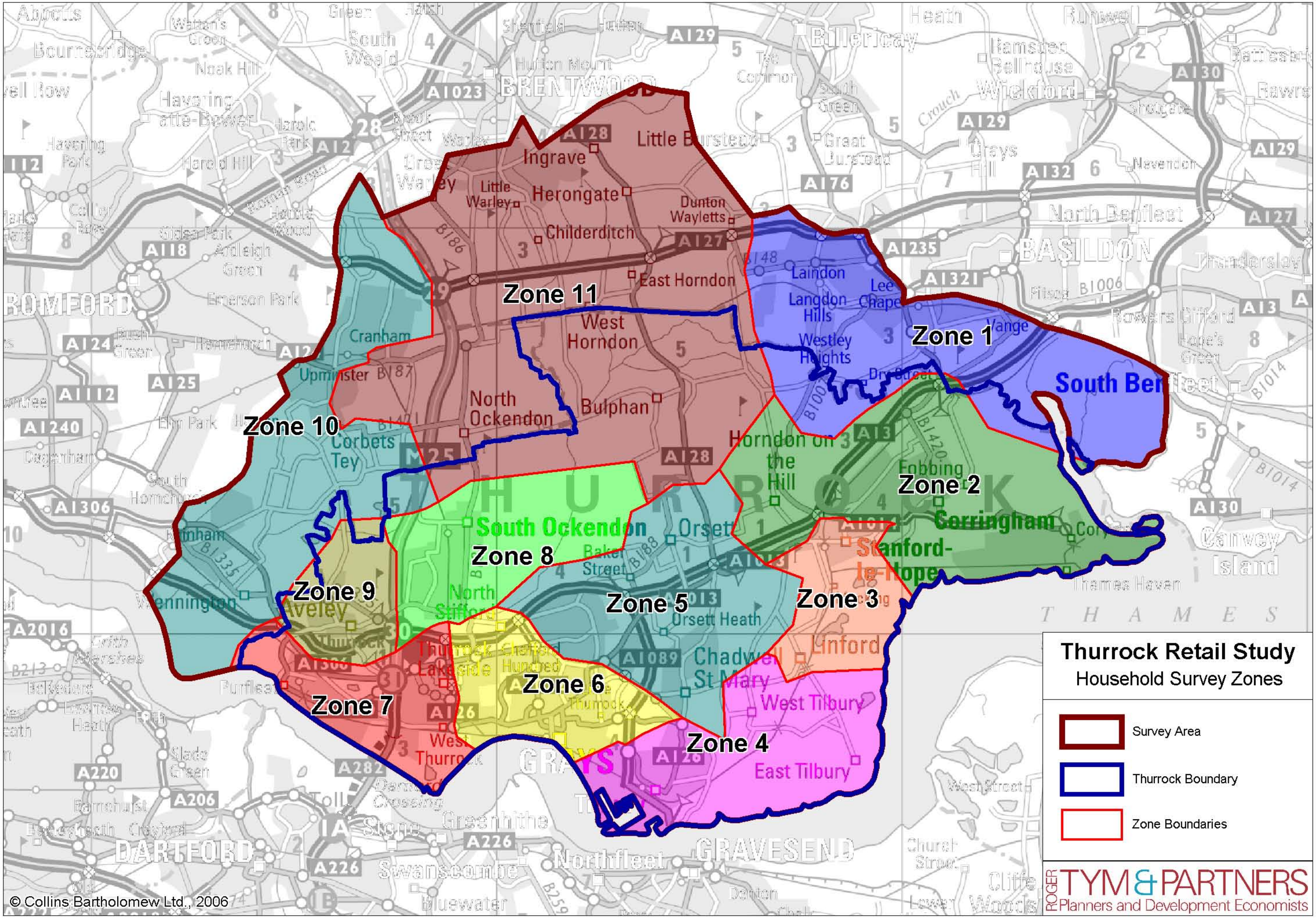
APPENDIX 1

Study Area Plan


Thurrock Retail Study
Household Survey Zones
Survey Area
Thurrock Boundary
Zone Boundaries
Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7
Zone 8
Zone 9
Zone 10
Zone 11
South Ockendon
South Benfleet
Corringham
THURROCK
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APPENDIX 2

Overview of PPS6

OVERVIEW OF PPS6

Introduction

1 The relevant national policy context, insofar as it relates to town centres and the location of new retail developments, is set out in PPS6.

2 The very first paragraph of PPS6 makes it clear that 'sustainable development is the core principle underpinning planning' and that 'the planning system has a key role in facilitating and promoting sustainable and inclusive patterns of development, including the creation of vital and viable town centres'. The Government's key objective for town centres, therefore, is to promote their vitality and viability (paragraph 1.3).

3 In this section we provide a brief overview of the requirements of PPS6 as they are relevant to this study in respect of the plan-led approach and development control powers.

Plan-Led Approach

Networks and hierarchies

4 Paragraphs 2.9 to 2.11 of PPS6 provide further advice in relation to the development of the network and hierarchy of centres, but – in this part of the policy statement – the advice is in relation to both regional and local levels. In defining their spatial objectives, Regional Planning Bodies (RPBs) and Local Planning Authorities (LPAs):

> *'…should consider whether there is a need to rebalance the network of centres to ensure that it is not overly dominated by the largest centres, that there is a more even distribution of town centre uses, and that people's everyday needs are met at the local level'* (paragraph 2.9).

5 Thus, in developing the network and hierarchy, RPBs and LPAs are required to consider:

- whether there is a need to avoid over concentration of growth in the higher level centres;
- the need for investment in those centres requiring to be regenerated; and
- the need to address deficiencies in the network (paragraph 2.9).

6 Any change in the role and function of centres – upward or downward – must come through the development plan process, rather than through planning applications, with higher order centres dealt with in the Regional Spatial Stategy (RSS) and with lower order centres dealt with through the development plan documents (paragraph 2.10).

Promoting growth and managing change

7 Paragraphs 2.3 to 2.8 of PPS6 turn to the role of LPAs in promoting growth and managing change in town centres. Paragraph 2.3 states that LPAs should – within the regional planning context – actively plan for growth and the management of change in town centres over the period of their development plan documents by:

- selecting appropriate existing centres to accommodate growth, making the best use of existing land and buildings, but extending the centres where appropriate;
- managing the role of existing centres through the promotion of specialist activities, or specific types of uses; and

- planning for new centres of an appropriate scale in areas of significant growth, or where there are deficiencies in the existing network.

8 Paragraph 2.4 urges that growth should be accommodated, wherever possible, through '…more efficient use of land and buildings within existing centres'. However, LPAs '…should also seek to ensure that the number and size of sites identified for development or redevelopment are sufficient to meet the scale and type of need identified'.

9 Where growth cannot be accommodated within existing centres, paragraph 2.5 advises LPAs to plan for:

- the extension of the primary shopping area, if there is a need for additional retail provision; and
- the extension of the town centre, to accommodate other main town centre uses.

10 Where existing centres are in decline, PPS6 advises LPAs to '…assess the scope for consolidating and strengthening these centres by seeking to focus a wider range of uses there, promote the diversification of uses and improve the environment' (paragraph 2.8).

Role of Regional plans

11 PPS6 explains that the need for major town centre development of regional or sub-regional importance should be addressed through the regional spatial strategy. PPS6 is also clear that new or expanded regional or sub-regional shopping centres located in out-of-centre locations are unlikely to meet the requirements of national policy (paragraph 2.14). However, if need for a new or an expanded out-of-centre regional or sub-regional centre is identified, then PPS6 explains that this should be identified through the regional spatial strategy.

Role of plans at the local level

12 Paragraph 2.15 requires LPAs to adopt a positive and proactive approach to planning for the future of all types of centres within their areas. Thus, in line with the RSS and their community strategies, LPAs should prepare a core strategy development plan document which sets out '…a spatial vision and strategy for the network and hierarchy of centres, including local centres, within their area, setting out how the role of different centres will contribute to the overall spatial vision for their area'.

13 Paragraph 2.16 urges LPAs to work with stakeholders and the community so as to:

- assess the need for new floorspace for retail, leisure and other town centre uses, taking account of both quantitative and qualitative considerations;
- identify deficiencies in existing provision, assess the capacity of existing centres to accommodate new development and identify centres in decline where change needs to be managed;
- identify the centres where development will be focused, as well as the need for any new centres of local importance;
- define the extent of the primary shopping area and the town centre on their Proposals Map;
- identify and allocate sites
- review existing land use allocations;
- promote investment in deprived areas by identifying opportunities for growth and improved access;
- set out criteria based policies for assessing proposals on sites not allocated in development plan documents; and

- distinguish between primary and secondary frontages.

Site selection and land assembly

14 Paragraphs 2.28 to 2.52 deal with site selection and land assembly in the forward planning process. Paragraph 2.28 sets out the five key considerations for local authorities when they are selecting sites for development; these are to:

- assess the need for development (paragraphs 2.32-2.40);
- identify the appropriate scale of development (paragraphs 2.41-2.43);
- apply the sequential approach to site selection (paragraphs 2.44-2.47);
- assess the impact of development on existing centres (paragraph 2.48); and
- ensure that locations are accessible and well serviced by a choice of means of transport (paragraphs 2.49-2.50).

15 These considerations match the development control tests set out in paragraph 3.4 of PPS6. In applying them in the development plan preparation process, LPAs are required to work closely with retailers, leisure operators, developers, other stakeholders and the wider community and paragraph 2.31 makes it clear that LPAs may need to make choices between competing development pressures in their town centres.

Need for development

16 Paragraph 2.32 states that need assessments should be carried out as part of the plan preparation and review process, that they should be updated regularly and that LPAs should take account of the regional spatial strategy. Indeed, the LPAs' assessments of need '…should inform and be informed by the regional needs assessments and form part of the evidence base for development plan documents'.

17 Paragraphs 2.33 and 2.34 of PPS6 make it clear that LPAs should place greater weight on quantitative need for specific types of retail and leisure developments taking into account population change, forecast change in expenditure for specific classes of goods and forecast improvements in productivity in the use of existing floorspace.

Appropriate scale

18 Paragraph 2.41 states that:

> *'In selecting suitable sites for development, local planning authorities should ensure that the scale of opportunities identified are directly related to the role and function of the centre and its catchment'.*

19 As a consequence, paragraph 2.42 states that '…local centres will generally be inappropriate locations for large scale new development…' and that LPAs '…should therefore consider setting an indicative upper limit for the scale of developments likely to be permissible in different types of centres…'. If a need is identified for larger format developments, paragraph 2.43 indicates that sites should be identified within or on the edge of 'city centres' and 'town centres', as defined in Table 1 of Annex A to PPS6.

Sequential approach to site selection

20 Paragraph 2.44 of PPS6 sets the order of preference in applying the sequential approach, as follows:

- first, locations within existing centres, but subject to caveats relating to suitability, availability and scale in relation to the function of the centre;
- second, edge-of-centre locations, with a preference to sites that are, or will be, well connected to the centre; and then

- out-of-centre sites, with preference to sites which are, or will be, well served by a choice of means of transport and those with a high likelihood of forming links with the centre.

21 It is important to note that the distance threshold for the purposes of the 'edge-of-centre' definition, varies from up to 300 metres from the primary shopping area for retail use, to within 300 metres of a town centre boundary for all other main town centre uses (as set out in Table 2 of Annex A of PPS6). It is also noteworthy that LPAs are required to give weight to those locations that best serve the needs of deprived areas when considering alternative sites at the same level in the sequential ranking (paragraph 2.44).

22 There is a requirement for flexibility and realism on the part of both LPAs and developers/operators when discussing the identification of sites for inclusion in development plan documents. Sites must be available, or likely to become available for development during the development plan document period, and capable of accommodating a range of business models, all parties having been flexible in relation to scale, format, car parking provision and the scope for disaggregation (paragraph 2.45).

Assess impact

23 If LPAs are proposing to allocate sites in 'edge-of-centre' or 'out-of-centre' locations, they must assess the potential impact on centres within the catchment area of the potential development (paragraph 2.48). LPAs must also assess the potential impact on other centres of those allocations within a centre which would substantially increase its attraction vis-à-vis other centres (paragraph 2.48).

Ensure locations are accessible

24 Paragraph 2.49 of PPS6 confirms PPG13's aspiration to reduce the need to travel, to reduce reliance on the private car and to ensure that everyone has good access to a range of facilities. As a consequence, in selecting sites for allocation, LPAs are required to have regard to the accessibility of the site by a choice of means of transport and the potential impact of its development on car use, traffic and congestion

Other relevant matters

25 After assessing the sites against the five considerations set out in paragraph 2.28 of PPS6, LPAs are able to consider other matters such as physical regeneration, the likely net employment impact, the potential impact on economic growth and the potential impact on social inclusion (paragraph 2.51).

Assembling sites

26 Paragraph 2.52 states that LPAs '…should allocate sufficient sites to meet the identified need for at least the first five years from the adoption of their development plan documents…'. LPAs are also required to consider the scope for site assembly using their CPO powers in order to ensure that suitable sites are brought forward for development.

Development Control

27 Section 3 of PPS6 sets out the considerations to be taken into account by LPAs in determining planning applications for all proposals relating to main town centre uses – whether in the form of new development, redevelopment, extensions, changes of use, renewals of extant planning permissions or applications to vary or remove existing conditions (paragraph 3.1).

28 Thus, paragraph 3.4 sets out the same five tests for applicants that apply to LPAs in allocating sites in the development plan preparation process (as set out earlier in paragraph 2.28). We discuss each test in turn, but before doing so we emphasise

the provisions of paragraph 3.5, which states that '…as a general rule the development should satisfy all these considerations'.

Assessing the need for development

29 The first point to note is that applicants are not required to demonstrate the need for retail proposals located within the primary shopping area, or for other main town centre uses located within the town centre (paragraph 3.8). However, paragraph 3.9 states that '…need must be demonstrated for any application for a main town centre use which would be in an edge-of-centre or out-of-centre location and which is not in accordance with an up to date development plan document strategy'. There is no minimum floorspace size threshold below which the test of need does not apply.

30 Additional guidance on the assessment of quantitative need in relation to retail and leisure proposals is set out in paragraph 3.10, which states that the need assessment should be:

- based on the assessment carried out for the development plan document, updated as required;
- related to the class of goods to be sold;
- assessed, normally, no more than five years ahead; and
- based on a catchment area that is well related to the size and function of the proposed development and which takes account of competing centres.

Scale

31 There is no further advice in relation to the issue of scale and paragraph 3.12 merely refers to advice already set out previously in Section 2.

Sequential test

32 Paragraph 3.13 states that the sequential test applies to '…all development proposals for sites that are not in an existing centre nor allocated in an up-to-date development plan document', suggesting that there is no minimum floorspace size threshold below which the sequential test does not apply in relation to new proposals; however, paragraph 3.29 of PPS6 subsequently introduces a threshold, for extensions, of 200sqm gross, below which the sequential test does not apply.

33 Paragraph 3.13 goes on to state that the relevant centres in which to search for sites will depend on:

- the overall strategy set out in the development plan;
- the nature and scale of the development; and
- the catchment that the development seeks to serve.

34 In applying the sequential approach, developers and operators are required to demonstrate flexibility in relation to scale, format, car parking provision and the scope for disaggregation. The key purpose of the exercise '…is to explore the possibility of enabling the development to fit onto more central sites by reducing the footprint of the proposal ' (paragraph 3.16); this may involve a reduction in floorspace, more innovative site layouts, multi-storey development and reduced car parking.

Assessing impact

35 Paragraph 3.20 requires impact assessments to be undertaken for any application for a main town centre use which would be in an edge-of-centre or out-of-centre location and which is not in accordance with an up-to-date development plan strategy. Paragraph 3.20 also provides that:

> *'Where a significant development in a centre, not in accordance with the development plan strategy, would substantially increase the attraction of the centre and could have an impact on other centres, the impact on other centres will also need to be assessed'.*

36 Paragraph 3.21 requires impact to be assessed on a cumulative basis, taking into account recent permissions, developments under construction and completed developments. There is also an assertion at the end of paragraph 3.21 that '…the identification of need does not necessarily indicate that there will be no negative impact'.

37 In assessing potential impacts LPAs are required to consider the likelihood of:

- risk to the spatial planning strategy for the area;
- effects on future public or private investment;
- negative and positive (through clawback) impacts on the turnover of existing centres;
- changes to the range of services provided by centres;
- impact on the number of vacant properties in the primary shopping area;
- changes to the physical condition of the centre and to its role in the economic and social life of the community; and
- implications for the evening and night-time economy.

38 The level of detail and type of evidence required is to be proportionate to the scale of the proposal, but impact assessments will be required for all retail and leisure proposals of over 2,500sqm gross and occasionally for smaller developments (paragraph 3.23).

Accessibility

39 In determining whether proposed developments are genuinely accessible, LPAs should assess distance from existing/proposed public transport facilities, frequency and capacity of public transport services and whether access for pedestrians, cyclists and disabled people is easy, safe and convenient.

40 LPAs must also assess whether the proposal is likely to have impacts on the overall distance traveled by car, local traffic levels and congestion, having taken account of any public transport and traffic management measures secured as a result of the development.

Summary

41 In our assessment, the provisions of PPS6 reflect the Government's wider emphasis on the need to plan, monitor and manage at both the regional and local planning levels.

42 In preparing their development plan documents within the context set by the RSS, LPAs must:

i) select appropriate existing centres to accommodate growth, making the best use of existing land and buildings, but extending the centres where appropriate using tools such as the Action Plans, CPOs and strategies to improve transport, land assembly, crime prevention and design;

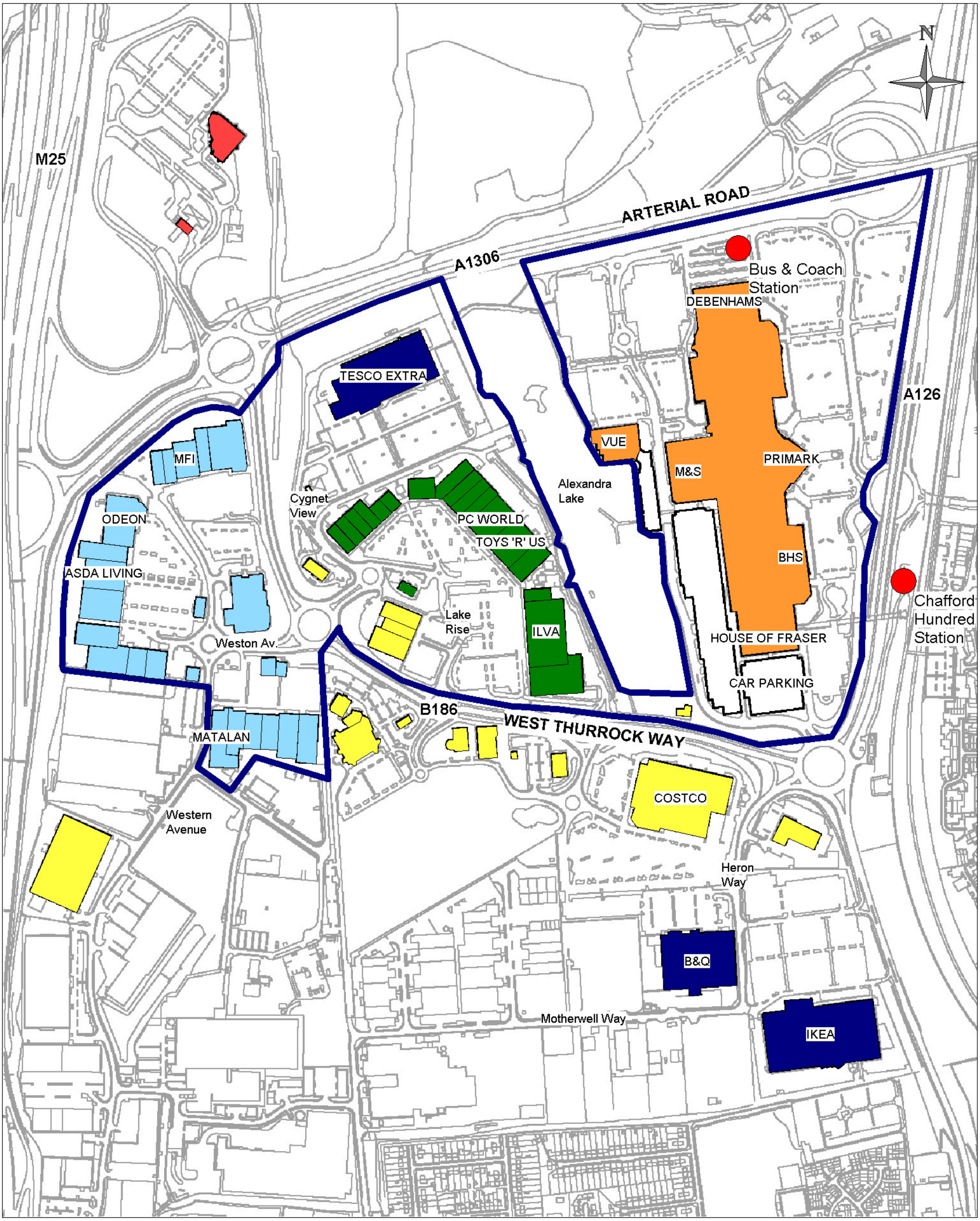
ii) manage the role of existing centres through the promotion of specialist activities, or specific types of uses; and

iii) plan for new centres of an appropriate scale in areas of growth, or where there are deficiencies in the existing network.

43 Where growth cannot be accommodated within existing centres, LPAs are to plan for the extension of the primary shopping area, if there is a need for retail provision, and for the extension of the town centre as a whole to accommodate other main town centre uses.

APPENDIX 3

Plans of Lakeside Basin and Grays town centre



NOTE - Only main anchor operators are identified on this plan

Key	
Lakeside Shopping Centre	Thurrock Motorway Services
Thurrock Lakeside Retail Park	Stand-Alone Retail Units
The Junction Retail Park	Other Commercial Floorspace
Lakeside Retail Zone Boundary (Draft UDP, 2003)	Public Transport Terminal

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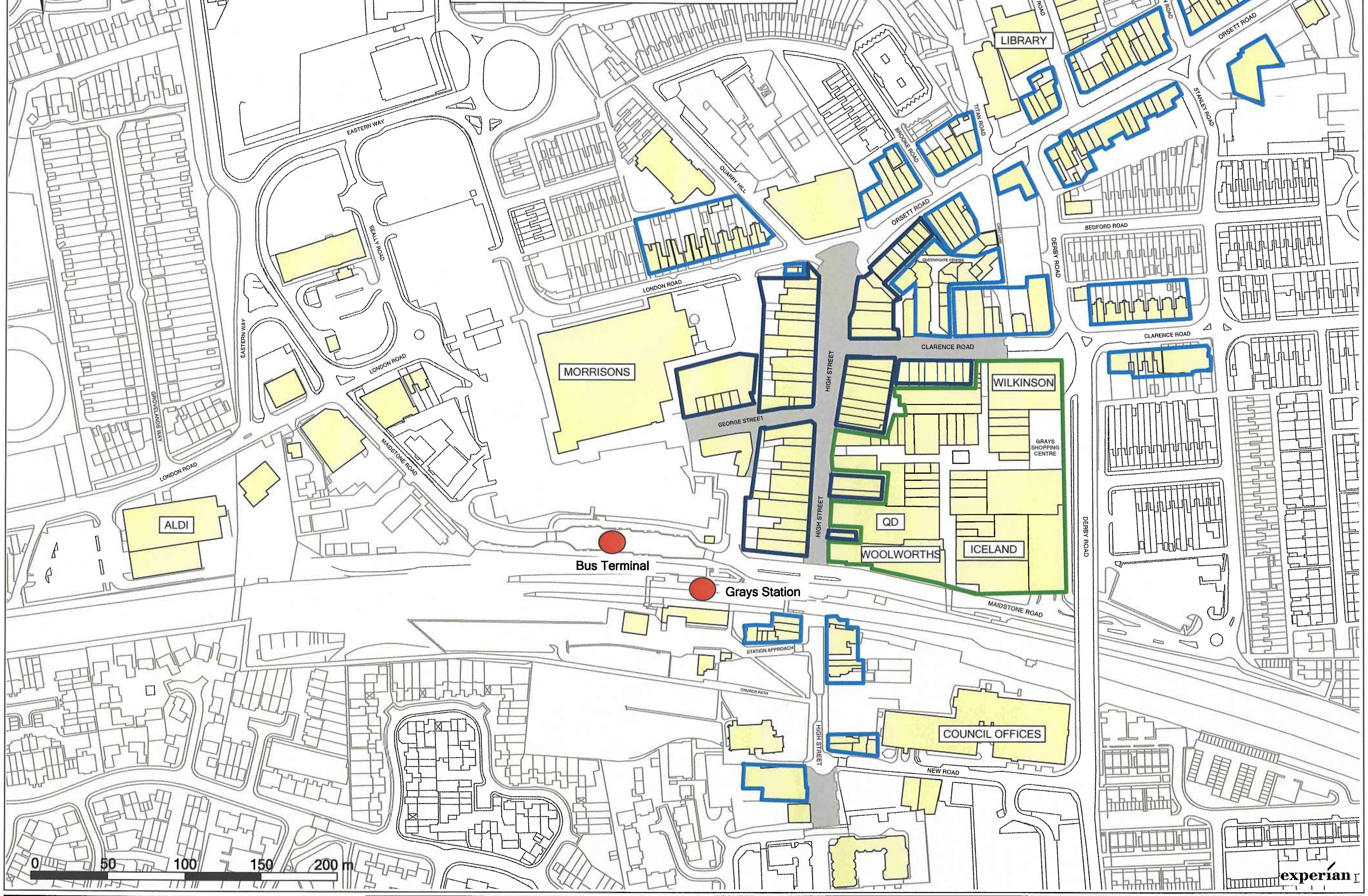
Grays Town Centre



NOTE - Only main anchor operators are identified on this plan.

- Unit Surveyed in Healthcheck
- Public Transport Terminal
- Core Area (Draft UDP, 2003)
- Primary Area (Draft UDP, 2003)
- Secondary Area (Draft UDP, 2003)

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APPENDIX 4

Healthcheck Assessments

Thurrock Borough Council
THURROCK RETAIL STUDY – APPENDIX 4

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Appendix 4 - Healthcheck Assessments

ROGER TYM & PARTNERS

Fairfax House
15 Fulwood Place
London WC1V 6HU

t (020) 7831 2711
f (020) 7831 7653
e london@tymconsult.com
w www.tymconsult.com

This document is formatted for double-sided printing.

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1 INTRODUCTION

1.1 Healthcheck assessments have been carried out to analyse the current role and health of nine retail-related centres in Thurrock Borough. The monitoring of the health of these centres not only provides a benchmark of current performance, it is also an important aid to the identification of opportunities for growth and provides the warning signs of decline in respect of centres as a whole, or specific areas within centres.

1.2 The centres we have assessed are:

- The borough's sub-regional shopping centre – namely Lakeside.
- The main out-of-centre bulky goods retail location – the Lakeside Retail Parks.
- The main town centre – of Grays.
- Six local centres – including Stanford-le-Hope, South Ockendon, Tilbury, Corringham, Socketts Heath and Aveley.

1.3 We have carried out a comprehensive healthcheck assessment for Lakeside Shopping Centre and Grays town centre, whilst undertaking a shorter review of the Lakeside Retail Parks. For the six local centres we have included a summary of the findings to the Thurrock Retail Study[1] 2000 (referred to as the '2000 study') and then provided an update on the condition of these centres in 2006.

1.4 The healthcheck assesses the key performance indicators (KPIs) of vitality and viability referred to in Chapter 4 of the Government's 'Planning Policy Statement on Planning for Town Centres' (PPS6), using published data where available and reliable, other secondary sources and also our own primary research.

1.5 The KPIs are grouped into two indicator categories – market and qualitative:

- **Market indicators** comprise retail rents, yields, retailer requirements and vacancy rates. These factors give a good indication of town centre health through the pricing system of the commercial property market.
- **Qualitative indicators** comprise pedestrian flows, mix of uses, accessibility, safety and crime and environmental quality. These factors provide a view of a centre in terms of centre vitality, the range of different attractions, the ease of movement, shopper perceptions and the quality of the public realm.

1.6 Wherever possible for the market indicators we have compared the performance of the centres against benchmark centres to assess relative performance.

1.7 We have also assessed potential **development opportunities** within each centre.

1.8 Below, before assessing each centre we provide a summary of how we use the indicators, and which data sources we have used to gather information.

Market Indicators

Retail rents

1.9 Retail rents give an indication of the strength of the market and the demand for floorspace. It is standard practice in commercial property agency to value shop rents in terms of Zone A prices. Zone A is the first six metres from the front of the shop, this is the most valuable floorspace, as value decreases with distance from the frontage.

[1] Colliers CRE, *Thurrock Retail Study,* June 2000, Volume 1, Chapter 5

1.10 It is our usual practice to use a published source of rental data (presented in **Annex 1**); however, we have also sourced data from commercial property agents active in the centres. Where commercial agents had information on a given centre, we discussed rental values and floorspace demand and took a consensus view on values.

Yields

1.11 Yields are the market's assessment of investment risk, and in the context of healthcheck assessments give an indication of the attractiveness of a centre to investors. Yields are the ratio of rent to capital value and are usually calculated as a result of a retail property transaction, and expressed as a percentage. Broadly speaking the lower the yield the more attraction to investors as this will reflect the expectation of future rental growth. The converse is also true, the higher the yield the lower the expectation of rental growth and the risk is therefore greater. Investors are on the whole less inclined to commit funds to high yielding property, although the year's purchase (i.e. the period in which the actual investment will be recouped) will be shorter than the lower risk low yielding property.

1.12 Yield data for the centres has been sourced from the Valuation Office Agency (VOA) July 2006 'Property Market Report', which covers some, but not all of the centres assessed (presented in **Annex 2**), and indeed covers hundreds of centres UK-wide, which allows us to benchmark some of the centres. However, data is not available for all the centres. Those centres with few recent commercial property transactions and limited investor activity make the estimation of yields difficult and unreliable.

Retailer requirements

1.13 Retailer demand provides an indication of how attractive a centre is to traders that are currently not represented. Retail demand can be assessed by location, by type of trader and by floorspace requirement.

1.14 We have obtained data for the current demand for in-town A-class retail and D-class leisure space from the FOCUS database for all of the centres, this data is presented for all the centres in **Annex 3**. Once again we have supplemented the published data source with discussions with commercial agents active in the centres. This is especially important to ascertain demand from independent traders that do not register on the FOCUS database.

Diversity of uses & retailer representation

1.15 The quantum and quality of the different uses within a centre gives an indication of the role of the centre and the attraction to shoppers.

1.16 We have calculated the amount and proportion of floorspace (predominantly ground floor, but upper floors for A Class activity) in the various use class categories based on various sources. For Lakeside shopping centre, Grays town centre and The Lakeside Retail Parks we have used Experian GOAD floorspace data. However, this data is not available for the six local centres, so floorspace figures for these centres have been calculated from OS derived information provided by Thurrock Council. All this information has then been updated by our own centre surveys (carried out in October and December 2006) and refined by subdividing the A1 class category between 'convenience', 'comparison' and 'other goods' floorspace.

1.17 The use class categories included are: A1 convenience goods, A1 comparison goods, A1 other goods, A2, A3, A4, A5, Sui Generis, vacant and other. The 'Other' category comprises of all other uses identified in the Use Class Order 2005, such as B1, C1, C3, D1 and D2.

1.18 The data for each centre is presented in tabular form in the relevant section of the report as well as in full detail in **Annex 4**.

Vacancy rates

1.19 The data refers to all vacant ground floor floorspace, which may include some non-A class space. However, in our experience the majority of such space relates to A Class uses. Without detailed analysis of the use classes pertaining to each property there is no easy means of distinguishing between A class and non-A class vacant space. In all cases we comment on vacant floorspace in prime frontages, fringe locations and in total.

1.20 For all centres in the borough we have used Experian GOAD or OS derived data in conjunction with our own centre surveys. The full data for all the centres is presented in **Annex 4**.

Qualitative Indicators

Accessibility

1.21 Accessibility concerns the ease and convenience of access ***to*** the centre by a choice of means of transport, and ease of movement on foot ***within*** the centre.

1.22 In terms of the 'to' we consider the location of the centre in terms of the public transport network and also the road network in respect of the private car and bicycle. We also consider the arrival points, those being the stations, bus stops, off-street parking, on-street parking, cycle racks. The household survey does give consideration to the proportions of visitors accessing on foot, which in some centres is significant, as indeed consideration is given to the proportions accessing the centres by all modes of transport.

1.23 The 'within' assessment considers the ease of movement of pedestrians within the centre, and makes reference to roadway crossing facilities, the quality of the pavements and the barriers to ease of movement such as heavily congested trunk roads. A general point is that linear centres with essentially two parades of shops and services on either side of a busy trunk road are much harder for pedestrians to negotiate around than centres that have evolved as a network of interlinked streets. A network of interlinked streets tends to reduce traffic speeds as there are more corners to turn, and provides more opportunity for traffic calming and/or exclusion.

1.24 During our centre surveys we studied pedestrian flows, which often give an indication of the vitality of a centre. Pedestrian flow, or footfall as it is more commonly referred to, is a vital consideration for retailers when evaluating property. The relationship between footfall and location is simple; the heavier the footfall the better the pitch.

1.25 We have based our assessment on qualitative information gathered through our own centre surveys.

Safety and crime

1.26 Crime and more particularly the perception of crime can be damaging to an area. Visitors think twice about making a trip to a centre if it is regularly linked with incidents of crime. Crime can therefore play a major negative role in changing shopping habits.

1.27 We have been unable to obtain street crime statistics for the individual town/local centres. However, we have collected data from the Essex Police Authority for the borough as a whole (in 2005), which has been compared the national average (at **Annex 5**). This data, plus observations made in our centre visits, have allowed us to assess the general safety of the nine retail locations.

Environmental quality

1.28 The quality of the environment is a major determining factor that influences where shopping trips are undertaken. Shopping is increasingly seen as a leisure experience and so the overall quality of the buildings, the public open spaces and the general amenity of a centre is vital in maintaining a centre's attractiveness to shoppers.

1.29 When reviewing environmental quality we have considered pollution, building architecture & frontage, public space, litter and street furniture.

2 LAKESIDE SHOPPING CENTRE

Overview

2.1 Lakeside Shopping Centre contains 127,800sqm of gross floorspace in total and is largest defined shopping/town centre in the borough. The Draft (Revised) East of England Plan (2004) acknowledges that Lakeside has the largest concentration of retail floorspace of any one retail centre in the region. In 2003/04 Management Horizons Europe ranked the centre 45th of all the centres in the UK. **Annex 6**, shows that MHE grade Lakeside as a 'Regional' centre, marginally above Romford, but below the 'Major Regional' centre of Bluewater.

2.2 Lakeside contains over 116,800sqm gross of retail floorspace, more than in any other retail location in the borough. In terms of gross floorspace in retail use, Lakeside shopping centre is significantly larger than Grays town centre. The 2000 study comments that the opening of Lakeside in 1990 has greatly affected the existing centres in the borough, including Grays town centre - which has adopted a more downmarket retail offer, with a focus on discount shopping.

2.3 Lakeside contains 22 of the 27 GOAD defined key attractors, far more than any other centre in the borough. In addition, a number of the GOAD defined key attractors operate more than one unit in Lakeside, including – Burger King (2), Clinton Cards (2) and McDonalds (2). This serves to indicate the strength and desirability of Lakeside as a retail location.

2.4 The size of Lakeside and the number of key attractors in the centre clearly indicate a more dominant role in the borough's retail hierarchy compared to Grays town centre or the local centres. Furthermore, development is currently underway on an extension to Lakeside shopping centre. The redevelopment and expansion of the 'Lakeside Boardwalk' is planned to create 6,323sqm gross of new A3, D2 and other provision, along with 893sqm gross of new A1 floorspace.

2.5 The Shopping Centre, as currently defined in the adopted Thurrock Local Plan (1997) covers all the land situated within the eastern section of the 'Lakeside Retail Zone'. The land within the western section of this zone comprises the Lakeside Retail Parks. Lakeside Shopping Centre itself is located approximately 2 miles west of Grays town centre and includes 237 retail (A1-A5) units spread over three trading floors.

2.6 The key role of Lakeside is:

- Convenience shopping – the centre contains a limited convenience provision, with a Marks & Spencer Foodhall providing the main grocery offer. The centre also contains a number of small bakers, confectioners and health food shops. The strength of comparison retailing at Lakeside restricts the availability of suitable units for additional convenience stores in the centre.
- Comparison shopping – the only retail location in the borough to contain a comprehensive frequency and range of national multiple comparison retailers. Lakeside contains a broad mix of large department stores, like Debenhams, Marks & Spencer, BHS and House of Fraser, as well as a range of smaller specialist national comparison outlets, like Next, Currys and Superdrug. Lakeside also contains a small number of independent comparison retailers along Brompton Walk. This varied provision explains why the majority of residents from the study area travel to Lakeside for comparison goods shopping.
- Other facilities – although the centre contains a considerable number of cafés and fast-food restaurants, there is only one pub/bar, which is located outside the main building on Alexandra Lake. The centre also includes a 7 screen

cinema and nursery facilities. The redevelopment of the 'Lakeside Boardwalk', when complete, will improve the leisure offer.

2.7 As the principal retail centre in the borough, Lakeside has the characteristics of a 'Regional/Sub-regional Shopping Centre' in the PPS6 defined descriptions of types of development[2].

Market Indicators

Retail rents

2.8 According to Colliers CRE 2006 centre rental data, Zone A rents for Lakeside are £3,875/sqm. As with all Colliers CRE data, rental levels are based on an optimum retail unit in the prime retail pitch, where as commercial agents often provide a more generic figure. The published rental levels for Lakeside are substantially higher than any other retail location in the borough, but slightly lower than for Bluewater Shopping Centre which achieves Zone A rents of £4,413/sqm.

2.9 A table of published Zone A rents is contained in **Annex 1**. Most of the retail frontage within the main shopping centre building, at lower ground and ground floor levels, can be identified as the the prime pitch. This is where the majority of the key attractors and major department stores occupy units. Commercial property agents indicate that demand for retail floorspace in Lakeside is strong, particularly from national multiple comparison retailers. This demand is associated with high visitor numbers and footfall, free car parking and convenient car borne accessibility from the M25 and A13.

2.10 Commercial agents anticipated rental levels at 'Lakeside Boardwalk' would be broadly lower than those currently achievable in the main (lower ground and ground floor) retail areas at Lakeside. This expectation is based on the 'Boardwalk' attracting lower footfall and functioning primarily as a leisure and food & drink location, rather than a prime A1 retail area.

Yields

2.11 The Valuation Office Agency's 2006 published data, shown in **Annex 2** indicates that yields in Lakeside have improved in the last decade from 5.5% in 1996, through 5.0% in 2001, to 4.75% in 2006. The overall downward trend in yields over the course of the decade will be due to investor confidence and the success of the shopping centre. Low yields are often attractive to investors because they produce an expectation of future rental growth.

2.12 Bluewater Shopping Centre has a similar yield to Lakeside – since opening in 1999 yields have improved from 6% in 2001 to 5% in 2006. Again, the recent downward trend in yields suggests there is investor confidence in Bluewater.

Retailer requirements

2.13 **Annex 3** sets out the FOCUS published retailer requirements for Lakeside. This indicates that there are 37 separate national multiple operators seeking space in the shopping centre. This demonstrates that national multiple retailers consider Lakeside to be the primary retail centre in the borough, and the centre which is likely to attract sufficient numbers of shoppers to meet their requirements. National multiple retailers will also seek to locate in centres where other similar retailers occupy units.

2.14 The majority of retailers seeking space in Lakeside are A1 comparison retailers, representing a broad spectrum of non-bulky comparison goods – including shoes, clothes, jewellery, mobile phones and toys/games. Retailers trading bulky

[2] PPS6 – Planning for Town Centres, 2005, Annex A, Table 3

comparison goods are more likely to require space in the nearby Lakeside Retail Parks.

2.15 Interestingly, a number of high profile fashion retailers require space in the shopping centre – including Austin Reed and Krisp, as well as a number of general discount stores – like Poundland and 99P Stores. Despite the quantity of national multiples requiring space, according to FOCUS no large department store operator requires representation.

2.16 There are a number of specialist convenience retailers requiring space, including Gourmet Joes bakers, who have two requirements in Lakeside. There are also food and drink operators seeking space in the centre. These operators, who include Ask, Pizza Express and Zizzi, could add to the limited range of fast-food outlets and coffee shops currently present at Lakeside.

2.17 The 37 separate operators require a range of different outlets between 5sqm and 5,100sqm, although most (35) require units less than 1,000sqm gross in size. Given the current availability and range of vacant floorspace in Lakeside, it is feasible that some of these retailers could be accommodated within the shopping centre in the short-term.

Diversity of uses & retailer representation

2.18 In **Table 2.1** below, we present the aggregate total of the number of units and floorspace by Use Class for Lakeside Shopping Centre. The table shows that Lakeside is the largest shopping/town centre in the borough, larger than all the other town and local centres combined. The centre contains just under 127,800sqm of floorspace, of which 116,800sqm (91%) is in retail use. The centre supports a total of 237 retail units.

2.19 Lakeside contains 22 of the 27 GOAD defined key attractors (**Annex 7**), with a number of key attractors operating more than one store in the centre, i.e. Burger King, Clinton Cards and McDonalds. In addition the centre contains four key department/variety stores, including Debenhams, House of Fraser, Marks & Spencer and BHS, which act as anchors for other comparison retailers. The presence of key attractors and department/variety stores serves to indicate the strength and desirability of Lakeside as a retail location.

2.20 At Lakeside 82% of the total floorspace is in use by A1 comparison retailers. The centre contains a high number of key attractors and large store multiples, as well as a varied range of non-bulky comparison operators. The GOAD UK average shows that 32% of floorspace across all centres is used for comparison goods. This indicates that Lakeside Shopping Centre is heavily focused on comparison goods retailing, with low proportions of other uses. These findings are supported by the 2000 Study which found that the retail offer at Lakeside is almost entirely comparison goods and that there is a high proportion of fashion shops.

2.21 By contrast, just 2% of the floorspace in Lakeside is used for the sale of convenience goods, which is well below the GOAD UK all centres average of 11%. While the centre contains a number of small bakers, confectioners and health food shops, Lakeside only provides one main foodstore – the Marks & Spencer Foodhall.

2.22 Food and drink uses (Class A3, A4, and A5) equate to 6% of the total floorspace in Lakeside. In comparison, the GOAD UK average for all centres is higher at 11%, although the strength of comparison retailing at Lakeside distorts floorspace proportions. However, it terms of unit numbers, Lakeside has a total of 28 restaurants/cafés/hot-food takeaways, but only one drinking establishment. The centre is very well-served by cafés and fast-food restaurants/takeaways, a number of which are clustered together on first floor, but is limited in terms of table-service restaurants and drinking establishments. Accordingly the range and choice of food and drink uses for visitors is currently limited. However, the ‘Lakeside Boardwalk’ scheme is to include 6,323sqm gross of new floorspace dedicated to table-service restaurants (with bars), D2 leisure facilities and other/servicing areas. Therefore it is likely that this extension will address the current deficiency in food and drink provision at Lakeside.

