£3.90
Marks and Spencer, High Street	396	85%	337	£ 11,119	£3.74
Lidl, Markham Retail Park	1162	80%	930	£ 2,950	£2.74
Waitrose, West Street	1567	80%	1254	£ 12,561	£15.75
Sainsbury, Ryhall Road	2517	70%	1762	£ 12,181	£21.46
Morrisons, Uffington Road	3796	80%	3037	£ 12,857	£39.05
Other Stamford	1024.8	95%	974	£ 4,000	£3.89
Stamford Total	**10815.8**		**8627**		£90.53
Bourne					
Budgens Express, South Road / Elsea Park Roundabout	200	95%	190	£ 7,154	£1.36
Co-op, Burghley Centre, Bourne	800	95%	760	£ 7,823	£5.95
Heron, North Street	400	95%	380	£ 6,337	£2.41
Sainsbury's, Exeter Road	2889	70%	2022	£ 12,181	£24.63
Tesco Express, North Street	180	95%	171	£ 11,619	£1.99
Tesco, Cherryholt Road	4224	70%	2957	£ 11,619	£34.35
Other Bourne	1650	95%	1568	£ 4,000	£6.27
Bourne Total	**8943**		**6718**		£67.24
Market Deeping					
Spar, Godsey Lane	87	100%	87	£ 6,795	£0.59
Co-operative Food, Godsey Lane	1432	90%	1289	£ 7,823	£10.08
Tesco, Godseys Lane	1703	70%	1192	£ 11,619	£13.85
Other, Market Deeping	130	100%	130	£ 4,000	£0.52
Market Deeping Total	**3265**		**2611**		£24.45
South Kesteven Total	**41219.2**				£322.24

Source: Verdict, Mintel Retail Rankings. Price Index: Pitney Bowes Retail Expenditure Guide 2013/14
2012 Prices

Table 4B Existing Foodstores Comparison Turnover

Centre / Store	Net Sales Floorspace (Sqm)	ComaprisonSales Floorspace (%)	ComparisonFloorspace (Sqm Net)	Turnover Density (£ per sqm)	Total comparison Turnover (£m)
Grantham					
Asda, Union Street	5318	40%	2127	£ 8,511	£18.10
Co-operative Food, Princess Drive	120	5%	6	£ 7,703	£0.05
Co-operative Food, Dysart Road	113	5%	6	£ 7,703	£0.04
Costcutter, Hornsby Road, Grantham	402	0%	0		£0.00
Costcutter, Sunningdale, Grantham	152	0%	0		£0.00
Farmfoods, London Road, Grantham	246	0%	0		£0.00
Morrisons, Issac Newton Centre	3241	20%	648	£ 9,310	£6.03
Sainsbury, London Road	2692	30%	808	£ 9,942	£8.03
Lidl, Watergate	1301	20%	260	£ 2,929	£0.76
Aldi, South Parade	740	15%	111	£ 4,368	£0.48
Marks and Spencer, London Road	910	15%	137	£ 12,202	£1.67
Tesco Express, Winchester Road	159	5%	8	£ 11,716	£0.09
Tesco Express, Harrowby Lane, Grantham	280	5%	14	£ 11,716	£0.16
Kwik Save, Harlaxton Road	221.4	5%	11	£ 7,703	£0.09
Other Grantham	2300	5%	115	£ 4,000	£0.46
Grantham Total	**18195.4**				**£35.97**
Stamford					
Tesco Metro, High Street	353	5%	18	£ 11,716	£0.21
Marks and Spencer, High Street	396	15%	59	£ 12,202	£0.72
Lidl, Markham Retail Park	1162	20%	232	£ 2,929	£0.68
Waitrose, West Street	1567	20%	313	£ 6,990	£2.19
Sainsbury, Ryhall Road	2517	30%	755	£ 9,942	£7.51
Morrisons, Uffington Road	3796	20%	759	£ 9,310	£7.07
Other Stamford	1024.8	5%	51	£ 4,000	£0.20
Stamford Total	**10815.8**				**£18.58**
Bourne					
Budgens Express, South Road / Elsea Park Roundabout	200	5%	10	£ 9,939	£0.10
Co-op, Burghley Centre, Bourne	800	5%	40	£ 7,703	£0.31
Heron, North Street	400	5%	20	£ 9,941	£0.20
Sainsbury's, Exeter Road	2889	30%	867	£ 9,942	£8.62
Tesco Express, North Street	180	5%	9	£ 11,716	£0.11
Tesco, Cherryholt Road	4224	30%	1267	£ 11,716	£14.85
Other Bourne	1650		83	£ 4,001	£0.33
Bourne Total	**7293**	5%			**£24.51**
Market Deeping					
Spar, Godsey Lane	87	0%	0	£ 6,753	£0.00
Co-operative Food, Godsey Lane	1432	10%	143	£ 7,703	£1.10
Tesco, Godseys Lane	1703	30%	511	£ 11,716	£5.99
Other, Market Deeping	130	0%	0	£ 4,000	£0.00
Market Deeping Total	**3222**				**£7.09**
South Kesteven Total	**39526.2**			**£ -**	**£86.15**