Table 2.1 Diversity of uses in Lakeside

LAKESIDE SHOPPING CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion	GOAD UK Av.
A1 Comparison	171	104,810	82.0%	31.8%
A1 Convenience	16	2,450	1.9%	10.9%
A1 Other	15	1,500	1.2%	5.5%
A2 Financial & Professional Services	6	950	0.7%	7.2%
A3 Restaurants & Cafes	17	4,260	3.3%	3.7%
A4 Drinking Establishments	1	430	0.3%	5.1%
A5 Hot Food Takeaways	11	2,420	1.9%	1.8%
Sui Generis	2	230	0.2%	8.3%
Vacant	15	3,330	2.6%	6.3%
Other	5	7,410	5.8%	19.4%
TOTAL RETAIL	237	116,820	91.4%	66.0%
TOTAL	259	127,790	-	-

Source: RTP Town Centre Survey October 2006 and OS/GOAD derived floorspace data

2.23 Lakeside also benefits from having a large cinema and a nursery. The former potentially increases the length of time visitors are prepared to spend at Lakeside, while the latter provides facilities for staff and visitors with young children.

Vacancy rates

2.24 There are currently 15 vacant units at Lakeside, which equates to 3% of the total floorspace in the centre. This is lower than the GOAD UK average of 6% for all centres. These units comprise a total of just 3,330sqm of gross floorspace and serve to indicate the strength of retailing in Lakeside Shopping Centre.

Qualitative Indicators

Accessibility to centre

(i) By public transport

2.25 Lakeside is accessible by rail through Chafford Hundred station, located 200 metres to the east of the shopping centre and accessible via a covered walkway from the House of Fraser department store. Trains provide rail access, every 20 minutes, from Central London (Fenchurch Street station), a journey which takes 30 minutes, and Southend-on-Sea, which takes around 40 minutes. Trains also stop at other London and Essex destinations, including Barking, Upminster and Grays.

2.26 Local and regional buses converge at the Lakeside bus station, located near the Debenhams department store. Despite good public transport links, access by the private car is the dominant mode of access to Lakeside.

(ii) By private transport

2.27 Lakeside is surrounded by large multi-storey and surface level car parks. In 2006 Experian GOAD calculated there to be a total of 13,000 parking spaces which service the shopping centre. These are all located around the fringes of the main shopping centre building and are free to visitors. These car parks become busy on Saturdays and bank holidays.

2.28 Lakeside is in close proximity to a series of main roads including the M25, A13 and other A-roads.

2.29 Pedestrian access in and out of the shopping centre, from the residential areas to the east, is adequate, with Chafford Hundred station walkway acting as one of the main routes.

Accessibility within centre

2.30 The main shopping 'mall' area at the centre of the ground floor has the highest footfall in Lakeside. Overall footfall was noted as being very high, although this does taper off slightly towards the northern and southern fringes of the lower ground and ground floor retail frontages, as well as on the first floor and at Brompton Walk.

2.31 The internal walkways in the centre are very wide, although become congested during peak retail periods. Outdoor walkways and zebra crossings are provided through the centres main car parks and allow easy pedestrian access to these areas.

Safety & crime

2.32 Lakeside contains CCTV cameras, both inside the main shopping mall and the car parks, as well as security patrols which cover the whole shopping centre and offer reassurance for visitors. There is no published crime data specifically for Lakeside Shopping Centre, however the Essex Police Authority do provide crimes rates for both Thurrock and the nation as a whole. The most recent published annual figures[3] are contained within **Annex 5** and show that the borough has above average rates of motor vehicle theft and violence against the person, but below average rates of sexual offences and burglary.

2.33 Given the private security measures employed at Lakeside – it is unlikely that the centre suffers from particularly high crime rates. Indeed, other than shoplifting and petty/anti-social behaviour issues, Lakeside is likely to have fewer crime problems than certain other parts of the borough.

Environmental quality

2.34 Lakeside Shopping Centre was opened in 1990 and as a typical shopping centre of the time, is now becoming dated in its appearance. The more recently built Bluewater Shopping Centre makes a greater positive architectural contribution than Lakeside.

2.35 Externally Lakeside includes open paved areas - which can serve as meeting points, as well numerous trees planted throughout the surface level car parks - presumably to reduce the 'hard' concrete appearance of the site. Internally, Lakeside is similar to most large shopping 'malls' with broad walkways, controlled lighting/heating and a series of periodically located benches and bins. As a result the centre provides a reasonable quantity of seating and public space for visitors.

2.36 With motorised traffic at the fringes, Lakeside does not suffer from noise or air pollution problems near the main shopping area. Cleanliness is good and free public toilets are provided. The centre provides an attractive shopping destination with very well-kept shop frontages and well maintained public spaces.

2.37 In addition to the dated design, Lakeside arguably also lacks a sense of identity and uniqueness. Particularly internally, many parts of the centre could be mistaken for a number of other indoor shopping centres in the UK.

Development Opportunities

2.38 The main development opportunity at Lakeside Shopping Centre lies adjacent to the waterfront, off Perimeter Road. Construction is already underway on a

[3] Essex Police Authority, Crime Figures for 2004/05

redevelopment/extension of the ‘Lakeside Boardwalk’ to provide new A3 and D2 provision, along with 893sqm gross of new A1 floorspace.

2.39 No other obvious development opportunities exist at Lakeside, although if additional retail and/or leisure floorspace were required in the future, redevelopment of existing surface level car parks could provide new development opportunities. Given the ‘indoor mall’ nature of Lakeside Shopping Centre, any new retail/leisure provision would need to provide internal links to the existing retail frontage.

3 LAKESIDE RETAIL PARKS

Overview

3.1 The retail parks at Lakeside are located west of the main shopping centre building on the opposite side of the Alexandra Lake. The retail parks are allocated in the adopted Thurrock Local Plan (1997) as part of the 'Lakeside Retail Zone', which includes Lakeside Shopping Centre. However, the two retail locations are clearly identifiable and function independently of one another.

3.2 The retail park area at Lakeside comprises of The Junction Retail Park, The Thurrock Lakeside Retail Park, Lake Rise and the units off Cygnet View. There are also 12 standalone retail units to the south of the retail parks, off West Thurrock Way, Heron Way and Western Avenue.

3.3 The retail park area at Lakeside provides a total of 91,100sqm gross of floorspace, with the adjacent standalone stores providing an additional 60,500sqm gross. Therefore the Lakeside Retail Parks (including nearby stores) contain more sqm of gross floorspace than Lakeside Shopping Centre itself. The 2000 study acknowledges that the majority of these retail warehouse type units sell bulky comparison goods.

Market Indicators

Retail rents

3.4 Colliers CRE do not publish Zone A rental figures for the Lakeside Retail Parks. Collier's only publish shopping centre rental data for the top 610 centres in the UK. As a series of low density retail parks, the area at Lakeside falls outside this definition. However, overall rental figures have been obtained from commercial property agents. These are not directly comparable with Zone A rents because overall rents are based on an average rental figure (which includes storage and servicing floorspace) and not just the prime first six metres from the shop front.

3.5 Nevertheless commercial agents indicate that in 2006 overall rents of £270/sqm were achievable at the Lakeside Retail Parks – with a steady improvement in rents occurring since the mid 1990's. This steady increase in retail rents is indicative of a strong and stable retail location.

Diversity of uses & retailer representation

(i) Lakeside Retail Parks

3.6 In **Table 3.1** below, we present the aggregate total of the number of units and floorspace by Use Class for the Lakeside retail parks. The table shows that the retail parks contain 50 units and around 77,500sqm of gross floorspace in retail (A1-A5) uses, which totals 85% of all floorspace at these locations.

3.7 The retail parks provide a large proportion of comparison floorspace, including an Argos Extra, Asda Living, Matalan, PC World, Curry's, Habitat, MFI, Harveys and Toys 'R' Us. In total 45 units and 67,250sqm (gross) of floorspace are used for comparison retailing. Of these 25 units predominantly trade bulky-comparison items, making the Lakeside Retail Parks the main bulky goods shopping location in the borough.

3.8 Only one unit (Tesco Extra) at the Lakeside Retail Parks sells convenience items. However, this outlet is one of the largest foodstores in the borough, with 32 checkouts, nearly 1,000 parking spaces and an estimated 7,970sqm of sales floorspace.

3.9 The retail parks also contain four food & drink units, including a Starbucks, McDonalds, Burger King and Pizza Hut, all of a fast-food nature. In addition to A1-A5 retail outlets, the Junction retail park also contains an Odeon cinema and a nightclub, which provide the only non retail related provision within the area.

Table 3.1 Diversity of uses at the Lakeside Retail Parks

LAKESIDE RETAIL PARKS	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	45	67,250	73.8%
A1 Convenience	1	8,650	9.5%
A3 Restaurants & Cafes	2	480	0.5%
A5 Hot Food Takeaways	2	1,100	1.2%
Sui Generis	2	470	0.5%
Vacant	5	9,780	10.7%
Other	1	3,370	3.7%
TOTAL RETAIL	50	77,480	85.0%
TOTAL	58	91,100	-

Source: RTP Retail Park Survey December 2006 and OS/ GOAD derived floorspace data

3.10 All retailers at the Lakeside Retail Parks are national multiples, with no independent traders present.

(ii) Other outlets near Lakeside

3.11 In **Table 3.2** below, we present the aggregate total of the number of retail/leisure based units and floorspace by Use Class for outlets in close proximity to Lakeside. Primarily these units are located in the employment area to the southeast of the retail parks. The table shows that these outlets contain 29,000sqm (gross) of floorspace in retail uses, accounting for a total of 11 retail units.

Table 3.2 Diversity of uses of other outlets near Lakeside

OTHER OUTLETS NEAR LAKESIDE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	3	26,360	43.5%
A2 Financial & Professional Services	1	140	0.2%
A3 Restaurants & Cafes	3	1,180	1.9%
A4 Drinking Establishments	1	790	1.3%
A5 Hot Food Takeaways	3	530	0.9%
Sui Generis	7	28,190	46.6%
Other	2	3,350	5.5%
TOTAL RETAIL	11	29,000	47.9%
TOTAL	20	60,540	-

Source: RTP Retail Park Survey December 2006 and OS/ GOAD derived floorspace data

3.12 These retail units include three comparison traders (Ikea, B&Q & Lakeside Boating Accessories), one betting office, and seven restaurants/bars/fast-food outlets. In addition to these units there are five car sales sites, a Travelodge hotel, Gala bingo hall and a large Costco retail warehouse club. As well as providing two substantial retail attractors, namely Ikea and B&Q, this collection of units caters for some table-service food & drink trips and leisure activities.

Vacancy rates

3.13 There are five vacant units at the Lakeside Retail Parks, accounting for nearly 9,800sqm (gross) of floorspace. These units are located at The Junction (3), Lake Rise (1) and Thurrock Lakeside Retail Park (1).

3.14 The vacant unit at Thurrock Lakeside Retail Park is already earmarked for re-occupation by a Next 'Home' store and is currently undergoing alteration, with opening expected in April 2007.

Qualitative Indicators

Accessibility

3.15 The retail parks and other outlets at Lakeside are not directly accessible by a railway station, although limited bus accessibility does exist, stopping along Western Avenue. However, our observations suggest that few shoppers access the retail parks by bus and even fewer on foot or by bicycle. Pedestrian linkage, concerning the ease of movement of pedestrians, between the shopping centre and the retail parks is particularly poor. This reduces any chance that visitors using Chafford Hundred railway station might walk through Lakeside Shopping Centre and onto the retail parks beyond.

3.16 Instead access by private car is the most commonly used method of transport. This is not surprising given the large volume of free off-street car parking available throughout the area, as well as the proximity to major A and B roads. Furthermore the often bulky nature of comparison goods on sale will encourage the use of the private car, with such goods proving otherwise awkward for visitors to get home.

Environmental quality

3.17 All the retail parks and other outlets at Lakeside are located off major through roads or on substantial distributor roads, providing easy and quick car-borne access. As a result these retail parks suffer from notable levels of noise pollution and traffic dominates areas away from the retail frontages.

3.18 The aesthetic contribution made by many of the retail outlets is unusually positive for a retail park location. The outlets at Thurrock Lakeside Retail Park create a smart and modern out-of-centre retail destination feel. However, the out-door areas generally are not well serviced by street furniture, so as would be expected for a retail park, shoppers will typically arrive, purchase goods and then leave immediately.

4 GRAYS TOWN CENTRE

Overview

4.1 Grays contains 66,300sqm of gross floorspace in total, and as such is the largest town centre in the borough. The Adopted Local Plan (1997) defines Grays as a 'District Shopping Centre'. In 2003/04 Management Horizons Europe ranked the centre 462nd of all the centres in the UK and consistent with the Local Plan, identified the centre as having a 'District' grade (**Annex 6**). In comparison MHE ranked both Romford (47th) and Brentwood (266th) higher than Grays town centre. The 2000 study acknowledges that the opening of Lakeside Shopping Centre in 1990 superseded Grays' historical role as the dominant retail centre in the area. However, the town remains the main administrative centre in borough and is also the focus for a number of services and cultural activities.

4.2 Grays contains just 5 of the 27 GOAD defined key attractors – i.e. Boots, McDonalds, New Look, W H Smith and Woolworths. Given the total gross floorspace in the centre, this is an unusually low number of key attractors and is likely to be a consequence of the strength of retailing at Lakeside (which contains 22 key attractors). Despite the lack of key attractors, Grays does contain a healthy mix of both national multiple retailers and independent traders.

4.3 The size of Grays and the number of key attractors in the centre indicate a more secondary role in the borough's retail hierarchy, compared to Lakeside Shopping Centre. However, Grays town centre contains a number of notable sites which could provide the opportunity to increase the amount of retail and leisure floorspace and boost the centres role as a district centre.

4.4 The town centre, as defined in the adopted Local Plan, includes Orsett Road, Clarence Road, the High Street, George Street and London Road, north of the railway line, as well as Station Approach and the High Street, to the south. At the broadest point the centre spans approximately 700 metres east-west and 800 metres north-south. Retail outlets are located across the centre but a prime pitch can be identified along the pedestrianised section of the High Street and at the Grays Shopping Centre.

4.5 The key role of Grays is:

- Convenience shopping – the centre contains a large Morrison's supermarket, an Iceland frozen foodstore and an Aldi discount foodstore (in an edge-of-centre location). Grays also contains three bakers, two butchers, five grocers, three newsagents, one off-licence and a number of other small convenience and specialist foodstores. As a result Grays contains a strong proportion of convenience floorspace, as well as a range of convenience outlets.
- Comparison shopping – although the centre contains a number of national multiple comparison retailers along with small local independent traders, comparison provision in Grays is limited. Comparison floorspace only makes up around a quarter of all floorspace in the town centre. In addition, relative to its size, Grays contains a low number of outlets selling clothing and bulky-goods, and no major department stores.
- Other facilities – the centre has a reasonable proportion of food and drink uses. These units provide a broad range of fast-food outlets, table service restaurants and drinking establishments to the surrounding catchment. The centre also contains a range of community, administrative and leisure uses, including council offices, training and health centres, a museum/theatre, social clubs and both a Library and Bingo hall in edge-of-centre locations.

4.6 Grays has the characteristics of a 'Town Centre' in the PPS6 defined typology of centres, as it functions as 'an important service centre, providing a range of facilities and services'.

Market Indicators

Retail rents

4.7 According to Colliers CRE 2006 town centre rents data, Zone A rents for Grays are £484/sqm. Grays achieves lower retail rents than the town centres of Romford (£2,207/sqm) and Brentwood (£807/sqm), and substantially lower retail rents than Lakeside Shopping Centre (£3,875/sqm).

4.8 Rental levels for other centres in and around the study area are set out in **Annex 1.** The table shows that Zone A rents in Grays have increased from £215/sqm in 1996 to £269/sqm in 2001 and onto £484/sqm in 2006. Proportionately this increase in rents is greater than the increases for Romford and Brentwood, over the same period. However, the data for Grays town centre indicates that the retail property market is still weak, undoubtedly affected by the strength of demand for retail representation at Lakeside.

4.9 According to commercial agents, the prime retail frontage in Grays town centre is located within the Grays Shopping Centre. Overall retail rents are at their highest at this location, as well as along the High Street (north of the railway line). Commercial agents indicate that in terms of overall retail rents - Orsett Road and Clarence Road form secondary retail locations.

Yields

4.10 The 2000 study acknowledged that yields in Grays had not recovered to pre-Lakeside levels. Nevertheless, the Valuation Office Agency's 2006 published data, shown in **Annex 2** indicates that yields in Grays have fallen slightly in the last decade from 10.0% in 1996, through 9.25% in 2001, to 9.0% in 2006. The slight fall in yields indicates that investor confidence in the centre has improved, albeit only slightly. However, yields in Grays are still very high, particularly when compared to Romford and Brentwood, suggesting stability in the centre, but also no perceived prospect of change.

4.11 By comparison low trends in yields for Lakeside Shopping Centre over the course of the last decade will be due to investor confidence following the successful opening of the centre in 1990 and high visitor numbers.

Retailer requirements

4.12 **Annex 3** sets out the FOCUS published retailer requirements for Grays, and shows that there are eight requirements for representation, all from retailers and food & drink operators. The number of retailers seeking space in the centre is low, particularly considering the size of Grays. However, the number of operators seeking space in Grays has risen slightly since 2000, when only six requirements for space were published.

4.13 Grays has a limited range of A-class retailers seeking space in the town, including only three A1 retailers and no GOAD defined key attractors. However, there are five food and drink (A3, A4 & A5) operators seeking space in Grays, including Harvester, J D Wetherspoon and O'Neills. There are 14 vacant units in the town centre which fall within the floorspace criteria for one or more of the retailers seeking representation. On this basis, a number of these retailers could become represented in the town centre over the next 12 to 18 months.

4.14 The centre is already well provided for in terms of food & drink uses, a noticeable characteristic of Grays. Therefore, those operators seeking space will add to those already in the centre, reinforcing the night-time economy and promoting Grays as a food & drink destination. The lack of A1 retailers seeking space in Grays indicates the dominance of Lakeside Shopping Centre.

4.15 There are no leisure operators registered as requiring representation in Grays.

Diversity of uses & retailer representation

4.16 In **Table 4.1** below, we present the aggregate total of the number of units and floorspace by Use Class for Grays. The table shows that Grays contains 66,300sqm of floorspace, making it approximately half the size of Lakeside Shopping Centre. The centre contains 40,800sqm of floorspace in retail use, which is 62% of the total floorspace in the centre. This is marginally below average proportion of retail floorspace and can be attributed to the quantity of leisure, office and residential (all classified under 'Other') floorspace present in the town centre.

Table 4.1 Diversity of Uses in Grays

GRAYS TOWN CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion	GOAD UK Av.
A1 Comparison	71	17,810	26.9%	31.8%
A1 Convenience	23	10,930	16.5%	10.9%
A1 Other	25	2,340	3.5%	5.5%
A2 Financial & Professional Services	43	5,980	9.0%	7.2%
A3 Restaurants & Cafes	10	1,410	2.1%	3.7%
A4 Drinking Establishments	4	870	1.3%	5.1%
A5 Hot Food Takeaways	15	1,470	2.2%	1.8%
Sui Generis	11	2,220	3.3%	8.3%
Vacant	27	5,640	8.5%	6.3%
Other	56	17,630	26.6%	19.4%
TOTAL RETAIL	191	40,810	61.6%	66.0%
TOTAL	285	66,300	-	-

Source: RTP Town Centre Survey October 2006 and OS/ GOAD derived floorspace data

4.17 As mentioned, Grays contains five of the 27 GOAD defined key attractors (**Annex 7**) i.e. Boots, McDonalds, New Look, W H Smith and Woolworths. As well as containing a relatively small number of key attractors, Grays does not contain a major department. However, the town centre does contain a large Morrison's supermarket and an Iceland store. There is also an Aldi foodstore located to the west, in an edge-of-centre location. The centre includes a mix of both national multiple retailers and independent traders like 'Robert Munt' (Butcher) and 'Brians' (Florist).

4.18 A1 comparison retail floorspace accounts for 27% of the total floorspace in Grays. The GOAD UK average for all centres is 32%. Therefore, Grays provides a below average proportion of comparison goods floorspace. However, considering the proximity to Lakeside, the centre contains a reasonable number of comparison units (71). Grays contains a number of specialist comparison outlets, including card shops, florists, opticians, charity shops and jewellers, as well as seven variety/general stores. However, the centre has a low number of clothing and bulky-good outlets. Residents looking for these types of goods are likely to visit Lakeside Shopping Centre and Lakeside retail park, which provide an abundance of these goods.

4.19 The 2000 study states that Grays town centre does not include a department store – unusual for a place of Grays' role. As of 2006, the town centre still lacks a major department store. The result of this is that the majority of local residents are likely to travel to other larger centres for their comparison goods shopping.

4.20 In contrast, Grays provides an above average proportion of convenience floorspace with 17% of the total floorspace in convenience related use. The GOAD UK average for all centres is notably lower, at just 11%. The town centre contains one large supermarket, backed-up by two smaller foodstores. However, there are also other convenience outlets in Grays, including three newsagents, one off-licence and six convenience/specialist foodstores. Grays also provides three bakers, two butchers and five grocers, many of whom are independent retailers. Grays not only provides an above average proportion of convenience floorspace, but it provides a broad range and choice of convenience goods.

4.21 Only 6% of the total floorspace in Grays is in food and drink uses (A3, A4 & A5), which is below the GOAD UK all centres average of 11%. However, the town centre contains a reasonable number of food & drink units (29). In addition, the range of restaurants and pubs/bars is varied and can attract visitors to the centre, particularly in the evenings.

4.22 Grays contains a mix of leisure, community and administrative uses, which reinforce the centre as the borough's main town centre. In terms of leisure, there is a museum/theatre, bingo hall, two social clubs and two places of worship. Community uses include a Library, educational facilities and health centres. The Council offices are located adjacent to the town centre boundary and other smaller offices are also situated within the centre.

Vacancy rates

4.23 Nearly 9% of floorspace in Grays is currently vacant, higher than the GOAD UK all centres average of 6%. In total the town centre contains 27 vacant units, 10 of which are located on three sites - i.e. 15-23 George Street (inc. former cinema), the Queensgate Centre and 76 High Street. The 2000 study also identified the Queensgate Centre as a problem site, explaining that the centre was struggling badly and much work was required to raise performance to an acceptable standard.

4.24 However, other than at these locations, vacancies are scattered across the town centre. The published GOAD Plan (April 2006) for Grays indicates that many of these units are short term vacancies.

4.25 Short-term vacancies are not necessarily a threat to town centre vitality and viability. Most centres require a certain level of vacant units in order to create a healthy turnover of property and provide different occupancy options for new and existing retailers. Although demand for representation is fairly weak in Grays, there are still eight new retailers seeking space, some or all of whom could be accommodated in the town centre in the near future.

Qualitative Indicators

Accessibility to centre

(i) By public transport

4.26 Grays is very well-served by buses. There are 15 routes which pass through the centre, most of which serve the bus terminus point adjacent to the railway station. These bus routes link Grays to Chafford Hundred, Lakeside, Tilbury, Basildon, Chelmsford, Romford, Purfleet, Corringham, Aveley, Stanford-le-Hope and Ockendon, and operate as regularly as every 30 minutes at peak periods. This means that buses also travel to the larger sub-regional shopping centres in the surrounding area.

4.27 Grays railway station, on the London (Fenchurch Street) to Shoeburyness line, is located adjacent to the town centre boundary, south of Maidstone Road. The main retail frontages are a short walk away and the station is regularly used by visitors to the town centre, as well as commuters travelling to/from London during rush hour. Trains run every 15 to 30 minutes and stop at destinations including Barking, West Ham, Upminster, Basildon, Southend, Tilbury, Chafford Hundred and Stanford-le-

Hope. Journey times into central London (Fenchurch Street) are approximately 35-40 minutes.

4.28 Considering both the rail and bus access available, Grays town centre is well served by public transport and accordingly is well suited to the range of retail, leisure and community services available.

(ii) By private transport

4.29 Accessibility to Grays town centre by private transport is good, with the A126, A1012 and A1013 all converging to the north and west of the town centre. Each of these roads provides access to the A13 which dissects the borough east to west. Grays town centre is pedestrianised, with motorised traffic directed around a gyratory system which includes Stanley Road, Maidstone Road and the aforementioned A-roads. Traffic along these routes is moderate but at peak periods can become heavy.

4.30 There is a good supply of off-street car parking in Grays town centre. Most of the off-street parking is located towards the fringes of the main pedestrianised retail frontage. Grays Shopping Centre provides 800 parking spaces (pay & display) over the ground floor retail units, whilst there is a further 510 spaces (pay and display) adjacent to the Morrisons supermarket. There is a 60 space (pay and display) car park rear of the Library, a 110 space (customer) car park west of the Aldi foodstore and a 150 space (pay and display) car park adjacent to the railway station.

4.31 The side roads in the centre also provide limited (pay and display) on-street parking opportunities. Overall car parking in Grays appears both well provided and heavily used.

4.32 The centre is not accessible by cycle lanes and although cycle racks are located at all the entrances to the main pedestrianised retail area, cycling does not appear to be well used.

Accessibility within centre

4.33 Our observations indicate that the locations with the highest pedestrian flows are along the pedestrianised section of the High Street and at the indoor Grays Shopping Centre. As well as including the prime retail frontages and GOAD defined key attractors, these areas notably exclude motorised traffic. Pedestrian flows are therefore higher here as shoppers can more freely make their way to and from various retail outlets. The weight of pedestrian flows in Grays follows a relatively typical core and periphery model with flows becoming lighter towards the edges of the town centre boundary.

4.34 The pavements in Grays town centre are wide and the highest footfall areas are fully pedestrianised, with no overcrowding issues evident. The centre contains five sets of light-controlled crossings and one zebra crossing, all of which are situated across the main traffic routes, towards the fringe retail areas. There is a level-crossing and a footbridge over the railway line which splits the northern and southern sections of the town centre. As a result pedestrian movement within the centre is easy and largely unaffected by motorised traffic.

Safety & crime

4.35 Grays town centre contains CCTV cameras at the entrances to the pedestrianised precinct, as well as within the Grays Shopping Centre. Grays police station is located close to the northern boundary of the town centre. There is no published crime data specifically for Grays town centre, however the Essex Police Authority do provide annual crimes rates for the borough as a whole. The most recent published figures show (**Annex 5**) that compared to the national average, Thurrock has higher rates of motor vehicle theft and violence against the person, but lower rates of sexual offences and burglary.

4.36 Given the quantum of surface level car parking, high visitor numbers and scope for night time revellers, it seems likely that the centre suffers from higher rates of crime rates than most other locations within the borough. However, relative to other similarly sized town centres, our observations suggest that crime rates in Grays are not abnormally high. Nevertheless the presence of a number of drinking establishments increases the likelihood of isolated violent crime incidents.

Environmental quality

4.37 Grays is, in parts, an attractive centre containing a mix of architectural styles from the last 100 years. In terms of environmental quality, the town centre can best be described by considering each of the five main sectors in turn:

- **Orsett Road** – This area portrays a traditional high street image, with often red-brick three-storey properties with raised-roofs, ground floor retail uses and small offices or dwellings above. The area is also identifiable by the motorised traffic which dominates the streetscape and creates some noise pollution. In this area shopfronts are kept in a reasonable condition.
- **South of the railway line** – Although this area has good pedestrian linkage to the rest of the town centre to the north, it is clearly identifiable from an architectural perspective. Buildings here in retail use are typically small, one or two storey and portray a village centre style. The area has a very pleasant, quiet feel and does not suffer from any notable pollution problems.
- **Pedestrianised High Street, Clarence Rd and George Street** – As one of the prime retail areas in the town centre, this area has a high environmental quality, with no pollution, smart retail frontages and a series of trees along the main pedestrianised streets. Architectural styles vary considerable here, with each retail parade representing a different period of design.
- **Grays Shopping Centre** – This indoor mall provides a pleasant shopping environment surrounded by purpose-built retail outlets. Shopfronts are kept in good condition and natural light is let into the centre through large sky-lights.
- **Town Centre West** – Including a series of standalone retail stores, community buildings and light industrial/warehousing uses. Units at this location vary considerably in the architectural contribution they make to the town centre. The Morrisons supermarket makes a positive contribution, with good quality build materials, a smart frontage and an attractive clock tower. By contrast other units in this area make more negative contributions, with dated design (i.e. Aldi/Instore building) or poorly maintained frontages. This area also experiences some noise pollution from the busy London Road and Eastern Way.

4.38 Grays town centre is very well served by street furniture. Benches located at regular intervals throughout the main shopping areas are complimented by attractively designed street lighting. The High Street also includes a war memorial (to the north) and a statue (to the south), which create focal points for visitors and help to instil a sense of place. The town centre is served by a substantial number of bins, which contribute to the low quantity of litter in the centre.

4.39 Grays benefits from open-paved public spaces outside the main retail frontages and grassed public spaces in edge-of-centre locations. As the 2000 study mentions, the area of the High Street, Clarence Road and George Street, pedestrianised in the mid-1990's, provides an enhanced shopping environment with wide open areas. These out-door areas provide opportunities for visitors to spend longer in the centre and thus spend more in the retail outlets, particularly during the summer. Grays town park is located a short walk to the east of the centre and two public gardens can be found to the south of the railway line.

4.40 Other than the noise pollution generated by motorised traffic (at the fringe of the town centre), the only other detractor of environmental quality are a series of vacant buildings.

Development Opportunities

4.41 There are three potential development opportunities in Grays:

- Vacant leisure centre, 76 High Street;
- Vacant buildings & cinema, 15-23 George Street, and;
- Vacant & occupied units, Queensgate Centre.

4.42 The vacant leisure centre building at 76 High Street is located to the south of the town centre, in a fringe location. The building frontage is currently in a poor state and serves to detract from the overall attractiveness of the area. Accordingly this site provides an opportunity for a new mixed use development, perhaps incorporating office, leisure and community uses, with scope for residential units above.

4.43 The former cinema and retail units off George Street are situated in a prime retail location, between the Morrisons supermarket and the High Street retail outlets. Although the building itself makes a significant architectural contribution to the town centre, the ground floor frontage is in need of refurbishment and the whole building in need of re-occupation. Given its location, this building is probably best suited to retail use, which could be feasible if refurbishment and internal reconfiguration were carried out.

4.44 Approximately one-third of units in the Queensgate Centre are currently vacant and those that are occupied are predominantly being used as small offices or advice centres. As a result footfall in the centre is very low and therefore at a level that is unlikely to attract new retailers. The Queensgate centre would benefit from refurbishment or redevelopment.

5 STANFORD-LE-HOPE LOCAL CENTRE

Summary of 2000

5.1 The 2000 study explains that Stanford-le-Hope local centre is located adjacent to and south of Corringham. It lies between Grays and Basildon, both of which can be accessed by private car in approximately 10 minutes. Standford-le-Hope has its own railway station, which is located half a kilometre from the town centre shops. Retailing is focused in King Street, High Street, Corringham Road and at The Green. In 2000 there were 35 class A1 retail shops supported in the local centre.

5.2 In 2000, Stanford-le-Hope was not healthy, with falling sales and profits, as well as a large number of vacancies. Many parts of the town had attractive greenery, but high vacancies contributed to decline in the centre. Pedestrian flows were diluted across the low density retail areas and the centre lacked a retail focus.

5.3 Only two national multiple retailers (Dillions and Co-op convenience stores) were present in the centre and it was thought that many shoppers would prefer to make the short trip to Basildon town centre instead. However, the reassessment of car parking charges in the centre was seen to be an attractor to potential visitors.

5.4 In 2000 the Council were considering whether to encourage the development of a new supermarket in the town.

Update to 2006

5.5 Stanford-le-Hope local centre comprises of three main retail areas – along King Street, High Street and Corringham Road. King Street appears to have become the primary retail area in the centre, with low to moderate footfall and hardly any vacancies. The centre developed a primary retail focus along King Street, providing a group of shops, a small supermarket and a range of non-retail services. King Street also makes a positive architectural contribution to the centre, combining a village feel with smart and well maintained shop frontages.

5.6 However, the secondary areas of High Street and Corringham Road still remain in a poor state. Footfall is very light, vacancies are higher and building frontages less well maintained. The parade at The Precinct makes a negative architectural contribution to the overall centre.

5.7 In Table 5.1 below, we present the aggregate total of the number of units and floorspace by Use Class for Stanford-le-Hope. The table shows that Stanford-le-Hope contains 10,600sqm (gross) of floorspace, making it the largest local centre in the borough. The centre contains 7,700sqm (gross) of floorspace in retail use, which accounts for 73% of the total floorspace in the centre.

5.8 The centre supports 35 class A1 retail shops, the same amount as recorded in 2000. Of these there are 6 units trading convenience goods including a relatively new Tesco Express, Co-op store, a newsagent and three specialist convenience outlets. Cumulatively these units make up 12% of all floorspace in Stanford-le-Hope. In terms of comparison retailing, 29 units are occupied for this use, comprising 25% of all floorspace in the centre. All the comparison retailers are local independent traders.

5.9 Stanford-le-Hope contains 25 hair & beauty salons, estate agents and restaurants/takeaways. This indicates the localised function of the centre. Although local residents are likely to use Stanford-le-Hope for their top-up food shopping and isolated comparison shopping, most will travel to larger centres for their main-food shop and mainstream comparison needs.

5.10 Stanford-le-Hope also provides small scale leisure and community provision, including health and educational facilities, a snooker hall and a fitness centre.

5.11 Overall the health of Stanford-le-Hope appears to have improved since 2000, although the centre does still suffer from some vacancy problems off the High Street and at Corringham Road.

Table 5.1 Diversity of Uses in Stanford-le-Hope

STANFORD-LE-HOPE LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	29	2,662	25.1%
A1 Convenience	6	1,316	12.4%
A1 Other	13	1,125	10.6%
A2 Financial & Professional Services	12	1,092	10.3%
A3 Restaurants & Cafes	4	397	3.7%
A4 Drinking Establishments	2	654	6.2%
A5 Hot Food Takeaways	7	465	4.4%
Sui Generis	5	653	6.2%
Vacant	9	1,002	9.5%
Other	6	1,233	11.6%
TOTAL RETAIL	73	7,711	72.8%
TOTAL	93	10,599	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

5.12 The centre has an abundance of street furniture, including bins, benches, cycle racks and street lighting. The war memorial at The Green provides a sense of place, while the floral arrangements at King Street increase environmental quality.

5.13 Although the centre is accessible by bus, most users appear to either travel to Stanford-le-Hope on foot or by car. The former is well provided for with well placed zebra crossings at King Street and Corringham Road, while the latter is accounted for with a free car park between King Street and High Street, as well as a number of free on-street parking opportunities.

5.14 Road traffic is directed around a gyratory system in parts of Stanford-le-Hope, but the traffic itself is not particularly heavy and therefore does not impact on environmental quality.

6 SOUTH OCKENDON LOCAL CENTRE

Summary of 2000

6.1 The 2000 study comments that the retail area in South Ockendon is compact and wholly pedestrianised with the retail focus being Derwent Parade. Retailers in South Ockendon were performing poorly and the centre was not in a healthy state of vitality and viability. Despite this the centre included a total of 21 class A1 retail shops, of which 10 sold convenience goods. In 2000, seven multiple retailers (Lidl, Londis, Martins (newsagent), Greggs, Baldwin (bakers), Boots and Woolworths) were represented in South Ockendon.

6.2 The centres' proximity to Lakeside was perceived to have a profound impact on local retailers, with high vacancy rates and little interest from potential new retailers. In addition, the opening of the Lidl foodstore at the centre apparently had a negative impact on other convenience operators, who all reported a loss of trade. The study indicates that the Lidl generates few linked-trips with the main shopping frontage at Derwent Parade.

6.3 In 2000 it was considered that the centre would benefit from improvements to its appearance, in order to attract more shoppers and increase the length of visits. Shop frontages were identified as being dilapidated and there was seen to be a lack of street furniture and planting. The large numbers of vacant units were also recognised as having a negative impact on the centre.

6.4 Comments made suggest that safety and security also needed to be addressed, with the introduction of CCTV and/or more visible police presence.

Update to 2006

6.5 The centre performs the retail role of a local centre, while also providing community facilities, offices and non-retail services. The main retail frontage is located along the pedestrianised Derwent Parade. Traditionally this parade would have formed a vibrant local retail location, although the parade now suffers from numerous problems. Occupancy rates have been hit by both the opening of Lakeside shopping centre and the Lidl foodstore immediately north of the parade. In addition the 1960's style buildings appear dated and make a negative architectural contribution to the centre, which combined with the declining shop frontages, provides a poor environmental quality.

6.6 By comparing occupancy information from 2000 to 2006 it becomes apparent that demand for representation from new retailers remains low. Although only around 6% of all floorspace is currently vacant in South Ockendon, five of the seven vacant units are located along the main Derwent Parade. High vacancy rates in a centres primary retail area are cause for concern and are indicative of a weak retail location.

6.7 Despite a weak demand for representation from retailers, footfall in the prime areas of South Ockendon remains low to moderate and comparable with primary retail areas in Stanford-le-Hope. Towards the retail fringes of Derry Avenue and Daiglen Drive footfall falls away substantially - in footfall terms South Ockendon has a traditional core and periphery.

6.8 In **Table 6.1** below, we present the aggregate total of the number of units and floorspace by Use Class for South Ockendon. The table shows that South Ockendon contains 10,350sqm (gross) of floorspace, making it the second largest local centre in the borough. The centre contains 7,250sqm (gross) of floorspace in retail use, which accounts for 70% of the total floorspace in the centre.

6.9 South Ockendon supports 23 class A1 retail shops, 2 more than in 2000, indicating a stabilisation of retail decline in the centre. At present there are 11 units trading convenience goods including a Lidl foodstore, two convenience store, four newsagents, a baker, butcher and an off-licence. These units make up 26% of all floorspace in South Ockendon. Despite this provision, the offer is limited with a number of convenience outlets trading discounted goods. Local residents looking for middle-market or high-quality convenience product lines will be forced to shop elsewhere.

6.10 There are 12 units in South Ockendon which offer comparison items, comprising 17% of all floorspace in the centre. A number of the comparison operators are small independent traders who specialise in particular types of goods. However, comparison provision in South Ockendon is boosted by both a Woolworth's general store and a Boots chemist.

Table 6.1 Diversity of Uses in South Ockendon

SOUTH OCKENDON LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	12	1,707	16.5%
A1 Convenience	11	2,693	26.0%
A1 Other	7	946	9.1%
A2 Financial & Professional Services	9	795	7.7%
A3 Restaurants & Cafes	3	258	2.5%
A4 Drinking Establishments	2	603	5.8%
A5 Hot Food Takeaways	3	227	2.2%
Sui Generis	1	113	1.1%
Vacant	7	608	5.9%
Other	6	2,411	23.3%
TOTAL RETAIL	47	7,229	69.8%
TOTAL	61	10,361	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

6.11 The centre contains community facilities, including a police station, library and various Council offices. In addition the centre is particularly well provided for in terms non-retail services, incorporating beauty salons, estate agents, a bank, restaurants/takeaways and two pubs. This is indicative of a centre with a primarily localised service function.

6.12 The centre has a very good quantity of street furniture, including bins, benches, cycle racks and a unique 'Derwent' sign indicating the entrance to Derwent Parade. Since 2000 CCTV has been installed in the main retail areas.

6.13 South Ockendon does not suffer from heavy traffic and the associated harm to environmental quality. The pedestrianisation of Derwent Parade reduced the potential for road-based pollution, but even the surrounding roads are generally quiet and traffic free. Free on-street parking is available along Derry Avenue and Daiglen Drive.

6.14 A development opportunity exists at the former Murco filling station on Derry Avenue. However, given the current demand and strength of retailing in South Ockendon, this site may be best suited for uses other than A1 retail.

7 TILBURY LOCAL CENTRE

Summary of 2000

7.1 The 2000 study explains that Tilbury is located immediately to the southeast of Grays, on the banks of the river Thames. Tilbury railway station is situated in the western section of the local centre, while the main retail areas are considered to be along Calcutta Road and Civic Square.

7.2 The centre supported a total of 32 class A1 retail shops, of which around one-third traded convenience goods. Only two national multiple (A1) retailers operated in Tilbury local centre – Martins (newsagent) and Spar.

7.3 In 2000 retailers in Tilbury were not performing well. The 2000 study identifies the out-of-centre Asda store, located to the west of the town, as a threat to the vitality and viability of Tilbury local centre.

7.4 There were perceived to be two main problems with the local centre in 2000 - a high level of crime and a poor quality of shops. The number of charity shops, discount retailers and second hand stores were considered to create a down-market image of the centre. High vacancy rates also contribute towards this and serve to be further detrimental to the retailing environment. In 2000 local property agents found these adverse conditions to be well established in Tilbury and would be difficult to reverse.

Update to 2006

7.5 Tilbury local centre comprises of two main retail sectors. The western sector is located adjacent to Tilbury Town railway station and includes 36 units located along Dock Road and the Broadway. The eastern sector is situated 400 metres east of the railway station and contains 58 units incorporated in a number of shopping parades off Calcutta Road, Montreal Road and Civic Square. There is no clearly identified primary shopping area within Tilbury, although there are a greater number of retail units in the eastern sector of the local centre and footfall is at its highest adjacent to the Spar convenience store on Calcutta Road.

7.6 Both sectors of Tilbury local centre appear to be performing poorly, with low footfall, high vacancy rates and poorly maintained shop frontages apparent throughout parts of the centre.

7.7 There are 15 vacant units in Tilbury which account for 18% of all floorspace in the local centre. This is the highest vacancy rate of any of the local centres in Thurrock. These units are long-term vacancies - the presence of which are indicative of a centre in decline. In addition, the building architecture and frontages do little to improve the attractiveness of the centre, particularly along Dock Road (west) and Montreal Road (east), where units are becoming increasingly dilapidated over time.

7.8 Nevertheless the shopping parades at Calcutta Road and Civic Square are in a more healthy state and provide a localised service function. Despite the weight of traffic moving along Dock Road and Calcutta Road, the centre does not obviously benefit from through trade. Instead, those travelling through Tilbury will choose to use the retail park to the west (including the Asda supermarket) ahead of the local centre.

7.9 In **Table 7.1** below, we present the aggregate total of the number of units and floorspace by Use Class for Tilbury. The table shows that Tilbury contains 10,200sqm (gross) of floorspace, making it the third largest local centre in the borough. The centre contains around 6,100sqm (gross) of floorspace in retail use, which accounts for just 60% of the total floorspace in the centre – the lowest retail proportion of any established centre in Thurrock.

7.10 Tilbury supports a total of 31 class A1 retail shops, one less than was recorded in 2000. Of these there are 10 units trading convenience goods including a Spar convenience store and a series of other small convenience traders. Cumulatively these units make up 11% of all floorspace in the centre. Tilbury contains a good number of comparison units (21), which account for 19% of all floorspace in the local centre. However, the range of comparison retailers is limited and as mentioned in 2000, tends to rely on those trading discounted goods.

Table 7.1 Diversity of Uses in Tilbury

TILBURY LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	21	1,939	19.0%
A1 Convenience	10	1,089	10.7%
A1 Other	14	1,172	11.5%
A2 Financial & Professional Services	6	882	8.6%
A3 Restaurants & Cafes	5	386	3.8%
A4 Drinking Establishments	0	0	0.0%
A5 Hot Food Takeaways	9	623	6.1%
Sui Generis	3	234	2.3%
Vacant	15	1,790	17.6%
Other	11	2,084	20.4%
TOTAL RETAIL	65	6,091	59.7%
TOTAL	94	10,199	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

7.11 Tilbury contains a number of non-retail services, incorporating beauty salons, betting offices, a bank, restaurants and a number of hot-food takeaways. This is indicative of a centre with a primarily localised service function. Tilbury also contains a number of ‘Other’ uses including offices and community facilities. Notably the community centre, dentist, surgery and gymnasium provide a range of uses not frequently found in the borough’s other local centres. Tilbury also provides a large leisure centre, situated in an edge-of-centre location off Civic Square.

7.12 The centre contains some street furniture, with bins, benches and cycle racks located sporadically throughout Tilbury. Further to this, the centre contains two zebra crossing points, with one in each of the western and eastern retail sectors. These crossings improve pedestrian accessibility into and through the centre.

7.13 As well as being accessible by bus, Tilbury can also be accessed by rail. However, being located on the London (Fenchurch Street) to Southend line, the railway station provides an opportunity for trips to the larger centres of Grays and Lakeside. Typical to borough’s local centres, most visitors to Tilbury appear to access the local centre on-foot or by car.

7.14 There are two development opportunities in Tilbury, situated at the derelict Calcutta club (28 Calcutta Road) and the former car park, east of 7 Calcutta Road.

8 CORRINGHAM LOCAL CENTRE

Summary of 2000

8.1 The 2000 study explains that Corringham is located in the north east of the borough, just off the A13 - which links the town to the M25 to the west and Basildon to the east. Of the six local centres, Corringham's retail offer was considered the most extensive, with the highest number of class A1 retail shops.

8.2 However, businesses in Corringham were not performing as well as could have been expected, with falling sales and profits. Local property agents identified that retailing in the centre was broadly healthy, with no vacancies and a reasonable level of demand.

8.3 In 2000 it was considered that crime statistics did not reveal the whole picture in terms of local centre safety and security. Instead, the study mentions that safety fears should be addressed so that consumers are not deterred from shopping in Corringham.

8.4 One of the centre's perceived key strengths was thought to be its car parking facilities. The abundance of free and available car parking was identified as being of crucial importance to the health of the centre, by encouraging consumers to shop in Corringham. The pedestrianisation of Grover Walk was also seen as a positive influence on the shopping environment in Corringham, although it was considered that the area would further benefit from increased planting and street furniture.

Update to 2006

8.5 In retail terms Corringham functions well, offering a good range of shops, with one supermarket, a handful of national comparison traders and a series of non-retail services. The centre itself consists of two densely packed retail areas at the horseshoe shaped St Johns Way and the pedestrianised Grover Walk. The compact nature of these retail areas, combined with the pedestrianised form of Grover Walk, contributes to the centre producing moderate footfall levels – the highest of any local centre in the borough.

8.6 Architecturally the buildings in Corringham do not make a positive contribution to the streetscape. Many of the buildings occupied by retail at ground floor level are of a 1960's concrete-block style and look outdated. In addition the Sofas Direct 'retail shed' off St Johns Way is of an uninspiring design and does nothing to enhance the eastern gateway to the centre. However, elsewhere the retail frontages themselves are mostly well maintained and make a positive contribution to environmental quality. As was the case in 2000, vacancy rates in Corringham are low.

8.7 In **Table 8.1** below, we present the aggregate total of the number of units and floorspace by Use Class for Corringham. The table shows that the local centre contains 10,100sqm (gross) of floorspace, making it the fourth largest local centre in the borough. However, Corringham contains 9,600sqm (gross) of floorspace in retail use, which ranks the centre as the largest local centre in terms of retail (A1 – A5) related floorspace. The floorspace in retail use accounts for 95% of the total floorspace in the centre – the largest proportion of any retail destination in Thurrock. These figures are indicative of the relative strength of Corringham as a retail-led local centre.

8.8 At present Corringham supports 34 class A1 retail shops. There are 11 units trading convenience goods including a Somerfield supermarket, Iceland foodstore, three newsagents, an off-licence, two bakers, two butchers and a 'fruit & veg' stall. These units make up over 31% of all floorspace in Corringham and provide a strong variety and quantity of convenience goods. 23 units are in comparison use, comprising over 29% of all floorspace in the centre. Relative to the size and function of the centre this provision is strong. Corringham has two chemists (including Boots), a clothes shop, a DIY centre, a furniture outlet, a jeweller, two opticians and a shoe shop, as well as a number of other outlets trading more specialist items.

Table 8.1 Diversity of Uses in Corringham

CORRINGHAM LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	23	2,961	29.4%
A1 Convenience	11	3,149	31.2%
A1 Other	7	1,225	12.1%
A2 Financial & Professional Services	8	1,234	12.2%
A3 Restaurants & Cafes	3	331	3.3%
A4 Drinking Establishments	1	214	2.1%
A5 Hot Food Takeaways	4	502	5.0%
Sui Generis	0	0	0.0%
Vacant	2	231	2.3%
Other	1	241	2.4%
TOTAL RETAIL	57	9,616	95.3%
TOTAL	60	10,088	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

8.9 Corringham also provides 17 hair & beauty salons, professional services, restaurants/takeaways and one pub. These units supplement the dominant A1 retail offer available in Corringham and cater for the local service needs. Although the local centre does not provide any leisure facilities, there is a Library within the centre boundary, as well as a public park, police station and leisure centre, all located on edge-of-centre sites.

8.10 Overall the health of Corringham appears to be strong. Not only is there a broad provision of retail units, but environmental quality also appears to be high. Road traffic in the centre is light and three main car parks are provided in fringe locations, which reduce vehicle movements near the main retail frontages.

8.11 The centre provides a large amount of street furniture in the main retail areas, including bins, benches and cycle racks for use by visitors. It is also noticeable that CCTV has been installed in Corringham.

8.12 Although the abundance of car parking was seen as a major plus point in 2000, one of the modern weaknesses of Corringham is the lack of public transport access. No rail or bus routes run into the local centre – although two bus routes do stop a short walk away, along Gordon Road.

9 SOCKETTS HEATH LOCAL CENTRE

Summary of 2000

9.1 The 2000 study explains that Socketts Heath is located just less than one kilometre north of Grays town centre. It is a linear centre extending along the southern side of the A1013. The study mentions that the local centre offers a small retail provision to nearby residents and to some passing trade.

9.2 In 2000 there were 18 class A1 retail shops of which five sold convenience goods. In addition a total of five national multiple retailers were present, namely Co-op Local, Victoria Wine, Martins (newsagent), Forbuoys and Lloyds Pharmacy.

9.3 In 2000 the average performance of retailers at Socketts Heath was recorded as being better than at most other local centres in the borough. Local property agents were also very positive towards the centre and the health of its retail market. However, crime, car parking and traffic congestion were perceived to be major threats to the future of the centre. The safety and security of shoppers was a concern to some businesses in 2000, while retailers also felt there was a need for more car parking – preferably at the western end of the centre.

9.4 The noise and pollution created by the A1013 was not thought to be ideal. However, as the local centre partly relies on this road for its trade, the study noted that there was little that could be done to alleviate this problem.

Update to 2006

9.5 Socketts Heath local centre is made up of two main parades of shops, located on the southern side of Lodge Lane (A1013). Socketts Heath functions as a small local centre, serving both a localised catchment and passing through trade – from the busy A1013. Architecturally the buildings at Socketts Heath are of a 'suburban high street' style, two storeys tall and with raised clay tiled roofs. Shop frontages are well maintained and along with the architectural style of the buildings, make a positive contribution to environmental quality.

9.6 Vacancy rates have risen from no vacant units in 2000 to four vacancies in 2006. This indicates that the centre and its retail sector are not performing as strongly as they were. Nevertheless these vacancies account for just less than 7% of all floorspace in Socketts Heath – a moderate proportion when compared to the borough's other local centres.

9.7 In **Table 9.1** below, we present the aggregate total of the number of units and floorspace by Use Class for Socketts Heath. The table shows that the local centre contains 3,500sqm (gross) of floorspace, making it the second smallest centre in the borough. Socketts Heath contains 3,300sqm (gross) of floorspace in retail use, which accounts for 93% of the total floorspace in the centre.

9.8 The centre supports 13 class A1 retail shops, five fewer than the 18 recorded in 2000 and indicative of the centre not performing as strongly as previously. Currently there are five units trading convenience goods including a Co-op convenience store, a newsagent, off-licence, baker and a butcher. Cumulatively these units make up nearly 20% of all floorspace in Socketts Heath. As is the case in Aveley, convenience provision in Socketts Heath is heavily reliant on one foodstore – in this case the Co-op – which accounts for over half of all convenience floorspace. In terms of comparison retailing, eight units are occupied for this use, comprising 19% of all floorspace in the centre. Common to the local centres, most of the comparison retailers are local independent traders, although Socketts Heath also contains a Lloyds pharmacy.

Table 9.1 Diversity of Uses in Socketts Heath

SOCKETTS HEATH LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	8	659	18.7%
A1 Convenience	5	688	19.5%
A1 Other	5	355	10.1%
A2 Financial & Professional Services	6	692	19.6%
A3 Restaurants & Cafes	3	239	6.8%
A4 Drinking Establishments	1	454	12.9%
A5 Hot Food Takeaways	3	206	5.8%
Sui Generis	0	0	0.0%
Vacant	4	239	6.8%
Other	0	0	0.0%
TOTAL RETAIL	31	3,293	93.2%
TOTAL	35	3,532	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

9.9 Socketts Heath contains a reasonable number of hair & beauty salons, professional services and restaurants/takeaways. This is consistent with a small local centre which serves a primarily localised service function. Socketts Heath does not provide any leisure or community-based facilities. Local residents and through trade are therefore likely to use Socketts heath for its convenience and service offer. Those looking to undertake their main-food and mainstream comparison shopping will likely travel to other larger centres.

9.10 Overall the health of Socketts Heath appears to have declined slightly since 2000, although the centre is generally still in a healthy state. The centre provides a number of bins, benches and cycle racks for visitors, while two light-controlled crossing points allow pedestrian access to/from the north.

9.11 Although the centre is accessible by bus, the majority of visitors appear to either travel to Socketts Heath on foot or by car. Pedestrian access is good, with appropriately located crossing points over the main traffic flow. In terms of car parking, the centre contains free on street parking in front of the main retail frontage, as well as a free car park to the east of the centre.

9.12 Although vacancy rates are not a substantial concern currently, environmental quality could decline if these were to grow in the future. The main threat to environmental quality continues to come from noise pollution generated by the busy Lodge Lane (A1013).

9.13 No clear improvements have been made to safety or car parking in Socketts Heath since 2000.

10 AVELEY LOCAL CENTRE

Summary of 2000

10.1 The 2000 study explains that Aveley is situated at the western edge of the borough, just inside the M25. The small retail area in the village takes a linear form that runs along the High Street. In 2000 the centre catered for almost entirely convenience goods shopping and retail services. There were only two national multiple retailers present in the local centre back in 2000, Kwik Save and Baldwin (bakers).

10.2 Aveley is identified as one of the smallest centres in the borough, which was reflected in its retail offer. However, the 2000 study comments that retailers appear to be performing well in Aveley, benefiting from the local demand for day to day convenience shopping. However, local property agents did indicate that the retail market in Aveley was fragile and that there were few potential new retailers interested in the centre.

10.3 In 2000 the Kwik Save foodstore was considered to be imperative to the continued health of the centre. It was also thought that Aveley would benefit from additional car parking and improvements to the bus service and High Street generally. There was also a feeling from retailers that the level of traffic congestion was too high.

Update to 2006

10.4 Aveley is a village centre stretching along the High Street, with retail units situated in small parades on both sides of the road. Footfall across the centre is low and the centre appears to rely on both its local catchment and on passing trade.

10.5 Most of the buildings in the centre are of a small two storey, raised roof, village style, although Aveley does include a purpose built Somerfield foodstore (formerly Kwik Save). Nevertheless shopper/visitor activity in the centre is low, with low footfall, a limited retail offer and no specific in-centre public spaces.

Table 10.1 Diversity of Uses in Aveley

AVELEY LOCAL CENTRE	Units	Floorspace (sqm grs)	Floorspace Proportion
A1 Comparison	4	324	12.2%
A1 Convenience	5	944	35.7%
A1 Other	4	290	11.0%
A2 Financial & Professional Services	2	166	6.3%
A3 Restaurants & Cafes	2	254	9.6%
A4 Drinking Establishments	2	273	10.3%
A5 Hot Food Takeaways	1	51	1.9%
Sui Generis	0	0	0.0%
Vacant	3	251	9.5%
Other	2	93	3.5%
TOTAL RETAIL	20	2,302	87.0%
TOTAL	25	2,646	-

Source: RTP Local Centre Survey December 2006 and floorspace data derived from Thurrock Borough Council

10.6 In **Table 10.1** above, we present the aggregate total of the number of units and floorspace by Use Class for Aveley. The table shows that Aveley contains 2,650sqm (gross) of floorspace, making it the smallest local centre in the borough. Aveley contains 2,300sqm (gross) of floorspace in retail use, which accounts for 87% of the total floorspace in the centre.

10.7 The centre supports just nine class A1 retail shops. Of these there are five units trading convenience goods including a purpose built foodstore, a newsagent, off-licence, baker and a butcher. Together, these units make up 36% of the total floorspace in Aveley – the highest convenience proportion of any local centre in the borough. Only four units in Aveley are occupied for comparison use, comprising 12% of all floorspace. Aveley does not contain any national multiple comparison retailers.

10.8 Aveley only contains a handful of other retail uses, including two hair dressers, a post office, bookmakers, estate agent, two restaurants, two pubs and a takeaway. This confirms that the main role of Aveley is as a top-up food shopping destination, a role anchored by the Somerfield foodstore. Although 9.5% of floorspace in the centre is currently vacant, this only equates to three actual units.

10.9 The centre has very little street furniture, with few bins and benches. Although Aveley is accessible by bus, most visitors appear to access the centre either on-foot or by car.

10.10 The centre experiences a substantial weight of through traffic, relative to the size of the road, moving along the High Street. Although this traffic generates custom for some of the shops, it also creates a noticeable level of road noise and some congestion. A zebra crossing is situated outside the Somerfield foodstore across the main route of traffic, but despite this, pedestrian movement towards the retail fringes can become constrained.

10.11 Aveley contains an additional parade of shops (28-34 High Street) and a pub (58 High Street) which are not defined as part of the local centre (as outlined in **Annex 4**). Some residential property does lie between the parade and the pub, but all the units are within 50 metres of the allocated local centre boundary and our observations suggest that they function as part of Aveley local centre.

ANNEX 1

Retail Rents

ANNEX 1 ZONE A RENTS

	Years		
Colliers CRE Zone A Rents (£/sqm)	**1996**	**2001**	**2006**
Grays	215	269	484
Lakeside	2,691	2,691	3,875
Bluewater	*(-)*	3,498	4,413
Romford	1,292	1,722	2,207
Brentwood	484	700	807

Source: Colliers CRE - In Town Retail Rents (September 2006)
(-) = no figures published

ANNEX 2

Yields

ANNEX 2 RETAIL YIELDS

	Years		
VOA Yields (%)	**1996**	**2001**	**2006**
Grays	10.00	9.25	9.00
Lakeside	5.50	5.00	4.75
Bluewater	*(-)*	6.00	5.00
Romford	6.50	7.00	5.00
Brentwood	7.50	6.50	6.25

Source: Valuation Office Property Market Report (July 2006)
(-) = figures not available

ANNEX 3

Retailer Requirements

ANNEX 3 RETAILER REQUIREMENTS

GRAYS TOWN CENTRE

Operator	Use	Use Class	Size Requirement (sqm) From	To
BATHSTORE.COM LTD	BATHROOMS	A1 COMP	232	465
POUNDLAND	VARIETY STORE	A1 COMP	232	651
PETS AT HOME LTD	PET SHOP	A1 OTH	372	929
HARVESTER RESTAURANTS	RESTAURANT	A3	743	
TOBY CARVERY	RESTAURANT	A3	651	
JD WETHERSPOON PLC	PUBLIC HOUSE	A4	93	1,394
O'NEILL'S	PUBLIC HOUSE	A4	84	112
VINTAGE INNS	PUBLIC HOUSE	A4	651	

Source: Focus Retailer Requirements (October 2006)

LAKESIDE SHOPPING CENTRE

Operator	Use	Use Class	Size Requirement (sqm) From	To
99P STORES	VARIETY STORE	A1 COMP	372	558
AUSTIN REED GROUP PLC	CLOTHING	A1 COMP	232	372
CARPHONE WAREHOUSE GROUP PLC (T	MOBILE PHONES	A1 COMP	186	
ELVI	CLOTHING	A1 COMP	139	
GAMLEYS LTD	TOYS & GAMES	A1 COMP	232	465
GEORGE	CLOTHING	A1 COMP	929	1,859
GERRY WEBER LTD	CLOTHING	A1 COMP	300	500
HPJ RETAILING LTD	JEWELLERS	A1 COMP	74	112
ICE IN A BUCKET LTD	LUGGAGE	A1 COMP	149	200
KRISP CLOTHING CO LTD	CLOTHING	A1 COMP	116	139
KURT MULLER	CLOTHING	A1 COMP	139	204
LEIA	CLOTHING	A1 COMP	121	186
MODA IN PELLE	SHOE SHOP	A1 COMP	28	112
MUSE	VARIETY STORE	A1 COMP	56	65
O2 UK LTD	MOBILE PHONES	A1 COMP	74	186
OFFICE HOLDINGS LTD	SHOE SHOP	A1 COMP	139	
OPTIKA CLULOW GROUP (THE)	OPTICIANS	A1 COMP	93	
POUNDLAND	VARIETY STORE	A1 COMP	232	651
PUMPKIN PATCH LTD	CLOTHING	A1 COMP	186	232
T-MOBILE (UK) LTD	MOBILE PHONES	A1 COMP	37	65
TJ HUGHES PLC	ELECTRICALS & GIFTS	A1 COMP	2,788	5,112
WATCH HOSPITAL (THE)	JEWELLERS	A1 COMP	9	28
GOURMET JOES NEW YORK PRETZEL CC	BAKERS	A1 CONV	5	23
GOURMET JOES NEW YORK PRETZEL CC	BAKERS	A1 CONV	9	56
GREGGS PLC	BAKERS	A1 CONV	74	112
HOTEL CHOCOLAT LTD	CONFECTIONERS	A1 CONV	112	149
MORRIS PASTIES LTD	BAKERS	A1 CONV	28	70
HEADMASTERS	HAIRDRESSERS	A1 OTH	93	186
SAKS HAIR (HOLDINGS) LTD	HAIRDRESSERS	A1 OTH	93	
ASK CENTRAL PLC	RESTAURANT	A3	232	465
COSTA LTD	CAFÉ	A3	70	186
PIZZAEXPRESS PLC	RESTAURANT	A3	232	465
ZIZZI	RESTAURANT	A3	279	465
ZUMO UK LTD	CAFÉ	A3	9	56
AUNTIE ANNE'S SOFT PRETZELS	FASTFOOD TAKEAWAY	A5	42	46
GOURMET BURGER KITCHEN LTD	FASTFOOD TAKEAWAY	A5	139	186
KRISPY KREME DONUTS	FASTFOOD TAKEAWAY	A5	46	372
EDDIE CATZ LTD	CHILDCARE/LEISURE	D1	465	929

Source: Focus Retailer Requirements (October 2006)

CORRINGHAM LOCAL CENTRE

Operator	**Use**	**Use Class**	**Size Requirement (sqm) From**	**To**
PEACOCKS STORES LTD	DEPARTMENT STORE	A1 COMP	465	1,394
SAVERS HEALTH & BEAUTY LTD	COSMETICS/TOILETRIES	A1 COMP	186	232

Source: Focus Retailer Requirements (October 2006)

ANNEX 4

Diversity of Uses

ANNEX 4 DIVERSITY OF USES

LAKESIDE SHOPPING CENTRE

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
121	LAKESIDE	THE GALLERY AT LAKESIDE	ART	A1 COMP	190
514	LAKESIDE	ART BASE	ART	A1 COMP	80
72	LAKESIDE	BOOKWORLD	BOOKS & STATIONER	A1 COMP	310
502	LAKESIDE	CONFETTI & LACE	BRIDAL WEAR	A1 COMP	150
516	LAKESIDE	LITTLE LABELS	CHILDRENS WEAR	A1 COMP	70
99	LAKESIDE	SPECIAL DAYS	CARDS	A1 COMP	100
11	LAKESIDE	HALLMARK	CARDS & GIFTS	A1 COMP	160
277	LAKESIDE	BIRTHDAYS	CARDS & GIFTS	A1 COMP	160
334	LAKESIDE	CLINTON CARDS	CARDS & GIFTS	A1 COMP	320
57 - 58	LAKESIDE	CLINTON CARDS	CARDS & GIFTS	A1 COMP	580
92A	LAKESIDE	CARDS GALORE	CARDS & GIFTS	A1 COMP	70
55	LAKESIDE	ARGOS	CATALOGUE SHOWROOM	A1 COMP	1690
74	LAKESIDE	BOOTS	CHEMIST	A1 COMP	3420
12	LAKESIDE	ORANGE	CHILDRENS WEAR	A1 COMP	170
16	LAKESIDE	ADAMS	CHILDRENS WEAR	A1 COMP	550
36	LAKESIDE	BOYS BASE	CHILDRENS WEAR	A1 COMP	160
325	LAKESIDE	GAPKIDS	CHILDRENS WEAR	A1 COMP	150
325	LAKESIDE	BABYGAP	CHILDRENS WEAR	A1 COMP	150
89	LAKESIDE	WEST ONE	CLOTHING	A1 COMP	210
101A & 102	LAKESIDE	DV PAREIL	CLOTHING	A1 COMP	100
122	LAKESIDE	FRENCH CONNECTION	CLOTHING	A1 COMP	310
235	LAKESIDE	LACOSTE	CLOTHING	A1 COMP	150
240	LAKESIDE	BIK BOK	CLOTHING	A1 COMP	360
282	LAKESIDE	U S C	CLOTHING	A1 COMP	260
284	LAKESIDE	H & M	CLOTHING	A1 COMP	780
425	LAKESIDE	PRIMARK (3 FLOORS)	CLOTHING	A1 COMP	7970
76 - 78	LAKESIDE	NEXT	CLOTHING & INTERIOR DECORATIONS	A1 COMP	4270
106	LAKESIDE	GAME	COMPUTER GAMES	A1 COMP	250
223	LAKESIDE	GAME	COMPUTER GAMES	A1 COMP	180
512	LAKESIDE	THATZ ENTERTAINMENT	COMPUTER GAMES	A1 COMP	80
200	LAKESIDE	HOUSE OF FRASER (2 FLOORS	DEPARTMENT STORE	A1 COMP	12680
255	LAKESIDE	DEBENHAMS (2 FLOORS)	DEPARTMENT STORE	A1 COMP	12130
266	LAKESIDE	ROBERT DYAS	DIY & IRONMONGERY	A1 COMP	450
267	LAKESIDE	OSIM	FURNITURE	A1 COMP	100
110	LAKESIDE	THE DISNEY STORE	GIFTS	A1 COMP	390
249	LAKESIDE	G : 4	GIFTS	A1 COMP	150
256	LAKESIDE	SWAROVSKI	GIFTS	A1 COMP	60
272	LAKESIDE	MENKIND	GIFTS	A1 COMP	160
525	LAKESIDE	M A D COLLECTABLES	GIFTS	A1 COMP	70
26	LAKESIDE	VIRGIN COSMETICS COMPANY	HEALTH & BEAUTY	A1 COMP	160
107	LAKESIDE	SUPERDRUG	HEALTH & BEAUTY	A1 COMP	620
238	LAKESIDE	THE BODY SHOP	HEALTH & BEAUTY	A1 COMP	240
101	LAKESIDE	LUSH	HEALTH & BEAUTY	A1 COMP	70
33A	LAKESIDE	PERFUME SHOP	HEALTH & BEAUTY	A1 COMP	90
54	LAKESIDE	SONY CENTRE	HOME ENTERTAINMENT	A1 COMP	120
241	LAKESIDE	CURRYS	HOME ENTERTAINMENT	A1 COMP	470
48	LAKESIDE	THE NATURAL WORLD	HOUSEHOLD GOODS	A1 COMP	190
29	LAKESIDE	FRASER HART	JEWELLER	A1 COMP	170
59	LAKESIDE	WATCH STATION	JEWELLER	A1 COMP	20
94	LAKESIDE	WARREN JAMES	JEWELLER	A1 COMP	70
104	LAKESIDE	LESLIE DAVIS	JEWELLER	A1 COMP	200
113	LAKESIDE	GOLDSMITHS	JEWELLER	A1 COMP	200
218	LAKESIDE	BEAVERBROOKS	JEWELLER	A1 COMP	100
231	LAKESIDE	F HINDS	JEWELLER	A1 COMP	120
258	LAKESIDE	EMSON HAIG	JEWELLER	A1 COMP	240
289	LAKESIDE	H SAMUEL	JEWELLER	A1 COMP	260
319	LAKESIDE	GOLDSMITHS	JEWELLER	A1 COMP	200
339	LAKESIDE	ERNEST JONES	JEWELLER	A1 COMP	130
226A	LAKESIDE	CLAYBROOKS	JEWELLER	A1 COMP	30
34A	LAKESIDE	WATCH STATION	JEWELLER	A1 COMP	10
292	LAKESIDE	MIKEY	JEWELLER & LADIES ACCESSORIES	A1 COMP	110
27	LAKESIDE	ACCESSORIZE	LADIES ACCESSORIES	A1 COMP	150
226	LAKESIDE	JANE NORMAN ACCESSORIES	LADIES ACCESSORIES	A1 COMP	30
270	LAKESIDE	CLAIRES	LADIES ACCESSORIES	A1 COMP	100
15A	LAKESIDE	GIRL HEAVEN	LADIES ACCESSORIES	A1 COMP	130
59	LAKESIDE	SUNGLASS HUT	ACCESSORIES	A1 COMP	30
34A	LAKESIDE	SUNGLASS HUT	ACCESSORIES	A1 COMP	10
504 - 505	LAKESIDE	CHOICE DESIGN WEAR	LADIES & CHILDRENS WEAR	A1 COMP	170
56	LAKESIDE	MONSOON	LADIES & MENS WEAR	A1 COMP	600
82	LAKESIDE	REPUBLIC	LADIES & MENS WEAR	A1 COMP	220
87	LAKESIDE	ENVY	LADIES & MENS WEAR	A1 COMP	370
325	LAKESIDE	GAP	LADIES & MENS WEAR	A1 COMP	600
201 - 204	LAKESIDE	ZARA	LADIES & MENS WEAR	A1 COMP	1580
21 - 23	LAKESIDE	RIVER ISLAND	LADIES & MENS WEAR	A1 COMP	1000
13	LAKESIDE	DOROTHY PERKINS	LADIES WEAR	A1 COMP	450

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
14	LAKESIDE	EVANS	LADIES WEAR	A1 COMP	430
15	LAKESIDE	MISS SELFRIDGE	LADIES WEAR	A1 COMP	410
32	LAKESIDE	PINEAPPLE	LADIES WEAR	A1 COMP	90
35	LAKESIDE	THE VESTRY	LADIES WEAR	A1 COMP	190
86	LAKESIDE	PRINCIPLES	LADIES WEAR	A1 COMP	260
88	LAKESIDE	TIME	LADIES WEAR	A1 COMP	280
105	LAKESIDE	SELECT	LADIES WEAR	A1 COMP	210
112	LAKESIDE	BAY TRADING CO	LADIES WEAR	A1 COMP	170
115	LAKESIDE	OASIS	LADIES WEAR	A1 COMP	320
216	LAKESIDE	MORGAN	LADIES WEAR	A1 COMP	140
224	LAKESIDE	OSAKI	LADIES WEAR	A1 COMP	160
225	LAKESIDE	JANE NORMAN	LADIES WEAR	A1 COMP	170
234	LAKESIDE	COAST	LADIES WEAR	A1 COMP	170
236	LAKESIDE	THE VESTRY	LADIES WEAR	A1 COMP	150
243	LAKESIDE	PILOT	LADIES WEAR	A1 COMP	340
253	LAKESIDE	NEW LOOK	LADIES WEAR	A1 COMP	1420
287	LAKESIDE	ANN HARVEY	LADIES WEAR	A1 COMP	200
322	LAKESIDE	WAREHOUSE	LADIES WEAR	A1 COMP	320
330	LAKESIDE	QUIZ	LADIES WEAR	A1 COMP	200
500	LAKESIDE	BUTLERS	LADIES WEAR	A1 COMP	120
206 - 207	LAKESIDE	TOPSHOP	LADIES WEAR	A1 COMP	900
212 - 213	LAKESIDE	WALLIS	LADIES WEAR	A1 COMP	510
515	LAKESIDE	PUNK FISH	LEATH GOODS & CLOTHING	A1 COMP	100
345	LAKESIDE	MABU LEATHER TRADEHOUSE	LEATHER GOODS	A1 COMP	180
509	LAKESIDE	SMALLCOMBE	JEWELLER	A1 COMP	70
120	LAKESIDE	LA SENZA	LINGERIE	A1 COMP	190
239	LAKESIDE	ANN SUMMERS	LINGERIE	A1 COMP	340
37	LAKESIDE	MENS BASE	MENS WEAR	A1 COMP	170
47	LAKESIDE	MOSS	MENS WEAR	A1 COMP	160
49	LAKESIDE	BARON JON	MENS WEAR	A1 COMP	190
50	LAKESIDE	SUITS YOU	MENS WEAR	A1 COMP	210
90	LAKESIDE	MONSERRAT	MENS WEAR	A1 COMP	200
103	LAKESIDE	TM LEWIN	MENS WEAR	A1 COMP	200
205	LAKESIDE	TOPMAN	MENS WEAR	A1 COMP	450
242	LAKESIDE	BURTON	MENS WEAR	A1 COMP	450
333	LAKESIDE	BLUE INC	MENS WEAR	A1 COMP	290
501	LAKESIDE	FUTTURO	MENS WEAR	A1 COMP	90
39 - 40	LAKESIDE	CECIL GEE	MENS WEAR	A1 COMP	240
517 - 519	LAKESIDE	CHOICE DESIGN WEAR	MENS WEAR	A1 COMP	180
51	LAKESIDE	VIRGIN MOBILE	MOBILE PHONES	A1 COMP	180
244	LAKESIDE	CARPHONE WAREHOUSE	MOBILE PHONES	A1 COMP	230
109	LAKESIDE	W H SMITH (2 FLOORS)	NEWSAGENT & BOOKS	A1 COMP	1580
526	LAKESIDE	PARTY PLACE	NOVELTY GOODS	A1 COMP	60
46	LAKESIDE	OPTICAL EXPRESS	OPTICIAN	A1 COMP	140
228	LAKESIDE	DOLLOND & AITCHISON	OPTICIAN	A1 COMP	90
337	LAKESIDE	VISION EXPRESS	OPTICIAN	A1 COMP	320
338	LAKESIDE	MILLETS	OUTDOOR WEAR & CAMPING GOODS	A1 COMP	210
419 - 420	LAKESIDE	TIME 4 PETS	PET SHOP	A1 COMP	220
100	LAKESIDE	JESSOPS	PHOTO GOODS	A1 COMP	100
513	LAKESIDE	PHOTO OPTIX	PHOTO GOODS	A1 COMP	80
61A	LAKESIDE	HEROES	POPIC FRM	A1 COMP	60
281	LAKESIDE	H M V	RECORDINGS	A1 COMP	620
18	LAKESIDE	BARRATTS	SHOES	A1 COMP	280
20	LAKESIDE	QUBE	SHOES	A1 COMP	300
52	LAKESIDE	MR SHOES	SHOES	A1 COMP	170
73	LAKESIDE	SHOE ZONE	SHOES	A1 COMP	220
81	LAKESIDE	STEAD & SIMPSON	SHOES	A1 COMP	230
114	LAKESIDE	FOOTLOCKER	SHOES	A1 COMP	240
118	LAKESIDE	SCHUH	SHOES	A1 COMP	320
119	LAKESIDE	LINZI	SHOES	A1 COMP	240
233	LAKESIDE	DUNE	SHOES	A1 COMP	170
237	LAKESIDE	FAITH	SHOES	A1 COMP	150
271	LAKESIDE	RICHPORT	SHOES	A1 COMP	130
280	LAKESIDE	CLARKS	SHOES	A1 COMP	380
324	LAKESIDE	DOLCIS	SHOES	A1 COMP	280
331	LAKESIDE	RAVEL	SHOES	A1 COMP	210
222A	LAKESIDE	JONES BOOTMAKER	SHOES	A1 COMP	130
65 - 66	LAKESIDE	SOLETRADER	SHOES	A1 COMP	190
43	LAKESIDE	KINO	SHOES & LEATHER GOODS	A1 COMP	50
259	LAKESIDE	ROSEBYS	SOFT FURNISHINGS	A1 COMP	200
71	LAKESIDE	WEST HAM UNITED FOOTBALL	SPORTS GOODS	A1 COMP	240
85	LAKESIDE	J D WOMAN	SPORTS GOODS	A1 COMP	160
214	LAKESIDE	J D SPORTS	SPORTS GOODS	A1 COMP	500
306	LAKESIDE	LILLYWHITES	SPORTS GOODS	A1 COMP	1210
332	LAKESIDE	J J B SPORTS	SPORTS GOODS	A1 COMP	210
208 - 211	LAKESIDE	SPORTS SOCCER	SPORTS GOODS	A1 COMP	1200
83 - 84	LAKESIDE	J D JUNIOR	SPORTS GOODS	A1 COMP	260
83 - 84	LAKESIDE	J D SPORTS	SPORTS GOODS	A1 COMP	390
6	LAKESIDE	STATIONERY BOX	STATIONER	A1 COMP	190

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
28	LAKESIDE	THREESTORE	MOBILE PHONES	A1 COMP	140
38	LAKESIDE	THE CARPHONE WAREHOUSE	MOBILE PHONES	A1 COMP	150
80	LAKESIDE	THE LINK	MOBILE PHONES	A1 COMP	170
222	LAKESIDE	T MOBILE	MOBILE PHONES	A1 COMP	100
248	LAKESIDE	PHONES 4 U	MOBILE PHONES	A1 COMP	240
251	LAKESIDE	O2	MOBILE PHONES	A1 COMP	160
24 - 25	LAKESIDE	VODAFONE	MOBILE PHONES	A1 COMP	380
70	LAKESIDE	THE ENTERTAINER	TOYS & GAMES	A1 COMP	390
123	LAKESIDE	EARLY LEARNING CENTRE	TOYS & GAMES	A1 COMP	580
283	LAKESIDE	BEAR FACTORY	TOYS & GAMES	A1 COMP	310
415	LAKESIDE	GAMES WORKSHOP	TOYS & GAMES	A1 COMP	80
421	LAKESIDE	T-SHIRT PRINT	T-SHIRT PRINTING	A1 COMP	40
229	LAKESIDE	MARKS & SPENCER (2 FLOORS	VARIETY STORE	A1 COMP	11640
335	LAKESIDE	BHS (2 FLOORS)	VARIETY STORE	A1 COMP	5900
246 - 247	LAKESIDE	WOOLWORTHS	VARIETY STORE	A1 COMP	2540
506	LAKESIDE	SUZI	WIGS	A1 COMP	70
227	LAKESIDE	PASSION FOR PERFUME	HEALTH & BEAUTY	A1 COMP	60
5	LAKESIDE	GREGGS	BAKER	A1 CONV	60
60	LAKESIDE	BAGEL CENTRE	BAKER	A1 CONV	30
527	LAKESIDE	CAKE WORLD II	CAKE SUPPLIERS	A1 CONV	60
31	LAKESIDE	SWEETS FROM HEAVEN	CONF & BIS	A1 CONV	30
92	LAKESIDE	THORNTONS	CONF & BIS	A1 CONV	100
93	LAKESIDE	MILLIES COOKIES	CONF & BIS	A1 CONV	20
59A	LAKESIDE	MILLIES COOKIES	CONF & BIS	A1 CONV	20
410	LAKESIDE	LAKESIDE NEWS	NEWSAGENT	A1 CONV	40
339A	LAKESIDE	SMOKERS MART	NEWSAGENT	A1 CONV	60
288	LAKESIDE	HOTEL CHOCOLAT	DELICATESSEN	A1 CONV	210
229A	LAKESIDE	MARKS & SPENCER FOODHALL	FOODSTORE	A1 CONV	1250
346	LAKESIDE	HERBS & ACCUPUNTURE	HEALTH FOOD	A1 CONV	40
61	LAKESIDE	HERBAL INN	HEALTH FOOD	A1 CONV	70
250	LAKESIDE	HOLLAND & BARRETT	HEALTH FOOD	A1 CONV	150
7	LAKESIDE	HEADLINE NEWS	NEWAGENT	A1 CONV	220
30	LAKESIDE	WHITTARD	TEA &COFFEE MERCHANT	A1 CONV	90
95	LAKESIDE	TONI & GUY	HAIR	A1 OTHER	100
5	LAKESIDE	SUPERCUTS 2	HAIRDRESSING	A1 OTHER	50
33	LAKESIDE	REGIS HAIR STYLISTS	HAIRDRESSING	A1 OTHER	170
511	LAKESIDE	SUPERCUTS	HAIRDRESSING	A1 OTHER	90
522	LAKESIDE	ORIGINAL BEAUTY PORTRAIT C	PHOTOGRAPHER	A1 OTHER	80
403	LAKESIDE	FRESH ITALY	SANDWICH BAR	A1 OTHER	30
418	LAKESIDE	QUIZNOS SUBS	SANDWICH BAR	A1 OTHER	90
1 to 3	LAKESIDE	PRET A MANGER	SANDWICH BAR	A1 OTHER	200
429	LAKESIDE	WELL HEELED SHOECARE	SHOE REPAIRS & KEY CUT	A1 OTHER	30
60A	LAKESIDE	TIMPSON	SHOE REPAIRS	A1 OTHER	30
230	LAKESIDE	THE SUN STUDIO	SOLARIUM	A1 OTHER	160
62	LAKESIDE	GOING PLACES	TRAVEL AGENT	A1 OTHER	120
4	LAKESIDE	FIRST CHOICE	TRAVEL AGENT	A1 OTHER	80
53	LAKESIDE	THOMAS COOK	TRAVEL AGENT	A1 OTHER	120
349	LAKESIDE	THOMSON	TRAVEL AGENT	A1 OTHER	150
422	LAKESIDE	NAT WEST	ATM LOBBY	A2	60
8	LAKESIDE	H S B C	BANK	A2	190
268	LAKESIDE	ABBEY	BANK	A2	210
342	LAKESIDE	HALIFAX	BANK	A2	230
340 - 341	LAKESIDE	WOOLWICH	BANK	A2	200
347	LAKESIDE	AMERICAN EXPRESS	BUREAU DE CHANGE	A2	60
417	LAKESIDE	B BS COFFEE & MUFFINS	CAFE	A3	110
21B	LAKESIDE	CAFÉ GIARDINO	CAFE	A3	330
24A	LAKESIDE	CAFFE ALBA	CAFE	A3	330
411 - 414	LAKESIDE	CAFE GIARDINO	CAFE	A3	380
	LAKESIDE	CAFE REVIVE	CAFE	A3	980
9	LAKESIDE	COSTA COFFEE	COFFEE SHOP	A3	200
109A	LAKESIDE	COSTA COFFEE	COFFEE SHOP	A3	210
219	LAKESIDE	STARBUCKS COFFEE	COFFEE SHOP	A3	270
278	LAKESIDE	MADISONS	COFFEE SHOP	A3	240
432	LAKESIDE	MADISONS COFFEE	COFFEE SHOP	A3	230
67 - 68	LAKESIDE	CAFFE NERO	COFFEE SHOP	A3	90
42	LAKESIDE	WALLS SWIRL IT!	ICE CREAM SHOP	A3	60
93	LAKESIDE	BASKIN ROBBINS	ICE CREAM SHOP	A3	20
59A	LAKESIDE	BASKIN ROBBINS	ICE CREAM SHOP	A3	20
400	LAKESIDE	HAAGEN DAZS	ICE CREAM SHOP	A3	40
44	LAKESIDE	PIZZA HUT	PIZZA RESTAURANT	A3	510
343	LAKESIDE	PIZZA HUT	PIZZA RESTAURANT	A3	240
900	PERIMETER ROAD	OLD ORLEANS	BAR & RESTAURANT	A4	430
98	LAKESIDE	WIMPY	FAST FOOD RESTAURANT	A5	260
260	LAKESIDE	BURGER KING	FAST FOOD RESTAURANT	A5	630
344	LAKESIDE	MCDONALDS	FAST FOOD RESTAURANT	A5	730
64	LAKESIDE	MCDONALDS	FAST FOOD RESTAURANT	A5	320
406 - 407	LAKESIDE	K F C	FAST FOOD RESTAURANT	A5	100
408 - 409	LAKESIDE	BURGER KING	FAST FOOD RESTAURANT	A5	120
404	LAKESIDE	PIZZA HUT EXPRESS	PIZZA T/A	A5	50

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
401	LAKESIDE	FAT JACKETS	TAKE AWAY	A5	50
405	LAKESIDE	FEAST	TAKE AWAY	A5	60
	LAKESIDE	KRISPY KREME	TAKE AWAY	A5	20
521	LAKESIDE	SPREADS	TAKE AWAY	A5	80
	LAKESIDE	OFFICE	OFFICE	B1	90
	LAKESIDE	OFFICE	OFFICE	B1	50
507 - 508	LAKESIDE	LAKESIDE TRAINING CENTRE	EDUCATIONAL ESTABLISHMENT	D1	140
423 - 424	LAKESIDE	NURSERY	NURSERY	D1	330
	LAKESIDE	VUE (7 SCREENS)	CINEMA	D2	6800
	LAKESIDE	SPANGLES	CAR WASH	SG	190
	LAKESIDE	INFORMATION CENTRE	INFORMATION CENTRE	SG	40
402	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	30
19	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	270
69	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	910
91	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	210
96	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	270
124	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	820
426	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	230
427	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	90
428	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	70
510	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	90
520	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	50
430-431	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	70
269	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	70
523	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	70
524	LAKESIDE	VACANT OUTLET	VACANT OUTLET	VACANT	80

Source: Experian, Lakeside GOAD Plan March 2006, updated by RTP visit October 2006