Commitments

Location	Net sales floorspace (sqm)	Convenience floorspace %	conveinience net	Turnover density	Total Turnover
Co-op Elsea Park Bourne	538.8	95%	£ 512	£ 7,703	£ 3.94

Source: Verdict, Mintel Retail Rankings. Price Index: Pitney Bowes Retail Expenditure Guide 2013/14
2012 Prices

Table 5a Main Food Convenience Goods Market Shares

	Main Food						
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne							
Budgens Express, South Road / Elsea Park Roundabout, Bourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Burghley Centre, Bourne	0.00%	0.00%	0.00%	3.67%	0.00%	0.00%	0.00%
Heron, North Street, Bourne	0.00%	0.00%	0.00%	0.60%	0.00%	0.00%	0.00%
Sainsbury's, Exeter Road, Bourne	0.00%	0.00%	11.10%	31.33%	0.00%	0.00%	4.46%
Tesco Express, North Street, Bourne	0.00%	0.00%	0.00%	1.65%	0.61%	0.00%	0.00%
Tesco, Cherryholt Road, Bourne	0.00%	0.00%	3.53%	33.43%	0.00%	0.00%	0.00%
Market - Bourne (Wed & Sat)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Bourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grantham							
Aldi, South Parade, Grantham	19.00%	15.38%	10.75%	0.00%	0.61%	0.00%	0.00%
Asda, Union Street, Grantham	33.62%	35.19%	17.75%	2.20%	0.68%	0.00%	0.00%
Co-op, Dysart Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Princes Drive, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Hornsby Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Sunningdale, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Farmfoods, London Road, Grantham	0.00%	1.44%	7.93%	0.00%	0.00%	0.00%	0.00%
Kwik Save, Harlaxton Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Watergate, Grantham	1.07%	0.00%	1.77%	0.00%	0.00%	0.00%	0.00%
M&S Simply Food, London Road, Grantham	1.31%	2.32%	1.33%	0.00%	0.00%	0.00%	0.00%
Morrisons, Isaac Newton Centre, Gratham	9.26%	24.64%	18.70%	0.60%	0.00%	0.00%	0.00%
Sainsbury's, London Road, Grantham	21.78%	16.97%	19.73%	2.37%	0.00%	0.00%	0.00%
Tesco Express, Harrowby Lane, Grantham	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Winchester Road, Barrowby Gate, Grantham	0.00%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%
Market - Grantham (Sat)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping							
Co-op, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	5.20%
Spar, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	64.09%
Market - Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stamford (within District)							
Lidl, Markham Retail Park, Stamford	1.13%	0.00%	0.00%	1.26%	4.17%	14.42%	2.29%
M&S Simply Food, High Street, Stamford	0.00%	0.00%	0.00%	0.00%	0.70%	2.31%	0.00%
Morrisons, Uffington Road, Stamford	0.00%	0.00%	4.65%	4.42%	10.34%	51.67%	13.13%
Sainsbury's, Ryhall Road, Stamford	0.00%	0.00%	1.44%	0.00%	2.25%	6.00%	0.92%
Tesco Metro, High Street, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	3.40%	0.00%
Waitrose, West Street, Stamford	0.96%	0.00%	0.00%	0.55%	4.37%	20.27%	0.00%
Market - Stamford (Fri)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other (within District)							
Other – within district	2.20%	0.70%	0.00%	1.61%	1.39%	0.00%	0.00%

Source: Question 1 of the Household Survey April 2015 (NEMS)

Table 5b - Top Up Convenience Goods Market Shares

	Top Up						
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne							
Budgens Express, South Road / Elsea Park Roundabout, Bourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Burghley Centre, Bourne	0.00%	0.00%	0.00%	13.07%	0.00%	0.00%	0.00%
Heron, North Street, Bourne	0.00%	0.00%	0.00%	4.91%	0.00%	0.00%	0.00%
Sainsbury's, Exeter Road, Bourne	0.00%	0.00%	2.67%	27.94%	0.68%	0.00%	1.26%
Tesco Express, North Street, Bourne	0.00%	0.00%	0.00%	5.50%	0.00%	0.00%	0.00%
Tesco, Cherryholt Road, Bourne	0.00%	0.00%	0.00%	22.65%	0.00%	0.00%	0.00%
Market - Bourne (Wed & Sat)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Bourne	0.00%	0.00%	0.00%	1.52%	0.00%	0.00%	0.00%
Grantham							
Aldi, South Parade, Grantham	16.44%	6.67%	15.87%	0.00%	1.35%	0.00%	0.00%
Asda, Union Street, Grantham	16.80%	27.30%	14.07%	1.12%	0.00%	0.47%	0.00%
Co-op, Dysart Road, Grantham	0.00%	3.28%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Princes Drive, Grantham	1.15%	6.07%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Hornsby Road, Grantham	0.00%	2.97%	0.00%	0.00%	0.00%	0.00%	0.00%
Costcutter, Sunningdale, Grantham	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%
Farmfoods, London Road, Grantham	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%
Kwik Save, Harlaxton Road, Grantham	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Watergate, Grantham	1.28%	0.00%	3.27%	0.00%	0.00%	0.00%	0.00%
M&S Simply Food, London Road, Grantham	2.10%	3.31%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Isaac Newton Centre, Gratham	4.00%	22.26%	2.67%	0.00%	0.80%	0.00%	0.00%
Sainsbury's, London Road, Grantham	9.40%	8.02%	18.78%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Harrowby Lane, Grantham	1.87%	7.62%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Winchester Road, Barrowby Gate, Grantham	1.56%	3.81%	0.00%	0.00%	0.00%	0.00%	0.00%
Market - Grantham (Sat)	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Grantham	2.42%	2.47%	3.49%	0.00%	0.00%	0.00%	0.00%
Market Deeping							
Co-op, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.64%	0.00%	10.08%
Spar, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.82%
Tesco, Godsey Lane, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	59.99%
Market - Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.76%
Local shops, Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.83%
Stamford (within District)							
Lidl, Markham Retail Park, Stamford	0.00%	0.00%	0.00%	1.37%	1.34%	9.60%	1.88%
M&S Simply Food, High Street, Stamford	0.00%	0.00%	3.53%	0.00%	0.00%	6.56%	1.26%
Morrisons, Uffington Road, Stamford	0.00%	0.00%	0.00%	0.63%	0.83%	23.81%	8.71%
Sainsbury's, Ryhall Road, Stamford	0.00%	0.00%	0.00%	0.00%	3.59%	14.84%	0.00%
Tesco Metro, High Street, Stamford	0.00%	0.00%	0.00%	0.00%	0.71%	8.88%	0.91%
Waitrose, West Street, Stamford	0.00%	0.00%	0.00%	0.74%	5.20%	25.09%	0.00%
Market - Stamford (Fri)	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%
Local shops, Stamford	0.00%	0.00%	2.67%	0.71%	0.00%	5.29%	0.00%
Other (within District)							
Other – within district	8.27%	0.00%	2.47%	0.69%	2.98%	0.96%	2.22%

Source: Question 3 of the Household Survey April 2015 (NEMS)

Table 6 Convenience Goods Turnover 2011-36

	Total Turnover from the Study Area 2011 (£m)	Total Turnover from the Study Area 2016 (£m)	Total Turnover from the Study Area 2021 (£m)	Total Turnover from the Study Area 2026 (£m)	Total Turnover from the Study Area 2031 (£m)	Total Turnover from the Study Area 2036 (£m)
Total available expenditure	**£328.89**	**£340.67**	**£370.61**	**£404.54**	**£438.35**	**£519.43**
Bourne						
Budgens Express, South Road / Elsea Park Roundabout, Bourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Burghley Centre, Bourne	£3.10	£3.16	£3.49	£3.81	£4.13	£4.45
Heron, North Street, Bourne	£0.86	£0.89	£0.97	£1.06	£1.15	£1.24
Sainsbury's, Exeter Road, Bourne	£18.85	£19.00	£21.06	£23.19	£25.13	£27.11
Tesco Express, North Street, Bourne	£1.57	£1.60	£1.77	£1.93	£2.09	£2.26
Tesco, Cherryholt Road, Bourne	£16.34	£16.44	£18.41	£20.09	£21.77	£23.49
Market - Bourne (Wed & Sat)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Local shops, Bourne	£0.20	£0.20	£0.22	£0.24	£0.26	£0.28
Grantham						
Aldi, South Parade, Grantham	£19.31	£19.44	£21.76	£23.76	£25.74	£36.62
Asda, Union Street, Grantham	£40.97	£41.25	£46.17	£50.40	£54.61	£74.57
Co-op, Dysart Road, Grantham	£0.67	£0.69	£0.75	£0.82	£0.89	£0.96
Co-op, Princes Drive, Grantham	£1.33	£1.37	£1.49	£1.63	£1.77	£1.91
Costcutter, Hornsby Road, Grantham	£0.60	£0.62	£0.68	£0.74	£0.80	£0.87
Costcutter, Sunningdale, Grantham	£0.32	£0.33	£0.36	£0.39	£0.42	£0.45
Farmfoods, London Road, Grantham	£2.20	£2.20	£2.47	£2.70	£2.93	£3.16
Kwik Save, Harlaxton Road, Grantham	£0.31	£0.32	£0.34	£0.38	£0.41	£0.44
Lidl, Watergate, Grantham	£0.77	£0.78	£0.86	£0.94	£1.02	£1.60
M&S Simply Food, London Road, Grantham	£2.76	£2.79	£3.12	£3.40	£3.68	£4.58
Morrisons, Isaac Newton Centre, Gratham	£25.22	£25.40	£28.42	£31.02	£33.61	£40.57
Sainsbury's, London Road, Grantham	£22.60	£22.72	£25.47	£27.80	£30.12	£42.64
Tesco Express, Harrowby Lane, Grantham	£1.94	£2.00	£2.19	£2.39	£2.59	£2.79
Tesco Express, Winchester Road, Barrowby Gate, Grantham	£1.08	£1.12	£1.22	£1.33	£1.45	£1.56
Market - Grantham (Sat)	£0.14	£0.00	£0.16	£0.17	£0.19	£0.20
Local shops, Grantham	£0.86	£0.89	£0.97	£1.06	£1.15	£1.24
Market Deeping						
Co-op, Godsey Lane, Market Deeping	£2.67	£2.70	£2.78	£3.28	£3.55	£3.83
Spar, Godsey Lane, Market Deeping	£0.17	£0.18	£0.19	£0.21	£0.23	£0.24
Tesco, Godsey Lane, Market Deeping	£23.83	£24.03	£24.12	£29.31	£31.76	£34.26
Market - Market Deeping	£0.16	£0.17	£0.18	£0.20	£0.22	£0.24
Local shops, Market Deeping	£0.26	£0.27	£0.30	£0.32	£0.35	£0.38
Stamford (within District)						
Lidl, Markham Retail Park, Stamford	£11.18	£11.25	£12.50	£13.75	£14.90	£16.60
M&S Simply Food, High Street, Stamford	£2.51	£2.56	£2.83	£3.09	£3.35	£3.61
Morrisons, Uffington Road, Stamford	£36.98	£37.14	£41.12	£45.49	£49.29	£53.17
Sainsbury's, Ryhall Road, Stamford	£6.54	£6.63	£7.33	£8.04	£8.71	£9.40
Tesco Metro, High Street, Stamford	£2.96	£3.01	£3.33	£3.64	£3.94	£4.25
Waitrose, West Street, Stamford	£15.35	£15.51	£17.29	£18.88	£20.46	£22.51
Market - Stamford (Fri)	£0.10	£0.10	£0.11	£0.12	£0.13	£0.15
Local shops, Stamford	£0.99	£1.03	£1.12	£1.22	£1.32	£1.43
Other (within District)						
Other – within district	£3.67	£3.73	£4.14	£4.52	£4.90	£6.31