LAKESIDE RETAIL PARK

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
	THE JUNCTION , WESTON AVEI	DOLPHIN	BATHROOM FURNITURE	A1 COMP	270
	LAKE RISE	BORDERS	BOOKS & RECORDS	A1 COMP	1680
	THE JUNCTION , WESTON AVEI	HALFORDS	CAR SPARES & CYCLES & REPAIRS	A1 COMP	920
	THE JUNCTION , WESTON AVEI	ALLIED CARPETS	CARPETS & FLOORING	A1 COMP	900
	THE JUNCTION , WESTON AVEI	CARPETRIGHT	CARPETS & FLOORING	A1 COMP	1700
	THURROCK LAKESIDE RETAIL I	ARGOS EXTRA	CATALOGUE SHOWROOM	A1 COMP	1810
	THURROCK LAKESIDE RETAIL I	MOTHERCARE	CHILDRENS WEAR & NURSERY GOODS	A1 COMP	1230
	LAKE RISE	NEXT CLEARANCE	CLOTHING	A1 COMP	1390
	THE JUNCTION , WESTON AVEI	ASDA LIVING	CLOTHING	A1 COMP	2790
	THE JUNCTION , WESTON AVEI	MATALAN	CLOTHING	A1 COMP	2470
	THE JUNCTION , WESTON AVEI	T K MAXX	CLOTHING	A1 COMP	2930
	THURROCK LAKESIDE RETAIL I	PC WORLD	COMPUTER EQUIPMENT	A1 COMP	2880
	THE JUNCTION , WESTON AVEI	PORTLAND	DOORS & WINDOWS	A1 COMP	260
	THE JUNCTION , WESTON AVEI	COMET	ELECTRICAL & GAS APPLIANCES	A1 COMP	2020
	THURROCK LAKESIDE RETAIL I	CURRYS	ELECTRICAL & GAS APPLIANCES	A1 COMP	3870
	THURROCK LAKESIDE RETAIL I	MAPLIN ELECTRONICS	ELECTRONICS	A1 COMP	1180
	THE JUNCTION , WESTON AVEI	SHARPS BEDROOMS	FITTED FURNITURE	A1 COMP	240
	THE JUNCTION , WESTON AVEI	BENSONS FOR BEDS	FURNITURE	A1 COMP	250
	THE JUNCTION , WESTON AVEI	DANSK	FURNITURE	A1 COMP	2120
	THE JUNCTION , WESTON AVEI	FURNITURE VILLAGE	FURNITURE	A1 COMP	1170
	THE JUNCTION , WESTON AVEI	JOYSLEEP	FURNITURE	A1 COMP	1250
	THE JUNCTION , WESTON AVEI	LA GALLERIA	FURNITURE	A1 COMP	1420
	THE JUNCTION , WESTON AVEI	LONDON BEDDING CO	FURNITURE	A1 COMP	1080
	THE JUNCTION , WESTON AVEI	M F I	FURNITURE	A1 COMP	1960
	THE JUNCTION , WESTON AVEI	NATUZZI	FURNITURE	A1 COMP	1400
	THURROCK LAKESIDE RETAIL I	HABITAT	FURNITURE	A1 COMP	1230
	THURROCK LAKESIDE RETAIL I	THE SLEEP DEPOT	FURNITURE	A1 COMP	290
	THURROCK LAKESIDE RETAIL I	DREAMS	FURNITURE	A1 COMP	860
	THURROCK LAKESIDE RETAIL I	LAND OF LEATHER	FURNITURE	A1 COMP	850
	THURROCK LAKESIDE RETAIL I	S C S	FURNITURE	A1 COMP	820
	THURROCK LAKESIDE RETAIL I	ILVA	FURNITURE & HOUSEHOLD GOODS	A1 COMP	5940
	THURROCK LAKESIDE RETAIL I	HARVEYS	FURNITURE & SOFT FURNISHINGS	A1 COMP	820
	THURROCK LAKESIDE RETAIL I	PAUL SIMON CURTAINS SUPER	HOUSEHOLD TEXTILES	A1 COMP	290
	THE JUNCTION , WESTON AVEI	MOBEN KITCHENS	KITCHEN FURNITURE	A1 COMP	260
	THE JUNCTION , WESTON AVEI	THE CARPHONE WAREHOUSE	MOBILE TELEPHONES	A1 COMP	350
	THURROCK LAKESIDE RETAIL I	BLACKS	OUTDOOR WEAR & CAMPING GOODS	A1 COMP	760
	THURROCK LAKESIDE RETAIL I	BRANTANO FOOTWEAR	SHOES	A1 COMP	560
	THE JUNCTION , WEST THURR(	AMERICAN GOLF DISCOUNT CE	SPORTS GOODS	A1 COMP	610
	THE JUNCTION , WESTON AVEI	CLUB GOLF	SPORTS GOODS	A1 COMP	360
	THE JUNCTION , WESTON AVEI	DECATHLON	SPORTS GOODS	A1 COMP	3840
	THE JUNCTION , WESTON AVEI	J J B SPORTS	SPORTS GOODS	A1 COMP	2420
	THURROCK LAKESIDE RETAIL I	J J B SPORTS	SPORTS GOODS	A1 COMP	1420
	LAKE RISE	PAPERCHASE	STATIONARY & CARDS	A1 COMP	150
	CYGNET VIEW	TESCO EXTRA (COMPARISON S	SUPERMARKET	A1 COMP	3120
	THURROCK LAKESIDE RETAIL I	TOYS `R` US	TOYS & GAMES	A1 COMP	3110
	CYGNET VIEW	TESCO EXTRA (CONVENIENCE	SUPERMARKET	A1 CONV	8650
	LAKE RISE	STARBUCKS	COFFEE SHOP	A3	150
	THURROCK LAKESIDE RETAIL I	PIZZA HUT	PIZZA RESTAURANT	A3	330
	CYGNET VIEW	MCDONALDS	FASTFOOD RESTAURANT	A5	620
	THE JUNCTION , WESTON AVEI	BURGER KING	FASTFOOD RESTAURANT	A5	480
	THE JUNCTION , WESTON AVEI	ODEON	CINEMA	D2	3370
	THE JUNCTION , WESTON AVEI	THE ZONE	CLUB	SG	400
	CYGNET VIEW	TESCO PETROL STATION	FILLING STATION	SG	70
	LAKE RISE	VACANT OUTLET	VACANT OUTLET	VACANT	900
	THE JUNCTION , WESTON AVEI	VACANT OUTLET	VACANT OUTLET	VACANT	4730
	THE JUNCTION , WESTON AVEI	VACANT OUTLET	VACANT OUTLET	VACANT	1830
	THURROCK LAKESIDE RETAIL I	VACANT OUTLET	VACANT OUTLET	VACANT	1080
	THE JUNCTION , WESTON AVEI	VACANT OUTLET & UNDER ALT	VACANT OUTLET & UNDER ALTERATION	VACANT	1240
OTHER OUTLETS NEAR LAKESIDE					
	WEST THURROCK WAY	LAKESIDE BOATING ACCESSOI	BOATING ACCESSORIES	A1 COMP	270
	HERON WAY	B & Q WAREHOUSE	DIY & GARDEN CENTRE	A1 COMP	9790
	HERON WAY	IKEA	FURNITURE & HOUSEHOLD GOODS	A1 COMP	16300
	THURROCK MOTORWAY SERVI	LADBROKES	BETTING OFFICE	A2	140
	THURROCK MOTORWAY SERVI	CAFFE RITAZZA	CAFE	A3	40
	WEST THURROCK WAY	HARRY RAMSDENS	FISH RESTAURANT	A3	700
	WEST THURROCK WAY	FRANKIE & BENNYS	RESTAURANT	A3	440
	WEST THURROCK WAY	TGI FRIDAYS	BAR & RESTAURANT	A4	790
	THURROCK MOTORWAY SERVI	THE KITCHEN	FAST FOOD RESTAURANT	A5	150
	THURROCK MOTORWAY SERVI	BURGER KING	FAST FOOD RESTAURANT	A5	140
	WEST THURROCK WAY	K F C	FAST FOOD RESTAURANT	A5	240
	THURROCK MOTORWAY SERVI	TRAVELODGE	HOTEL	C1	280
	WEST THURROCK WAY	GALA CLUBS	BINGO & SOCIAL CLUB	D2	3070
	WEST THURROCK WAY	ESSEX FORD & ESSEX MAZDA	CAR REPAIRS & CAR SALES	SG	1400
	WESTON AVENUE	CAR LAND	CAR SALES	SG	10170
	HERON WAY	LAKESIDE	CAR SALES	SG	1980
	WEST THURROCK WAY	ESSEX FORD & ESSEX MAZDA	CAR SALES	SG	90
	WEST THURROCK WAY	TONY LE VOI	CAR SALES	SG	940
	THURROCK MOTORWAY SERVI	ESSO SNACK & SHOP	FILLING STATION	SG	290
	WEST THURROCK WAY	COSTCO WHOLESALE	WAREHOUSE CLUB	SG	13320

Source: Experian, Lakeside Retail Park GOAD Plan March 2006, updated by RTP site visit December 2006

GRAYS TOWN CENTRE

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
11	HIGH STREET	JUST FOR U	CARDS	A1 COMP	170
19	THE MALL , GRAYS SHOPPING (	CARD FACTORY	CARDS	A1 COMP	130
10	THE MALL, GRAYS SHOPPING (	CARDFAIR OUTLET	CARDS	A1 COMP	110
4	THE MALL, GRAYS SHOPPING (	BIRTHDAYS	CARDS & GIFTS	A1 COMP	90
16	CLARENCE ROAD, GRAYS SHO	SUPREME CARPETS	CARPET & FLOORING	A1 COMP	90
60	HIGH STREET	DAMAR CARPETS	CARPETS & FLOORING	A1 COMP	230
10 to 12	CROMWELL ROAD	C B S	CARPETS & FLOORING & FURNITURE	A1 COMP	240
61	ORSETT ROAD	SALVATION ARMY	CHARITY SHOP	A1 COMP	80
5	THE MALL, GRAYS SHOPPING (	BRITISH HEART FOUNDATION	CHARITY SHOP	A1 COMP	150
4	CLARENCE ROAD, GRAYS SHO	ST LUKES	CHARITY SHOP	A1 COMP	110
13	HIGH STREET	ST LUKES	CHARITY SHOP	A1 COMP	160
38	HIGH STREET	SENSE	CHARITY SHOP	A1 COMP	100
89	ORSETT ROAD	UNICARE	CHEMIST	A1 COMP	130
39 - 41	HIGH STREET	BOOTS	CHEMIST	A1 COMP	480
18 - 20	NEW ROAD	SUES	CHILDRENS WEAR & SPORTS GOODS	A1 COMP	220
2	LONDON ROAD	CLOCK & WATCH REPAIRS	CLOCK & WATCH REPAIRS	A1 COMP	60
14 - 16	HIGH STREET	NEXT 2 CHOICE	CLOTHING	A1 COMP	250
31A	THE MALL, GRAYS SHOPPING (	PEACOCKS	CLOTHING	A1 COMP	910
9 to 11	THE MALL, GRAYS SHOPPING (	SELECT	CLOTHING	A1 COMP	290
10	CLARENCE ROAD, GRAYS SHO	SPELL WEAVER	CRAFTS	A1 COMP	100
	LONDON ROAD	STAIRS & DOORS	DIY	A1 COMP	30
	CLARENCE ROAD	ELECTRICAL APPLIANCES	ELECTRICAL APPLIANCES	A1 COMP	90
28	THE MALL, GRAYS SHOPPING (	KLICK PHOTOPOINT	FILM DEVELOPING	A1 COMP	70
18A	CLARENCE ROAD , GRAYS SHC	LILIAN JANES FLORIST	FLORIST	A1 COMP	70
2C	HIGH STREET	BRIANS	FLORIST	A1 COMP	60
19	CLARENCE ROAD	TRADE SOFAS	FURNITURE	A1 COMP	100
20 - 24	CLARENCE ROAD	DLF FURNITURE APPLIANCES	FURNITURE & DOMESTIC APPLIANCES	A1 COMP	170
8	LONDON ROAD	LESLEYS D I Y SUPPLIES	HARDWARE	A1 COMP	30
3	ORSETT ROAD	PHASES	HEALTH & BEAUTY	A1 COMP	90
	THE MALL , GRAYS SHOPPING (	THE FRAGRANCE SHOP	HEALTH & BEAUTY	A1 COMP	40
14	CLARENCE ROAD, GRAYS SHO	ASSET	HEALTH & BEAUTY	A1 COMP	100
45C	ORSETT ROAD	SURE SLIM	HEALTH & BEAUTY	A1 COMP	30
2	THE MALL, GRAYS SHOPPING (	SAVERS	HEALTH & BEAUTY & HOUSEHOLD GOO	A1 COMP	310
1	THE MALL, GRAYS SHOPPING (	WILKINSON	HOUSEHOLD GOODS	A1 COMP	1540
16	THE MALL, GRAYS SHOPPING (	GIFTS & NEEDS	HOUSEHOLD GOODS	A1 COMP	90
23 - 25	THE MALL , GRAYS SHOPPING (	JUST 95P	HOUSEHOLD GOODS	A1 COMP	270
15	THE MALL, GRAYS SHOPPING (	99P GENERAL STORE	HOUSEHOLD GOODS	A1 COMP	1430
58	HIGH STREET	HOUSEHOLD TEXTILES	HOUSEHOLD TEXTILES	A1 COMP	150
7	THE MALL, GRAYS SHOPPING (	HALF PRICE JEWELLERS	JEWELLER	A1 COMP	150
17	THE MALL, GRAYS SHOPPING (	H SAMUEL	JEWELLER	A1 COMP	140
29	THE MALL , GRAYS SHOPPING (	STYLES AND BEAUTY	LADIES ACCESSORIES	A1 COMP	170
1	HIGH STREET	BON MARCHE	LADIES WEAR	A1 COMP	240
24	THE MALL, GRAYS SHOPPING (	NEW LOOK	LADIES WEAR	A1 COMP	270
34	THE MALL , GRAYS SHOPPING (	BODYFLEX	LADIES WEAR	A1 COMP	130
3	HIGH STREET	ETHEL AUSTIN	LADIES WEAR & CHILDRENS WEAR	A1 COMP	140
26	THE MALL, GRAYS SHOPPING (	MK ONE	LADIES WEAR & CHILDRENS WEAR	A1 COMP	350
29A	THE MALL , GRAYS SHOPPING (	ALL THINGS MOBILE	MOBILE TELEPHONES	A1 COMP	60
30	THE MALL, GRAYS SHOPPING (	BABY BASICS	NURSERY GOODS	A1 COMP	100
10	HIGH STREET	KENNEDY RATH	OPTICIAN	A1 COMP	120
58	ORSETT ROAD	EUIN STEELE	OPTICIAN	A1 COMP	90
3	THE MALL, GRAYS SHOPPING (	SPECSAVERS	OPTICIAN	A1 COMP	140
4	THE MALL, GRAYS SHOPPING (	PARTY LAND	PARTY GOODS	A1 COMP	90
26	HIGH STREET	MONEY MATTERS	PAWNBROKER	A1 COMP	150
18D	CLARENCE ROAD, GRAYS SHO	J PET FOODS	PET SHOP	A1 COMP	10
62	HIGH STREET	ALL CURE	PHARMACY	A1 COMP	260
18E	CLARENCE ROAD, GRAYS SHO	MADD	PHOTOGRAPHIC GOODS	A1 COMP	10
32	CLARENCE ROAD	HEROES FRAMING CENTRE	POPIC FRM	A1 COMP	70
8	CLARENCE ROAD , GRAYS SHC	CASH GENETRATOR	SECOND HAND GOODS	A1 COMP	150
21	HIGH STREET	SHOEFAYRE	SHOES	A1 COMP	160
16	THE MALL, GRAYS SHOPPING (	SHOE ZONE	SHOES	A1 COMP	160
28	THE MALL, GRAYS SHOPPING (	EXIT	SHOES	A1 COMP	50
20 - 22	THE MALL, GRAYS SHOPPING (	BACONS SHOES	SHOES	A1 COMP	220
21	THE MALL , GRAYS SHOPPING (	BETTER CHOICE	SOFT FURNISHINGS	A1 COMP	140
27	THE MALL, GRAYS SHOPPING (	SPORTS LINK	SPORTS GOODS	A1 COMP	120
14	THE MALL, GRAYS SHOPPING (	W H SMITH	STATIONER	A1 COMP	420
66	ORSETT ROAD	MO'S TAILORING	TAILORS	A1 COMP	70
55 - 57	HIGH STREET, GRAYS SHOPPIN	WOOLWORTHS GENERAL STO	VARIETY STORE	A1 COMP	1260
101	LONDON ROAD	INSTORE	VARIETY STORE	A1 COMP	800
38	THE MALL, GRAYS SHOPPING (	Q D	VARIETY STORE	A1 COMP	1570
22 - 24	HIGH STREET	BLOCKBUSTER	VIDEO RENTAL	A1 COMP	290
1	LONDON ROAD	MORRISONS (COMPARISON SE	SUPERMARKET	A1 COMP	940
23	HIGH STREET	MARKS & MURRAY	BAKER	A1 CONV	160
44	HIGH STREET	GREGGS	BAKER	A1 CONV	100
18	THE MALL, GRAYS SHOPPING (	THE BAKEHOUSE	BAKER	A1 CONV	100
46	HIGH STREET	ROBERT MUNT	BUTCHER	A1 CONV	90
36	THE MALL, GRAYS SHOPPING (	MEAT EXPRESS	BUTCHER	A1 CONV	140

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
66A	HIGH STREET	DHILLONS	CONVENIENCE STORE	A1 CONV	90
49 - 51	CLARENCE ROAD	GRAYS	CONVENIENCE STORE	A1 CONV	110
7	HIGH STREET	LONDIS	CONVENIENCE STORE	A1 CONV	180
23	ORSETT ROAD	FISHMONGER BUTCHER SUPEI	FROZEN FOOD	A1 CONV	90
2	THE MALL, GRAYS SHOPPING (	FARMFOODS	FROZEN FOOD	A1 CONV	570
31	THE MALL, GRAYS SHOPPING (	ICELAND.CO.UK	FROZEN FOOD	A1 CONV	1050
18B	CLARENCE ROAD , GRAYS SHC	FRESH DAILY	GROCER	A1 CONV	30
7	ORSETT ROAD	ALL IN ONE EXPRESS	GROCER	A1 CONV	150
25	ORSETT ROAD	YEMJOLIZ	GROCER	A1 CONV	110
4	QUEENSGATE CENTRE	BISBOSE	GROCER	A1 CONV	90
43	CLARENCE ROAD	SANGHERA	GROCER	A1 CONV	60
6	THE MALL, GRAYS SHOPPING (	HOLLAND & BARRETT	HEALTH FOOD	A1 CONV	100
52	HIGH STREET	SMOKERS PARADISE	NEWSAGENT	A1 CONV	130
81	HIGH STREET	DAVES	NEWSAGENT	A1 CONV	100
14	ORSETT ROAD	NEWSTIME	NEWSAGENT	A1 CONV	150
85	ORSETT ROAD	GRAYS GENERAL STORES	OFF LICENCE	A1 CONV	100
1	LONDON ROAD	MORRISONS (MAIN CONVENIEI	SUPERMARKET	A1 CONV	5490
99	LONDON ROAD	ALDI	SUPERMARKET	A1 CONV	1740
3	GEORGE STREET	K T AMERICAN NAILS	BEAUTY SALON	A1 OTHER	20
8	LONDON ROAD	TEN FINGERS NAILS STUDIO	BEAUTY SALON	A1 OTHER	60
16	ORSETT ROAD	HEAD 2 TOE	BEAUTY SALON	A1 OTHER	50
10	LONDON ROAD	ANOINTED HANDS	BEAUTY SALON	A1 OTHER	60
17	ORSETT ROAD	VALS	BEAUTY SALON	A1 OTHER	90
77	ORSETT ROAD	LAURENS#D`AURAY	BEAUTY SALON	A1 OTHER	130
2	QUEENSGATE CENTRE	GRAYS NAILS BAR	BEAUTY SALON	A1 OTHER	80
25	HIGH STREET	KLEEN AWORLD	DRY CLEANING	A1 OTHER	150
28	CLARENCE ROAD	LITTLE NICKS	HAIRDRESSING	A1 OTHER	50
	CROMWELL ROAD	UNISEX	HAIRDRESSING	A1 OTHER	30
3A	DERBY ROAD	THE OLD BARBER SHOP	HAIRDRESSING	A1 OTHER	30
11	QUEENSGATE CENTRE	HOTHEADS	HAIRDRESSING	A1 OTHER	60
2	STATION APPROACH	SPENCERS	HAIRDRESSING	A1 OTHER	30
79	ORSETT ROAD	GENESIS ETC	HAIRDRESSING	A1 OTHER	90
55	ORSETT ROAD	ANOINTED HANDS	HAIRDRESSING	A1 OTHER	100
8	THE MALL , GRAYS SHOPPING (	SUPERCUTS	HAIRDRESSING	A1 OTHER	120
2	CROMWELL ROAD	GRAYS COMPLIMENTARY CLIN	NATURAL THERAPY	A1 OTHER	70
30	THE MALL, GRAYS SHOPPING (	DR & HERBS	NATURAL THERAPY	A1 OTHER	40
	GEORGE STREET	POST OFFICE & BUREAU DE CI	POST OFFICE & BUREAU DE CHANGE	A1 OTHER	530
3	NEW ROAD	POPPIES	SANDWICH BAR	A1 OTHER	60
2B	HIGH STREET	ESSEX	SHOE REPAIRS	A1 OTHER	30
20	THE MALL, GRAYS SHOPPING (	A - 0NE	SHOE REPAIRS	A1 OTHER	30
9 to 10	QUEENSGATE CENTRE	TAN IT HOLLYWOOD TANNING :	SOLARIUM	A1 OTHER	100
20	HIGH STREET	GOING PLACES	TRAVEL AGENT	A1 OTHER	80
43	HIGH STREET	FIRST CHOICE	TRAVEL AGENT	A1 OTHER	250
44 - 54	ORSETT ROAD	ROWLAND HALL	ACCOUNTANT	A2	230
9	HIGH STREET	BARCLAYS	BANK	A2	250
48	HIGH STREET	HALIFAX	BANK	A2	310
53	HIGH STREET	H S B C	BANK	A2	220
15 - 17	HIGH STREET	NAT WEST	BANK	A2	330
28 - 30	HIGH STREET	ABBEY	BANK	A2	260
34 - 36	HIGH STREET	LLOYDS TSB	BANK	A2	290
40 - 42	HIGH STREET	WOOLWICH	BANK	A2	270
11	ORSETT ROAD	CHELTENHAM & GLOUCESTER	BANK	A2	90
5	CLARENCE ROAD	CORAL	BETTING OFFICE	A2	200
2	CLARENCE ROAD, GRAYS SHO	THE BONUS KINGS	BETTING OFFICE	A2	80
2	CLARENCE ROAD, GRAYS SHO	DONE BOOKMAKERS	BETTING OFFICE	A2	70
19	HIGH STREET	NATIONWIDE	BUILDING SOCIETY	A2	170
	CROMWELL ROAD	FIRST PERSONNEL	EMPLOYMENT AGENCY	A2	70
47	ORSETT ROAD	DRIVE LINK	EMPLOYMENT AGENCY	A2	60
62	ORSETT ROAD	CALLAHANS	EMPLOYMENT AGENCY	A2	60
63	ORSETT ROAD	MANPOWER	EMPLOYMENT AGENCY	A2	80
64	ORSETT ROAD	PL WORKFORCE	EMPLOYMENT AGENCY	A2	60
81	ORSETT ROAD	ADECCO	EMPLOYMENT AGENCY	A2	100
24 - 28	ORSETT ROAD	CONNEXIONS CAREERS CENTI	EMPLOYMENT AGENCY	A2	330
1	ORSETT ROAD	PORTER GLENNY	ESTATE AGENT	A2	110
38	ORSETT ROAD	GRANT ALLEN	ESTATE AGENT	A2	70
42	ORSETT ROAD	QUIRK DEAKIN	ESTATE AGENT	A2	80
43	ORSETT ROAD	HAART	ESTATE AGENT	A2	60
32	ORSETT ROAD	CHESTERS	ESTATE AGENT	A2	50
8	ORSETT ROAD	COPES	ESTATE AGENT	A2	170
12	ORSETT ROAD	OWEN LYONS	ESTATE AGENT	A2	160
13	ORSETT ROAD	SPICER MCCOLL	ESTATE AGENT	A2	100
15	ORSETT ROAD	CHANDLER & MARTIN	ESTATE AGENT	A2	90
37	ORSETT ROAD	HOWGATE & KEMPSTER	ESTATE AGENT	A2	90
40	ORSETT ROAD	THE LETTINGS OFFICE	ESTATE AGENT	A2	80
41	ORSETT ROAD	HOLMES PEARMAN	ESTATE AGENT	A2	90
45	ORSETT ROAD	BAIRSTOW EVES	ESTATE AGENT	A2	90
60	ORSETT ROAD	CALLAHANS	ESTATE AGENT	A2	80
67	ORSETT ROAD	HUDSON HOWELL	ESTATE AGENT	A2	200
1	QUEENSGATE CENTRE	GRIFFIN	ESTATE AGENT	A2	70

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
5 to 6	QUEENSGATE CENTRE	ADAM KENNEDY	ESTATE AGENT	A2	190
26	CLARENCE ROAD	J ROBINS & CO	SOLICITOR	A2	60
12	LONDON ROAD	SANDERS & CO	SOLICITOR	A2	60
1	DERBY ROAD	K E SCHOOLING	SOLICITOR	A2	50
3 to 5	DERBY ROAD	PANESAR & CO	SOLICITOR	A2	150
68	ORSETT ROAD	T A CAPRON	SOLICITOR	A2	150
	ORSETT ROAD	HATTEN ASPLIN GLENNY	SOLICITOR	A2	200
12	CLARENCE ROAD, GRAYS SHO	CENTRE CAFE	CAFE	A3	100
10	ORSETT ROAD	CAFE ETOILE BLEU	CAFE	A3	150
18	HIGH STREET	MANDARIN GARDEN	CHINESE RESTAURANT	A3	300
	THE MALL, GRAYS SHOPPING (	BREAK BAR	COFFEE SHOP	A3	90
6 to 8	CROMWELL ROAD	R MUMFORD	FISH RESTAURANT	A3	230
4	CROMWELL ROAD	NEW DELHI	INDIAN RESTAURANT	A3	100
9	ORSETT ROAD	LIGHT OF BENGAL	INDIAN RESTAURANT	A3	160
19	ORSETT ROAD	GRAYS CAFE	RESTAURANT	A3	70
83	HIGH STREET	BODRUM	RESTAURANT & TAKEAWAY	A3	80
59	ORSETT ROAD	THAI PALACE	THAI RESTAURANT	A3	130
	QUEENSGATE CENTRE	THE QUEENS	PUBLIC HOUSE	A4	300
61	HIGH STREET	THE PULLMAN	PUBLIC HOUSE	A4	300
	HIGH STREET	THE MESS	PUBLIC HOUSE & SOCIAL CLUB	A4	180
36	ORSETT ROAD	J DS	WINE BAR	A4	90
5	ORSETT ROAD	ORIENTAL KITCHEN	CHINESE TAKE AWAY	A5	80
13	THE MALL, GRAYS SHOPPING (	WIMPY	FAST FOOD RESTAURANT	A5	100
5	HIGH STREET	MCDONALDS	FAST FOOD RESTAURANT	A5	320
6 to 8	HIGH STREET	K F C	FAST FOOD RESTAURANT	A5	230
7 to 13	GEORGE STREET	CAFE FISH	FISH & CHIPS	A5	160
66B	HIGH STREET	DHILLONS TRADITONAL	FISH & CHIPS	A5	100
59	HIGH STREET	SPICE OF BENGAL	INDIAN TAKEAWAY	A5	50
53	ORSETT ROAD	CURRY LINK	INDIAN TAKEAWAY	A5	80
56	ORSETT ROAD	PAPA JOHNS	PIZZA TAKE AWAY	A5	80
18C	CLARENCE ROAD, GRAYS SHO	ORIGINAL TEA BAR	TAKE AWAY	A5	10
	TITAN ROAD	FORKS & FINGERS	TAKE AWAY	A5	10
123	DERBY ROAD	THE LUNCH BOX	TAKE AWAY	A5	80
6	CLARENCE ROAD, GRAYS SHO	EMPIRE	TAKE AWAY	A5	70
39	ORSETT ROAD	THE OTTOMANS	TAKE AWAY	A5	70
2A	STATION APPROACH	CHILLIES	TAKE AWAY	A5	30
12	QUEENSGATE CENTRE	SEETEC	COMPUTER SERVICES	B1	70
13 - 15	CLARENCE ROAD	COUNCIL OFFICES	COUNCIL OFFICES	B1	350
	LONDON ROAD	COUNCIL OFFICES	COUNCIL OFFICES	B1	930
	NEW ROAD	COUNCIL OFFICES	COUNCIL OFFICES	B1	3820
	LONDON ROAD	GOVERNMENT BUILDING	GOVERNMENT BUILDING	B1	960
35	CLARENCE ROAD	OFFICE	OFFICE	B1	70
	CLARENCE ROAD	OFFICE	OFFICE	B1	110
	CROMWELL ROAD	OFFICE	OFFICE	B1	30
77A	LONDON ROAD	OFFICE	OFFICE	B1	50
1	NEW ROAD	OFFICE	OFFICE	B1	60
22	NEW ROAD	OFFICE	OFFICE	B1	280
83	ORSETT ROAD	OFFICE	OFFICE	B1	110
16A	ORSETT ROAD	OFFICE	OFFICE	B1	60
49 - 51	ORSETT ROAD	OFFICE	OFFICE	B1	120
13	QUEENSGATE CENTRE	OFFICE	OFFICE	B1	140
12B	QUEENSGATE CENTRE	OFFICE	OFFICE	B1	80
	QUEENSGATE CENTRE	OFFICE	OFFICE	B1	190
	STATION APPROACH	OFFICE	OFFICE	B1	110
68	LONDON ROAD	TRAVIS PERKINS	BUILDERS MERCHANT	B8	1040
33	CLARENCE ROAD	DWELLING	DWELLING	C3	60
34	CLARENCE ROAD	DWELLING	DWELLING	C3	70
36	CLARENCE ROAD	DWELLING	DWELLING	C3	70
38	CLARENCE ROAD	DWELLING	DWELLING	C3	70
40	CLARENCE ROAD	DWELLING	DWELLING	C3	70
42	CLARENCE ROAD	DWELLING	DWELLING	C3	70
44	CLARENCE ROAD	DWELLING	DWELLING	C3	80
37	CLARENCE ROAD	DWELLING	DWELLING	C3	70
39	CLARENCE ROAD	DWELLING	DWELLING	C3	70
41	CLARENCE ROAD	DWELLING	DWELLING	C3	60
14	LONDON ROAD	DWELLING	DWELLING	C3	60
16	LONDON ROAD	DWELLING	DWELLING	C3	60
18	LONDON ROAD	DWELLING	DWELLING	C3	60
20	LONDON ROAD	DWELLING	DWELLING	C3	60
22	LONDON ROAD	DWELLING	DWELLING	C3	60
24	LONDON ROAD	DWELLING	DWELLING	C3	60
26	LONDON ROAD	DWELLING	DWELLING	C3	60
28	LONDON ROAD	DWELLING	DWELLING	C3	140
45 - 47	CLARENCE ROAD	DWELLINGS	DWELLINGS	C3	100
ON HOUSE	HIGH STREET	DWELLINGS	DWELLINGS	C3	1070
4B	LONDON ROAD	S C BLUNDELL	CHIROP	D1	60
6	LONDON ROAD	GRAYS CHIROPRACTIC CLINIC	CHIROPRACTIC CLINIC	D1	60
	HIGH STREET	PROBATION OFFICE	COMMUNITY BUILDINGS	D1	630
87	ORSETT ROAD	DENTAL SURGERY	DENTAL SURGERY	D1	80
	BROOK ROAD	DENTAL SURGERY	DENTAL SURGERY	D1	80

NUMBER	STREET	FASCIA	USE	USE CLASS	AREA SQM GRS
65	HIGH STREET	DENTAL SURGERY	DENTAL SURGERY	D1	110
21	ORSETT ROAD	SCHOOL OF PROFESSIONAL TI	EDUCATIONAL ESTABLISHMENT	D1	100
	CLARENCE ROAD	JOBCENTRE PLUS	EMPLOYMENT CENTRE	D1	440
14 - 16	QUEENSGATE CENTRE	ACORNS	HEALTH CENTRE	D1	140
	CROMWELL ROAD	LIBRARY	LIBRARY	D1	1110
35	ORSETT ROAD	LOCAL HISTORY MUSEUM	MUSEUM	D1	480
	HIGH STREET	PLACE OF WORSHIP	PLACE OF WORSHIP	D1	580
	ORSETT ROAD	PLACE OF WORSHIP	PLACE OF WORSHIP	D1	320
	QUARRY HILL	MECCA BINGO	BINGO HALL	D2	1160
17	CLARENCE ROAD	THE CONSERVATIVE ASSOCIAT	SOCIAL CLUB	D2	320
77 - 81	LONDON ROAD	GRAYS WORKING MENS CLUB	SOCIAL CLUB	D2	660
35	ORSETT ROAD	THAMESIDE	THEATRE	D2	300
1	NEW ROAD	ADVICE CENTRE	ADVICE CENTRE	SG	30
4	HIGH STREET	QUICKSILVER	AMUSEMENTS	SG	140
66	HIGH STREET	SHOPPERS LUCK	AMUSEMENTS	SG	100
	STATION APPROACH	GRAYS SERVICE STATION	CAR REPAIRS	SG	210
72 - 84	ORSETT ROAD	GRAYS HONDA	CAR SALES	SG	740
	LONDON ROAD	MORRISONS	CAR WASH	SG	60
2	HIGH STREET	CONSERVATORIES4U.CO.UK	DOORS & WINDOWS	SG	50
97	LONDON ROAD	EMERGENCY SERVICES & OFFI	EMERGENCY SERVICES & OFFICE	SG	400
	LONDON ROAD	MORRISONS PETROL STATION	FILLING STATION	SG	70
2	STATION APPROACH	STATION	LAUNDRETTE	SG	40
	LONDON ROAD	HI-Q	TYRES & EXHAUSTS	SG	380
76	HIGH STREET	VACANT BUILDINGS	VACANT BUILDINGS	VACANT	820
85	LONDON ROAD	VACANT CAR SALES	VACANT CAR SALES	VACANT	1020
	GEORGE STREET	VACANT CINEMA	VACANT CINEMA	VACANT	1360
	TITAN ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	30
63	HIGH STREET	VACANT OUTLET	VACANT OUTLET	VACANT	80
65	ORSETT ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	160
19	GEORGE STREET	VACANT OUTLET	VACANT OUTLET	VACANT	60
21	GEORGE STREET	VACANT OUTLET	VACANT OUTLET	VACANT	60
23	GEORGE STREET	VACANT OUTLET	VACANT OUTLET	VACANT	60
32	HIGH STREET	VACANT OUTLET	VACANT OUTLET	VACANT	70
57	ORSETT ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	120
30	CLARENCE ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	60
53 - 55	CLARENCE ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	100
57 - 59	CLARENCE ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	110
12	HIGH STREET	VACANT OUTLET	VACANT OUTLET	VACANT	140
54 - 56	HIGH STREET	VACANT OUTLET	VACANT OUTLET	VACANT	370
34	ORSETT ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	100
92	ORSETT ROAD	VACANT OUTLET	VACANT OUTLET	VACANT	50
3	QUEENSGATE CENTRE	VACANT OUTLET	VACANT OUTLET	VACANT	80
16	QUEENSGATE CENTRE	VACANT OUTLET	VACANT OUTLET	VACANT	150
12C	QUEENSGATE CENTRE	VACANT OUTLET	VACANT OUTLET	VACANT	140
	QUEENSGATE CENTRE	VACANT OUTLET	VACANT OUTLET	VACANT	60
	QUEENSGATE CENTRE	VACANT OUTLET	VACANT OUTLET	VACANT	30
2	STATION APPROACH	VACANT OUTLET	VACANT OUTLET	VACANT	30
3	STATION APPROACH	VACANT OUTLET	VACANT OUTLET	VACANT	80
32	THE MALL, GRAYS SHOPPING (	VACANT OUTLET	VACANT OUTLET	VACANT	120
40	THE MALL, GRAYS SHOPPING (	VACANT OUTLET	VACANT OUTLET	VACANT	180

Source: Experian, Grays GOAD Plan April 2006, updated by RTP visit October 2006

STANFORD-LE-HOPE LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
ST058	5 The Precinct	Classy Cards	Card Shop	A1 Comp	72
ST014	16 Kings Parade	All Cures Pharmacy	Chemist	A1 Comp	90
ST043	23 High Street	All Cures Pharmacy	Chemist	A1 Comp	80
ST059	6 The Precinct	Pound Shop	Discount Stores	A1 Comp	75
ST031	22 King Street	Squibb Painting Contractors	DIY	A1 Comp	113
ST012	14 Kings Parade	Stay Warm	Double Glazing	A1 Comp	87
ST025	8 King Street	Bella Flowers	Florist	A1 Comp	71
ST092	5 The Green	Swallows	Florist	A1 Comp	49
ST053	36-40 High Street	Dream	Furniture	A1 Comp	102
ST002	3-4 Kings Parade	Ultimate Choice Bathrooms	Furniture Shop	A1 Comp	174
ST091	4 The Green	Mermaid	Furniture Shop	A1 Comp	137
ST038	7 High Street	R.G. Cole	Furniture Store	A1 Comp	208
ST006	8 Kings Parade	The Gift Horse	Gift Shop	A1 Comp	85
ST075	28 Corringham Road	Raydec	Hardware Shop	A1 Comp	87
ST082	25 Corringham Road	Clarkes	Hardware Shop	A1 Comp	71
ST044	25 High Street	Kanny Kraft	Hobby Shop	A1 Comp	81
ST013	15 Kings Parade	Grange Family Jewellers	Jeweller's	A1 Comp	83
ST062	2 Corringham Road	Sheringham's	Kitchens	A1 Comp	13
ST084/085	1-3 Wharf Road	Sheringham's	Kitchens	A1 Comp	188
ST041	19 High Street	Sounds Good	Music & Movies	A1 Comp	81
ST093	6 The Green	Optician	Optician	A1 Comp	68
ST026	10 King Street	Robin J Bunn	Opticians	A1 Comp	45
ST088	1 The Green	Celebrations	Party Supplies	A1 Comp	27
ST077	30 Corringham Road	E&B Pets	Pet Shop	A1 Comp	84
ST015	17 Kings Parade	Aqualec	Plumbing	A1 Comp	82
ST071	20 Corringham Road	EPD Plumbing	Plumbing	A1 Comp	63
ST087	7 Wharf Road	Wool's Galore	Sewing Shop	A1 Comp	28
ST076	30a Corringham Road	Clearvision	T.V. Repairs	A1 Comp	142
ST001	1-2 Kings Parade	Special Occasions	Wedding Shop	A1 Comp	176
ST016	18 Kings Parade	Kings Street Bakery	Bakers	A1 Conv	128
ST009	11 Kings Parade	Prime Cut	Butcher	A1 Conv	75
ST004	6 Kings Parade	Tesco Express	Convenience Store	A1 Conv	377
ST028	14 King Street	Patel Newsagent	News Agents	A1 Conv	121
ST035	1b High Street	Simply Cakes & Catering	Specialist Food Store	A1 Conv	44
ST039	9-15 High Street	CO-OP Stop and Shop	Supermarket	A1 Conv	571
ST034	1a High Street	Colourful Nails	Beauty Salon	A1 Other	46
ST090	3 The Green	Loakman's	Beauty Salon	A1 Other	77
ST008	10 Kings Parade	Royal Express	Dry Cleaners	A1 Other	124
ST055	2 The Precinct	Alton Engraving	Engravers	A1 Other	68
ST072	22 Corringham Road	J2 Hairdressing	Hair Salon	A1 Other	65
ST089	2 The Green	The Barber Shop	Hair Salon	A1 Other	43
ST047	4-10 High Street	Lauren D'Aura	Health & Beauty Salon	A1 Other	153
ST056	3 The Precinct	Lizzie Beth	Health & Beauty Salon	A1 Other	75
ST063	4 Corringham Road	Kazels	Laundry/Cleaning Services	A1 Other	73
ST083	27 Corringham Road	Stanford Le Hope Post Office	P.O. & General	A1 Other	140
ST086	5 Wharf Road	Photo Studio	Photo Studio	A1 Other	31
ST073	24 Corringham Road	Elixirs of Life	Photographiers	A1 Other	140
ST007	9 Kings Parade	Apollo	Tanning Shop	A1 Other	90
Unknown	The Green	Lloyds TSB	Bank	A2	183
ST019	21 Kings Parade	William Claridge Ltd	Betting office	A2	90
ST045	27-29 High Street	Coral	Betting office	A2	168
ST018	20 Kings Parade	Nationwide	Building Society	A2	80
ST040	17 High Street	Future Business Centre	Employment Agency	A2	81
ST036	3 High Street	Howgate & Kempster	Estate Agent	A2	45
ST003	5 Kings Parade	Quirk Deakin	Estate Agents	A2	79
ST010	12 Kings Parade	MGM	Estate Agents	A2	76
ST011	13 Kings Parade	Bairstow Eves	Estate Agents	A2	85
ST017	19 Kings Parade	John Cottis + Co.	Estate Agents	A2	81
ST065	8 Corringham Road	Thurrock Properties	Estate Agents	A2	68
ST081	23 Corringham Road	Euro Properties Ltd	Estate Agents	A2	56
ST057	4 The Precinct	The Village Café	Café	A3	65
ST029	16 King Street	New Le Hope Tandoori	Indian Rest & T/A	A3	87
ST052	32-34 High Street	Way to the Raj	Restaurant/TA	A3	90
ST030	18-20 King Street	Panahar Restaurant	Tandoori Rest & T/A	A3	155
ST020	The Railway Tavern	The Railway Tavern	Public House	A4	286
Unknown	The Green	The Inn on the Green	Public House	A4	368
ST024	6 King Street	Golden Sands	Chinese Take Away	A5	111
ST021	2 King Street	Golden Fish Bar	Fish and Chip Shop	A5	50
ST033	1 High Street	Simon's Kitchen	Take Away	A5	46
ST064	6 Corringham Road	Curry Centre	Take Away	A5	68
ST066	10 Corringham Road	Golden Kitchen	Take Away	A5	77
ST069	16 Corringham Road	Orient	Take Away	A5	52
ST078	32 Corringham Road	Taste of Asia	Take Away	A5	61
ST046	2 High Street	Church Hall	Church Hall	D1	327
ST051	30 High Street	West Brook House Physiotherapis	Physiotherapist	D1	67
ST048	12 High Street	Professional Tution Centre	Professional Tution Centre	D1	38

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
ST027	12 King Street	Veterinary Surgery	Veterinary Surgery	D1	47
ST079	19 Corringham Road	Rileys	Leisure Club	D2	518
ST060	7-9 The Precinct	Health & Fitness Club	Sports Club	D2	236
ST074	26 Corringham Road	Honda Motor Vehicles	Car Sales	SG	251
ST067	12 Corringham Road	Corringham Test Centre	Garage	SG	152
ST005	7 Kings Parade	Launderette	Launderette	SG	86
ST032	24 King Street	Invicta Cars	Taxi Office	SG	113
ST023	4 King Street	Whitehall	Taxis	SG	51
Unknown	26 King Street	Vacant	Vacant	Vacant	199
ST042	21 High Street	Vacant	Vacant	Vacant	84
ST049	26 High Street	Vacant	Vacant	Vacant	39
ST050	28 High Street	Vacant	Vacant	Vacant	55
ST054	1 The Precinct	Vacant	Vacant	Vacant	72
ST068	14 Corringham Road	Vacant	Vacant	Vacant	86
ST070	18 Corringham Road	Vacant	Vacant	Vacant	199
ST080	21 Corringham Road	Vacant	Vacant	Vacant	56
Unknown	The Green	Vacant	Vacant	Vacant	212

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

SOUTH OCKENDON LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
SO003	6 Derwent Parade	St Lukes Hospice Charity Shop	Charity Shop	A1 Comp	70
SO005	10 Derwent Parade	Hemants Pharmacy	Chemist	A1 Comp	128
SO025	17 Derwent Parade	Boots	Chemist	A1 Comp	263
SO033	109 Daiglen Drive	C M Electricals	DIY & Tool Centre	A1 Comp	62
SO034	107 Daiglen Drive	C M Electricals	Electrical Wholesaler	A1 Comp	65
SO040	129 Daiglen Drive	Belhus Flower Centre	Florist	A1 Comp	105
SO024	15 Derwent Parade	Woolworths	General Store	A1 Comp	556
SO051	32 Derry Avenue	Optician	Opticians	A1 Comp	68
SO050	30 Derry Avenue	Beaks and Squeaks	Pet Shop	A1 Comp	69
SO011	14d Derwent Parade	Stepping Out	Shoe Shop	A1 Comp	135
SO053	36 Derry Avenue	Shu Biz	Shoe Shop	A1 Comp	81
SO018	1 Derwent Parade	Blockbuster Video	Video Rental	A1 Comp	105
SO020	5 Derwent Parade	Tropicana	Afro Carribean Supermarket	A1 Conv	71
SO022	9 Derwent Parade	Greggs Bakery	Bakery	A1 Conv	73
SO012	14e Derwent Parade	Jones Meat Market	Butchers	A1 Conv	153
SO008	14a & b Derwent Parade	Cut Price	Convenience Store	A1 Conv	360
SO023	11 - 13 Derwent Parade	Savemor	Discount Convenience Store	A1 Conv	337
SO058	149-153 Daiglen Drive	Lidl	Food Store	A1 Conv	1135
SO027	21 Derwent Parade	Smokers Paradise	Newsagent	A1 Conv	174
SO039	127 Daiglen Drive	Am 2 Pm Newsagents	Newsagent	A1 Conv	109
SO099/100	6-8 Derry Avenue	Johns Newsagents	Newsagent	A1 Conv	141
SO045	4 Derry Avenue	John's Newsagents	Newsagetnts	A1 Conv	67
SO037	101 Daiglen Drive	The Local Off Licence	Off Licence	A1 Conv	73
SO049	28 Derry Avenue	Target Dry Cleaners	Dry Cleaners	A1 Other	67
SO010	14c Derwent Parade	South Ockendon Operative Funera	Funeral Services	A1 Other	101
SO048	26 Derry Avenue	Gaffers Hair	Hair Salon	A1 Other	68
SO006	12 Derwent Parade	Just ye Job	Keycutting/Heel Bar	A1 Other	134
SO015	20 Derwent Parade	Four Seasons Nail Bar	Nail Bar	A1 Other	68
SO004	8 Derwent Parade	Post Office	Post Office	A1 Other	437
SO021	7 Derwent Parade	Elite	Tanning & Beauty	A1 Other	71
SO002	4 Derwent Parade	Natwest Service Till	Bank	A2	70
SO044	2 Derry Avenue	Tote	Betting Shop	A2	100
SO013	16 Derwent Parade	William Hill	Bookmakers	A2	70
SO017	22b Derwent Parade	Community Corner	Community Corner	A2	88
SO032	111 Daiglen Drive	M + P Estates	Estate Agency	A2	68
SO038	125 Daiglen Drive	Bairstow Eves Estate Agents	Estate Agency	A2	66
SO035	105 Daiglen Drive	Patterson Hawthorne	Estate Agents	A2	66
SO031	29 Derwent Parade	The Forum	Information Centre	A2	132
Unknown	Derry Avenue	William Taylor	Insurance Broker	A2	135
SO030	27 Derwent Parade	Café Mia	Café	A3	70
SO041	131 Daiglen Drive	J & J's Sandwich & Coffee Bar	Coffee Bar	A3	63
Unknown	Daiglen Drive	The Raj	Indian Restaurant	A3	63
SO036	103 Daiglen Drive	China Town	Take Away	A3	62
SO055	Darenth Lane	Knight of Aveley	Public House	A4	317
SO057	163 Daiglen Drive	Jack O'Lantern	Public House	A4	286
SO016	22 Derwent Parade	Ten Bellys Burger Bar	Take Away	A5	42
SO043	135 Daiglen Drive	Fish n' Chick n'	Take Away	A5	114
SO046	10 Derry Avenue	The Bikash Tandoori	Take Away	A5	71
SO001	2 Derwent Parade	Council Office	Council Office	B1	99
SO047	12 Derry Avenue	Council Offices	Council Offices	B1	68
Unknown	Darenth Lane	Offices	Offices	B1	775
SO056	Derry Avenue	Sorting Office	Sorting Office	B1	622
SO054	38 Derry Avenue	Library	Library	D1	525
Unknown	Darenth Lane	Belhus Amateur Boxing Club	Boxing Club	D2	322
Unknown	Darenth Lane	Police Station	Police Station	SG	113
SO014	18 Derwent Parade	Vacant	Vacant	Vacant	75
SO019	3 Derwent Parade	Vacant	Vacant	Vacant	76
SO026	19 Derwent Parade	Vacant	Vacant	Vacant	183
SO028	23 Derwent Parade	Vacant	Vacant	Vacant	65
SO029	25 Derwent Parade	Vacant	Vacant	Vacant	75
SO042	133 Daiglen Drive	Vacant	Vacant	Vacant	69
SO052	34 Derry Avenue	Vacant	Vacant	Vacant	65

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

TILBURY LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
Tl091	172 Dock Road	Martines Adult Boutique	Adult Shop	A1 Comp	62
Tl012	13 Civic Square	Sejoc Car Spares	Car Parts	A1 Comp	67
Tl011	12 Civic Square	Card Crazy	Card Shop	A1 Comp	64
Tl013	14-15 Civic Square	Discount Carpets	Carpets & Floorings	A1 Comp	72
Tl019/020	12-13 Commonwealth House	Lady Mcfaddens (Charity)	Charity Shop	A1 Comp	141
Tl035	4 Calcutta Road	Sue Ryder Charity Shop	Charity Shop	A1 Comp	112
Tl073	128 Dock Road	Asset	Chemist	A1 Comp	104
Tl002	2-3 Civic Square	Civic Square Dispensing Office	Chemist	A1 Comp	132
Tl021	11 Commonwealth House	All In One	Clothes Shop	A1 Comp	71
Tl063	43 Calcutta Road	Rankins	Clothes Shop	A1 Comp	46
Tl093	176 Dock Road	Micks	Clothes Shop	A1 Comp	62
Tl033	2a Calcutta Road	Garlands & Greens	Florist	A1 Comp	149
Tl055	27 Calcutta Road	All Seasons	General Discount Store	A1 Comp	42
Tl100	217 Dock Road	Demie's Discount Jewellers	Jewellers	A1 Comp	81
Tl061	39 Calcutta Road	Opthalmic Opticians	Opticians	A1 Comp	68
Tl018	14 Commonwealth House	Pet Kind	Pet Shop	A1 Comp	72
Tl014	18 Commonwealth House	Woodside	Plumbing	A1 Comp	62
Unknown	50 Calcutta Road	Soft Furnishings	Soft Furnishings	A1 Comp	63
TL084	158-160 Dock Road	Motor Spares and Salvage	Spares Shop	A1 Comp	313
Unknown	Civic Square	Ceramic Tile Importers	Tiles & Fittings	A1 Comp	63
Tl016	16 Commonwealth House	Video Club	Video Rental	A1 Comp	93
Tl036	6 Calcutta Road	Baldwins Bakery	Bakery	A1 Conv	80
Tl045	7 Calcutta Road	Corner Shop	Convenience	A1 Conv	36
Tl042	20 Calcutta Road	Moylers	Convenience Store	A1 Conv	95
Tl052	21 Calcutta Road	Oduduwa Store	Food Store	A1 Conv	45
Tl040	14-16 Calcutta Road	Spar	General Store	A1 Conv	424
Tl102	231 Dock Road	HK News	General Store	A1 Conv	75
Tl038	10 Calcutta Road	Winston Green Grocers	Green Grocer	A1 Conv	75
Tl109	1-3 Broadway	News Food n Booze	Newsagent	A1 Conv	138
Tl006	7 Civic Square	Civic Square Stores	Newsagent	A1 Conv	68
Tl104	235 Dock Road	Tilbury Wines	Wine/Food Store	A1 Conv	53
Tl010	11 Civic Square	Michaels Barber Shop	Barber Shop	A1 Other	69
Tl046	9 Calcutta Road	Braiden Dry Cleaners	Dry Cleaners	A1 Other	45
Tl007	8 Civic Square	Ironing 4 U	Dry Cleaners	A1 Other	67
Tl026	5 & 6 Commonwealth House	Classic Hair	Hair Salon	A1 Other	138
Tl037	8 Calcutta Road	Clipso Hair Salon	Hair Salon	A1 Other	85
Tl041	18 Calcutta Road	Amaaks	Hair Salon	A1 Other	88
Tl076	134 Dock Road	The Scizzor	Hair Salon	A1 Other	132
Tl009	10 Civic Square	Artisans Unisex Salon	Hair Salon	A1 Other	71
Tl106	239 Dock Road	Hairdressers	Hairdressers	A1 Other	25
Tl106	239a Dock Road	3 Gems	Health & Beauty	A1 Other	25
Tl079	140-144 Dock Road	Post Office	Post Office	A1 Other	299
Tl107	241-243 Dock Road	Tilbury Tattoo	Tattoo Palour	A1 Other	29
Tl008	9 Civic Square	Slim & Skins	Tattoo Palour	A1 Other	64
Tl069	55 Calcutta Road	Adventure	Travel Agents	A1 Other	35
Tl044	24-26 Calcutta Road	Barclays Bank	Bank	A2	223
Tl032	2 Calcutta Road	Coral	Betting Office	A2	145
Tl043	22 Calcutta Road	Ladbroke's	Betting Office	A2	96
Tl113	9 Broadway	Coral	Betting Office	A2	77
Tl060	37 Calcutta Road	Advance	Estate Agents	A2	43
Tl080	146 Dock Road	AJ Insurance	Insurance	A2	298
Tl103	233 Dock Road	Francesca's	Cafe	A3	71
Tl105	237 Dock Road	Nibbles Cafe	Cafe	A3	49
Tl083	156 Dock Road	Welcome Restaurant	Restaurant	A3	79
Tl111	5-7 Broadway	La Raj	Restaurant	A3	108
Tl088	166 Dock Road	De Faarji Palace	Restraunt/Take Away	A3	79
Tl017	15 Commonwealth House	Mr Chips	Take Away	A5	39
Tl039	12 Calcutta Road	Favourite Chicken	Take Away	A5	78
Tl068	53 Calcutta Road	Georges Fish Bar	Take Away	A5	44
Tl078	138 Dock Road	Rainbow Fish Bar	Take Away	A5	144
Tl089	168 Dock Road	Goodfriend Chinese	Take Away	A5	56
TL092	174 Dock Road	Tasty House	Take Away	A5	60
Tl098	213 Dock Road	Pizza Stallions	Take Away	A5	66
Tl101	219 Dock Road	Beijing	Take Away	A5	82
Tl120	235a Dock Road	King Rooster	Take Away	A5	54
Tl086	162 Dock Road	EW Taylor Haulage	Haulage	B1	83
Unknown	Former Fire Station, Civic Square	Tilbury Community Resource Cent	Offices	B1	335
Unknown	Civic Square	Local Council Offices	Offices	B1	554
Unknown	Civic Square	S&S Printing	Printers	B1	79
Tl099	215 Dock Road	Connaught Shipping Agency	Shipping Agency	B1	114
Tl090	170 Dock Road	Residential	Residential	C3	53
Tl053	23 - 25 Calcutta Road	Thurrock Community Mothers	Community Centre	D1	68
Tl082	154 Dock Road	Dental Surgery	Dentist	D1	72
Tl028	4 Commonwealth House	Tilbury Surgery	Surgery	D1	71
Tl034	2a Calcutta Road 1st Floor	Muscle Mania	Gym	D2	147
Tl081	150-152 Dock Road	Thurrock Irish Club Association	Social Club	D2	508
Tl030	2 Commonwealth House	Coin OP Launderette	Laundrette	SG	85
Tl075	132 Dock Road	Tilbury Taxi's	Taxi Business	SG	81
Tl001	1 Civic Square	TLB Cars	Taxi Business	SG	68
Tl005	6 Civic Square	Vacant	Vacant	Vacant	71

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
TI004	5 Civic Square	Vacant	Vacant	Vacant	66
TI015	17 Commonwealth House	Vacant	Vacant	Vacant	55
TI022	10 Commonwealth House	Vacant	Vacant	Vacant	71
TI023	9 Commonwealth House	Vacant	Vacant	Vacant	72
TI024	8 Commonwealth House	Vacant	Vacant	Vacant	74
TI025	7 Commonwealth House	Vacant	Vacant	Vacant	69
TI029	3 Commonwealth House	Vacant	Vacant	Vacant	72
TI031	1 Commonwealth House	Vacant	Vacant	Vacant	70
TI077	136 Dock Road	Vacant	Vacant	Vacant	131
TI087	164 Dock Road	Vacant	Vacant	Vacant	81
TI107a	243 Dock road	Vacant	Vacant	Vacant	18
TI108	245 Dock Road	Vacant	Vacant	Vacant	87
Unknown	46-48 Calcutta Road	Vacant	Vacant	Vacant	787
TI003	4 Civic Square	Vacant	Vacant	Vacant	66

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

CORRINGHAM LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
CO060	14 Grover Walk	Violets	Baby Clothes	A1 Comp	111
CO015	55 St.Johns Way	Shaders	Card shop	A1 Comp	81
CO051	17 Grover Walk	Cameo Cards	Card Shop	A1 Comp	98
CO031	6 St.Johns Way	Sense	Charity Shop	A1 Comp	83
CO041	24 St.Johns Way	Barnardo's	Charity Shop	A1 Comp	80
CO058	10 Grover Walk	Little Haven Children Hospice	Charity Shop	A1 Comp	109
CO026	83 St.Johns Way	Boots	Chemist	A1 Comp	256
CO040	22 St.Johns Way	Unicare	Chemist	A1 Comp	82
CO050	15 Grover Walk	Stead with Happit	Clothes Shop	A1 Comp	306
CO010	33 St.Johns Way	Corringham DIY Centre	D.I.Y	A1 Comp	80
CO038	18 St.Johns Way	Joka's	Discount Store	A1 Comp	86
CO061	16 Grover Walk	Orfords	Discount Store	A1 Comp	109
CO062	18 Grover Walk	Rich Clean	Dry Cleaning	A1 Comp	109
CO055	2-4 Grover Walk	Abbey Domestic	Electricals	A1 Comp	187
CO032	8 St.Johns Way	Petals and plants	Florist	A1 Comp	80
CO029	Furniture Shop	Sofas Direct Ltd	Furniture Store	A1 Comp	366
CO035	14 St.Johns Way	Chaplin & son	Jewellers	A1 Comp	42
CO047	7-9 Grover Walk	Choice Lighting	Lighting Shop	A1 Comp	175
CO017	63 St.Johns Way	Optometrist	Opticians	A1 Comp	118
CO057	8 Grover Walk	Webb & Goldsmith	Opticians	A1 Comp	126
CO033	10 St.Johns Way	Pet Shop	Pet Shop	A1 Comp	83
CO036	14b St.Johns Way	Shu Biz	Shoe Shop	A1 Comp	29
CO020	69 & 73 St.Johns Way	Choice	Video Rental	A1 Comp	165
CO005	15 St.Johns Way	Paulette's Bakery	Bakery	A1 Conv	79
CO052	19 Grover Walk	Baker's Oven	Bakery	A1 Conv	94
CO011	37 St.Johns Way	N.D. Fuller	Butcher's	A1 Conv	79
CO037	16 St.Johns Way	The Fantastic Chop Shop	Butcher's	A1 Conv	80
CO104	Stall 2, Grover Walk	Permanent market stall	Fruit and Veg	A1 Conv	17
CO027	85 St.Johns Way	Martin's	News Agents	A1 Conv	248
CO056	6 Grover Walk	Eagle News	News Agents	A1 Conv	90
CO004	9 St.Johns Way	Newsagent	Newsagent	A1 Conv	79
CO013	43-47 St.Johns Way	The Local	Off Licence	A1 Conv	161
CO012	41 St.Johns Way	Iceland	Supermarket	A1 Conv	444
CO028	87-89 St.Johns Way	Somerfield's	Supermarket	A1 Conv	1778
CO006	17 St.Johns Way	Cut Inn	Hair Salon	A1 Other	81
CO045	3 Grover Walk	Stewart Roberts Hair Studio	Hair Salon	A1 Other	89
CO048	11 Grover Walk	Classic Cuts	Hair Salon	A1 Other	123
CO030	4 St.Johns Way	Post Office	Post Office	A1 Other	745
CO103	Stall 1, Grover Walk	Permanent market stall	Shoe Repairs/Engraving	A1 Other	17
CO002	5 St.Johns Way	Eclipse Tanning and Beauty	Tanning Shop	A1 Other	79
CO046	5 Grover Walk	Going Places	Travel Agents	A1 Other	91
CO043	28 St.Johns Way	Halifax	Bank	A2	85
CO053	21-23 Grover Walk	Barclays	Bank	A2	315
CO063	20-22 Grover Walk	Lloyds	Bank	A2	215
CO023	77 & 81 St.Johns Way	Coral	Betting Shop	A2	167
CO034	12 St.Johns Way	Pridmore	Bookmakers	A2	79
CO064	24-26 Grover Walk	Woolwich	Building Society	A2	226
CO054	25 Grover Walk	John Conolly	Estate Agents	A2	33
CO044	1 Grover Walk	New Essex Housing Association	Office	A2	114
CO014	51 St.Johns Way	Corringham Café	Café	A3	82
CO039	20 St.Johns Way	Miss Piggy's	Café/Bakery	A3	84
CO008	25-29 St.Johns Way	Bikash	Rest and T/A	A3	165
Unknown	St.Johns Way	The New Pompador	Public House	A4	214
CO001	1 St.Johns Way	KFC	Take Away	A5	231
CO007	21 St.Johns Way	Fish 'n' Chix	Take Away	A5	76
CO042	26 St.Johns Way	New Golden Sands	Take Away	A5	86
CO059	12 Grover Walk	Fish 'n' Chick n'	Take Away	A5	109
Unknown	St.Johns Way	Library	Library	D1	241
CO016	59 St.Johns Way	Vacant	Vacant	Vacant	80
CO049	13 Grover Walk	Vacant	Vacant	Vacant	151

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

SOCKETTS HEATH LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
SH037	77 Lodge Lane	Dressed To Dance	Clothing	A1 Comp	58
SH016	277 Rectory Road	James Fitted Furniture	Furniture Shop	A1 Comp	63
SH001/2	15-17 Lodge Lane	Grays Office Supplies	Office Supplies	A1 Comp	167
SH036	75 Lodge Lane	Animal Allsorts	Pet Shop	A1 Comp	51
SH009	31 Lodge Lane	Lloyds Pharmacy	Pharmacy	A1 Comp	76
SH005	23 Lodge Lane	Mobile Phone Centre	Phone Centre	A1 Comp	73
SH010	33 Lodge Lane	Sports Corner	Sports Shop	A1 Comp	70
SH031	63 Lodge Lane	Gem Upholstery	Upholsterers	A1 Comp	101
SH030	61 Lodge Lane	Baldwins Bakery	Bakery	A1 Conv	84
SH021	41 Lodge Lane	D. Johnson & Sons	Butcher	A1 Conv	80
SH032	65-67 Lodge Lane	Co-op	Convenience Store	A1 Conv	377
SH020	39 Lodge Lane	Martin	Newsagent	A1 Conv	77
SH006	25 Lodge Lane	The Local	Off Licence	A1 Conv	70
SH017	279 Rectory Road	Simply Beautiful	Beauty Salon	A1 Other	49
SH029	59 Lodge Lane	Jem's Dry Cleaners	Dry Cleaners	A1 Other	98
SH013	271 Rectory Road	The Head Room	Hair Salon	A1 Other	65
Unknown	35a Lodge Lane	The Cut Inn	Hair Salon	A1 Other	25
SH028	57 Lodge Lane	Remo	Tanning and Nail Bar	A1 Other	118
SH023	45-47 Lodge Lane	Barclays	Bank	A2	273
SH019	37 Lodge Lane	Coral	Betting Office	A2	89
SH004	21 Lodge Lane	Halifax	Building Society	A2	68
SH025	51 Lodge Lane	Take 4 Personnel	Employment Agency	A2	132
SH007	27 Lodge Lane	Lennard & Hill	Estate Agents	A2	80
SH024	49a Lodge Lane	Grays Business Centre	Financial Services	A2	50
SH027	55 Lodge Lane	Bombay Tandoori	Restaurant	A3	95
SH008	29 Lodge Lane	29	Restaurant & Bar	A3	111
SH024	49 Lodge Lane	Agra Tandorri	Restaurant/TA	A3	33
SH018	35 Lodge Lane	The Oak	Public House	A4	454
SH022	43 Lodge Lane	Chris' Fish Bar	Take Away	A5	77
SH026	53 Lodge Lane	Pizza Hut	Take Away	A5	77
SH035	73 Lodge Lane	Senior	Take Away	A5	52
SH003	19 Lodge Lane	Vacant	Vacant	Vacant	67
SH012	269 Rectory Road	Vacant	Vacant	Vacant	65
SH033	69 Lodge Lane	Vacant	Vacant	Vacant	54
SH034	71 Lodge Lane	Vacant	Vacant	Vacant	53
ADDITIONAL UNITS LOCATED OUTSIDE THE DEFINED LOCAL CENTRE BOUNDARY					
Unknown	38 Lodge Lane	Grays Funeral Homes	Funeral Services	A1 Other	43
Unknown	36 Lodge Lane	Morgans	Builders Merchants	B1	44

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

AVELEY LOCAL CENTRE

REF	ADDRESS	FASCIA	USE	USE CLASS	AREA SQM GRS
AV022	72b High Street	The Village Florist	Florist	A1 Comp	55
AV040	104 High Street	The Old Post Office	General Store	A1 Comp	80
AV041	106-108 High Street	Thurrock Workshop	Printers/Copier	A1 Comp	80
AV006	31 High Street	Eurographics	Signmakers	A1 Comp	109
AV021	72a High Street	Baldwins	Bakery	A1 Conv	55
AV019	70 High Street	Costcutter	Convenience Store	A1 Conv	129
AV023	72c-74 High Street	Reads News	Newsagent	A1 Conv	172
AV002	23 High Street	Village Off-Licence	Off Licence	A1 Conv	69
AV009	37-41 High Street	Somerfield	Supermarket	A1 Conv	519
AV037	47 High Street	The Barber Shop	Barbers	A1 Other	46
AV003	25 High Street	J+J Hair	Hair Salon	A1 Other	74
AV018	68 High Street	Post Office	Post Office	A1 Other	63
AV017	66 High Street	The Sun Deck	Tanning Salon	A1 Other	107
AV038	92 High Street	William Hill	Bookmakers	A2	108
AV015	62 High Street	Michael Leonard	Estate Agents	A2	58
AV008	35 High Street	Ming Long	Restaurant	A3	188
AV016	64 High Street	Taste of Aveley	Restaurant	A3	66
AV005	29 High Street	The Old Clock Carvery	Public House	A4	102
AV039	43 High Street	Crown & Anchor	Public House	A4	171
AV036	45 High Street	Happy Garden	Take Away	A5	51
AV001	21 High Street	Residential	Residential	C3	29
AV004	27 High Street	Residential	Residential	C3	64
AV007	33 High Street	Vacant	Vacant	Vacant	120
AV014	60 High Street	Vacant	Vacant	Vacant	78
AV020	72 High Street	Vacant	Vacant	Vacant	53
ADDITIONAL UNITS LOCATED OUTSIDE THE DEFINED LOCAL CENTRE BOUNDARY					
AV012	32 High Street	Omis Pharmacy	Chemist	A1 Comp	48
AV010	28 High Street	West & Co Funerals	Funeral Serivces	A1 Other	53
AV011	30 High Street	Wilsons	Hair Salon	A1 Other	50
Unknown	58 High Street	The Old Ship	Public House	A4	94
AV013	34 High Street	Aveley Chippy	Take Away	A5	55

Source: Thurrock Council, Retail Monitoring Data 2004, updated by RTP Site Visits, December 2006

ANNEX 5

Crime Figures

ANNEX 5 CRIME STATISTICS

Crimes (per 1,000 population)	Thurrock	Nationally
Robbery	1.5	1.4
Theft of motor vehicle	9.6	4.5
Theft from motor vehicle	14.6	10.0
Sexual offences	0.8	0.9
Violence against a person	21.5	16.5
Burglary	3.4	6.4

Source: Essex Police Authority, Crime Figures for 2004/05

ANNEX 6

Centre Rankings

ANNEX 6 SELECTED MHE's RANKED CENTRES IN ITS UK INDEX

Location	Type	Grade	Ranking	Fashion Profile
Bluewater	Mall	Major Regional	18	Glam
Lakeside	Mall	Regional	45	Mister Average
Romford	Centre	Regional	47	Mister Average
Brentwood	Centre	Major District	266	-
Grays	Centre	District	462	-
Corringham	Centre	Local	1348	-

Source: Management Horizons Europe, UK Shopping Index 2003/04

ANNEX 7

Key Attractors

ANNEX 7 KEY ATTRACTORS REPRESENTATION

27 Key Attractors	Town Centre Grays	Shopping Centre Lakeside	Retail Park Lakeside
Adams	0	1	0
Allders	0	0	0
BhS	0	1	0
Boots (Chemist)	1	1	0
Burger King	0	2	2
Burton	0	1	0
Clarks	0	1	0
Clintons	0	2	0
Debenhams	0	1	0
Dixons	0	0	0
Dorothy Perkins	0	1	0
Evans	0	1	0
House of Fraser	0	1	0
John Lewis	0	0	0
Marks & Spencer (Variety Store)	0	1	0
McDonalds	1	2	1
Mothercare	0	0	1
New Look	1	1	0
Next	0	1	1
Our Price	0	0	0
Principles	0	1	0
River Island Clothing Co	0	1	0
Superdrug	0	1	0
Top Man	0	1	0
Top Shop	0	1	0
W H Smith	1	1	0
Woolworth's	1	1	0
Total	**5**	**25**	**5**

Source: GOAD Defined Key Attractors, Centre Healthchecks October 2006

APPENDIX 5

NEMS Household Survey Questionnaire

Job No. XXXXXX
Thurrock Retail Study - Household 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 Thurrock Council to help it plan for future shopping needs. Do you have time to answer some questions ?

QA Are you able to speak on behalf of your household in relation to the location of the stores and shopping centres where most of the household's money is spent on food and non-food shopping ?

1	Yes	GO TO Q01
2	No	CLOSE

Q01 In which shop or shopping centre has your household spent most money on food and groceries over the past 6 months ?
DO NOT PROMPT. ONE ANSWER ONLY
Do not record "Internet"

	SHOP OR CENTRE	ZONE
1	Aldi, London Road, Grays	6
2	Aldi, Rectory Park Drive, Basildon	-
3	Asda, Broadway, Bexley Heath	-
4	Asda, Crossways Boulevard, Greenhithe	-
5	Asda, Eastgate, Basildon	-
6	Asda, Imperial Retail Park, Thames Way, Gravesend	-
7	Asda, Pipps Hill Retail Park, Miles Gray Road, Basildon	-
8	Asda, Thurrock Park Way, Tilbury	4
9	Co-op Foodstore, Colney Road, Dartford	-
A	Co-op Foodstore, High Street, Stanford-le-Hope	3
B	Co-op Foodstore, Hythe Street, Dartford	-
C	Co-op Foodstore, Lodge Lane, Grays	5
D	Iceland, Crayford Road, Dartford	-
E	Lidl, Daiglen Drive, South Ockendon	8
F	Lidl, East Mill, Gravesend	-
G	Lidl, High Road, Basildon	-
H	Lidl, Manor Road, Laindon, Basildon	1
I	Marks & Spencer, Bluewater Shopping Centre	-
J	Marks & Spencer, Broadway, Bexley Heath	-
K	Marks & Spencer, Lakeside Shopping Centre	7
L	Marks & Spencer, New Road, Gravesend	-
M	Marks & Spencer, Town Square, Basildon	-
N	Morrisons, James Watt Way, Erith	-
O	Morrisons, London Road, Grays	6
P	Morrisons, Northwick Road, Canvey Island	-
Q	Sainsbury's, Broadway, Bexley Heath	-
R	Sainsbury's, Burghley Road, Grays	7
S	Sainsbury's, Priory Shopping Centre, Dartford	-
T	Sainsbury's, Stadium Way, Dartford	-
U	Sainsbury's, Wingfield Bank, Gravesend	-
V	Somerfield, High Street, Aveley	9
W	Somerfield, Laindon Centre, Laindon, Basildon	1
X	Somerfield, St Johns Way, Corringham	2
Y	Somerfield, St Marys Lane, Upminster	11
Z	Tesco, Airfield Way, Hornchurch	10
a	Tesco, Mandeville Way, Basildon	1
b	Tesco, New Road, Gravesend	-
c	Tesco Express, Brentwood Road, Grays	5
d	Tesco Express, Crammaville Street, Stifford Clays, Grays	5
e	Tesco Express, Drake Road, Chafford Hundred	6
f	Tesco Express, Fleming Road, Chafford Hundred	6
g	Tesco Express, King Street, Stanford-le-Hope	3
h	Tesco Express, North Road, South Ockendon	8
i	Tesco Extra, Dovers Corner, Bridge Road, Rainham	10
j	Tesco Extra, Lakeside Shopping Centre	7
k	Tesco Extra, Station Lane, Basildon	-
l	Waitrose, The Orchards, Dartford	-
m	Other stores, Aveley	9
n	Other stores, Corringham	2
o	Other stores, Grays	6
p	Other stores, Lakeside Shopping Centre	7
q	Other stores, Socketts Heath	5
r	Other stores, South Ockendon	8
s	Other stores, Stanford-le-Hope	3
t	Other stores, Tilbury	4
u	Other (PLEASE WRITE IN)	-
v	(Don't know)	-

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips:
READ OUT. ONE ANSWER ONLY

1 Always
2 Normally
3 Sometimes
4 Rarely
5 Never
6 (Don't know)

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01) ?
DO NOT READ OUT. ONE ANSWER ONLY

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

Q04 In addition to a main food shop, does your household normally do any other 'top-up' shopping for food and grocery items at an individual shop or supermarket ?
DO NOT READ OUT. ONE ANSWER ONLY

1	Yes	GO TO Q05
2	No	GO TO Q06
3	(Don't know)	GO TO Q06

Q05 Where does your household undertake most 'top-up' food and grocery purchases ?
DO NOT PROMPT. ONE ANSWER ONLY
Do not record "Internet"

	SHOP OR CENTRE	ZONE
1	Aldi, London Road, Grays	6
2	Aldi, Rectory Park Drive, Basildon	-
3	Asda, Broadway, Bexley Heath	-
4	Asda, Crossways Boulevard, Greenhithe	-
5	Asda, Eastgate, Basildon	-
6	Asda, Imperial Retail Park, Thames Way, Gravesend	-
7	Asda, Pipps Hill Retail Park, Miles Gray Road, Basildon	-
8	Asda, Thurrock Park Way, Tilbury	4
9	Co-op Foodstore, Colney Road, Dartford	-
A	Co-op Foodstore, High Street, Stanford-le-Hope	3
B	Co-op Foodstore, Hythe Street, Dartford	-
C	Co-op Foodstore, Lodge Lane, Grays	5
D	Iceland, Crayford Road, Dartford	-
E	Lidl, Daiglen Drive, South Ockendon	8
F	Lidl, East Mill, Gravesend	-
G	Lidl, High Road, Basildon	-
H	Lidl, Manor Road, Laindon, Basildon	1
I	Marks & Spencer, Bluewater Shopping Centre	-
J	Marks & Spencer, Broadway, Bexley Heath	-
K	Marks & Spencer, Lakeside Shopping Centre	7
L	Marks & Spencer, New Road, Gravesend	-
M	Marks & Spencer, Town Square, Basildon	-
N	Morrisons, James Watt Way, Erith	-
O	Morrisons, London Road, Grays	6
P	Morrisons, Northwick Road, Canvey Island	-
Q	Sainsbury's, Broadway, Bexley Heath	-
R	Sainsbury's, Burghley Road, Grays	7
S	Sainsbury's, Priory Shopping Centre, Dartford	-
T	Sainsbury's, Stadium Way, Dartford	-
U	Sainsbury's, Wingfield Bank, Gravesend	-
V	Somerfield, High Street, Aveley	9
W	Somerfield, Laindon Centre, Laindon, Basildon	1
X	Somerfield, St Johns Way, Corringham	2
Y	Somerfield, St Marys Lane, Upminster	11
Z	Tesco, Airfield Way, Hornchurch	10
a	Tesco, Mandeville Way, Basildon	1
b	Tesco, New Road, Gravesend	-
c	Tesco Express, Brentwood Road, Grays	5
d	Tesco Express, Crammaville Street, Stifford Clays, Grays	5
e	Tesco Express, Drake Road, Chafford Hundred	6
f	Tesco Express, Fleming Road, Chafford Hundred	6
g	Tesco Express, King Street, Stanford-le-Hope	3
h	Tesco Express, North Road, South Ockendon	8
i	Tesco Extra, Dovers Corner, Bridge Road, Rainham	10
j	Tesco Extra, Lakeside Shopping Centre	7
k	Tesco Extra, Station Lane, Basildon	-
l	Waitrose, The Orchards, Dartford	-
m	Other stores, Aveley	9
n	Other stores, Corringham	2
o	Other stores, Grays	6
p	Other stores, Lakeside Shopping Centre	7
q	Other stores, Socketts Heath	5
r	Other stores, South Ockendon	8
s	Other stores, Stanford-le-Hope	3
t	Other stores, Tilbury	4
u	Other (PLEASE WRITE IN)	-
v	(Don't know)	-

Q06 In which town centres, district centres or retail parks have the members of your household spent most money on clothes and shoes in the past six months ?

DO NOT PROMPT. RANK UP TO 2 ANSWERS

Do not record "Internet", "Catalogue", "Interactive" or any other home shopping

	CENTRE	ZONE	Most money spent	2nd most money spent
1	Aveley District Centre	9		
2	Barking Major Centre	-		
3	Basildon Town Centre	-		
4	Bexleyheath Town Centre	-		
5	Billericay Town Centre	-		
6	Bluewater Regional Shopping Centre	-		
7	Brent Cross Regional Shopping Centre	-		
8	Brentwood Major Centre	-		
9	Canvey Island Town Centre	-		
A	Collier Row District Centre	-		
B	Corringham District Centre	2		
C	Crayford Town Centre	-		
D	Dartford Town Centre	-		
E	Elm Park District Centre	-		
F	Erith Town Centre	-		
G	Gravesend Town Centre	-		
H	Grays Town Centre	6		
I	Hadleigh Town Centre	-		
J	Harold Hill District Centre	-		
K	Hornchurch District Centre	-		
L	Ilford Metropolitan Centre	-		
M	Laindon Town Centre	1		
N	Lakeside Regional Shopping Centre (excluding the retail parks)	7		
O	Longfield District Centre	-		
P	Pitsea Town Centre	-		
Q	Rainham District Centre	10		
R	Romford Metropolitan Centre	-		
S	Sidcup Town Centre	-		
T	Socketts Heath District Centre	5		
U	South Benfleet Town Centre	-		
V	South Ockendon District Centre	8		
W	Southend Town Centre	-		
X	Stanford-le-Hope District Centre	3		
Y	Swanscombe High Street District Centre	-		
Z	Tarpots Town Centre	-		
a	Temple Hill Square District Centre	-		
b	Tilbury District Centre	4		
c	Upminster District Centre	11		
d	Welling Town Centre	-		
e	West End of London Shopping Location	-		
f	Wickford Town Centre	-		
	RETAIL PARKS (MAIN STORES)	ZONE		
g	Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	-		
h	Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra	-		
i	Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	-		
j	Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	-		
k	Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	-		
l	Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	-		
m	Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	-		
n	Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	-		
o	Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	-		
p	Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (e:	7		
	OTHER	ZONE		
q	Other [Exludes Internet, Catalogue, and Interactive shopping] (PLEASE WRITE IN)	-		
r	Abroad	- GO TO Q08		
s	(Don't know / varies)	-		
t	(Don't buy these items / haven't bought in last 6 months)	- GO TO Q08		

Q07 How does your household normally travel to the town centre, district centre or retail park where most money is spent on clothes and shoes ?

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 know / varies)

Q08 In which town centres, district centres or retail parks have the members of your household spent most money on furniture / carpets / soft household furnishings in the past six months ?
DO NOT PROMPT. RANK UP TO 2 ANSWERS
Do not record "Internet", "Catalogue", "Interactive" or any other home shopping

	CENTRE	ZONE	Most money spent	2nd most money spent
1	Aveley District Centre	9		
2	Barking Major Centre	-		
3	Basildon Town Centre	-		
4	Bexleyheath Town Centre	-		
5	Billericay Town Centre	-		
6	Bluewater Regional Shopping Centre	-		
7	Brent Cross Regional Shopping Centre	-		
8	Brentwood Major Centre	-		
9	Canvey Island Town Centre	-		
A	Collier Row District Centre	-		
B	Corringham District Centre	2		
C	Crayford Town Centre	-		
D	Dartford Town Centre	-		
E	Elm Park District Centre	-		
F	Erith Town Centre	-		
G	Gravesend Town Centre	-		
H	Grays Town Centre	6		
I	Hadleigh Town Centre	-		
J	Harold Hill District Centre	-		
K	Hornchurch District Centre	-		
L	Ilford Metropolitan Centre	-		
M	Laindon Town Centre	1		
N	Lakeside Regional Shopping Centre (excluding the retail parks)	7		
O	Longfield District Centre	-		
P	Pitsea Town Centre	-		
Q	Rainham District Centre	10		
R	Romford Metropolitan Centre	-		
S	Sidcup Town Centre	-		
T	Socketts Heath District Centre	5		
U	South Benfleet Town Centre	-		
V	South Ockendon District Centre	8		
W	Southend Town Centre	-		
X	Stanford-le-Hope District Centre	3		
Y	Swanscombe High Street District Centre	-		
Z	Tarpots Town Centre	-		
a	Temple Hill Square District Centre	-		
b	Tilbury District Centre	4		
c	Upminster District Centre	11		
d	Welling Town Centre	-		
e	West End of London Shopping Location	-		
f	Wickford Town Centre	-		
	RETAIL PARKS (MAIN STORES)	ZONE		
g	Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	-		
h	Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra	-		
i	Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	-		
j	Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	-		
k	Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	-		
l	Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	-		
m	Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	-		
n	Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	-		
o	Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	-		
p	Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (e:	7		
	OTHER	ZONE		
q	Other [Exludes Internet, Catalogue, and Interactive shopping] (PLEASE WRITE IN)	-		
r	Abroad	- GO TO Q10		
s	(Don't know / varies)	-		
t	(Don't buy these items / haven't bought in last 6 months)	- GO TO Q10		

Q09 How does your household normally travel to the town centre, district centre or retail park where most money is spent on furniture, carpets, soft household furnishings ?
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 know / varies)

Q10 In which town centres, district centres or retail parks have the members of your household spent most money on DIY and decorating goods in the past six months ?
DO NOT PROMPT. RANK UP TO 2 ANSWERS
Do not record "Internet", "Catalogue", "Interactive" or any other home shopping

	CENTRE	ZONE	Most money spent	2nd most money spent
1	Aveley District Centre	9		
2	Barking Major Centre	-		
3	Basildon Town Centre	-		
4	Bexleyheath Town Centre	-		
5	Billericay Town Centre	-		
6	Bluewater Regional Shopping Centre	-		
7	Brent Cross Regional Shopping Centre	-		
8	Brentwood Major Centre	-		
9	Canvey Island Town Centre	-		
A	Collier Row District Centre	-		
B	Corringham District Centre	2		
C	Crayford Town Centre	-		
D	Dartford Town Centre	-		
E	Elm Park District Centre	-		
F	Erith Town Centre	-		
G	Gravesend Town Centre	-		
H	Grays Town Centre	6		
I	Hadleigh Town Centre	-		
J	Harold Hill District Centre	-		
K	Hornchurch District Centre	-		
L	Ilford Metropolitan Centre	-		
M	Laindon Town Centre	1		
N	Lakeside Regional Shopping Centre (excluding the retail parks)	7		
O	Longfield District Centre	-		
P	Pitsea Town Centre	-		
Q	Rainham District Centre	10		
R	Romford Metropolitan Centre	-		
S	Sidcup Town Centre	-		
T	Socketts Heath District Centre	5		
U	South Benfleet Town Centre	-		
V	South Ockendon District Centre	8		
W	Southend Town Centre	-		
X	Stanford-le-Hope District Centre	3		
Y	Swanscombe High Street District Centre	-		
Z	Tarpots Town Centre	-		
a	Temple Hill Square District Centre	-		
b	Tilbury District Centre	4		
c	Upminster District Centre	11		
d	Welling Town Centre	-		
e	West End of London Shopping Location	-		
f	Wickford Town Centre	-		
	RETAIL PARKS (MAIN STORES)	ZONE		
g	Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	-		
h	Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra	-		
i	Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	-		
j	Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	-		
k	Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	-		
l	Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	-		
m	Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	-		
n	Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	-		
o	Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	-		
p	Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (e:	7		
	OTHER	ZONE		
q	Other [Exludes Internet, Catalogue, and Interactive shopping] (PLEASE WRITE IN)	-		
r	Abroad	- GO TO Q12		
s	(Don't know / varies)	-		
t	(Don't buy these items / haven't bought in last 6 months)	- GO TO Q12		

Q11 How does your household normally travel to the town centre, district centre or retail park where most money is spent on DIY and decorating goods ?
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 know / varies)

Q12 In which town centres, district centres or retail parks have the members of your household spent most money on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers in the past six months ?
DO NOT PROMPT. RANK UP TO 2 ANSWERS
Do not record "Internet", "Catalogue", "Interactive" or any other home shopping

	CENTRE	ZONE	Most money spent	2nd most money spent
1	Aveley District Centre	9		
2	Barking Major Centre	-		
3	Basildon Town Centre	-		
4	Bexleyheath Town Centre	-		
5	Billericay Town Centre	-		
6	Bluewater Regional Shopping Centre	-		
7	Brent Cross Regional Shopping Centre	-		
8	Brentwood Major Centre	-		
9	Canvey Island Town Centre	-		
A	Collier Row District Centre	-		
B	Corringham District Centre	2		
C	Crayford Town Centre	-		
D	Dartford Town Centre	-		
E	Elm Park District Centre	-		
F	Erith Town Centre	-		
G	Gravesend Town Centre	-		
H	Grays Town Centre	6		
I	Hadleigh Town Centre	-		
J	Harold Hill District Centre	-		
K	Hornchurch District Centre	-		
L	Ilford Metropolitan Centre	-		
M	Laindon Town Centre	1		
N	Lakeside Regional Shopping Centre (excluding the retail parks)	7		
O	Longfield District Centre	-		
P	Pitsea Town Centre	-		
Q	Rainham District Centre	10		
R	Romford Metropolitan Centre	-		
S	Sidcup Town Centre	-		
T	Socketts Heath District Centre	5		
U	South Benfleet Town Centre	-		
V	South Ockendon District Centre	8		
W	Southend Town Centre	-		
X	Stanford-le-Hope District Centre	3		
Y	Swanscombe High Street District Centre	-		
Z	Tarpots Town Centre	-		
a	Temple Hill Square District Centre	-		
b	Tilbury District Centre	4		
c	Upminster District Centre	11		
d	Welling Town Centre	-		
e	West End of London Shopping Location	-		
f	Wickford Town Centre	-		
	RETAIL PARKS (MAIN STORES)	ZONE		
g	Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	-		
h	Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra	-		
i	Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	-		
j	Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	-		
k	Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	-		
l	Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	-		
m	Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	-		
n	Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	-		
o	Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	-		
p	Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (e:	7		
	OTHER	ZONE		
q	Other [Exludes Internet, Catalogue, and Interactive shopping] (PLEASE WRITE IN)	-		
r	Abroad	- GO TO Q14		
s	(Don't know / varies)	-		
t	(Don't buy these items / haven't bought in last 6 months)	- GO TO Q14		

Q13 How does your household normally travel to the town centre, district centre or retail park where most money is spent on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers ?
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 know / varies)

Q14 In which town centres, district centres or retail parks have the members of your household spent most money on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment in the past six months ?
DO NOT PROMPT. RANK UP TO 2 ANSWERS
Do not record "Internet", "Catalogue", "Interactive" or any other home shopping

	CENTRE	ZONE	Most money spent	2nd most money spent
1	Aveley District Centre	9		
2	Barking Major Centre	-		
3	Basildon Town Centre	-		
4	Bexleyheath Town Centre	-		
5	Billericay Town Centre	-		
6	Bluewater Regional Shopping Centre	-		
7	Brent Cross Regional Shopping Centre	-		
8	Brentwood Major Centre	-		
9	Canvey Island Town Centre	-		
A	Collier Row District Centre	-		
B	Corringham District Centre	2		
C	Crayford Town Centre	-		
D	Dartford Town Centre	-		
E	Elm Park District Centre	-		
F	Erith Town Centre	-		
G	Gravesend Town Centre	-		
H	Grays Town Centre	6		
I	Hadleigh Town Centre	-		
J	Harold Hill District Centre	-		
K	Hornchurch District Centre	-		
L	Ilford Metropolitan Centre	-		
M	Laindon Town Centre	1		
N	Lakeside Regional Shopping Centre (excluding the retail parks)	7		
O	Longfield District Centre	-		
P	Pitsea Town Centre	-		
Q	Rainham District Centre	10		
R	Romford Metropolitan Centre	-		
S	Sidcup Town Centre	-		
T	Socketts Heath District Centre	5		
U	South Benfleet Town Centre	-		
V	South Ockendon District Centre	8		
W	Southend Town Centre	-		
X	Stanford-le-Hope District Centre	3		
Y	Swanscombe High Street District Centre	-		
Z	Tarpots Town Centre	-		
a	Temple Hill Square District Centre	-		
b	Tilbury District Centre	4		
c	Upminster District Centre	11		
d	Welling Town Centre	-		
e	West End of London Shopping Location	-		
f	Wickford Town Centre	-		
	RETAIL PARKS (MAIN STORES)	ZONE		
g	Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	-		
h	Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra	-		
i	Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	-		
j	Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	-		
k	Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	-		
l	Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	-		
m	Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	-		
n	Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	-		
o	Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	-		
p	Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (e:	7		
	OTHER	ZONE		
q	Other [Exludes Internet, Catalogue, and Interactive shopping] (PLEASE WRITE IN)	-		
r	Abroad	- GO TO Q16		
s	(Don't know / varies)	-		
t	(Don't buy these items / haven't bought in last 6 months)	- GO TO Q16		

Q15 How does your household normally travel to the town centre, district centre or retail park where most money is spent on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment ?
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 know / varies)

Q16 What proportion of your household's total spending on <u>all</u> non-food goods is spent via the Internet ?