Source: Tables 3A, 5A, 5B
Pitney Bowes Business Insight
Pitney Bowes Business Insight Retail Expenditure Guide 2014/2015

2012 Prices

Table 7 Convenience Goods Capacity

Grantham	2011	2016	2021	2026	2031	2036
Total Available Spend in zone 1, 2, 3	**£132.46**	**£137.20**	**£149.26**	**£162.92**	**£176.54**	**£190.44**
Total Foodstore Expenditure	**£133.09**	**£134.04**	**£149.97**	**£163.70**	**£177.38**	**£235.42**
Benchmark Turnover of Existing Foodstores	**£140.01**	£143.55	£147.17	£150.89	£154.70	£158.60
Total Benchmark turnover of commitments	0.00					
Total Benchmark Turnover of Existing Foodstores and	**£140.01**	**£143.55**	**£147.17**	**£150.89**	**£154.70**	**£158.60**
Convenience Goods Expenditure Capacity	-£6.92	-£9.51	£2.80	£12.81	£22.69	£76.82
Benchmark Turnover	**12000**	**12303**	**12614**	**12932**	**13259**	**13594**
Floorspace Requirement	**-577**	**-773**	**222**	**991**	**1711**	**5651**

Stamford	2011	2016	2021	2026	2031	2036
Total Available Spend in Zone 6	**£58.47**	**£60.56**	**£65.88**	**£71.91**	**£77.93**	**£84.06**
Total Foodstore Expenditure	**£84.16**	**£84.84**	**£94.08**	**£103.52**	**£112.18**	**£122.08**
Benchmark Turnover of Existing Foodstores	**£90.53**	**£97.83**	**£100.30**	**£102.83**	**£105.43**	**£108.09**
Total Benchmark turnover of commitments	0.00					
Total Benchmark Turnover of Existing Foodstores and	**£90.53**	**£97.83**	**£100.30**	**£102.83**	**£105.43**	**£108.09**
Convenience Goods Expenditure Capacity	-£6.36	-£12.99	-£6.22	£0.69	£6.75	£13.98
Benchmark Turnover	**12000**	**12303**	**12614**	**12932**	**13259**	**13594**
Floorspace Requirement	**-530**	**-1056**	**-493**	**53**	**509**	**1029**

Bourne	2011	2016	2021	2026	2031	2036
Total Available Spend in Zone 4	**£51.51**	**£53.36**	**£58.05**	**£63.36**	**£68.66**	**£74.06**
Total Foodstore Expenditure	**£42.95**	**£43.33**	**£48.20**	**£52.84**	**£57.25**	**£61.76**
Benchmark Turnover of Existing Foodstores	**£67.24**	**£85.11**	**£87.26**	**£89.46**	**£91.72**	**£94.03**
Total Benchmark turnover of commitments	3.94	£4.04	4.14	4.25	4.35	4.46
Total Benchmark Turnover of Existing Foodstores and	**£71.19**	**£89.15**	**£91.40**	**£93.70**	**£96.07**	**£98.50**
Convenience Goods Expenditure Capacity	-£28.23	-£45.81	-£43.19	-£40.87	-£38.82	-£36.74
Benchmark Turnover	**12000**	**12303**	**12614**	**12932**	**13259**	**13594**
Floorspace Requirement	**-2353**	**-3724**	**-3424**	**-3160**	**-2928**	**-2703**