PLEASE ENTER PERCENTAGE

1

Q17 What proportion of your household's total spending on <u>all</u> non-food goods is spent via Home catalogue shopping ?
PLEASE ENTER PERCENTAGE

1

Q18 What proportion of your household's total spending on <u>all</u> non-food goods is spent via interactive TV ?

PLEASE ENTER PERCENTAGE

1

SEX Sex of respondent.
CODE FROM OBSERVATION

1 Male
2 Female

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

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

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

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

CA2 Is there a car usually available for shopping purposes ?
READ OUT. ONE ANSWER ONLY

1 Always available
2 Usually available
3 Rarely available
4 Never available
5 (Refused)

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

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

OCC What is the occupation of the chief income earner in your household ?
IF RETIRED, ASK FOR PREVIOUS OCCUPATION

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

Thank & close

APPENDIX 6

NEMS Household Survey Results

Q01 In which shop or shopping centre has your household spent most money on food and groceries over the past 6 months ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldi, London Road, Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Rectory Park Drive, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate, Basildon	5.9%	47	26.0%	44	2.8%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Imperial Retail Park, Thames Way, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipps Hill Retail Park, Miles Gray Road, Basildon	1.2%	9	4.1%	7	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Thurrock Park Way, Tilbury	12.7%	102	0.0%	0	6.9%	6	26.0%	8	59.2%	32	27.4%	23	24.7%	30	2.9%	1	1.4%	1	2.7%	1	1.4%	1	0.0%	0
Co-op Foodstore, Colney Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Stanford-le-Hope	0.4%	3	0.0%	0	1.4%	1	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Hythe Street, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Lodge Lane, Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crayford Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.1%	2	1.4%	0	0.0%	0	0.0%	0
Lidl, East Mill, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Road, Basildon	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre	1.1%	9	0.0%	0	2.8%	2	0.0%	0	1.3%	1	1.4%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Marks & Spencer, New Road, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays	10.3%	83	1.4%	2	2.8%	2	5.5%	2	10.5%	6	21.9%	18	34.2%	42	11.4%	2	6.8%	4	8.2%	2	1.4%	1	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Morrisons, Northwick Road, Canvey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burghley Road, Grays	6.2%	50	0.0%	0	1.4%	1	6.9%	2	3.9%	2	17.8%	15	11.0%	13	1.4%	0	13.7%	8	6.9%	2	4.1%	4	4.2%	2
Sainsbury's, Priory Shopping Centre, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Aveley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	4	0.0%	0	0.0%	0
Somerfield, Laindon Centre, Laindon, Basildon	0.6%	5	2.7%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Johns Way, Corringham	4.9%	39	0.0%	0	34.7%	30	15.1%	4	1.3%	1	2.7%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Marys Lane, Upminster	3.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	17.8%	18	15.5%	7
Tesco, Airfield Way, Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco, Mandeville Way, Basildon	8.7%	70	35.6%	60	6.9%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Tesco, New Road, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brentwood Road, Grays	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crammaville Street, Stifford Clays, Grays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Drake Road, Chafford Hundred	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Dovers Corner, Bridge Road, Rainham	5.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	8.2%	2	37.0%	38	0.0%	0
Tesco Extra, Lakeside Shopping Centre	16.1%	129	0.0%	0	1.4%	1	8.2%	2	11.8%	6	16.4%	14	21.9%	27	71.4%	15	58.9%	35	47.9%	12	9.6%	10	14.1%	6
Tesco Extra, Station Lane, Basildon	6.2%	50	13.7%	23	25.0%	22	8.2%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Orchards, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Other stores, Aveley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Corringham	0.3%	2	0.0%	0	1.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Grays	0.4%	3	0.0%	0	0.0%	0	2.7%	1	1.3%	1	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Socketts Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Ockendon	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0
Other stores, Stanford-le-Hope	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Tilbury	0.4%	3	0.0%	0	1.4%	1	1.4%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	13	2.7%	5	1.4%	1	1.4%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.4%	1	7.0%	3
Asda, Merrielands Crescent, Dagenham (outside survey area)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.1%	2	2.7%	1	2.7%	3	0.0%	0
Costco, Lakeside Retail Park (Zone 7)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other stores, Basildon (outside survey area)	0.5%	4	1.4%	2	0.0%	0	1.4%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsburys, Cricketers Way, Nevendon (outside survey area)	2.2%	18	8.2%	14	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch (outside survey area)	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	9.6%	10	7.0%	3
Sainsburys, William Hunter Way, Brentwood (outside survey area)	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	21.1%	9
Tesco, Extra, Gallows Corner, Harold Wood (outside survey area)	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	11.3%	5
Tesco, Hornchurch Road, Roneo, Hornchurch (outside survey area)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	1
(Don't know / varies)	1.5%	12	1.4%	2	2.8%	2	0.0%	0	0.0%	0	2.7%	2	1.4%	2	4.3%	1	0.0%	0	2.7%	1	1.4%	1	1.4%	1
(Don't buy these goods / have not bought in last 6 months)	0.7%	5	0.0%	0	1.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.4%	1
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips:
Those who have bought food and groceries at a shop or shopping centre over the past 6 months at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Always	7.9%	63	13.7%	23	9.9%	9	15.5%	4	3.9%	2	8.2%	7	1.4%	2	8.6%	2	5.5%	3	9.6%	2	4.2%	4	10.0%	4
Normally	8.0%	64	5.5%	9	8.5%	7	8.5%	2	11.8%	6	12.3%	10	12.3%	15	1.4%	0	6.8%	4	11.0%	3	2.8%	3	7.1%	3
Sometimes	25.3%	201	23.3%	40	31.0%	27	35.2%	10	23.7%	13	21.9%	18	21.9%	27	44.3%	9	24.7%	15	34.2%	9	22.5%	23	25.7%	11
Rarely	12.4%	98	8.2%	14	9.9%	9	9.9%	3	5.3%	3	12.3%	10	19.2%	24	20.0%	4	5.5%	3	6.9%	2	23.9%	24	7.1%	3
Never	46.2%	367	49.3%	84	40.8%	35	31.0%	9	55.3%	30	45.2%	37	45.2%	56	24.3%	5	57.5%	34	38.4%	10	45.1%	46	50.0%	22
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Weighted base:		795		170		86		28		54		83		123		21		60		25		101		44
Sample:		794		73		71		71		76		73		73		70		73		73		71		70

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01) ?
Those who have bought food and groceries at a shop or shopping centre over the past 6 months at Q01

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	63.3%	503	60.3%	102	52.1%	45	60.6%	17	65.8%	35	63.0%	52	67.1%	82	68.6%	14	65.8%	39	45.2%	11	66.2%	67	84.3%	37
Car / van (as passenger)	20.1%	160	13.7%	23	31.0%	27	23.9%	7	25.0%	13	24.7%	20	23.3%	29	15.7%	3	17.8%	11	31.5%	8	12.7%	13	12.9%	6
Bus	6.1%	49	9.6%	16	7.0%	6	5.6%	2	0.0%	0	9.6%	8	0.0%	0	8.6%	2	6.8%	4	9.6%	2	7.0%	7	2.9%	1
Motorcycle / scooter	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Walk	7.3%	58	11.0%	19	9.9%	9	7.0%	2	1.3%	1	1.4%	1	8.2%	10	2.9%	1	5.5%	3	11.0%	3	9.9%	10	0.0%	0
Taxi	0.8%	6	1.4%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	0	0.0%	0	0.0%	0
Overland Train	0.4%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	8	2.7%	5	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	1.4%	0	1.4%	1	0.0%	0
Weighted base:		795		170		86		28		54		83		123		21		60		25		101		44
Sample:		794		73		71		71		76		73		73		70		73		73		71		70

Q04 In addition to a main food shop, does your household normally do any other 'top-up' shopping for food and grocery items at an individual shop or supermarket ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Yes	76.9%	615	71.2%	121	77.8%	68	83.6%	24	65.8%	35	79.5%	66	83.6%	103	67.1%	14	79.5%	48	75.3%	19	80.8%	84	76.1%	34
No	23.1%	185	28.8%	49	22.2%	19	16.4%	5	34.2%	18	20.5%	17	16.4%	20	32.9%	7	20.5%	12	24.7%	6	19.2%	20	23.9%	11
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q05 Where does your household undertake most 'top-up' food and grocery purchases ?
Those who have done their top-up food shopping at a shop or shopping centre at Q04

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aldi, London Road, Grays	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.6%	2	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Rectory Park Drive, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate, Basildon	2.7%	17	13.5%	16	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Imperial Retail Park, Thames Way, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipps Hill Retail Park, Miles Gray Road, Basildon	1.3%	8	5.8%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury	1.6%	10	0.0%	0	0.0%	0	0.0%	0	12.0%	4	5.2%	3	1.6%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Colney Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Stanford-le-Hope	0.7%	4	0.0%	0	1.8%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Hythe Street, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Lodge Lane, Grays	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	8.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Crayford Road, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Daiglen Drive, South Ockendon	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4	1.8%	0	0.0%	0	1.9%	1
Lidl, East Mill, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Road, Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Bluewater Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre	1.3%	8	0.0%	0	1.8%	1	1.6%	0	2.0%	1	3.4%	2	0.0%	0	4.3%	1	3.4%	2	7.3%	1	0.0%	0	0.0%	0
Marks & Spencer, New Road, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Town Square, Basildon	2.0%	12	7.7%	9	3.6%	2	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, James Watt Way, Erith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road,	8.2%	50	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.2%	3	41.0%	42	6.4%	1	1.7%	1	1.8%	0	1.7%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Grays																								
Morrisons, Northwick Road, Canvey Island	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Broadway, Bexley Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Burghley Road, Grays	2.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	9.8%	10	2.1%	0	10.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Priory Shopping Centre, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stadium Way, Dartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wingfield Bank, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Aveley	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	50.9%	10	0.0%	0	0.0%	0
Somerfield, Laindon Centre, Laindon, Basildon	0.8%	5	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Johns Way, Corringham	6.5%	40	0.0%	0	55.4%	38	6.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Marys Lane, Upminster	5.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	23	35.2%	12
Tesco, Airfield Way, Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco, Mandeville Way, Basildon	5.0%	31	23.1%	28	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco, New Road, Gravesend	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brentwood Road, Grays	2.4%	15	0.0%	0	0.0%	0	3.3%	1	2.0%	1	15.5%	10	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crammaville Street, Stifford Clays, Grays	2.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.1%	16	1.6%	2	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Drake Road, Chafford Hundred	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fleming Road, Chafford Hundred	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Stanford-le-Hope	0.9%	6	0.0%	0	1.8%	1	13.1%	3	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Road, South Ockendon	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	17	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Dovers Corner, Bridge Road, Rainham	3.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	0	25.4%	21	0.0%	0
Tesco Extra, Lakeside Shopping Centre	3.1%	19	0.0%	0	1.8%	1	0.0%	0	4.0%	1	5.2%	3	4.9%	5	36.2%	5	1.7%	1	7.3%	1	0.0%	0	1.9%	1
Tesco Extra, Station Lane, Basildon	1.9%	12	7.7%	9	1.8%	1	1.6%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Orchards,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Dartford																								
Other stores, Aveley	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	5	0.0%	0	0.0%	0
Other stores, Corringham	3.9%	24	0.0%	0	23.2%	16	18.0%	4	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Other stores, Grays	3.9%	24	0.0%	0	0.0%	0	1.6%	0	2.0%	1	12.1%	8	13.1%	13	12.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Lakeside Shopping Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	1	0.0%	0
Other stores, Socketts Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, South Ockendon	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	22.4%	11	1.8%	0	0.0%	0	0.0%	0
Other stores, Stanford-le-Hope	0.8%	5	0.0%	0	0.0%	0	21.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Tilbury	3.7%	23	0.0%	0	0.0%	0	6.6%	2	60.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.6%	22	7.7%	9	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	4.3%	1	1.7%	1	0.0%	0	5.1%	4	14.8%	5
Asda, Merrielands Crescent, Dagenham (outside survey area)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Costco, Lakeside Retail Park (Zone 7)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Basildon (outside survey area)	3.4%	21	17.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Bulphan (Zone 11)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other stores, Chadwell St Mary's (Zone 5)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Herongate (Zone 11)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other store, Horndon on the Hill (Zone 2)	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Laindon (Zone 1)	1.5%	9	7.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Linford (Zone 3)	0.4%	2	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Orsett (Zone 5)	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Purfleet (Zone 7)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores, Rainham (Zone 10)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Other stores, Upminster (Zone 10)	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	15.3%	13	20.4%	7
Sainsburys, Cricketers Way, Nevendon (outside survey area)	0.6%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sainsburys, High Street, Hornchurch (outside survey area)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	1.9%	1
Sainsburys, William Hunter Way, Brentwood (outside	0.3%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
survey area)																								
Tesco, Extra, Gallows Corner, Harold Wood (outside survey area)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know)	3.4%	21	1.9%	2	3.6%	2	0.0%	0	2.0%	1	0.0%	0	4.9%	5	2.1%	0	5.2%	2	1.8%	0	5.1%	4	9.3%	3
(Don’t buy these goods / have not bought in last 6 months)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		615		121		68		24		35		66		103		14		48		19		84		34
Sample:		611		52		56		61		50		58		61		47		58		55		59		54

Q06 In which town centres, district centres or retail parks have the members of your household spent most money on clothes and shoes in the past six months ?

Most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basildon Town Centre	21.6%	173	72.6%	123	40.3%	35	17.8%	5	6.6%	4	2.7%	2	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.8%	1
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.9%	7	1.4%	2	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Canvey Island Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.3%	3	0.0%	0	1.4%	1	1.4%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	3.5%	28	0.0%	0	1.4%	1	1.4%	0	11.8%	6	8.2%	7	6.9%	8	7.1%	1	4.1%	2	4.1%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	51.1%	409	9.6%	16	33.3%	29	45.2%	13	65.8%	35	67.1%	56	78.1%	96	60.0%	12	61.6%	37	68.5%	17	67.1%	70	60.6%	27
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.6%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Romford Metropolitan Centre	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	8.2%	5	6.9%	2	13.7%	14	11.3%	5
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury District Centre	0.5%	4	0.0%	0	1.4%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	1.4%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Upminster District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.4%	1
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q,	4.7%	37	2.7%	5	2.8%	2	16.4%	5	1.3%	1	5.5%	5	1.4%	2	20.0%	4	13.7%	8	2.7%	1	4.1%	4	2.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Comet, Halfords, Ikea, MFI, Tesco Extra) (excluding the main shopping centre)																								
Other	1.5%	12	2.7%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.9%	1	1.4%	1	0.0%	0	0.0%	0	2.8%	1
Colchester	0.2%	2	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
(Don't know / varies)	1.3%	11	1.4%	2	1.4%	1	1.4%	0	2.6%	1	1.4%	1	2.7%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / haven't bought in last 6 months / nowhere else)	7.6%	61	6.8%	12	12.5%	11	13.7%	4	10.5%	6	5.5%	5	2.7%	3	2.9%	1	6.8%	4	13.7%	3	9.6%	10	5.6%	3
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

2nd most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	5.8%	46	5.5%	9	12.5%	11	23.3%	7	11.8%	6	9.6%	8	1.4%	2	1.4%	0	1.4%	1	0.0%	0	1.4%	1	1.4%	1
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	5.7%	46	0.0%	0	4.2%	4	4.1%	1	3.9%	2	8.2%	7	8.2%	10	4.3%	1	4.1%	2	5.5%	1	13.7%	14	7.0%	3
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	3.5%	28	0.0%	0	0.0%	0	1.4%	0	10.5%	6	2.7%	2	9.6%	12	7.1%	1	8.2%	5	5.5%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Metropolitan Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	10.1%	81	17.8%	30	13.9%	12	5.5%	2	6.6%	4	5.5%	5	5.5%	7	8.6%	2	6.8%	4	4.1%	1	11.0%	11	8.5%	4
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.7%	6	2.7%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Metropolitan Centre	6.0%	48	1.4%	2	1.4%	1	0.0%	0	2.6%	1	1.4%	1	1.4%	2	4.3%	1	13.7%	8	6.9%	2	24.7%	26	8.5%	4
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.7%	5	1.4%	2	0.0%	0	4.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stanford-le-Hope District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Tilbury District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.5%	6	1.4%	1
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	2.7%	1	1.4%	1	1.4%	1
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra)	6.4%	51	2.7%	5	4.2%	4	0.0%	0	1.3%	1	13.7%	11	6.9%	8	14.3%	3	17.8%	11	8.2%	2	5.5%	6	2.8%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(excluding the main shopping centre)																								
Other	1.2%	9	1.4%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.4%	0	1.4%	1	0.0%	0	0.0%	0	4.2%	2
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
(Don't know / varies)	2.4%	20	2.7%	5	0.0%	0	4.1%	1	2.6%	1	4.1%	3	0.0%	0	0.0%	0	2.7%	2	15.1%	4	2.7%	3	1.4%	1
(Don't buy these items / haven't bought in last 6 months / nowhere else)	53.9%	431	60.3%	102	59.7%	52	57.5%	17	60.5%	32	46.6%	39	65.8%	81	54.3%	11	41.1%	25	49.3%	12	34.2%	36	53.5%	24
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q07 How does your household normally travel to the town centre, district centre or retail park where most money is spent on clothes and shoes ?

Those who have bought clothes and shoes at a town centre, district centre or retail park over the past 6 months at Q06

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	63.9%	469	60.3%	95	50.8%	39	61.9%	15	64.7%	31	62.7%	48	70.0%	82	70.6%	14	66.2%	37	49.2%	11	66.2%	61	83.6%	35
Car / van (as passenger)	17.9%	131	13.2%	21	30.2%	23	19.0%	5	20.6%	10	20.9%	16	18.6%	22	11.8%	2	16.2%	9	23.8%	5	15.4%	14	9.0%	4
Bus	11.7%	86	13.2%	21	15.9%	12	9.5%	2	4.4%	2	13.4%	10	4.3%	5	8.8%	2	13.2%	7	23.8%	5	16.9%	16	7.5%	3
Motorcycle / scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.9%	21	8.8%	14	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.5%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0
Taxi	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.9%	1	1.5%	1	1.6%	0	0.0%	0	0.0%	0
Train	1.6%	11	1.5%	2	1.6%	1	6.3%	2	7.4%	4	1.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferry	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	10	2.9%	5	0.0%	0	3.2%	1	1.5%	1	0.0%	0	1.4%	2	4.4%	1	1.5%	1	1.6%	0	0.0%	0	0.0%	0
Weighted base:		734		158		77		25		48		76		118		20		56		22		92		42
Sample:		730		68		63		63		68		67		70		68		68		63		65		67

Q08 In which town centres, district centres or retail parks have the members of your household spent most money on furniture / carpets / soft household furnishings in the past six months ?

Most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	4.9%	39	11.0%	19	13.9%	12	5.5%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	7.0%	3
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.4%	4	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	1.4%	2	0.0%	0	1.4%	1	0.0%	0	1.4%	1	4.2%	2
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.8%	6	0.0%	0	6.9%	6	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	8.2%	10	1.4%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	1.4%	1
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	12.4%	99	1.4%	2	4.2%	4	26.0%	8	21.1%	11	9.6%	8	27.4%	34	11.4%	2	2.7%	2	6.9%	2	20.5%	21	12.7%	6
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Metropolitan Centre	1.5%	12	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	2.8%	1
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.6%	5	0.0%	0	1.4%	1	4.1%	1	2.6%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	2.0%	16	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	9.6%	10	4.2%	2
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	1.0%	8	4.1%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	1.4%	11	5.5%	9	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q,	23.9%	191	11.0%	19	19.4%	17	11.0%	3	31.6%	17	27.4%	23	32.9%	40	41.4%	9	50.7%	30	35.6%	9	20.5%	21	7.0%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Comet, Halfords, Ikea, MFI, Tesco Extra) (excluding the main shopping centre)																								
Other	1.6%	13	2.7%	5	4.2%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	0	1.4%	1	4.2%	2
Chelmsford	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Colchester	0.2%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	10	0.0%	0	0.0%	0	5.5%	2	1.3%	1	0.0%	0	5.5%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't buy these items / haven't bought in last 6 months)	43.3%	347	61.6%	105	43.1%	38	38.4%	11	34.2%	18	50.7%	42	23.3%	29	42.9%	9	41.1%	25	49.3%	12	35.6%	37	47.9%	21
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

2nd most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.5%	12	1.4%	2	2.8%	2	5.5%	2	3.9%	2	4.1%	3	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	2.8%	1
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.1%	5	2.9%	1	2.7%	2	1.4%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	1.6%	13	0.0%	0	4.2%	4	4.1%	1	2.6%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.7%	1	5.5%	6	0.0%	0
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Metropolitan Centre	1.3%	11	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	1	1.4%	0	5.5%	6	2.8%	1
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Tilbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	2.7%	3	0.0%	0
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.6%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra)	3.5%	28	1.4%	2	1.4%	1	1.4%	0	2.6%	1	8.2%	7	1.4%	2	2.9%	1	2.7%	2	0.0%	0	9.6%	10	4.2%	2

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(excluding the main shopping centre)																								
Other	0.7%	6	0.0%	0	2.8%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	43	11.0%	19	0.0%	0	2.7%	1	1.3%	1	1.4%	1	2.7%	3	0.0%	0	16.4%	10	13.7%	3	4.1%	4	1.4%	1
(Don't buy these items / haven't bought in last 6 months)	82.4%	659	80.8%	137	87.5%	77	86.3%	25	84.2%	45	84.9%	70	90.4%	111	88.6%	18	74.0%	44	78.1%	20	69.9%	73	87.3%	39
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q09 How does your household normally travel to the town centre, district centre or retail park where most money is spent on furniture, carpets, soft household furnishings ?
Those who have bought furniture, carpets or soft household furnishings at a town centre, district centre or retail park over the past 6 months at Q08

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	70.3%	319	75.0%	49	58.5%	29	66.7%	12	68.0%	24	77.8%	32	75.0%	71	70.0%	8	65.1%	23	54.1%	7	66.0%	44	86.5%	20
Car / van (as passenger)	20.4%	92	14.3%	9	34.1%	17	20.0%	4	20.0%	7	19.4%	8	17.9%	17	22.5%	3	20.9%	7	35.1%	5	21.3%	14	8.1%	2
Bus	4.8%	22	7.1%	5	2.4%	1	4.4%	1	4.0%	1	2.8%	1	1.8%	2	7.5%	1	9.3%	3	8.1%	1	8.5%	6	0.0%	0
Motorcycle / scooter	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Walk	1.7%	8	0.0%	0	4.9%	2	4.4%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.4%	1
Taxi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	8	3.6%	2	0.0%	0	4.4%	1	2.0%	1	0.0%	0	3.6%	3	0.0%	0	2.3%	1	2.7%	0	0.0%	0	0.0%	0
Weighted base:		453		65		50		18		35		41		94		12		35		13		67		23
Sample:		460		28		41		45		50		36		56		40		43		37		47		37

Q10 In which town centres, district centres or retail parks have the members of your household spent most money on DIY and decorating goods in the past six months ?

Most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basildon Town Centre	6.2%	50	11.0%	19	25.0%	22	17.8%	5	5.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.2%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	2.5%	20	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.5%	5	9.6%	12	1.4%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hornchurch District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	2.8%	1
Ilford Metropolitan Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	6.5%	52	0.0%	0	0.0%	0	26.0%	8	21.1%	11	0.0%	0	24.7%	30	4.3%	1	0.0%	0	1.4%	0	1.4%	1	1.4%	1
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	1.0%	8	1.4%	2	1.4%	1	4.1%	1	1.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Metropolitan Centre	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	17	5.6%	3
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stanford-le-Hope District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.8%	1
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	8.5%	4
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	8.2%	9	16.9%	8
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	3.7%	30	16.4%	28	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	4.2%	34	16.4%	28	5.6%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q,	35.5%	284	4.1%	7	19.4%	17	19.2%	6	43.4%	23	54.8%	45	43.8%	54	62.9%	13	78.1%	47	61.6%	16	47.9%	50	15.5%	7

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Comet, Halfords, Ikea, MFI, Tesco Extra) (excluding the main shopping centre)																								
Other	1.8%	14	0.0%	0	8.3%	7	4.1%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.7%	3	2.8%	1
Vange Retail Park, London Road, Vange (Zone 1)	3.0%	24	4.1%	7	15.3%	13	1.4%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	10	1.4%	2	0.0%	0	1.4%	0	1.3%	1	1.4%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
(Don't buy these items / haven't bought in last 6 months)	24.9%	199	43.8%	74	18.1%	16	23.3%	7	23.7%	13	26.0%	22	17.8%	22	27.1%	6	16.4%	10	37.0%	9	9.6%	10	25.4%	11
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

2nd most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.6%	13	0.0%	0	4.2%	4	5.5%	2	3.9%	2	0.0%	0	2.7%	3	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	2.3%	18	0.0%	0	0.0%	0	0.0%	0	2.6%	1	6.8%	6	8.2%	10	2.9%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Metropolitan Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	0.2%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.7%	5	0.0%	0	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1
Rainham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Romford Metropolitan Centre	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	1.4%	0	4.1%	2	0.0%	0	9.6%	10	4.2%	2
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Tilbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	2
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	1.2%	9	4.1%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.9%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra)	3.7%	29	4.1%	7	5.6%	5	2.7%	1	3.9%	2	8.2%	7	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.1%	4	7.0%	3

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(excluding the main shopping centre)																								
Other	0.8%	7	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	0	4.1%	4	0.0%	0
Vange Retail Park, London Road, Vange (Zone 1)	0.8%	6	1.4%	2	1.4%	1	1.4%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	39	9.6%	16	0.0%	0	1.4%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	16.4%	10	19.2%	5	4.1%	4	1.4%	1
(Don't buy these items / haven't bought in last 6 months)	78.1%	625	79.5%	135	79.2%	69	83.6%	24	86.8%	47	72.6%	60	86.3%	106	88.6%	18	69.9%	42	76.7%	19	68.5%	71	74.6%	33
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q11 How does your household normally travel to the town centre, district centre or retail park where most money is spent on DIY and decorating goods ?
Those who have bought DIY or decorating goods at a town centre, district centre or retail park over the past 6 months at Q10

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	65.5%	394	58.5%	56	61.0%	44	64.3%	14	70.7%	29	66.7%	41	70.0%	71	70.6%	11	62.3%	31	50.0%	8	65.2%	61	84.9%	28
Car / van (as passenger)	26.8%	161	31.7%	30	33.9%	24	30.4%	7	20.7%	8	27.8%	17	23.3%	24	19.6%	3	27.9%	14	41.3%	7	24.2%	23	13.2%	4
Bus	4.7%	28	2.4%	2	5.1%	4	3.6%	1	3.4%	1	3.7%	2	0.0%	0	5.9%	1	9.8%	5	8.7%	1	10.6%	10	1.9%	1
Motorcycle / scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	1.3%	8	2.4%	2	0.0%	0	1.8%	0	0.0%	0	0.0%	0	5.0%	5	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.4%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	6	2.4%	2	0.0%	0	0.0%	0	1.7%	1	1.9%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		601		95		72		22		41		61		101		15		50		16		94		33
Sample:		605		41		59		56		58		54		60		51		61		46		66		53

Q12 In which town centres, district centres or retail parks have the members of your household spent most money on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers in the past six months ?

Most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Basildon Town Centre	5.0%	40	12.3%	21	15.3%	13	4.1%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	0.0%	0	1.4%	1
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	1.4%	1	1.4%	1
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	1.6%	12	0.0%	0	6.9%	6	8.2%	2	0.0%	0	2.7%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	2.6%	1	5.5%	5	6.9%	8	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.6%	3
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	7.7%	62	0.0%	0	5.6%	5	24.7%	7	18.4%	10	1.4%	1	20.5%	25	5.7%	1	1.4%	1	4.1%	1	9.6%	10	1.4%	1
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Romford Metropolitan Centre	2.2%	18	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	12.3%	13	2.8%	1
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
District Centre																								
Tarpots Town Centre	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	4	2.8%	1
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	7.0%	3
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	2.7%	22	12.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	2.2%	18	9.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West	22.6%	181	6.8%	12	11.1%	10	8.2%	2	28.9%	16	43.8%	36	24.7%	30	44.3%	9	49.3%	29	31.5%	8	21.9%	23	12.7%	6

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (excluding the main shopping centre)																								
Other	1.8%	14	5.5%	9	1.4%	1	2.7%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	0	0.0%	0	1.4%	0	0.0%	0	2.8%	1
Vange Retail Park, London Road, Vange (Zone 1)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	7	1.4%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	2.8%	1
(Don't buy these items / haven't bought in last 6 months)	47.1%	376	49.3%	84	58.3%	51	50.7%	15	40.8%	22	39.7%	33	42.5%	52	44.3%	9	43.8%	26	60.3%	15	42.5%	44	56.3%	25
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

2nd most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.0%	8	1.4%	2	1.4%	1	1.4%	0	2.6%	1	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford Metropolitan Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Tilbury District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.7%	6	2.7%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra)	1.9%	15	1.4%	2	0.0%	0	0.0%	0	3.9%	2	2.7%	2	1.4%	2	1.4%	0	1.4%	1	2.7%	1	4.1%	4	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(excluding the main shopping centre)																								
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vange Retail Park, London Road, Vange (Zone 1)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	33	9.6%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	16.4%	10	13.7%	3	1.4%	1	0.0%	0
(Don't buy these items / haven't bought in last 6 months)	88.7%	709	83.6%	142	95.8%	84	98.6%	29	89.5%	48	87.7%	73	93.2%	114	92.9%	19	80.8%	48	83.6%	21	86.3%	90	93.0%	42
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q13 How does your household normally travel to the town centre, district centre or retail park where most money is spent on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers ?

Those who have bought domestic appliances such as washing machines, fridges, cookers, TVs, video players or computers at a town centre, district centre or retail park over the past 6 months at Q12

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	65.5%	278	54.1%	47	53.3%	19	69.4%	10	68.9%	22	63.6%	32	83.3%	59	71.8%	8	61.0%	20	48.3%	5	66.7%	40	80.6%	16
Car / van (as passenger)	24.4%	104	29.7%	26	26.7%	10	19.4%	3	22.2%	7	25.0%	12	16.7%	12	17.9%	2	26.8%	9	48.3%	5	26.2%	16	12.9%	3
Bus	4.8%	20	5.4%	5	3.3%	1	2.8%	0	4.4%	1	6.8%	3	0.0%	0	5.1%	1	9.8%	3	3.4%	0	7.1%	4	3.2%	1
Motorcycle / scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.1%	13	8.1%	7	13.3%	5	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Taxi	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	3	2.7%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	4	0.0%	0	3.3%	1	2.8%	0	0.0%	0	4.5%	2	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		424		86		37		14		32		50		71		11		34		10		60		20
Sample:		416		37		30		36		45		44		42		39		41		29		42		31

Q14 In which town centres, district centres or retail parks have the members of your household spent most money on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment in the past six months ?

Most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	10.6%	85	30.1%	51	26.4%	23	11.0%	3	2.6%	1	0.0%	0	2.7%	3	1.4%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	8.5%	4
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	2.3%	18	0.0%	0	0.0%	0	1.4%	0	3.9%	2	5.5%	5	5.5%	7	5.7%	1	4.1%	2	2.7%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hornchurch District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	24.9%	199	5.5%	9	13.9%	12	30.1%	9	31.6%	17	16.4%	14	50.7%	62	37.1%	8	20.5%	12	24.7%	6	38.4%	40	22.5%	10
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.3%	3	1.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0
Romford Metropolitan Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	12.3%	13	4.2%	2
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Southend Town Centre	0.4%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
District Centre																								
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	7.0%	3
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West	11.6%	93	5.5%	9	5.6%	5	9.6%	3	15.8%	8	20.5%	17	9.6%	12	28.6%	6	24.7%	15	15.1%	4	9.6%	10	9.9%	4

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra) (excluding the main shopping centre)																								
Other	0.9%	7	0.0%	0	2.8%	2	1.4%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	4.1%	1	0.0%	0	1.4%	1
Abroad	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	1
(Don't know / varies)	1.8%	15	4.1%	7	0.0%	0	2.7%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	2	2.7%	1	2.7%	3	0.0%	0
(Don't buy these items / haven't bought in last 6 months)	39.6%	317	52.1%	88	51.4%	45	41.1%	12	39.5%	21	46.6%	39	27.4%	34	22.9%	5	37.0%	22	50.7%	13	19.2%	20	40.8%	18
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

2nd most money spent

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Aveley District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barking Major Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.5%	12	2.7%	5	0.0%	0	0.0%	0	3.9%	2	4.1%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bexleyheath Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Regional Shopping Centre	1.3%	11	0.0%	0	2.8%	2	1.4%	0	0.0%	0	2.7%	2	1.4%	2	1.4%	0	1.4%	1	0.0%	0	1.4%	1	2.8%	1
Brent Cross Regional Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Major Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Island Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collier Row District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corringham District Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crayford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dartford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elm Park District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravesend Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	2	4.1%	5	2.9%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hadleigh Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harold Hill District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ilford Metropolitan Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Regional Shopping Centre (excluding the retail parks)	5.6%	45	5.5%	9	5.6%	5	2.7%	1	7.9%	4	4.1%	3	9.6%	12	2.9%	1	2.7%	2	1.4%	0	5.5%	6	4.2%	2
Longfield District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rainham District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Romford Metropolitan Centre	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.3%	1	4.1%	2	2.7%	1	4.1%	4	5.6%	3
Sidcup Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Socketts Heath District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ockendon District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Southend Town Centre	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanscombe High Street District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarpots Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Hill Square District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Thurrock Retail Study - Household Survey
for Roger Tym & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Centre																								
Tilbury District Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Welling Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End of London Shopping Location	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastern Avenue Retail Park, Eastern Avenue, Romford (PC World, Currys, MFI)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Bryant Avenue/Colchester Road, Romford (Comet, DFS, Halfords, Magnet, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rom Valley Way Retail Park, Rom Valley Way, Romford (Carpetright, Mothercare, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roneo Corner Retail Park, Hornchurch Road, Romford (B&Q, Tesco Extra)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Miles Gray Road, Basildon (Argos, PC World, Dixons, DFS, Halfords, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Retail Park, Gardiners Link, Basildon (Homebase)	0.6%	5	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Oaks Retail Park, Broadmayne Road, Basildon (Carphone Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Weir Industrial Estate/Retail Park, Stadium Way, Benfleet (Sainsbury's, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial Business/Retail Park, Westmill, Gravesend (B&Q, Asda)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock Way, West Thurrock (Argos, B&Q, Comet, Halfords, Ikea, MFI, Tesco Extra)	3.7%	30	2.7%	5	2.8%	2	1.4%	0	1.3%	1	2.7%	2	5.5%	7	5.7%	1	8.2%	5	1.4%	0	5.5%	6	1.4%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
(excluding the main shopping centre)																								
Other	1.4%	11	4.1%	7	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1
Abroad	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	27	6.8%	12	0.0%	0	2.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	13.7%	8	12.3%	3	1.4%	1	1.4%	1
(Don't buy these items / haven't bought in last 6 months)	78.0%	624	74.0%	126	86.1%	76	90.4%	26	85.5%	46	76.7%	63	78.1%	96	81.4%	17	69.9%	42	78.1%	20	74.0%	77	81.7%	37
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Q15 How does your household normally travel to the town centre, district centre or retail park where most money is spent on specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment ?

Those who have bought specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments or sports equipment at a town centre, district centre or retail park over the past 6 months at Q14

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Car / van (as driver)	64.6%	311	57.1%	47	45.7%	19	65.1%	11	71.7%	23	61.5%	27	75.5%	67	72.2%	11	63.0%	24	55.6%	7	63.8%	53	82.5%	21
Car / van (as passenger)	19.0%	91	17.1%	14	37.1%	16	20.9%	4	17.4%	6	23.1%	10	15.1%	13	9.3%	1	10.9%	4	33.3%	4	19.0%	16	12.5%	3
Bus	7.5%	36	8.6%	7	17.1%	7	11.6%	2	4.3%	1	10.3%	5	0.0%	0	13.0%	2	13.0%	5	8.3%	1	6.9%	6	0.0%	0
Motorcycle / scooter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	27	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	7	1.9%	0	4.3%	2	0.0%	0	6.9%	6	5.0%	1
Taxi	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.6%	1	0.0%	0	1.9%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Train	1.7%	8	2.9%	2	0.0%	0	0.0%	0	2.2%	1	2.6%	1	1.9%	2	0.0%	0	2.2%	1	0.0%	0	1.7%	1	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.9%	0	2.2%	1	2.8%	0	1.7%	1	0.0%	0
Weighted base:		481		81		43		17		32		44		89		16		38		12		83		25
Sample:		485		35		35		43		46		39		53		54		46		36		58		40

Mean Score = [5.5%, 15.5%, 25.5%, 35.5%, 45.5%, 55.5%, 65.5%, 75.5%, 85.5%, 95.5%]

Q16 What proportion of your household's total spending on all non-food goods is spent via the Internet ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1% - 10%	21.5%	172	17.8%	30	22.2%	19	12.3%	4	15.8%	8	16.4%	14	26.0%	32	18.6%	4	16.4%	10	13.7%	3	31.5%	33	33.8%	15
11% - 20%	5.4%	43	4.1%	7	4.2%	4	1.4%	0	0.0%	0	4.1%	3	6.9%	8	8.6%	2	8.2%	5	2.7%	1	11.0%	11	4.2%	2
21% - 30%	2.5%	20	0.0%	0	0.0%	0	1.4%	0	2.6%	1	2.7%	2	6.9%	8	2.9%	1	2.7%	2	0.0%	0	4.1%	4	1.4%	1
31% - 40%	1.0%	8	2.7%	5	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
41% - 50%	1.9%	15	2.7%	5	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.7%	3	1.4%	0	1.4%	1	5.5%	1	1.4%	1	5.6%	3
51% - 60%	0.9%	7	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	1.4%	0	1.4%	1	4.2%	2
61% - 70%	0.8%	6	1.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	1.4%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1
71% - 80%	1.1%	9	2.7%	5	1.4%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
81% - 90%	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91% - 100%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	4.6%	36	6.8%	12	1.4%	1	6.9%	2	6.6%	4	1.4%	1	8.2%	10	2.9%	1	0.0%	0	2.7%	1	4.1%	4	2.8%	1
(Refused)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not buy non-food goods via the internet)	59.6%	477	61.6%	105	69.4%	61	69.9%	20	69.7%	37	71.2%	59	45.2%	56	62.9%	13	68.5%	41	74.0%	19	43.8%	46	46.5%	21
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Mean Score = [5.5%, 15.5%, 25.5%, 35.5%, 45.5%, 55.5%, 65.5%, 75.5%, 85.5%, 95.5%]

Q17 What proportion of your household's total spending on all non-food goods is spent via Home catalogue shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1% - 10%	18.7%	150	23.3%	40	12.5%	11	17.8%	5	17.1%	9	21.9%	18	16.4%	20	11.4%	2	15.1%	9	20.6%	5	20.5%	21	19.7%	9
11% - 20%	2.9%	23	1.4%	2	2.8%	2	2.7%	1	0.0%	0	8.2%	7	4.1%	5	2.9%	1	2.7%	2	1.4%	0	1.4%	1	4.2%	2
21% - 30%	1.2%	10	1.4%	2	0.0%	0	1.4%	0	0.0%	0	2.7%	2	1.4%	2	2.9%	1	1.4%	1	1.4%	0	1.4%	1	0.0%	0
31% - 40%	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	0	1.4%	1	1.4%	1
41% - 50%	0.7%	6	1.4%	2	0.0%	0	1.4%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
51% - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61% - 70%	0.2%	2	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71% - 80%	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
81% - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91% - 100%	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	4.1%	33	5.5%	9	8.3%	7	5.5%	2	5.3%	3	5.5%	5	0.0%	0	4.3%	1	1.4%	1	4.1%	1	4.1%	4	1.4%	1
(Refused)	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
(Do not buy non-food goods via a home catalogue)	70.9%	567	65.8%	112	73.6%	65	71.2%	21	73.7%	39	61.6%	51	76.7%	94	77.1%	16	75.3%	45	69.9%	18	71.2%	74	73.2%	33
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Mean Score = [5.5%, 15.5%, 25.5%, 35.5%, 45.5%, 55.5%, 65.5%, 75.5%, 85.5%, 95.5%]

Q18 What proportion of your household's total spending on all non-food goods is spent via interactive TV ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
1% - 10%	4.5%	36	2.7%	5	4.2%	4	9.6%	3	7.9%	4	1.4%	1	2.7%	3	4.3%	1	4.1%	2	2.7%	1	9.6%	10	4.2%	2
11% - 20%	0.4%	3	1.4%	2	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
21% - 30%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
31% - 40%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41% - 50%	0.5%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0
51% - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61% - 70%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71% - 80%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81% - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91% - 100%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	5	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
(Refused)	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
(Do not buy non-food goods via interactive TV)	93.6%	749	94.5%	160	91.7%	80	89.0%	26	89.5%	48	97.3%	80	97.3%	119	91.4%	19	95.9%	57	89.0%	23	89.0%	92	95.8%	43
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

GEN Gender of respondent.

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Male	31.5%	252	31.5%	53	30.6%	27	32.9%	10	27.6%	15	26.0%	22	45.2%	56	35.7%	7	34.2%	20	21.9%	6	23.3%	24	28.2%	13
Female	68.5%	548	68.5%	116	69.4%	61	67.1%	19	72.4%	39	74.0%	61	54.8%	67	64.3%	13	65.8%	39	78.1%	20	76.7%	80	71.8%	32
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

AGE Could I ask, how old are you ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
18 to 24	3.1%	25	0.0%	0	1.4%	1	5.5%	2	1.3%	1	4.1%	3	6.9%	8	7.1%	1	2.7%	2	1.4%	0	4.1%	4	4.2%	2
25 to 34	10.7%	85	5.5%	9	6.9%	6	9.6%	3	6.6%	4	11.0%	9	20.5%	25	18.6%	4	19.2%	11	6.9%	2	8.2%	9	8.5%	4
35 to 44	16.8%	135	12.3%	21	8.3%	7	19.2%	6	19.7%	11	20.5%	17	21.9%	27	18.6%	4	19.2%	11	6.9%	2	19.2%	20	21.1%	9
45 to 54	19.9%	159	20.5%	35	16.7%	15	11.0%	3	27.6%	15	8.2%	7	23.3%	29	21.4%	4	27.4%	16	15.1%	4	20.5%	21	22.5%	10
55 to 64	24.2%	194	16.4%	28	34.7%	30	26.0%	8	23.7%	13	23.3%	19	20.5%	25	21.4%	4	27.4%	16	17.8%	5	31.5%	33	28.2%	13
65 +	24.3%	194	43.8%	74	29.2%	26	28.8%	8	17.1%	9	32.9%	27	6.9%	8	12.9%	3	4.1%	2	49.3%	12	16.4%	17	14.1%	6
(Refused)	1.0%	8	1.4%	2	2.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.4%	1
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
None	13.4%	107	20.5%	35	6.9%	6	16.4%	5	14.5%	8	15.1%	12	4.1%	5	17.1%	4	15.1%	9	24.7%	6	13.7%	14	7.0%	3
One	46.9%	375	47.9%	81	48.6%	43	35.6%	10	53.9%	29	47.9%	40	52.1%	64	50.0%	10	47.9%	29	47.9%	12	38.4%	40	38.0%	17
Two	31.0%	248	23.3%	40	36.1%	32	41.1%	12	26.3%	14	28.8%	24	32.9%	40	25.7%	5	31.5%	19	24.7%	6	35.6%	37	43.7%	20
Three or more	8.0%	64	6.8%	12	6.9%	6	6.9%	2	5.3%	3	8.2%	7	9.6%	12	7.1%	1	5.5%	3	1.4%	0	12.3%	13	11.3%	5
(Refused)	0.7%	6	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

CA2 Is there a car usually available for shopping purposes ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Always available	71.0%	568	65.8%	112	69.4%	61	72.6%	21	71.1%	38	76.7%	63	68.5%	84	78.6%	16	68.5%	41	67.1%	17	76.7%	80	77.5%	35
Usually available	16.3%	130	16.4%	28	19.4%	17	16.4%	5	11.8%	6	11.0%	9	26.0%	32	14.3%	3	16.4%	10	9.6%	2	11.0%	11	14.1%	6
Rarely available	5.3%	42	8.2%	14	5.6%	5	6.9%	2	1.3%	1	8.2%	7	1.4%	2	2.9%	1	6.8%	4	15.1%	4	1.4%	1	5.6%	3
Never available	6.4%	51	8.2%	14	4.2%	4	4.1%	1	15.8%	8	4.1%	3	2.7%	3	4.3%	1	6.8%	4	6.9%	2	9.6%	10	1.4%	1
(Refused)	1.1%	8	1.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	1.4%	0	1.4%	1	1.4%	1
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Working full time	53.1%	425	43.8%	74	36.1%	32	60.3%	17	43.4%	23	45.2%	37	74.0%	91	65.7%	14	68.5%	41	34.2%	9	57.5%	60	60.6%	27
Working part time	7.6%	61	5.5%	9	11.1%	10	6.9%	2	11.8%	6	9.6%	8	4.1%	5	8.6%	2	8.2%	5	6.9%	2	9.6%	10	4.2%	2
Unemployed	1.8%	15	1.4%	2	1.4%	1	1.4%	0	2.6%	1	2.7%	2	1.4%	2	2.9%	1	6.8%	4	0.0%	0	0.0%	0	1.4%	1
Retired	33.6%	269	46.6%	79	48.6%	43	28.8%	8	25.0%	13	41.1%	34	17.8%	22	20.0%	4	12.3%	7	56.2%	14	28.8%	30	31.0%	14
A housewife	2.4%	19	1.4%	2	0.0%	0	1.4%	0	10.5%	6	1.4%	1	1.4%	2	1.4%	0	2.7%	2	1.4%	0	4.1%	4	2.8%	1
A student	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.4%	11	1.4%	2	2.8%	2	1.4%	0	5.3%	3	0.0%	0	1.4%	2	0.0%	0	1.4%	1	1.4%	0	0.0%	0	0.0%	0
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

SEG Socio-economic Group

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
A	2.0%	16	2.7%	5	1.4%	1	1.4%	0	0.0%	0	0.0%	0	2.7%	3	1.4%	0	1.4%	1	2.7%	1	1.4%	1	7.0%	3
B	16.7%	133	15.1%	26	12.5%	11	9.6%	3	14.5%	8	20.5%	17	20.5%	25	14.3%	3	15.1%	9	5.5%	1	20.5%	21	21.1%	9
C1	30.7%	245	42.5%	72	27.8%	24	32.9%	10	21.1%	11	23.3%	19	30.1%	37	24.3%	5	21.9%	13	23.3%	6	30.1%	31	36.6%	16
C2	29.4%	235	17.8%	30	33.3%	29	34.2%	10	34.2%	18	35.6%	29	28.8%	35	31.4%	6	28.8%	17	42.5%	11	38.4%	40	18.3%	8
D	14.7%	117	11.0%	19	20.8%	18	15.1%	4	18.4%	10	16.4%	14	9.6%	12	24.3%	5	28.8%	17	21.9%	6	8.2%	9	9.9%	4
E	1.6%	13	0.0%	0	0.0%	0	4.1%	1	3.9%	2	2.7%	2	5.5%	7	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.1%	40	11.0%	19	4.2%	4	2.7%	1	7.9%	4	1.4%	1	2.7%	3	2.9%	1	4.1%	2	4.1%	1	1.4%	1	7.0%	3
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

Thurrock Retail Study - Household Survey
for Roger Tym & Partners

ZON Zone

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11	
Zone 1	21.2%	170	100.0%	170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	11.0%	88	0.0%	0	100.0%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.6%	29	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.7%	54	0.0%	0	0.0%	0	0.0%	0	100.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	15.4%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	7.5%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60	0.0%	0	0.0%	0	0.0%	0
Zone 9	3.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0
Zone 10	13.0%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104	0.0%	0
Zone 11	5.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45
Weighted base:		800		170		88		29		54		83		123		21		60		25		104		45
Sample:		800		73		72		73		76		73		73		70		73		73		73		71

APPENDIX 7

Overview of Household Survey Results

HOUSEHOLD SURVEY METHODOLOGY AND OVERVIEW OF RESULTS

Introduction

1. In this Appendix, we summarise both the household survey methodology and survey results. First we set out the household survey methodology, as undertaken by NEMS Market Research, and demonstrate its statistical reliability. We then summarise the results from the survey. Each question is addressed within a separate section in the order the questionnaires were undertaken. We start with the food and grocery questions, then summarise the comparison goods questions before summarising the Internet/home shopping results and the background to the respondents. Where appropriate we sub-divide the results by zone.

Household Survey Methodology

Background

1. An important input into our retail study is the findings of a telephone survey, which obtained 800 valid responses from households resident the study area. The tabulated results from this survey are attached at **Appendix 6**. The telephone survey was undertaken in October 2006 by NEMS Market Research. The main purpose of the household survey was to establish:

- The shop or shopping centre in which the household had spent most on main trips for food and groceries in the preceding six months and the shop or shopping centre in which the household had spent most money on top-up purchases of food and groceries in the preceding six months.
- The town centre/retail park in which members of the household had spent most and second most on each of the following goods, in the preceding six months:
  - clothes and shoes;
  - furniture/carpets/soft household furnishings;
  - DIY and decorating goods;
  - domestic appliances, such as washing machines, fridges, cookers, TVs, DVD players and computers; and
  - specialist non-food items, such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment.

2. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question. A random sample of live interviews were listened to and assessed by NEMS CATI Team Leaders to verify that the quality of interviewing was being maintained.

Sampling

3. Selection was done using random stratified sampling from all legally available telephone numbers within the defined survey area. The survey area was segmented into 11 zones, defined using postcode sectors. The zone details are detailed at **Table 7.1**.

Table 7.1 Survey Area

Zone	Postcode Sectors	Interviews
Zone 1	SS15 5, SS15 6, SS16 4, SS16 5, SS16 6	73
Zone 2	SS17 7, SS17 8, SS17 9	72
Zone 3	SS17 0	73
Zone 4	RM18 7, RM18 8	76
Zone 5	RM16 2, RM16 3, RM16 4	73
Zone 6	RM16 5, RM16 6, RM17 5, RM17 6, RM20 4	73
Zone 7	RM19 1, RM20 3	70
Zone 8	RM15 5, RM15 6	73
Zone 9	RM15 4	73
Zone 10	RM13 9, RM14 1, RM14 2	73
Zone 11	CM13 3, RM14 3	71
	Total	800

Weighting

4. Sample size within each zone was quota controlled in proportion to population. Therefore the final tabulated data attached at **Appendix 4** is weighted to make the overall results representative of the total population within the defined study area. Details of the weightings are at **Table 5.2**.

Table 7.2 Survey Weightings

Zone	Population	% Population	Interviews Achieved	Weighting
Zone 1	50,104	22.2%	73	2.3254
Zone 2	25,890	11.0%	72	1.2183
Zone 3	8,557	3.6%	73	0.3971
Zone 4	15,806	6.7%	76	0.7046
Zone 5	24,417	10.3%	73	1.1332
Zone 6	36,252	15.4%	73	1.6825
Zone 7	6,075	2.6%	70	0.2940
Zone 8	17,652	7.5%	73	0.8192
Zone 9	7,475	3.2%	73	0.3469
Zone 10	30,658	13.0%	73	1.4229
Zone 11	13,244	5.6%	71	0.6320

Statistical Reliability

5. As with any sample survey, there is potentially a difference between the figures from the sample and the true situation in the population as a whole.

6. This sampling error, as it is called, can be estimated using statistical calculations based on the sample size, the population size and the particular percentage in the table under investigation. These calculations produce a 95% confidence interval for the results - which means that you can be confident that in 95% (19 out of 20) of instances the actual attribute will be within the confidence interval range.

7. The 95% confidence intervals for this survey are as follows:

Table 7.3 Confidence Interval

% in table	95% confidence interval
10	±1.1
20	±2.8
30	±3.2
40	±3.4
50	±3.5

8. Thus, for example, if a table says that 10% of the population uses a particular store as its main place for food and grocery shopping then there is a 95% chance that the true percentage falls between 10% plus or minus 2.1% - that is 7.9% and 12.1%.

Shopping for Food and Groceries

Main spend locations - Q01

9. **Table 7.4** identifies the top two destinations for main food and grocery shopping for residents in each of the 11 survey zones.

Table 7.4 Main Food/Groceries Destination

	Top two responses - % of households resident in each zone			
	1		2	
Zone				
1	Tesco, Mandeville Way, Basildon	35.6%	Asda, Eastgate, Basildon	26.0%
2	Somerfield, St Johns Way, Corringham	34.7%	Tesco Extra, Station Lane, Basildon	25.0%
3	Asda, Thurrock Park Way, Tilbury	26.0%	Somerfield, St Johns Way, Corringham	15.1%
4	Asda, Thurrock Park Way, Tilbury	59.2%	Tesco Extra, Lakeside	11.8%
5	Asda, Thurrock Park Way, Tilbury	27.4%	Morrisons, London Road, Grays	21.9%
6	Morrisons, London Road, Grays	34.2%	Asda, Thurrock Park Way, Tilbury	24.7%
7	Tesco Extra, Lakeside	71.4%	Morrisons, London Road, Grays	11.4%
8	Tesco Extra, Lakeside	58.9%	Sainsbury's, Burghley Road, Grays	13.7%
9	Tesco Extra, Lakeside	47.9%	Somerfield, High Street, Aveley	16.4%
10	Tesco Extra, Dovers Corner, Bridge Road, Rainham	37.0%	Somerfield, St Marys Lane, Upminster	17.8%
11	Sainsburys, William Hunter Way, Brentwood (outside survey area)	21.1%	Somerfield, St Marys Lane, Upminster	15.5%

10. In terms of the main food/grocery shopping destination, the household shopping patterns by zone can be summarised as follows:

- for households in Zone 1, Tesco at Mandeville Way in Basildon achieves the highest proportion of Zone 1 residents at 35.6%, followed by Asda in Eastgate, Basildon, which attracts 26.0% of Zone 1 households;
- in Zone 2, the Somerfield at St John's Way in Corringham attracts 34.7% of Zone 2 households, followed by Tesco Extra on Station Lane in Basildon, which attracts 25.0% of Zone 2 households;
- the Asda at Thurrock Park Way in Tilbury attracts 26.0% of Zone 3 households, followed by Somerfield in Corringham, which attracts 15.1% of Zone 3 households;
- the Asda in Tilbury is the most popular store in Zone 4, attracting 59.2% of households and is followed by Tesco Extra in Lakeside attracting 11.8% of Zone 4 households;
- the Asda in Tilbury is the most popular store in Zone 5, attracting 27.4% of households and is followed by the Morrisons store on London Road in Grays, which attracts 21.9% of Zone 5 households
- the Morrisons in Grays achieves the highest proportion of Zone 6 households, attracting 34.2%, second most popular store in Zone 6 is the Asda in Tilbury, which attracts 24.7% of Zone 6 households;

- in Zone 7, the Tesco Extra at Lakeside attracts 71.4% of households, followed by Morrisons in Grays, which achieves 11.4% of Zone 7 households.
- Tesco Extra at Lakeside is also the primary store in Zone 8, attracting 58.9% of households; the Sainsbury's on Burghley Road in Grays attracts 13.7% of households;
- in Zone 9, the Tesco Extra in Lakeside attracts 47.9% of households, followed by Somerfield on the High Street in Aveley, which attracts 16.4% of households;
- Tesco Extra at Dovers Corner, Rainham is the top performing store in Zone 10, attracting 37% of Zone 10 households; this store is followed by Somerfield at St. Mary's Lane in Upminster, which attracts 17.8% of households;
- the Sainsbury's at William Hunter Way in Brentwood attracts the highest proportion of households in Zone 11, attracting 21.1% of households, followed by Somerfield in Upminster, attracting 15.5% of households.

Linked spending trips – Q02

11. There is limited evidence of shoppers combining their main food/grocery shopping trips with other shopping activities. 46.2% of households stated that they never visit other shops, leisure or service outlets when on a main food and grocery shopping trip. Only around 8% of respondents either 'normally' make combined trips or claim that it occurs on every trip.

12. There are only two zones where over 10% of respondents claimed that they 'always' combined trips – Zone 1 shows a percentage of 13.7% and Zone 2 shows a percentage of 15.5%. Zones 3, 7 and 9 are the only zones where the majority of households either 'always', 'normally' or 'sometimes' undertake linked shopping and leisure trips with food and grocery shopping, showing percentages of 59.2%, 54.3% and 54.8% respectively.

Mode of travel for main food and grocery shopping – Q03

13. Approximately 83.4% of respondents stated that the car/van was their primary mode of travel for main food and grocery trips (either as a driver or a passenger), with 7.3% usually walking and 6.1% reliant on the bus.

14. Reliance on the car is particularly high in Zone 11 (97.2%) while Zones 6 and 4 have the second and third highest figures at 90.8% and 90.4% respectively. Zone 1 is the least car-dominated for main food and grocery shopping trips with 74% of households there choosing the car travel option. Over 10% of households questioned in Zone 1 chose to visit their main food and grocery store by walking. The only other zone where this was observed is Zone 11.

Top-up food and grocery spending locations – Q04 & Q05

15. In all zones the majority of households claim that they do top-up food and grocery shopping in addition to a main food shop. Approximately 77% of responding households were able to name a 'top up' food and grocery spend location.

16. The main stores for 'top up' food and grocery shopping are identified in **Table 7.5** below. 'Other' categories in Stanford-le-Hope, Corringham, Grays, Aveley and South Ockendon all provide important secondary food and grocery shopping destinations for the households questioned.

Table 7.5 'Top-Up' Food/Grocery Destination

Zone	Top two responses - % of households resident in each zone: 1		2	
1	Tesco, Mandeville Way, Basildon	23.1%	Other stores, Basildon (outside survey area)	17.3%
2	Somerfield, St Johns Way, Corringham	55.4%	Other stores, Corringham	23.2%
3	Other stores, Stanford-le-Hope	21.3%	Other stores, Corringham	18.0%
4	Other stores, Tilbury	60.0%	Asda, Thurrock Park Way, Tilbury	12.0%
5	Tesco Express, Crammaville Street, Stifford Clays, Grays	24.1%	Tesco Express, Brentwood Road, Grays	15.5%
6	Morrisons, London Road, Grays	41.0%	Other stores, Grays	13.1%
7	Tesco Extra, Lakeside Shopping Centre	36.2%	Other stores, Grays	12.8%
8	Tesco Express, North Road, South Ockendon	36.2%	Other stores, South Ockendon	22.4%
9	Somerfield, High Street, Aveley	50.9%	Other stores, Aveley	25.5%
10	Somerfield, St Marys Lane, Upminster	27.1%	Tesco Extra, Dovers Corner, Bridge Road, Rainham	25.4%
11	Somerfield, St Marys Lane, Upminster	35.2%	Other stores, Upminster (Zone 10)	20.4%

Clothes and Shoes

Main spend locations – Q06

17. Households were asked to name up to two town/district centres/retail parks in which the most money had been spent on clothes and shoes in the previous six months. Overall, Lakeside Shopping Centre and Basildon Town Centre were the most popular locations. Lakeside Shopping Centre, excluding the retail park, was the top location for 52.8% of all households in the survey area, followed by Basildon Town Centre (21.6%). The Lakeside Retail Parks, Grays town centre and Romford town centre each captured a small proportion of the market share, with the remaining centres altogether attracting less than 10% of the total market share. Lakeside Shopping Centre is the main location for clothes and shoes spending for residents for nine of the 11 zones (see **Table 7.6** below); with Basildon being the main centre in Zones 1 and 2.

Table 7.6 Clothes/Shoes Destination

	Top two responses - % of households resident in each zone			
	1		2	
Zone				
1	Basildon Town Centre	72.6%	Lakeside Regional Shopping Centre	9.6%
2	Basildon Town Centre	40.3%	Lakeside Regional Shopping Centre	33.3%
3	Lakeside Regional Shopping Centre	45.2%	Basildon Town Centre	17.8%
4	Lakeside Regional Shopping Centre	65.8%	Grays Town Centre	11.8%
5	Lakeside Regional Shopping Centre	67.1%	Grays Town Centre	8.2%
6	Lakeside Regional Shopping Centre	78.1%	Grays Town Centre	6.9%
7	Lakeside Regional Shopping Centre	60.0%	Lakeside Retail Park	20.0%
8	Lakeside Regional Shopping Centre	61.6%	Lakeside Retail Park	13.7%
9	Lakeside Regional Shopping Centre	68.5%	Romford Metropolitan Centre	6.9%
10	Lakeside Regional Shopping Centre	67.1%	Romford Metropolitan Centre	13.7%
11	Lakeside Regional Shopping Centre	60.6%	Romford Metropolitan Centre	11.3%

18. The majority of respondents (53.9%) did not name a second location. However among those who did, Lakeside Shopping Centre and the Lakeside Retail Parks were the most popular choices (10.1% and 6.4% respectively) followed by Romford town centre (6.0%), Basildon town centre and Bluewater (both 5.8%).

Mode of travel for clothes and shoes shopping – Q07

19. Car or van (either as driver or passenger) was the main mode of travel for the vast majority (81.8%) of households undertaking clothes and shoes shopping trips. At 11.7%, the bus mode share is almost twice that for food and grocery shopping (6.1%), yet the walk mode is lower for clothes and shoes at 2.9% (compared to 7.3% for food and groceries).

20. The highest proportion of car/van use is in Zone 11 at 92.6% while Zone 9 had the lowest proportion at 73%.

21. Bus is generally the most popular travel mode after the car/van, the highest proportion of bus use being in Zones 9 and 10 (23.8% and 16.9% respectively) and the lowest in Zone 6 at just 4.3%.

22. Very few respondents indicated that they opt to walk to clothes and shoe stores (2.9%). However at 8.8%, the proportion of walking shoppers in Zone 1 is much higher than in the other zones (all less than 2%).

Furniture, Carpets and Soft Household Furnishings

Main Spend Location – Q08

23. Households were asked to name up to two town/district centres/retail parks in which most money has been spent on furniture, carpets and soft household furnishings in the past six months. Although up to 43.3% of respondents stated that they do not purchase these items or at least have not done so within the last six months, the Lakeside Retail Parks stands out as the primary location for those who have (23.9%). This is followed by Lakeside Shopping Centre (12.4%) and Basildon town centre (4.9%).

24. As shown in **Table 7.7**, the Lakeside Retail parks are clearly the most popular destination across all zones in the survey area for this type of comparison shopping.

Table 7.7 Furniture, Carpets and Soft Household Furnishings Destination

	Top two responses - % of households resident in each zone			
	1		2	
Zone				
1	Lakeside Retail Park/Basildon Town Centre	11.0%	Mayflower Retail Park	5.5%
2	Lakeside Retail Park	19.4%	Basildon Town Centre	13.9%
3	Lakeside Regional Shopping Centre	26.0%	Lakeside Retail Park	11.0%
4	Lakeside Retail Park	31.6%	Lakeside Regional Shopping Centre	21.1%
5	Lakeside Retail Park	27.4%	Lakeside Regional Shopping Centre	9.6%
6	Lakeside Retail Park	32.9%	Lakeside Regional Shopping Centre	27.4%
7	Lakeside Retail Park	41.4%	Lakeside Regional Shopping Centre	11.4%
8	Lakeside Retail Park	50.7%	Lakeside Regional Shopping Centre/Grays Town Centre	2.7%
9	Lakeside Retail Park	35.6%	Lakeside Regional Shopping Centre	6.9%
10	Lakeside Retail Park/Lakeside Regional Shopping Centre	20.5%	Upminster District Centre	9.6%
11	Lakeside Regional Shopping Centre	12.7%	Lakeside Retail Park/Basildon Town Centre	7.0%

25. The majority of respondents (82.4%) did not name a second centre while just over 5% of respondents were not sure where they spent the second most amount of money, or otherwise claimed that their secondary shopping location varied.

Mode of travel for furniture, carpets and soft household furnishings spending - Q09

26. As expected, the car/van (either as driver or passenger) is the mode of travel used by the overwhelming majority of respondents (90.7%) when shopping for furniture, carpets and soft household furnishings, with only 1.7% usually walking and 4.8% relying on the bus. Reliance on the car was highest in Zones 5 and 11 at 97.2% and 94.6% respectively, and the lowest was in Zone 8 at 86.0%. Reliance on the bus was highest in Zones 8, 9 and 10 with a share of 9.3%, 8.1% and 8.5% respectively.

DIY and Decorating Goods

Main Spend Location - Q10

27. Households were asked to name up to two town/district centres/retail parks in which most money had been spent on DIY and decorating goods in the past six months. Almost a quarter of those surveyed either did not buy these items or have not bought them in the last six months. For those who did however, the Lakeside Retail Parks were the main destination as they were chosen by 35.5% of respondents, followed by Lakeside Shopping Centre (6.6%) and Basildon town centre (6.25%).

28. The popularity of the Lakeside Retail Parks for this type of shopping is evident as it is the destination where residents spend the most money from Zones 4 to 10, and it is also the second most popular choice in Zones 2, 3 and 11 (See **Table 7.8**).

Table 7.8 DIY and Decorating Goods Destination

	Top two responses - % of households resident in each zone			
	1		2	
Zone				
1	Mayflower Retail Park/Pipps Hill Retail Park	16.4%	Basildon Town Centre	11.0%
2	Basildon Town Centre	25.0%	Lakeside Retail Park	19.4%
3	Lakeside Regional Shopping Centre	26.0%	Lakeside Retail Park	19.2%
4	Lakeside Retail Park	43.4%	Lakeside Regional Shopping Centre	21.1%
5	Lakeside Retail Park	54.8%	Grays Town Centre	5.5%
6	Lakeside Retail Park	43.8%	Lakeside Regional Shopping Centre	24.7%
7	Lakeside Retail Park	62.9%	Lakeside Regional Shopping Centre	4.3%
8	Lakeside Retail Park	78.1%	Grays Town Centre	2.7%
9	Lakeside Retail Park	61.6%	Lakeside Regional Shopping Centre	1.4%
10	Lakeside Retail Park	47.9%	Romford Metropolitan Centre	16.4%
11	Roneo Corner Retail Park	16.9%	Lakeside Retail Park	15.5%

29. In respect of the location for the second most money spent, 83% of households did not name a second centre.

Mode of travel for DIY and decorating goods spending

30. The car/van (either as a driver or a passenger) was named as the main mode of travel for DIY and decorating goods spending by the highest number of respondents (92.3%), with only 1.3% usually walking and 4.7% relying on the bus. Reliance on the car was highest in the eastern parts of the survey area, namely Zones 2 (94.9%), 3 (94.7%) and 11 (98.1%). Reliance on the bus varied widely across the zones from as high as 10.6% in Zone 10 to 0% in Zone 6. Generally the highest proportions of bus usage were found in the western parts of the survey area (Zones 8 to 10).

Domestic Appliances

Main spend location – Q12

31. Households were asked to name up to two town/district centres/retail parks in which most money has been spent on domestic appliances such as washing machines, fridges, cookers, TVs, video players and computers. Lakeside again proves to be a popular location for comparison shopping as the Retail Park (22.6%) and the Shopping Centre (7.7%) capture the highest share of the market, followed by Basildon town centre (5.0%). Overall, 47.1% of respondents claimed that they do not buy these items or at least have not done so in the last six months.

32. The Lakeside Retail Parks are the main destination for this type of shopping in every zone apart from Zones 1, 2 and 3 (eastern part of the survey area) where it mostly falls second to Basildon town centre and Lakeside Shopping Centre, as demonstrated in **Table 7.9.**

Table 7.9 Domestic Appliances Destination

Zone	Top two responses - % of households resident in each zone: 1		2	
1	Basildon Town Centre/Pipps Hill Retail Park	12.3%	Mayflower Retail Park	9.6%
2	Basildon Town Centre	15.3%	Lakeside Retail Park	11.1%
3	Lakeside Regional Shopping Centre	24.7%	Lakeside Retail Park/Corringham District Centre	8.2%
4	Lakeside Retail Park	28.9%	Lakeside Regional Shopping Centre	18.4%
5	Lakeside Retail Park	43.8%	Grays Town Centre	5.5%
6	Lakeside Retail Park	24.7%	Lakeside Regional Shopping Centre	20.5%
7	Lakeside Retail Park	44.3%	Lakeside Regional Shopping Centre	5.7%
8	Lakeside Retail Park	49.3%	Lakeside Regional Shopping Centre	1.4%
9	Lakeside Retail Park	31.5%	Lakeside Regional Centre	4.1%
10	Lakeside Retail Park	21.9%	Romford Metropolitan Centre	12.3%
11	Lakeside Retail Park	12.7%	Gallows Corner Retail Park	7.0%

33. In respect of the location for the second most money spent, 92.8% of households did not name a second centre.

Mode of travel for spending on domestic appliances – Q13

34. The car/van (either as a driver or a passenger) was named as the main mode of travel for domestic appliances spending by the majority of respondents (90.0%). Reliance on the car is, as expected, particularly high for this type of shopping while proportions for alternative transport modes are negligible apart from walking (3.1%) and using the bus (4.8%).

35. In Zone 6, 100% of households claimed that they primarily use the car/van, while high levels of car dependence were also found in the western parts of the survey area – namely Zones 9 (96.6%), 10 (92.9%) and 11 (93.5%). The lowest proportion of car/van use was in Zone 2 (80%). Reliance on the bus was highest in Zone 8 at 9.8%.

Specialist comparison goods

Main spend location – Q14

36. Households were asked to name up to two town/district centres/retail parks in which most money has been spent on specialist non-food items such as glass, china, books, jewellery, photographic goods, musical instruments and sports equipment. Once again, Lakeside was chosen as the main location with the Regional Shopping Centre and the Retail Park claiming 24.9% and 11.6% of the market share respectively, followed by Basildon town centre with 10.6%. No other centres achieved a share of more than 10%. Overall, 39.6% of respondents claimed that they do not buy these items or at least have not done so in the last six months

37. Lakeside (the Shopping Centre and the Retails Parks) is the dominant location from Zones 3 to 11 and remains the second most popular choice in Zones 1 and 2. See **Table 7.10**.

Table 7.10 Specialist Comparison Goods Destination

Zone	Top two responses - % of households resident in each zone: 1		2	
1	Basildon Town Centre	30.1%	Lakeside Regional Shopping Centre/Lakeside Retail Park	5.5%
2	Basildon Town Centre	26.4%	Lakeside Regional Shopping Centre	13.9%
3	Lakeside Regional Shopping Centre	30.1%	Basildon Town Centre	11.0%
4	Lakeside Regional Shopping Centre	31.6%	Lakeside Retail Park	15.8%
5	Lakeside Retail Park	20.5%	Lakeside Regional Shopping Centre	16.4%
6	Lakeside Regional Shopping Centre	50.7%	Lakeside Retail Park	9.6%
7	Lakeside Regional Shopping Centre	37.1%	Lakeside Retail Park	28.6%
8	Lakeside Retail Park	24.7%	Lakeside Regional Shopping Centre	20.5%
9	Lakeside Regional Shopping Centre	24.7%	Lakeside Retail Park	15.1%
10	Lakeside Regional Shopping Centre	38.4%	Romford Metropolitan Centre	12.3%
11	Lakeside Regional Shopping Centre	22.5%	Lakeside Retail Park	9.9%

38. In respect of the location for the second most money spent, 81.8% of households did not name a second centre. The Shopping Centre and Retail Parks in Lakeside were the only locations mentioned by more than 3% of households in any particular zone.

Mode of travel for spending on domestic appliances – Q15

39. The car/van (either as a driver or a passenger) was named as the main mode of travel for domestic appliances spending by the highest number of respondents (83.6%), with only 5.7% usually walking and 7.5% relying on the bus. Reliance on the car was highest in Zones 6 and 11 at 90.6% and 95.0% respectively, and the lowest was in Zone 8 at 73.9%. Reliance on the bus was highest in Zones 2 (17.1%), 7(13%) and 8(13%), while none of the respondents in the most car-reliant areas - Zones 6 and 11 - expressed a preference for traveling by bus.

Internet – Q16

40. Within the whole study area, the majority of respondents (59.6%) do not spend any money on non-food goods over the internet. The percentage of people spending no money on internet shopping is highest in Zone 9 at 74%, and lowest in Zone 10 at 43.8%.

41. The second largest response was the group spending 1-10% on internet shopping for non-food goods (21.5% of all households surveyed). In analysing the location of Internet shoppers, the proportion spending 1-10% was highest in Zone 11 (33.8%) and lowest in Zone 3 (12.3%).

Home Catalogue and Interactive TV – Q17 and Q18

42. As with internet shopping, a large proportion of respondents claimed that they did not spend any money on non-food shopping via home catalogue (70.9%). The second largest group (18.7%) indicated that just 1-10% of their total spending on non-food goods was via home catalogue shopping.

43. Similarly with shopping via interactive television, a very large proportion of respondents do not choose this method to buy non-food items (93.6%).

Background Information

44. Almost half of all respondents (48.5%) were aged 55 and over.

45. Regarding car ownership, 85.9% of all households surveyed had at least one car. The highest proportion was in Zone 6 where 94.6% of households had at least one car. Amongst the car-owners, 71% said that there is usually a vehicle available for shopping purposes.

46. For 33.6% of households the chief wage earner was a retired person. This is the largest group apart from those who work full-time (53.1%).

APPENDIX 8

Composite Market Shares

COMPOSITE MARKET SHARES

Introduction

1. In this Appendix we explain the approach to achieving composite market shares from the household survey data. Composite market shares incorporate all the results from the household survey and provide one set of market shares for both convenience and comparison goods. These can then be applied to the 'pot' of expenditure within the study area to calculate patterns of expenditure. The approach is summarised for both convenience and comparison goods.

Composite Market Shares

Convenience goods

2. The household survey results provide data on a 'main' location and a 'top-up' location for food and grocery shopping. These results are then merged through the application of a weight which reflects the estimated proportion of expenditure accounted for by each type of shopping. This provides us with a composite pattern of convenience shopping trips, expressed as market shares for each destination centre or foodstore, from each survey zone.

3. The weights – which reflect the national market share of the large supermarket operators vis-à-vis the smaller operators and independents - are as follows:

- Main food and groceries = 71%
- Top-up food and groceries = 29%
- All convenience expenditure **= 100%**

Comparison goods

4. For the comparison goods sector, we have taken the household data on the top two locations where households spend the most money on five types of different comparison goods. Composite market shares can then be derived from the application of two sets of weights.

5. The first weight reflects the estimated proportions of comparison expenditure accounted for by the top spending locations, vis-à-vis the secondary locations, as follows:

- Top spend location = 80% of expenditure
- Secondary spend locations = 20% of expenditure
- All comparison expenditure = **100%**

6. This first procedure allows for market shares to be calculated for each of the five types of comparison goods purchases.

7. We then calculate overall composite comparison market shares through the application of a second weight to reflect the proportion of expenditure spent by the residents of the study area on each type of comparison goods. The weights are as follows:

Table 8.1 Weighting applied to comparison goods market share - 2006

Comparison sub-sector	Weighting (%)
Clothes and shoes	23
Furniture, carpets, soft household furnishings	16
DIY and decorating goods	5
Domestic appliances such as fridges, cookers and other electrical goods	22
Specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment	34
Total	**100**

8. In effect, the above percentages show the amount of expenditure spent on each type of good by a typical household within the study area. Once these weightings have been applied to the market shares, we have a set of 'composite' market shares.

Summary

9. The composite market shares are an Annex to this Appendix, at Table A and B. These provide a set of market shares, for both comparison and convenience goods. In order to assist in data interrogation, the market shares have been divided by Zone and to centres both inside and outside the study area.

Table A

Comparison goods composite market shares 2006

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All Zones
Inside study area												
Zone 1												
Other, Zone 1	0.6%	0.8%	0.0%	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Zone 2												
Corringham Local Centre	0.0%	5.6%	3.9%	0.0%	1.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Zone 3												
Stanford-le-Hope Local Centre	0.0%	1.8%	0.8%	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Zone 4												
Tilbury Local Centre	0.0%	0.2%	0.0%	2.4%	1.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Zone 5												
Socketts Heath Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 6												
Grays Town Centre	0.0%	0.2%	0.0%	8.0%	9.5%	12.9%	9.2%	4.5%	3.9%	0.3%	0.0%	4.4%
Zone 7												
Lakeside Regional Shopping Centre (excluding the retail parks)	9.8%	24.5%	54.1%	45.0%	27.7%	51.8%	33.6%	26.6%	38.2%	38.5%	30.2%	32.4%
Lakeside Retail Park (excluding the main shopping centre)	13.4%	16.4%	17.3%	28.3%	41.1%	23.7%	52.0%	52.8%	47.1%	22.6%	15.6%	26.0%
Zone 8												
South Ockendon Local C entre	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.2%
Zone 9												
Aveley Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 10												
Rainham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.6%
Zone 11												
Upminster District Centre	0.0%	0.0%	0.8%	0.0%	1.3%	0.1%	0.0%	1.0%	1.2%	7.0%	6.0%	1.7%
Sub TOTAL inside	23.8%	49.6%	76.8%	85.0%	84.1%	89.6%	94.7%	86.9%	90.5%	71.8%	51.8%	67.2%

Continued over page...