Market Deeping	2011	2016	2021	2026	2031	2036
Total Available Spend in Zone 7	**£37.21**	**£38.54**	**£41.93**	**£45.77**	**£49.60**	**£53.50**
Total Foodstore Expenditure	**£29.80**	**£30.09**	**£30.34**	**£36.66**	**£39.72**	**£42.85**
Benchmark Turnover of Existing Foodstores	**£24.45**	£27.10	£27.78	£28.48	£29.20	£29.94
Total Benchmark turnover of commitments	0.00					
Total Benchmark Turnover of Existing Foodstores and	**£24.45**	**£27.10**	**£27.78**	**£28.48**	**£29.20**	**£29.94**
Convenience Goods Expenditure Capacity	£5.35	£2.99	£2.56	£8.17	£10.52	£12.91
Benchmark Turnover	**12000**	**12303**	**12614**	**12932**	**13259**	**13594**
Floorspace Requirement	**446**	**243**	**203**	**632**	**793**	**949**

Source: Tables 3, 4 and 6
2012 Prices
Notes:
Floorspace data taken from GOAD Centre Report and assumed 75% gross to net ratio.
Benchmark turnover increased by 0.5% pa to take account of increases in floorspace efficiency
Benchmark turnover derived from 2015 Retail Rankings (Mintel) and Verdict

Table 8 Existing Comparison Shopping Benchmark Turnover

Location	Gross Floorspace (Sqm)	Net Sales Floorspace (Sq m)	Turnover per Sq m (2014)	Turnover per Sq m adjusted	Total Turnover £
Grantham					
Town Centre Comparison Shops	26,590	18613	5,500	5,500	£102.37
Pets at Home, Augustin Retail Park	530	450	2,185	2,185	£0.98
Home Bargains, Augustin Retail Park	810	690	4,887	4,887	£3.37
Brantano Footwear, Augustin Retail Park	500	425	1,089	1,089	£0.46
Sports Direct.com, Augustin Retail Park	500	425	4,344	4,344	£1.85
Next, Augustin Retail Park	930	790	5,802	5,802	£4.58
					£11.25
Total town centre incl St Augustin	29,860	21,393			**£113.62**
B&Q, Grantham Retail Park	2330	2100	1,441	1,441	£3.03
Laura Ashley, Grantham Retail Park	860	730	3,456	3,456	£2.52
£ Stretcher (incl pet hut), Grantham Retail Park	720	610	1,504	1,504	£0.92
Carpet Right Grantham Retail Park	1350	1150	980	980	£1.13
TK Maxx, Dysart Retail Park	2500	1393	2,681	2,681	£3.73
Matalan, Dysart Retail Park	3285	2787	1,876	1,876	£5.23
Homebase, Dysart Retail Park	3709	1858	1,061	1,061	£1.97
Currys / PC world Dysart Retail Park	2500	1393	5,959	5,959	£8.30
CMF Furniture, South Parade Business Park	1177	137	1000	1,000	£0.14
Dunelm Mill, South Parade Business Park	2728	2227	2000	2,000	£4.45
United Carpets, Oxford Retail Park	440	375	1000	1,000	£0.38
Dreams	610	520	1376 (2013)	1376 (2013)	£0.72
Topps Tiles, Oxford Retail Park	430	365	935	935	£0.34
Banardos, Oxford Retail Park	360	305	2000	2,000	£0.61
Wickes, Gonerby Road	2501	2364	1786	1,786	£4.22
Retail, Great Gonerby Grantham	120	98	1787	1,787	£0.18
Grantham Sub-Total (excl town centre)	**25620**			0	£37.86
Downtown					
Superstore	18400	16085	n/a	n/a	
Garden centre (figures exclude outdoor deplays)	8466	7432	n/a	n/a	
Downtown Sub-Total	**26866**	**23517**	n/a	n/a	
Stamford					
Town Centre comparison shops	16830	11781	6500	6,500	£76.58
Argos, Markham Retail Park	1050	525	5000	5,000	£2.63
Halfords, Markham Retail Park	1050	890	2675	2,675	£2.38
£ Stretcher, Markham Retail Park	1050	890	1504	1,504	£1.34
Homebase, Stamford Retail Park	2055	1850	1061	1,061	£1.96
Curry's, Stamford Retail Park	1370	1165	5959	5,959	£6.94
Carpet Right, Stamford Retail Park	820	670	980	980	£0.66
Topps Tiles, Stamford Retail Park	1680	1430	935	935	£1.34
Stamford Sub-Total (ex town centre)	**9,075**	**7,420**		0	£17.24
Bourne Town Centre					
Town Centre comparison shops	8690	6563	5500	5,500	£36.10
Bourne End Sub-Total	**8690**				£0.00
Market Deeping					
Town Centre comparison shops	2620	1834	5500	5,500	£10.09
Market Deeping Sub-Total	**2620**	**1834**			£0.00
Baston					
Garden centre, Kings Street		1039.5	1200	1,200	£1.25
GRAND TOTAL	**72,871**				