Table A continued…

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All Zones
Outside study area												
Basildon Town Centre	47.5%	38.2%	19.4%	10.2%	3.9%	2.2%	0.0%	1.7%	0.0%	1.0%	3.2%	14.9%
Bluewater Regional Shopping Centre	0.3%	2.0%	0.4%	2.1%	4.0%	1.9%	0.6%	1.7%	0.4%	1.9%	6.3%	2.0%
Brentwood Major Centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	7.6%	0.6%
Mayflower Retail Park, Gardiners Link, Basildon	9.4%	0.3%	0.0%	0.0%	1.1%	0.5%	0.5%	0.0%	0.0%	0.0%	0.5%	2.1%
Pipps Hill Retail Park, Miles Gray Road, Basildon	8.7%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.7%
Romford Metropolitan Centre	0.8%	0.1%	0.0%	1.7%	1.7%	0.9%	3.2%	5.0%	4.5%	19.3%	9.8%	4.9%
Other	9.6%	9.4%	3.4%	1.0%	4.1%	5.0%	1.0%	4.6%	4.5%	5.6%	19.6%	6.6%
Sub TOTAL outside	76.2%	50.4%	23.2%	15.0%	15.9%	10.4%	5.3%	13.1%	9.5%	28.2%	48.2%	32.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table B
Convenience goods composite market shares 2006

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All Zones
Inside study area												
Zone 1												
Tesco, Mandeville Way, Basildon	32.5%	5.6%	1.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.5%	4.1%	7.8%
Other stores, Zone 1	6.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Zone 2												
Somerfield, St Johns Way, Corringham	0.0%	41.9%	12.6%	1.5%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%
Other stores, Corringham	0.0%	8.0%	7.3%	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.3%
Other stores, Zone 2	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 3												
Co-op Foodstore, High Street, Stanford-le-Hope	0.0%	1.6%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Tesco Express, King Street, Stanford-le-Hope	0.0%	0.5%	6.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other stores, Stanford-le-Hope	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other stores, Zone 3	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 4												
Asda, Thurrock Park Way, Tilbury	0.0%	5.1%	18.8%	45.9%	21.4%	18.4%	2.1%	1.5%	2.0%	1.0%	0.0%	9.8%
Other stores, Tilbury	0.0%	1.0%	3.0%	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Zone 5												
Tesco Express, Crammaville Street, Stifford Clays, Grays	0.0%	0.0%	0.0%	0.0%	8.2%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	1.0%
Other stores, Chadwell St Mary's	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Other stores, Socketts Heath	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other stores, Zone 5	0.0%	0.0%	1.0%	0.6%	9.7%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Zone 6												
Morrisons, London Road, Grays	1.0%	2.1%	4.0%	8.7%	17.4%	37.1%	10.3%	5.4%	6.5%	1.6%	1.0%	10.0%
Other stores, Grays	0.0%	0.0%	2.4%	2.1%	4.6%	4.4%	6.8%	1.0%	0.0%	0.0%	0.0%	1.7%
Other stores, Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Zone 7												
Sainsbury's, Burghley Road, Grays	0.0%	1.0%	5.0%	2.8%	13.9%	10.9%	1.7%	12.9%	5.0%	3.0%	3.1%	5.4%
Tesco Extra, Lakeside Shopping Centre	0.0%	1.6%	5.9%	9.6%	13.4%	17.4%	63.5%	43.0%	37.1%	7.1%	11.1%	12.6%
Other stores, Lakeside Shopping Centre	0.0%	2.6%	0.5%	2.4%	3.0%	2.0%	1.9%	2.5%	2.2%	0.5%	2.1%	1.6%
Other stores, Purfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.1%

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Table B continued…

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All Zones
Zone 8												
Lidl, Daiglen Drive, South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	5.5%	1.6%	0.0%	0.6%	0.6%
Tesco Express, North Road, South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.9%
Other stores, South Ockendon	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%	7.6%	1.6%	0.0%	0.0%	0.9%
Zone 9												
Somerfield, High Street, Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	27.1%	0.0%	0.0%	0.9%
Other stores, Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.2%
Zone 10												
Tesco Extra, Dovers Corner, Bridge Road, Rainham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.5%	6.5%	35.1%	0.0%	4.8%
Other stores, Upminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	4.6%	6.2%	1.0%
Other stores, Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.6%	0.2%
Zone 11												
Somerfield, St Marys Lane, Upminster	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.9%	0.0%	21.4%	22.2%	4.2%
Other stores, Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%
Sub TOTAL Inside	40.4%	71.6%	86.9%	94.8%	98.0%	99.5%	98.1%	94.6%	97.0%	76.0%	55.0%	77.2%
Outside study area												
Asda, Eastgate, Basildon	22.7%	2.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Other stores, Basildon	6.1%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.4%
Sainsburys, Cricketers Way, Nevendon	6.5%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.8%
Sainsburys, High Street, Hornchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	9.2%	5.8%	1.5%
Sainsburys, William Hunter Way, Brentwood	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	16.9%	1.1%
Tesco Extra, Station Lane, Basildon	12.1%	19.0%	6.4%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%
Tesco, Extra, Gallows Corner, Harold Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	8.4%	1.3%
Other	12.2%	4.2%	2.8%	0.9%	2.0%	0.5%	1.9%	5.4%	2.0%	6.7%	12.9%	5.5%
Sub TOTAL outside	59.6%	28.4%	13.1%	5.2%	2.0%	0.5%	1.9%	5.4%	3.0%	24.0%	45.0%	22.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

APPENDIX 9

Quantitative Need Tabulations

Table 1
Zone data

Zone	Postcode Sector	Local Authority	Zone	Postcode Sector	Local Authority
Zone 1	SS15 5	Basildon	**Zone 7**	RM19 1	Thurrock
	SS15 6	Basildon		RM20 1	Thurrock
	SS16 4	Basildon		RM20 2	Thurrock
	SS16 5	Basildon		RM20 3	Thurrock
	SS16 6	Thurrock/Basildon	**Zone 8**	RM15 5	Thurrock
Zone 2	SS17 7	Thurrock		RM15 6	Thurrock
	SS17 8	Thurrock	**Zone 9**	RM15 4	Thurrock
	SS17 9	Thurrock	**Zone 10**	RM13 9	Havering
Zone 3	SS17 0	Thurrock		RM14 1	Havering
Zone 4	RM18 7	Thurrock		RM14 2	Havering
	RM18 8	Thurrock	**Zone 11**	CM13 3	Brentwood
Zone 5	RM16 2	Thurrock		RM14 3	Thurrock/Havering
	RM16 3	Thurrock			
	RM16 4	Thurrock			
Zone 6	RM16 5	Thurrock			
	RM16 6	Thurrock			
	RM17 5	Thurrock			
	RM17 6	Thurrock			
	RM20 4	Thurrock			

Table 2:
Population projections

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total
Population 2006	50,569	25,466	8,833	16,271	24,424	41,403	7,537	17,411	7,472	30,489	13,407	243,282
Population 2011	51,116	24,873	8,768	16,068	24,026	43,856	11,880	17,651	7,396	30,451	13,349	249,434
Population 2016	51,907	24,193	8,901	16,225	23,907	47,855	13,275	18,519	7,350	30,385	13,369	255,886
Population 2021	52,760	23,690	9,081	16,472	23,935	51,937	14,679	19,454	7,350	30,312	13,427	263,096
Change in population 2006 - 2011												
Numeric change	547	-593	-65	-203	-398	2,453	4,342	240	-76	-38	-58	6,152
Percentage change	1.1%	-2.3%	-0.7%	-1.2%	-1.6%	5.9%	57.6%	1.4%	-1.0%	-0.1%	-0.4%	2.5%
Change in population 2011 - 2016												
Numeric change	791	-680	133	158	-120	3,999	1,395	869	-46	-66	19	6,452
Percentage change	1.5%	-2.7%	1.5%	1.0%	-0.5%	9.1%	11.7%	4.9%	-0.6%	-0.2%	0.1%	2.6%
Change in population 2016 - 2021												
Numeric change	853	-503	179	246	28	4,082	1,404	935	0	-72	58	7,210
Percentage change	1.6%	-2.1%	2.0%	1.5%	0.1%	8.5%	10.6%	5.0%	0.0%	-0.2%	0.4%	2.8%
Change in population 2006 - 2021												
Numeric change	2,191	-1,776	247	201	-489	10,534	7,141	2,044	-122	-177	19	19,814
Percentage change	4.3%	-7.0%	2.8%	1.2%	-2.0%	25.4%	94.7%	11.7%	-1.6%	-0.6%	0.1%	8.1%

NOTES:
(1) Zones 2-9 - Census 2001/Thurrock Council, Zone 1 and Zone 11 - Census 2001/Essex CC, Zone 10 - Census 2001/GLA Ward Based Projections

Table 3

Comparison goods expenditure (per capita)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
	£	£	£	£	£	£	£	£	£	£	£
2006	3,135	3,328	3,286	2,858	3,104	3,479	3,415	3,104	3,080	3,314	3,640
2011	3,889	4,127	4,075	3,544	3,850	4,315	4,236	3,850	3,820	4,110	4,514
2016	4,823	5,118	5,054	4,396	4,775	5,351	5,254	4,775	4,737	5,097	5,599
2021	5,981	6,348	6,268	5,452	5,922	6,637	6,516	5,922	5,876	6,321	6,944

NOTES:

(1). All data derived from Mapinfo 2003 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.

(2). This 2003 MapInfo expenditure data has been projected forward to the base year and forecast years using an actual growth rate of 7.7% to 2004 and 2.9% to 2005 then a MapInfo forecast growth rate of **4.4%** per annum between 2005-2021 (please note that the MapInfo forecast ends at 2016, but we continue this 4.4% per annum forecast to 2021) The source for the growth rates is MapInfo/OEF Information Brief 06/02 (Tables 1 & 2).

All monetary values are held constant at 2003 prices

Table 4

Total comparison goods expenditure and expenditure growth

Year	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	All zones total £m
Sub total 2006	158.6	84.7	29.0	46.5	75.8	144.0	25.7	54.0	23.0	101.0	48.8	**791**
Deduction for SFT at 7.5%	11.9	6.4	2.2	3.5	5.7	10.8	1.9	4.1	1.7	7.6	3.7	**59**
Total 2006	**146.7**	**78.4**	**26.8**	**43.0**	**70.1**	**133.2**	**23.8**	**50.0**	**21.3**	**93.5**	**45.1**	732
Sub total 2011	198.8	102.6	35.7	56.9	92.5	189.2	50.3	68.0	28.3	125.1	60.3	**1,008**
Deduction for SFT at 12%	23.9	12.3	4.3	6.8	11.1	22.7	6.0	8.2	3.4	15.0	7.2	**121**
Total 2011	**174.9**	**90.3**	**31.4**	**50.1**	**81.4**	**166.5**	**44.3**	**59.8**	**24.9**	**110.1**	**53.0**	887
Sub total 2016	250.3	123.8	45.0	71.3	114.2	256.1	69.7	88.4	34.8	154.9	74.8	**1,283**
Deduction for SFT at 12.4%	31.0	15.4	5.6	8.8	14.2	31.8	8.6	11.0	4.3	19.2	9.3	**159**
Total 2016	**219.3**	**108.5**	**39.4**	**62.5**	**100.0**	**224.3**	**61.1**	**77.5**	**30.5**	**135.7**	**65.6**	1,124
Sub total 2021	315.6	150.4	56.9	89.8	141.7	344.7	95.6	115.2	43.2	191.6	93.2	**1,638**
Deduction for SFT at 12.4%	39.1	18.6	7.1	11.1	17.6	42.7	11.9	14.3	5.4	23.8	11.6	**203**
Total 2021	**276.4**	**131.7**	**49.9**	**78.7**	**124.2**	**302.0**	**83.8**	**100.9**	**37.8**	**167.9**	**81.7**	1,435
Growth in total expenditure 2006 - 2011	28.3	11.9	4.6	7.1	11.3	33.3	20.5	9.8	3.6	16.7	7.9	**155**
Growth in total expenditure 2011 - 2016	44.4	18.1	8.0	12.4	18.6	57.8	16.8	17.7	5.6	25.5	12.5	**237**
Growth in total expenditure 2016 - 2021	57.1	23.3	10.5	16.2	24.2	77.6	22.7	23.5	7.3	32.2	16.1	**311**
Growth - 2006 - 2021	**129.8**	**53.4**	**23.0**	**35.7**	**54.0**	**168.7**	**60.0**	**50.9**	**16.5**	**74.4**	**36.5**	**703**

NOTES:
(1). The figures in the above table are the sums of the data presented in Tables 2 (population) and 3 (per capita comparison goods expenditure) and are in millions of pounds (£m).
(2). We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order and internet shopping) from the expenditure, and we anticipate that this percentage will increase year on year. Therefore we allow a deduction for SFT of 7.5%at 2006, which increases to 12.0% in 2011, to 12.4% in 2016 and remains at 12.4% in 2021.

All monetary values are held constant at 2003 prices.

Table 5

Comparison goods spending patterns in 2006 across the study area zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total [1]	All zones market share [2]
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside study area													
Zone 1													
Other, Zone 1	0.8	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.3%
Zone 2													
Corringham Local Centre	0.0	4.4	1.0	0.0	0.7	0.7	0.0	0.0	0.0	0.0	0.0	6.8	0.9%
Zone 3													
Stanford-le-Hope Local Centre	0.0	1.4	0.2	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.4%
Zone 4													
Tilbury Local Centre	0.0	0.2	0.0	1.0	0.9	0.7	0.0	0.0	0.0	0.0	0.0	2.9	0.4%
Zone 5													
Socketts Heath Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Zone 6													
Grays Town Centre	0.0	0.2	0.0	3.4	6.7	17.2	2.2	2.2	0.8	0.3	0.0	33.0	4.5%
Zone 7													
Lakeside Regional Shopping Centre (excluding the retail parks)	14.4	19.2	14.5	19.4	19.4	69.1	8.0	13.3	8.1	36.0	13.6	235.0	32.1%
Lakeside Retail Park (excluding the main shopping centre)	19.7	12.9	4.6	12.2	28.8	31.6	12.4	26.4	10.0	21.1	7.1	186.8	25.5%
Zone 8													
South Ockendon Local C entre	0.0	0.0	0.0	0.0	0.3	0.0	0.0	1.0	0.0	0.0	0.0	1.3	0.2%
Zone 9													
Aveley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Zone 10													
Rainham District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	3.2	0.4%
Zone 11													
Upminster District Centre	0.0	0.0	0.2	0.0	0.9	0.1	0.0	0.5	0.3	6.5	2.7	11.2	1.5%
Sub TOTAL inside	**34.9**	**38.9**	**20.6**	**36.6**	**59.0**	**119.4**	**22.6**	**43.4**	**19.3**	**67.1**	**23.4**	**485.1**	**66.3%**

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Table 5 continued…

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total (1)	All zones market share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside study area													
Basildon Town Centre	69.6	30.0	5.2	4.4	2.7	2.9	0.0	0.9	0.0	0.9	1.5	118.1	16.1%
Bluewater Regional Shopping Centre	0.4	1.6	0.1	0.9	2.8	2.5	0.1	0.9	0.1	1.8	2.9	14.0	1.9%
Brentwood Major Centre	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.4	3.4	4.6	0.6%
Mayflower Retail Park, Gardiners Link, Basildon	13.8	0.2	0.0	0.0	0.8	0.7	0.1	0.0	0.0	0.0	0.2	15.8	2.2%
Pipps Hill Retail Park, Miles Gray Road, Basildon	12.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	13.5	1.8%
Romford Metropolitan Centre	1.2	0.1	0.0	0.7	1.2	1.1	0.8	2.5	1.0	18.1	4.4	31.1	4.2%
Other	14.1	7.4	0.9	0.4	2.8	6.6	0.2	2.3	1.0	5.2	8.8	49.8	6.8%
Sub TOTAL outside	**111.8**	**39.5**	**6.2**	**6.5**	**11.1**	**13.9**	**1.3**	**6.5**	**2.0**	**26.3**	**21.7**	**246.9**	**33.7%**
TOTAL	**146.7**	**78.4**	**26.8**	**43.0**	**70.1**	**133.2**	**23.8**	**50.0**	**21.3**	**93.5**	**45.1**	**732.0**	**100.0%**

NOTES:
(1). The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 4) by the market share (Table A,**Appendix 8**), the all zones total is the sum of the expenditure attracted to each centre from each zone.
(2). The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2003 prices.

Table 6

Comparison expenditure capacity

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
Study area expenditure retention [1]								
A. Total study area expenditure (£m)	732.0	886.8	1,124.3	1,434.9	154.9	237.4	310.6	702.9
B. Current retention level of centres within the study area (%)	*66%*	*66%*	*66%*	*66%*				
C. Retained expenditure (£m) (=A*B)	485.1	587.7	745.0	950.9	102.6	157.3	205.8	465.8
Turnover of stores [2]								
D. Centres' turnover derived from study area (£m) (=C+E)	485.1	485.1	485.1	485.1	0.0	0.0	0.0	0.0
E. Improvement in sales densities of centres (£m)	0.0	50.5	106.2	167.8				
Commitments [3]								
Pavillion/Boardwalk scheme, Lakeside Shopping Centre	0.0	4.1	4.5	5.0				
ASDA Extension, Tilbury (comparison element)	0.0	6.1	6.7	7.4				
F. Turnover from commitments (£m)	0.0	10.1	11.2	12.3	10.1	1.1	1.2	12.3
G. Residual expenditure (£m) [4] **(=C-D-F)**	0.0	42.0	142.6	285.7	42.0	100.6	143.1	285.7

NOTES:
1. Study area expenditure retention - this is the product of the current market share of the study area centres (the cumulative share of the centres within the study area) and the total study area expenditure. The market shar
remains constant for each of the forecast years.
2. Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 2.0% per annum to account for sales density growth (which is also included as a separate row).
3. Commitments - this is the turnover of commitments to new floorspace in the study area, which are also assumed to increase by 2.0% per annum to account for sales density growth.
4. Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

All monetary values are held constant at 2003 prices.

Table 7A

Comparison floorspace capacity - SCENARIO A

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
A. Residual comparison expenditure (1)								
Comparison expenditure (£m)	0.0	35.7	121.2	242.8	35.7	85.5	121.7	242.8
B. Comparison assessment (2) **LOW**								
Assumed sales density (£/sqm)	4,500	4,750	5,000	5,250				
Floorspace requirement (net sqm)	0	7,519	24,237	46,257	7,519	16,718	22,019	46,257
Floorspace requirement (gross sqm)	0	10,742	34,625	66,081	10,742	23,883	31,456	66,081
C. Comparison assessment (3) **HIGH**								
Assumed sales density (£/sqm)	6,000	6,500	7,000	7,500				
Floorspace requirement (net sqm)	0	5,495	17,312	32,380	5,495	11,818	15,067	32,380
Floorspace requirement (gross sqm)	0	7,850	24,732	46,257	7,850	16,883	21,525	46,257
D. Residual bulky durable expenditure (4)								
Bulky durable expenditure (£m)	0.0	6.3	21.4	42.9	6.3	15.1	21.5	42.9
E. Bulky durable assessment (5)								
Assumed sales density (£/sqm)	3,000	3,250	3,500	3,750				
Floorspace requirement (net sqm)	0	1,939	6,110	11,428	1,939	4,171	5,318	11,428
Floorspace requirement (gross sqm)	0	2,282	7,189	13,445	2,618	4,907	6,256	13,445

NOTES:
SCENARIO A: 85%/15% - COMPARISON/BULKY DURABLE EXPENDITURE SPLIT
1. Comparison expenditure - this is 85% of residual expenditure from Table 6
2. Comparison assessment: LOW - this is the conversion of the residual expenditure into a floorspace requirement using a low sales density estimate of £4,500/sqm in 2006, which is forecast to increase to £5,250/sqm by 2021. 70% net to gross ratio assumed.
3. Comparison assessment: HIGH - this is the conversion of the residual expenditure into a floorspace requirement using a high sales density estimate of £6,000/sqm in 2006, which is forecast to increase to £7,500/sqm by 2021. 70% net to gross ratio assumed.
4. Bulky durable expenditure - this is 15% of residual expenditure from Table 6
6. Bulky durable assessment - this is the conversion of the residual expenditure into a floorspace requirement using a sales density of £3,000/sqm, which is forecast to increase to £3,750/sqm by 2021. 85% net to gross rati
assumed.

All monetary values are held constant at 2003 prices.

Table 7B

Comparison floorspace capacity - SCENARIO B

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
A. Residual comparison expenditure (1)								
Comparison expenditure (£m)	0.0	37.8	128.3	257.1	37.8	90.5	128.8	257.1
B. Comparison assessment (2) **LOW**								
Assumed sales density (£/sqm)	4,500	4,750	5,000	5,250				
Floorspace requirement (net sqm)	0	7,961	25,663	48,978	7,961	17,702	23,315	48,978
Floorspace requirement (gross sqm)	0	11,373	36,662	69,968	11,373	25,288	33,307	69,968
C. Comparison assessment (3) **HIGH**								
Assumed sales density (£/sqm)	6,000	6,500	7,000	7,500				
Floorspace requirement (net sqm)	0	5,818	18,331	34,285	5,818	12,513	15,954	34,285
Floorspace requirement (gross sqm)	0	8,311	26,187	48,978	8,311	17,876	22,791	48,978
D. Residual bulky durable expenditure (4)								
Bulky durable expenditure (£m)	0.0	4.2	14.3	28.6	4.2	10.1	14.3	28.6
E. Bulky durable assessment (5)								
Assumed sales density (£/sqm)	3,000	3,250	3,500	3,750				
Floorspace requirement (net sqm)	0	1,293	4,074	7,619	1,293	2,781	3,545	7,619
Floorspace requirement (gross sqm)	0	1,521	4,792	8,963	1,745	3,271	4,171	8,963

NOTES:
SCENARIO B: 90%/10% - COMPARISON/BULKY DURABLE EXPENDITURE SPLIT
1. Comparison expenditure - this is 90% of residual expenditure from Table 6
2. Comparison assessment: LOW - this is the conversion of the residual expenditure into a floorspace requirement using a low sales density estimate of £4,500/sqm in 2006, which is forecast to increase to £5,250/sqm by 2021. 70% net to gross ratio assumed.
3. Comparison assessment: HIGH - this is the conversion of the residual expenditure into a floorspace requirement using a high sales density estimate of £6,000/sqm in 2006, which is forecast to increase to £7,500/sqm by 2021. 70% net to gross ratio assumed.
4. Bulky durable expenditure - this is 10% of residual expenditure from Table 6
6. Bulky durable assessment - this is the conversion of the residual expenditure into a floorspace requirement using a sales density of £3,000/sqm, which is forecast to increase to £3,750/sqm by 2021. 85% net to gross rati assumed.

All monetary values are held constant at 2003 prices.

Table 8

Convenience goods expenditure (per capita)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11
	£	£	£	£	£	£	£	£	£	£	£
2006	1,595	1,708	1,684	1,525	1,634	1,722	1,725	1,625	1,628	1,607	1,757
2011	1,668	1,786	1,761	1,595	1,709	1,801	1,804	1,700	1,703	1,680	1,838
2016	1,745	1,868	1,842	1,668	1,788	1,884	1,887	1,778	1,781	1,757	1,922
2021	1,825	1,953	1,926	1,745	1,870	1,970	1,973	1,859	1,863	1,838	2,010

NOTES:
(1). All data derived from Mapinfo 2003 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.
(2). This 2003 MapInfo expenditure data has been projected forward to the base year and forecast years using an actual growth rate of 2,1% to 2004, 0.1% to 2005 and then a MapInfo forecast growth rate of 0.9% per annum between 2005-2021 (please note that the MapInfo forecast ends at 2016, but we continue this 0.9% per annum forecast to 2021). The source for the growth rates is MapInfo/OEF Information Brief 06/02 (Tables 1 & 2).

All monetary values are held constant at 2003 prices

Table 9

Total convenience goods expenditure and expenditure growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total
Year	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**
Sub total 2006	80.7	43.5	14.9	24.8	39.9	71.3	13.0	28.3	12.2	49.0	23.6	**401.1**
Deduction for SFT at 1.8%	1.5	0.8	0.3	0.4	0.7	1.3	0.2	0.5	0.2	0.9	0.4	**7.2**
Total 2006	**79.2**	**42.7**	**14.6**	**24.4**	**39.2**	**70.0**	**12.8**	**27.8**	**11.9**	**48.1**	**23.1**	393.9
Sub total 2011	85.3	44.4	15.4	25.6	41.1	79.0	21.4	30.0	12.6	51.2	24.5	**430.6**
Deduction for SFT at 3.1%%	2.6	1.4	0.5	0.8	1.3	2.4	0.7	0.9	0.4	1.6	0.8	**13.3**
Total 2011	**82.6**	**43.0**	**15.0**	**24.8**	**39.8**	**76.5**	**20.8**	**29.1**	**12.2**	**49.6**	**23.8**	417.2
Sub total 2016	90.6	45.2	16.4	27.1	42.7	90.1	25.0	32.9	13.1	53.4	25.7	**462.2**
Deduction for SFT at 3.25%	2.9	1.5	0.5	0.9	1.4	2.9	0.8	1.1	0.4	1.7	0.8	**15.0**
Total 2016	**87.6**	**43.7**	**15.9**	**26.2**	**41.3**	**87.2**	**24.2**	**31.8**	**12.7**	**51.7**	**24.9**	447.2
Sub total 2021	96.3	46.3	17.5	28.7	44.7	102.3	29.0	36.2	13.7	55.7	27.0	**497.3**
Deduction for SFT at 3.25%	3.1	1.5	0.6	0.9	1.5	3.3	0.9	1.2	0.4	1.8	0.9	**16.2**
Total 2021	**93.1**	**44.8**	**16.9**	**27.8**	**43.3**	**99.0**	**28.0**	**35.0**	**13.2**	**53.9**	**26.1**	481.2
Growth in total expenditure 2006 - 2011	3.4	0.3	0.4	0.5	0.6	6.5	8.0	1.3	0.3	1.5	0.6	**23.3**
Growth in total expenditure 2011 - 2016	5.0	0.7	0.9	1.4	1.6	10.7	3.5	2.8	0.5	2.1	1.1	**30.0**
Growth in total expenditure 2016 - 2021	5.5	1.1	1.1	1.6	1.9	11.8	3.8	3.1	0.6	2.2	1.3	**34.0**
Growth - 2006 - 2021	**13.9**	**2.1**	**2.3**	**3.4**	**4.1**	**29.0**	**15.3**	**7.2**	**1.3**	**5.8**	**3.0**	**87.3**

NOTES:

(1). The figures in the above table are the sums of the data presented in Tables 2 (population) and 8 (per capita convenience goods expenditure) and are in millions of pounds (£m).

(2). We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. outdoor markets and Internet shopping) from the expenditure, and we anticipate that this percentage will increase year on year. Therefore we allow a deduction for SFT of 1.8%at 2006, which increases to 3.1% in 2011, to 3.25% in 2016 and remains at 3.25% in 2021.

All monetary values are held constant at 2003 prices.

Table 10

Convenience goods spending patterns in 2006 across the study area zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total (1)	All zones market share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside study area													
Zone 1													
Tesco, Mandeville Way, Basildon	25.7	2.4	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.2	1.0	29.7	7.5%
Other stores, Zone 1	5.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	1.4%
Zone 2													
Somerfield, St Johns Way, Corringham	0.0	17.9	1.8	0.4	0.8	0.7	0.0	0.0	0.0	0.0	0.0	21.6	5.5%
Other stores, Corringham	0.0	3.4	1.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.4	5.2	1.3%
Other stores, Zone 2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1%
Zone 3													
Co-op Foodstore, High Street, Stanford-le-Hope	0.0	0.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.5%
Tesco Express, King Street, Stanford-le-Hope	0.0	0.2	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.4%
Other stores, Stanford-le-Hope	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2%
Other stores, Zone 3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1%
Zone 4													
Asda, Thurrock Park Way, Tilbury	0.0	2.2	2.7	11.2	8.4	12.9	0.3	0.4	0.2	0.5	0.0	38.8	9.9%
Other stores, Tilbury	0.0	0.4	0.4	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	1.4%
Zone 5													
Tesco Express, Crammaville Street, Stifford Clays, Grays	0.0	0.0	0.0	0.0	3.2	0.3	0.1	0.0	0.0	0.0	0.0	3.6	0.9%
Other stores, Chadwell St Mary's	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1%
Other stores, Socketts Heath	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1%
Other stores, Zone 5	0.0	0.0	0.1	0.1	3.8	3.8	0.0	0.0	0.0	0.0	0.0	7.9	2.0%
Zone 6													
Morrisons, London Road, Grays	0.8	0.9	0.6	2.1	6.8	26.0	1.3	1.5	0.8	0.7	0.2	41.8	10.6%
Other stores, Grays	0.0	0.0	0.4	0.5	1.8	3.1	0.9	0.3	0.0	0.0	0.0	6.9	1.7%
Other stores, Zone 6	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	1.7	0.4%
Zone 7													
Sainsbury's, Burghley Road, Grays	0.0	0.4	0.7	0.7	5.4	7.6	0.2	3.6	0.6	1.5	0.7	21.5	5.5%
Tesco Extra, Lakeside Shopping Centre	0.0	0.7	0.9	2.3	5.3	12.2	8.1	11.9	4.4	3.4	2.6	51.8	13.1%
Other stores, Lakeside Shopping Centre	0.0	1.1	0.1	0.6	1.2	1.4	0.2	0.7	0.3	0.2	0.5	6.3	1.6%
Other stores, Purfleet	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.1%

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Table 10 continued…

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	All zones total (1)	All zones market share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Zone 8													
Lidl, Daiglen Drive, South Ockendon	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.5	0.2	0.0	0.1	2.1	0.5%
Tesco Express, North Road, South Ockendon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	3.3	0.8%
Other stores, South Ockendon	0.0	0.0	0.0	0.0	0.8	0.0	0.2	2.1	0.2	0.0	0.0	3.2	0.8%
Zone 9													
Somerfield, High Street, Aveley	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.2	0.0	0.0	3.3	0.8%
Other stores, Aveley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9	0.2%
Zone 10													
Tesco Extra, Dovers Corner, Bridge Road, Rainham	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.8	16.9	0.0	18.1	4.6%
Other stores, Upminster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.2	1.4	3.9	1.0%
Other stores, Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.9	0.2%
Zone 11													
Somerfield, St Marys Lane, Upminster	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.0	10.3	5.1	16.2	4.1%
Other stores, Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.1%
Sub TOTAL Inside	**32.0**	**30.6**	**12.7**	**23.1**	**38.4**	**69.7**	**12.5**	**26.3**	**11.6**	**36.6**	**12.7**	**306.1**	**77.7%**
Outside study area													
Asda, Eastgate, Basildon	18.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.2	4.9%
Other stores, Basildon	4.8	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	5.5	1.4%
Sainsburys, Cricketers Way, Nevendon	5.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	6.7	1.7%
Sainsburys, High Street, Hornchurch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.4	1.3	5.9	1.5%
Sainsburys, William Hunter Way, Brentwood	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.9	4.5	1.1%
Tesco Extra, Station Lane, Basildon	9.6	8.1	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.5	5.0%
Tesco, Extra, Gallows Corner, Harold Wood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	2.0	5.1	1.3%
Other	9.6	1.8	0.4	0.2	0.8	0.3	0.2	1.5	0.2	3.2	3.0	21.4	5.4%
Sub TOTAL outside	**47.2**	**12.1**	**1.9**	**1.3**	**0.8**	**0.3**	**0.2**	**1.5**	**0.4**	**11.5**	**10.4**	**87.7**	**22.3%**
TOTAL	**79.2**	**42.7**	**14.6**	**24.4**	**39.2**	**70.0**	**12.8**	**27.8**	**11.9**	**48.1**	**23.1**	**393.9**	**100.0%**

NOTES:
(1). The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 9) by the market share (Table B, **Appendix 8**), the all zones total is the sum of the expenditure attracted to each centre from each zone.
(2). The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2003 prices.

Table 11

Convenience expenditure capacity

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
Study area expenditure retention (1)								
A. Total study area expenditure (£m)	393.9	417.2	447.2	481.2	23.3	30.0	34.0	87.3
B. Current retention level of centres within the study area (%)	78%	78%	78%	78%				
C. Retained expenditure (£m) (=A*B)	306.1	324.3	347.6	374.0	18.1	23.3	26.4	67.9
Turnover of stores (2)								
D. Stores' turnover derived from study area (£m) (=C+E)	306.1	306.1	306.1	306.1	0.0	0.0	0.0	0.0
E. Improvement in sales densities of centres (£m)	0.0	9.3	18.9	28.7	9.3	9.6	9.9	28.7
Commitments (3)								
ASDA Extension, Tilbury (convenience element)	0.0	2.5	2.6	2.7				
F. Turnover from commitments (£m)	0.0	2.5	2.6	2.7				
G. Residual expenditure (£m) (4) **(=C-D-E-F)**	0.0	6.3	20.0	36.4	6.3	13.7	16.5	36.4

NOTES:

1. Study area expenditure retention - this is the product of the current market share of the study area centres (the cumulative share of the centres within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.
2. Turnover of stores - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.6% per annum to account for sales density growth (which is also included as a separate row).
3. Commitments - this is the turnover of commitments to new floorspace in the study area.
4. Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover and commitments.

All monetary values are held constant at 2003 prices.

Table 12A

Convenience floorspace capacity - SCENARIO A

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
A. Residual convenience expenditure [1]								
Convenience expenditure (£m)	0.0	6.3	20.0	36.4	6.3	13.7	16.5	36.4
B. Convenience assessment [2] **- SUPERMARKETS**								
Assumed sales density (£/sqm)	10,000	10,250	10,500	10,750				
Floorspace requirement (net sqm)	0	617	1,904	3,391	617	1,287	1,487	3,391
Floorspace requirement (gross sqm)	0	949	2,929	5,216	949	1,980	2,287	5,216
C. Convenience assessment [3] **- SMALL STORES**								
Assumed sales density (£/sqm)	5,000	5,125	5,250	5,375				
Floorspace requirement (net sqm)	0	1,234	3,808	6,781	1,234	2,574	2,973	6,781
Floorspace requirement (gross sqm)	0	1,898	5,858	10,432	1,666	3,960	4,574	10,432

NOTES:
SCENARIO A: INCLUDING DEDUCTION FOR IMPROVEMENT IN SALES DENSITIES
1. Residual convenience expenditure - this is the residual expenditure calculated in Table 11.
2. Convenience assessment - SUPERMARKETS - the residual expenditure is converted to a supermarket floorspace requirement using a sales density estimate of £10,000/sqm, which is forecast to increase to £10,750/sqm by 2021. 65% net to gross ratio assumed.
3. Convenience assessment - SMALL STORES - the residual expenditure is converted to a small stores/discount stores floorspace requirement using a sales density estimate of £5,000/sqm, which is forecast to increase to £5,375/sqm by 2021. 65% net to gross ratio assumed.

All monetary values are held constant at 2003 prices.

Table 12B

Convenience floorspace capacity - SCENARIO B

	2006	2011	2016	2021	2006-11 Change	2011-16 Change	2016-21 Change	2006-21 Change
A. Residual convenience expenditure (1)								
Convenience expenditure (£m)	0.0	15.6	38.9	65.2	15.6	23.2	26.3	65.2
B. Convenience assessment (2) **- SUPERMARKETS**								
Assumed sales density (£/sqm)	10,000	10,250	10,500	10,750				
Floorspace requirement (net sqm)	0	1,524	3,701	6,064	1,524	2,177	2,363	6,064
Floorspace requirement (gross sqm)	0	2,344	5,694	9,329	2,344	3,350	3,635	9,329
C. Convenience assessment (3) **- SMALL STORES**								
Assumed sales density (£/sqm)	5,000	5,125	5,250	5,375				
Floorspace requirement (net sqm)	0	3,047	7,402	12,128	3,047	4,355	4,726	12,128
Floorspace requirement (gross sqm)	0	4,688	11,388	18,659	4,114	6,700	7,270	18,659

NOTES:
SCENARIO B: EXCLUDING DEDUCTION FOR IMPROVEMENT IN SALES DENSITIES
1. Residual convenience expenditure - this is the residual expenditure calculated in Table 11 (plus the amound deducted for the improvement in sales densities - row E).
2. Convenience assessment - SUPERMARKETS - the residual expenditure is converted to a supermarket floorspace requirement using a sales density estimate of £10,000/sqm, which is forecast to increase to £10,750/sqm by 2021. 65% net to gross ratio assumed.
3. Convenience assessment - SMALL STORES - the residual expenditure is converted to a small stores/discount stores floorspace requirement using a sales density estimate of £5,000/sqm, which is forecast to increase to £5,375/sqm by 2021. 65% net to gross ratio assumed.

All monetary values are held constant at 2003 prices.

APPENDIX 10

Schedule of Stakeholders' Responses

Landowner/Retailer	Q1. Do you have any expansion plans in Thurrock	Q.2 Where do you consider the most appropriate location for retail growth in Thurrock should occur?	What size of new retail units would you wish to see provided in Thurrock?
Capital Shopping Centres (CSC)	CSC has commissioned an assessment of capacity for West Thurrock and Lakeside, submitted to the Secretary of State on the Regional Spatial Strategy for the East of England. This assessment established a significant quantitative capacity for comparison (non-food) retail floorspace within the West Thurrock/Lakeside sub-region. To meet this identified need the following retail expansion opportunities at Lakeside are currently being actively considered: • CSC is currently in the process of developing plans for roof extensions that will be subject to planning applications. An application for a roof extension in association with the existing Zara store is expected to be submitted by 23 October 2007. • The extension of a number of retail units at Lakeside Shopping Centre to meet needs identified by specific operators. • CSC is considering adding a new department or anchor store to the Shopping Centre. In addition to its retail expansion plans CSC has aspirations for further leisure uses, restaurants, and water sports and plans for the addition of residential and hotel uses at Lakeside.	CSC is keen to ensure that the retail position of Grays and other existing centres is supported in line with their current roles serving convenience and some comparison needs of the residential communities which they serve. CSC considers that the Lakeside Basin represents the most appropriate location for additional retail floorspace provision in the Borough over and above the needs of Grays and other centres in the Borough. The prioritisation of retail floorspace delivery in the Basin is essential. In accordance with the requirements of central government guidance within PPS6 it is important that sites are allocated to meet identified needs on the basis of a sequential approach. PPS6 guides that when applying the sequential approach in respect of out of centre sites, preference should be given to sites which are or will be served by a choice of means of transport (paragraph 2.44). Within the Lakeside Basin Lakeside Shopping Centre is the focal point in terms of pedestrian flow and public transport access. Lakeside is served by its own bus station and has a pedestrian overbridge directly linking the shopping centre with the railway station. The shopping centre is also within walking distance from the Chafford Hundred residential area. The Shopping Centre also enjoys good bicycle network links with the neighbouring residential areas. The opportunities to develop upon this and enhance accessibility through development of an integrated public transport hub, sited between Chafford Hundred railway station and the shopping centre on land owned by CSC, mean that the shopping centre should be afforded first priority as far as new provision of retail floorspace in the basin is concerned. The creation of a public transport hub would maximize the potential for linked trips not only from residents at Chafford Hundred but also the wider Thurrock area and sub region beyond. This cannot be secured by development elsewhere in the Basin.	There is a range of size requirements for the proposed retail expansions at Lakeside. These range from small scale extensions of units at around 1,500 sqm; to larger extensions of existing units at up to approximately 6,500 sqm; right the way up to a new department or anchor store of 25,000 sqm.

Landowner/Retailer	Q1. Do you have any expansion plans in Thurrock	Q.2 Where do you consider the most appropriate location for retail growth in Thurrock should occur?	What size of new retail units would you wish to see provided in Thurrock?
The Junction Limited	The Junction are working on proposals for the redevelopment of their retail parks to contribute to the overall regeneration of the area. Their development team as part of their work have undertaken a very detailed assessment of tenant demand and their proposals will reflect this demand as will be shown in the planning application when it is submitted in due course. RTP will appreciate that tenant information is highly sensitive and is never normally disclosed prior to applications being submitted and this is particularly the case with regard to Lakeside, for reasons that will be clear to RTP.	In terms of the most appropriate location for retail growth in Thurrock, previous retail studies have made it clear that in commercial terms retail centres within Thurrock borough will not attract material amounts of new retail investment especially for comparison goods shopping. Grays town centre has a higher turnover than other centres but has been recognised in the past as serving the role of a major district centre but very much subservient to the role of Lakeside. Lakeside is critically important to the Thurrock retail economy as a whole, and in maintaining the borough's overall market share of comparison goods expenditure within the sub-region in relation to neighboring boroughs and competing centres. The Lakeside Basin is also critical to meeting the urban regeneration aims of the Thames Gateway which is a regeneration area of national importance. The Panel Report to the RSS recognised the need for a step change in the Thames Gateway South Essex (TGSE) part of the Thames Gateway Growth Area with a substantial increase in employment which in turn will support substantial house building up to 2021. These targets will only be reached by major investment and job creation and by a significant change in the character and image of the area. Retail is probably the most dynamic sector of property development and because of its profitability it has potential to fund other benefits such as transport improvements, infrastructure etc. Lakeside Basin is currently the second largest employer in the area and further retail development will provide a high number of jobs which are particularly suitable for the profile of the job market. Furthermore, retail development has the ability to change the image of the area in a relatively short time and the Lakeside Basin itself is in a highly prominent position. There are now numerous examples where retail development has been a major driver in terms of regeneration of deprived areas. In terms of the Lakeside Basin itself it is the redevelopment of the retail parks adjacent to the main road network and in particular the M25 that will provide the greatest benefits in terms of regeneration. Firstly, because they have the greatest potential to provide a visual improvement and a change of image to the area. Secondly, their redevelopment would clearly be in accordance with providing for the best use of brownfield land. Thirdly, they have the greatest potential to improve employment densities and fourthly, their redevelopment provides the opportunity to integrate all the elements of the Lakeside Basin and provide improved linkages and accessibility.	

Landowner/Retailer	Q1. Do you have any expansion plans in Thurrock	Q.2 Where do you consider the most appropriate location for retail growth in Thurrock should occur?	What size of new retail units would you wish to see provided in Thurrock?
Essex Gateway Consortium that comprises: Aveley Property Holdings Ltd, Arena Essex Leisure Services Ltd and Thurrock Thames Gateway Development Corporation who are jointly promoting the redevelopment of the Essex Gateway site.	The site is designated in the Thames Gateway Interim Plan Development Prospectus as "a regional mixed leisure and community facility with additional potential for employment, residential and other uses". As part of this regional leisure offer we envisage that 30 - 40% of the buildings could provide retail and A3 uses in support of the primary use.	Lakeside Shopping Centre is strategically located to provide a regional shopping facility. It has been hugely successful but needs to evolve and improve its facilities to maintain market share. It concentrates and retains retail in an area which is well served by public transport links, has good parking facilities, distribution links and an arrival / departure highway network which is most effective. It occupies a constrained site that is by the railway line and existing development. The obvious area for expansion is to the north on the Essex Gateway site. The leisure based uses will provide synergy and allow an exciting development that will enhance the quality of the existing facilities.	Lakeside Shopping Centre is a strategic facility. It provides the full range of retail, food outlets and increasingly ancillary leisure facilities. The size of new retail units is principally for the market to determine, we do not believe that the size of unit should be restricted.
Lidl UK	Yes, we would like to have a presence in Thurrock.	We see Corringham, Chadwell St.Mary, Benfleet and Grays as areas of growth and hence areas requiring additional convenience goods, particularly towards the value-end of the market.	We are flexible in our requirements and would consider units between 1,000- 1,500 sqm.
Ravenside Investments Limited (owners of Lakeside Retail Park)	Yes – in the short-medium term as part of asset management / reconfiguration. In the long term, they are looking at major (circa 20,000 sqm) asset development / redevelopment with a circa 10-15,000 sqm anchor.	The Lakeside Retail Zone (as identified within the adopted Plan) which includes the Lakeside Retail Park.	Anything from circa 500 sqm upwards.
Sainsbury's Supermarkets Limited	Sainsbury's is interested in expansion, through extension of existing stores or the provision of new stores, to best meet the needs of its customers and where it identifies the need for additional convenience retail floorspace. Bearing this in mind, Sainsbury's would seek to protect the ability to extend existing stores within Thurrock to address the changing requirements of customers and their expectation of modern supermarkets and also to provide for potential housing growth in the area.	Sainsbury's would consider the most appropriate location for retail growth to be Stanford-le-Hope to support its Local Centre status and an extension to its existing supermarket at Burghley Road.	As a result of its requirements as a food retailer, Sainsbury's would like to see retail units comprising, at minimum, 2,000 - 3,000 sqm net retail floorspace.

Landowner/Retailer	Q1. Do you have any expansion plans in Thurrock	Q.2 Where do you consider the most appropriate location for retail growth in Thurrock should occur?	What size of new retail units would you wish to see provided in Thurrock?
Stockland Halladale (owners of Grays Shopping Centre)	Stockland Halladale are actively considering the potential for the expansion of the Grays Shopping Centre in Grays Town Centre . Opportunities for the extensions of the centre are being considered with the potential scope for other supporting town centre uses to enhance the quality of the town centre being considered. In particular, facilities which could attract to the night time economy as well as the possibility of introducing residential accommodation into the centre is being considered at both locations.	In accordance with central government guidance contained within PPS6, it is essential that any development opportunities are focused on in centre development opportunities and we do not allow the out of centre locations to be the primary focus. The potential for improvements to the existing town centre is available. However, this investment and retail representation will only be secured if policy support is provided for these developments and any redevelopment opportunities are able to be secured in an appropriate way.	From Stockland and Halladale's own research, it is evident that the primary demand exists for units of 50 sqm units to 250 sqm in floorspace. The demand we can currently identify for larger space would come from the likes of TJ Hughes (3,000 sqm) and New Look for a store of around 1,000 sqm. There maybe future opportunities for retailers to trade on more than one floor and there is a distinct desire for these larger format units to be provided in primary locations fitted out to modern retailer requirements.
WM Morrison Supermarkets Plc	At present, our clients have no plans to extend their store at London Road, Grays.	In terms of the most appropriate location for future retail growth in Thurrock, we would suggest that the sequential approach to site selection be adopted, in line with PPS6 Paragraph 2.44 (i.e. starting with sites in-centre, then edge-of-centre and finally out-of-centre).	We have no specific comments to make in respect of Question 3.

Notes:
The answers provided in the above schedule are taken from answers received from landowners/retailers or their appointed agents other than from Capital Shopping Centres (CSC), where RTP have summarised the response received. All floorspace figures quoted above have been converted to metric to accord with results of the quantitative analysis. The details of the landowners/retailers that we have contacted were provided directly by Thurrock Borough Council.