Source: Retail Rankings 2015 (Mintel). Price Index: Pintey Bowes Retail Expenditure Guide 2014/2015
2012 Prices

Table 9 - Comparison Goods Market Shares (excludes SFT)

Table 9a Clothes and Shoes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne							
Bourne town centre	0.00%	0.00%	0.00%	14.42%	0.00%	0.53%	1.60%
Grantham							
Dysart Retail Park, Grantham	1.19%	4.40%	0.00%	0.00%	0.00%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	3.93%	3.51%	6.08%	0.00%	0.00%	1.07%	0.00%
Grantham town centre	22.87%	35.64%	56.45%	7.82%	6.26%	2.20%	0.00%
Grantham Retail Park, London Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping							
Market Deeping town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.61%
Stamford							
Markham Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stamford Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stamford town centre	2.11%	0.74%	2.48%	3.63%	0.84%	25.31%	4.71%
Others							
Other – within district	0.77%	3.46%	0.00%	0.70%	0.72%	0.00%	0.00%

Source: Question 4 NEMS Household Survey 2015

Table 9b Furniture and Floor Coverings

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	4.18%	21.03%	0.00%	0.84%	1.85%
Grantham (within District)							
Dysart Retail Park, Grantham	7.25%	13.62%	3.33%	0.90%	4.37%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	2.57%	6.08%	2.20%	2.19%	0.00%	1.32%	1.00%
Grantham	43.88%	58.10%	60.05%	11.78%	9.50%	0.57%	0.00%
Grantham Retail Park, London Road, Grantham	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	1.69%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	0.00%	5.46%	0.00%	2.55%	0.00%
Stamford Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	0.97%	9.10%	0.00%
Stamford	0.00%	0.00%	0.00%	2.92%	4.97%	17.10%	8.15%
Others (within District)							
Other – within district	0.00%	0.00%	0.00%	0.00%	0.97%	1.22%	0.00%

Source: Question 5 NEMS Household Survey 2015

Table 9c DIY / hardware or Garden Items

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	0.00%	38.00%	0.00%	1.25%	3.80%
Grantham (within District)							
Dysart Retail Park, Grantham	32.32%	40.91%	23.65%	1.41%	0.00%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	0.69%	0.60%	0.00%	0.00%	0.00%	0.00%	0.00%
Grantham	43.55%	36.20%	20.25%	2.99%	6.23%	0.47%	0.00%
Grantham Retail Park, London Road, Grantham	5.71%	18.47%	40.08%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.00%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	8.18%	5.62%	1.35%	4.96%	0.81%
Stamford Retail Park, Stamford	0.00%	0.00%	5.83%	9.67%	17.12%	51.78%	5.20%
Stamford	0.00%	0.00%	2.01%	2.25%	19.11%	34.34%	4.16%
Others (within District)							
Other – within district	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%

Source: Question 6 NEMS Household Survey 2015

Table 9d Domestic Electric Appliances

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	1.95%	37.77%	0.00%	0.56%	2.83%
Grantham (within District)							
Dysart Retail Park, Grantham	27.71%	54.45%	49.71%	1.62%	0.00%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	4.33%	6.26%	0.00%	0.76%	0.00%	0.63%	0.00%
Grantham	55.82%	34.71%	21.36%	6.44%	11.52%	0.00%	0.00%
Grantham Retail Park, London Road, Grantham	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.63%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	10.45%	1.04%	2.39%	3.49%	0.94%
Stamford Retail Park, Stamford	0.00%	0.00%	5.89%	12.20%	12.14%	48.11%	3.17%
Stamford	0.00%	0.00%	1.95%	3.53%	8.03%	17.27%	2.72%
Others (within District)							
Other – within district	0.00%	0.00%	1.80%	0.00%	0.00%	0.85%	0.00%

Source: Question 7 NEMS Household Survey 2015

Table 9e Electrical Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	0.00%	30.23%	0.00%	0.00%	1.78%
Grantham (within District)							
Dysart Retail Park, Grantham	34.53%	52.35%	51.31%	1.67%	0.75%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	2.15%	7.54%	0.00%	1.60%	0.00%	1.13%	0.00%
Grantham	40.51%	35.22%	18.91%	5.57%	6.11%	0.00%	0.00%
Grantham Retail Park, London Road, Grantham	0.00%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.17%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	11.22%	0.92%	1.70%	2.57%	0.89%
Stamford Retail Park, Stamford	0.00%	0.00%	3.56%	11.09%	12.04%	43.72%	5.26%
Stamford	0.00%	0.00%	4.02%	4.86%	12.49%	13.18%	2.77%
Others (within District)							
Other – within district	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source: Question 8 NEMS Household Survey 2015

Table 9f Personal and Luxury Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	5.21%	52.32%	0.00%	0.67%	2.79%
Grantham (within District)							
Dysart Retail Park, Grantham	0.96%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	0.00%	3.52%	0.00%	0.00%	0.00%	0.00%	0.00%
Grantham	51.25%	73.91%	55.19%	1.31%	4.83%	0.00%	0.00%
Grantham Retail Park, London Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	1.03%	0.00%	0.89%	8.36%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%
Stamford Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stamford	1.31%	0.82%	11.10%	9.44%	7.42%	80.50%	7.17%
Others (within District)							
Other – within district	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Source: Question 9 NEMS Household Survey 2015

Table 9g Recreational Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Bourne (within District)							
Bourne	0.00%	0.00%	0.00%	22.82%	0.00%	1.25%	0.00%
Grantham (within District)							
Dysart Retail Park, Grantham	2.55%	1.62%	3.83%	1.32%	2.46%	0.00%	0.00%
Augustin Retail Park, St Augustin Way, Grantham	0.00%	3.59%	0.00%	0.00%	0.00%	0.00%	0.00%
Boundry Mill, Gonerby Moor, Grantham	0.00%	2.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Grantham	35.09%	63.67%	72.45%	6.55%	0.00%	0.00%	1.34%
Grantham Retail Park, London Road, Grantham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Market Deeping (within District)							
Market Deeping	0.00%	0.00%	0.00%	2.91%	0.00%	2.43%	22.75%
Stamford (within District)							
Markham Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	0.00%	2.47%	0.00%
Stamford Retail Park, Stamford	0.00%	0.00%	0.00%	0.00%	3.03%	5.02%	0.00%
Stamford	0.00%	0.00%	0.00%	6.23%	8.35%	43.64%	0.00%
Others (within District)							
Other – within district	1.75%	1.35%	0.00%	0.00%	0.00%	0.96%	0.00%

Source: Question 10 NEMS Household Survey 2015

Table 10 - Comparison Goods Turnover

	Total Turnover from the Study Area 2011 (£m)	Total Turnover from the Study Area 2016 (£m)	Total Turnover from the Study Area 2021 (£m)	Total Turnover from the Study Area 2026 (£m)	Total Turnover from the Study Area 2031 (£m)	Total Turnover from the Study Area 2036 (£m)
Bourne						
Bourne town centre	£24.51	£28.42	£34.92	£43.18	£53.41	£65.75
Grantham						
Dysart Retail Park, Grantham	£25.01	£29.00	£35.63	£44.05	£54.48	£67.08
Augustin Retail Park, St Augustin Way, Grantham	£0.63	£0.73	£0.90	£1.12	£1.38	£1.70
Boundry Mill, Gonerby Moor, Grantham	£6.37	£7.38	£9.07	£11.22	£13.88	£17.08
Grantham town centre	£97.77	£113.36	£139.28	£172.22	£212.99	£262.22
Grantham Retail Park, London Road, Grantham	£3.03	£3.51	£4.32	£5.34	£6.60	£8.13
Market Deeping						
Market Deeping town centre	£5.36	£6.21	£7.63	£9.44	£11.67	£14.37
Stamford						
Markham Retail Park, Stamford	£3.47	£4.02	£4.94	£6.11	£7.56	£9.30
Stamford Retail Park, Stamford	£16.76	£19.43	£23.87	£29.52	£36.51	£44.95
Stamford town centre	£47.54	£55.12	£67.73	£83.75	£103.58	£127.52
Others						
Other – within district	£2.10	£2.44	£3.00	£3.70	£4.58	£5.64

Source: Tables 3 and 9a-g

2012 Prices

Table 11 Comparison Floorspace Capacity

Grantham	**2011**	**2016**	**2021**	**2026**	**2031**	**2036**
Total Available Spend in Zones 1, 2, 3	**£182.58**	**£211.70**	**£260.10**	**£321.63**	**£397.76**	**£489.70**
Comparison Goods Expenditure into Town Centre Shops	£108.24	£125.50	£154.20	£190.67	£235.81	£290.31
Existing Town Centre Benchmark turnover	£113.62	£121.80	£130.57	£139.97	£150.04	£160.84
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	-£5.38	£3.70	£23.63	£50.71	£85.77	£129.47
Benchmark Turnover	**5500**	**5896**	**6320**	**6775**	**7263**	**7786**
Supportable Town Centre Floorspace	-978	628	3739	7484	11808	16629
Town Centre Floorspace Requirement	**-978**	**628**	**3739**	**7484**	**11808**	**16629**
Grantham Out of Centre Floorspace						
Total Granham Retail Parks	**£37.85**	**£43.89**	**£53.92**	**£66.68**	**£82.46**	**£101.52**
Benchmark Turnover of Out of Centre Floorspace						
Total Benchmark turnover of out of centre floorspace	37.86	£40.58	43.51	46.64	49.99	53.59
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	**£37.86**	**£40.58**	**£43.51**	**£46.64**	**£49.99**	**£53.59**
Surplus Expenditure (out of centre)	-£0.01	£3.30	£10.42	£20.04	£32.46	£47.92
Benchmark Turnover	**2500**	**2680**	**2873**	**3080**	**3301**	**3539**
Supportable Out of centre Floorspace	-4	1232	3625	6507	9833	13541
Out of Centre Floorspace Requirement	**-4**	**1232**	**3625**	**6507**	**9833**	**13541**

Stamford	**2011**	**2016**	**2021**	**2026**	**2031**	**2036**
Total Available Spend in Zone 6	**£84.21**	**£97.64**	**£119.97**	**£148.35**	**£183.46**	**£1,243.71**
Comparison Goods Expenditure into Town Centre Shops	£57.05	£66.15	£81.28	£100.50	£124.29	£153.02
Existing Town Centre Benchmark turnover	£76.58	£82.09	£88.00	£94.33	£101.12	£108.40
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	-£19.52	-£15.94	-£6.72	£6.17	£23.17	£44.62
Benchmark Turnover	**6500**	**6968**	**7470**	**8007**	**8584**	**9202**
Supportable Town Centre Floorspace	-3004	-2287	-900	770	2699	4849
Town Centre Floorspace Requirement	**-3004**	**-2287**	**-900**	**770**	**2699**	**4849**
Stamford Out of Centre Floorspace						
Total Stamford Retail Parks	**£22.25**	**£25.80**	**£31.70**	**£39.20**	**£48.47**	**£59.68**
Benchmark Turnover of Out of Centre Floorspace						
Total Benchmark turnover of out of centre floorspace	17.24	£18.48	19.81	21.24	22.77	24.41
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	**£17.24**	**£18.48**	**£19.81**	**£21.24**	**£22.77**	**£24.41**
Surplus Expenditure (out of centre)	£5.01	£7.31	£11.88	£17.95	£25.70	£35.27
Benchmark Turnover	**2500**	**2680**	**2873**	**3080**	**3301**	**3539**
Supportable Out of centre Floorspace	2003	2729	4136	5830	7786	9966
Out of Centre Floorspace Requirement	**2003**	**2729**	**4136**	**5830**	**7786**	**9966**

Bourne	**2011**	**2016**	**2021**	**2026**	**2031**	**2036**
Total Available Spend in Zone 4	**£72.48**	**£84.03**	**£103.25**	**£127.67**	**£157.89**	**£194.39**
Comparison Goods Expenditure into Town Centre Shops	£25.74	£29.84	£36.67	£45.34	£56.08	£69.04
Existing Town Centre Benchmark turnover	£36.10	£38.70	£41.48	£44.47	£47.67	£51.10
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	-£10.36	-£8.85	-£4.81	£0.88	£8.41	£17.94
Benchmark Turnover	**5500**	**5896**	**6320**	**6775**	**7263**	**7786**
Supportable Town Centre Floorspace	-1883	-1501	-761	129	1158	2304
Town Centre Floorspace Requirement	**-1883**	**-1501**	**-761**	**129**	**1158**	**2304**
Bourne Out of Centre Floorspace						
Total Bourne Retail Parks	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**
Benchmark Turnover of Out of Centre Floorspace						
Total Benchmark turnover of out of centre floorspace	0.00	£0.00	0.00	0.00	0.00	0.00
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**
Surplus Expenditure (out of centre)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover	**2500**	**2680**	**2873**	**3080**	**3301**	**3539**
Supportable Out of centre Floorspace	0	0	0	0	0	0
Out of Centre Floorspace Requirement	**0**	**0**	**0**	**0**	**0**	**0**

Market Deeping	**2011**	**2016**	**2021**	**2026**	**2031**	**2036**
Total Available Spend in Zone 7	**£53.51**	**£62.05**	**£76.24**	**£94.27**	**£116.58**	**£143.53**
Comparison Goods Expenditure into Town Centre Shops	£5.63	£6.52	£8.02	£9.91	£12.26	£15.09
Existing Town Centre Benchmark turnover	£10.09	£10.81	£11.59	£12.43	£13.32	£14.28
Commitments turnover (£m)						
Surplus Expenditure (in town centre)	-£4.46	-£4.29	-£3.58	-£2.51	-£1.06	£0.81
Benchmark Turnover	**5500**	**5896**	**6320**	**6775**	**7263**	**7786**
Supportable Town Centre Floorspace	-811	-728	-566	-371	-146	104
Town Centre Floorspace Requirement	**-811**	**-728**	**-566**	**-371**	**-146**	**104**
Market Deeping Out of Centre Floorspace						
Total Market Deeping Retail Parks	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**
Benchmark Turnover of Out of Centre Floorspace						
Total Benchmark turnover of out of centre floorspace	0.00	£0.00	0.00	0.00	0.00	0.00
Commitments turnover (£m)						
Total Turnover of Major Out of Centre Floorspace	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**	**£0.00**
Surplus Expenditure (out of centre)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Benchmark Turnover	**2500**	**2680**	**2873**	**3080**	**3301**	**3539**
Supportable Out of centre Floorspace	0	0	0	0	0	0
Out of Centre Floorspace Requirement	**0**	**0**	**0**	**0**	**0**	**0**

Source: Tables 3, 8, 10 and 11
2012 Prices
Notes:
Floorspace data taken from GOAD Centre Report and assumed 75% gross to net ratio.
Benchmark turnover increased by 1.4% pa to take account of increases in floorspace efficiency
Benchmark turnover derived from 2015 Retail Rankings (Mintel) and Verdict