



# Tendring Retail Study Update

## Final Report

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Prepared on behalf of  
Tendring District Council

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## 1.0 Introduction

### Introduction

- 1.1 WYG Planning (hereafter referred to as 'WYG') has been commissioned by Tendring District Council ('the Council') to undertake an update of the principal findings of the Tendring Retail Study of May 2016 in respect of the future need for additional retail floorspace in the District. The Update will assist the Council in taking forward the emerging Tendring District Local Plan and, in particular, will inform the forthcoming 'Publication' (pre-submission) version of the Local Plan and its subsequent Examination Hearing.
- 1.2 The Update report provides an overview of our methodological approach, prior to setting out our findings in respect of the updated quantitative need for additional retail floorspace. It takes into consideration more up-to-date population and expenditure estimates and growth forecasts than those drawn upon as part of the 2016 Retail Study, and has regard to the current position in respect of retail commitments in order to set out an accurate position in respect of quantitative retail need. This document should be read alongside the Tendring Retail Study and its accompanying appendices of May 2016, which provides additional information such as an overview of shopping patterns across the Study Area and an examination of the health of defined centres throughout the District.
- 1.3 The Update utilises the market research which informed the 2016 Study, namely the shopping survey of 1,000 households which was undertaken by NEMS Market Research Limited in May 2015. The Study Area for the survey comprises seven separate zones and is considered to be broadly reflective of the area where residents look to facilities within the Tendring administrative area to help meet their retail needs. Accordingly, all references within this report to the market share of convenience goods and comparison goods shopping trips claimed by retail venues within Tendring are derived from the May 2015 NEMS survey.

### Structure of Report

- 1.4 Our report first briefly considers emerging development plan policy of relevance to this Update and the key findings of the May 2016 Retail Study. It then sets out the up-to-date population and expenditure data for the Study Area, before providing an updated assessment of quantitative need.



1.5 Accordingly, our report is structured as follows:

- Section 2 considers the emerging development plan policy context for our updated assessment of retail capacity, and the key findings of the 2016 Study;
- Section 3 sets out current and future population and expenditure levels within the defined Study Area; and
- Section 4 sets out our updated assessment of the quantitative need for further convenience and comparison goods floorspace over the period to 2032.



## 2.0 Context for the Retail Capacity Update

### Emerging Tendring Local Plan

- 2.1 Preparation of the draft Local Plan commenced in May 2014, and the Preferred Options document was released for consultation between August and September 2016. The Submission Draft version of the emerging Local Plan is currently being prepared and is due to go out for consultation in June 2017. Following this, the plan will be submitted to the Secretary of State for examination in October 2017.
- 2.2 The Council's emerging retail and town centre strategy is set out at Section 6 ('Prosperous Places') of the 'Preferred Options' Local Plan. Policy PP 1 'New Retail Development' seeks to focus all future retail floorspace towards existing town centres and maintain the District's current hierarchy and market share between centres. The identified additional retail need in net floorspace is identified as follows:
- Convenience goods floorspace (e.g. food, drink, toiletries) - 980 sq.m to 1,850 sq.m by 2032; and,
  - Comparison goods floorspace (e.g. clothes, shoes, furniture, carpets) - 11,880 sq.m net to 19,800 sq.m net by 2032.
- 2.3 Policy PP1 also states that the 2016 Retail Study identifies a quantitative need for additional convenience floorspace in Clacton, Manningtree, Harwich & Dovercourt. It also suggests that there is potential capacity for new comparison goods floorspace in the all the town centres except Walton-on-the-Naze. Finally, the policy confirms that retail development will be encouraged on a scale appropriate to the needs of the area served by these centres.
- 2.4 Emerging Policy PP2 establishes the Local Retail Hierarchy and states that retail development should take place at a scale appropriate to the size and function of the centre within which it is to be located. Clacton, as a 'Major Town Centre', is at the top of the local retail hierarchy, whilst the 'Town Centres' of Dovercourt, Walton-on-the Naze, Frinton-on-Sea, Brightlingsea and Manningtree form the second tier. Harwich, Old Road (Clacton), The Triangle (Frinton-on-Sea), Great Clacton and Frinton Road (Holland-on-Sea) are identified as District Centres.
- 2.5 Policy PP3 of the 'Preferred Options' Local Plan concerns 'Village and Neighbourhood Centres', it states that small-scale retail development which serve the day-to-day needs of

village and local neighbourhoods will normally be permitted. The policy also identifies a range of village and neighbourhood centres across the District the vitality and viability of which the Council will seek to protect and enhance.

- 2.6 The other draft retail policies of the emerging Local Plan include Policy PP4 ('Local Impact Threshold') which requires that out-of-centre proposals which exceed a proportionate locally set threshold need to demonstrate compliance with the retail impact test. Finally, Policy PP5 'Town Centre Uses' deals with development within the Primary Shopping Areas of Tendring's defined centres

### Principal Findings of 2016 Retail Study in Respect of Quantitative Need

- 2.7 In order to provide a context for this Update, we provide below a brief overview in respect of the level of quantitative need identified in the 2016 Retail Study (across the District as a whole) in terms of both convenience and comparison goods. Table 2.1 below (which is extracted from Table 7.3 of the 2016 Study) indicates that, after account is made for existing convenience goods commitments, there is no requirement for additional convenience goods floorspace throughout the District between 2015 and 2025 (i.e. over the short to medium-term). However, by 2032 Table 2.1 shows that an expenditure surplus of £12.8m<sup>1</sup> is forecast after commitments are taken into account and that this equates to a net convenience goods sales floorspace requirement of between 980 sq.m and 1,850 sq.m.

**Table 2.1 Quantitative Need for Additional Convenience Goods Floorspace Across Tendring District as a Whole, Based Upon the Findings of the Tendring Retail Study (May 2016)**

Year	Convenience Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
2015	-15.3	18.1	-33.7	-2,550	-4,810
2020	0.4	17.9	-17.7	-1,350	-2,550
2025	14.2	18.0	-3.8	-290	-550
2032	30.9	18.1	12.8	980	1,850

Source: Table 7.3, Page 111, Tendring Retail Study (May 2016)  
In 2014 Prices

<sup>1</sup> In 2014 prices, as are all monetary figures derived from the 2016 Tendring Retail Study.

## Tendring District Council, Retail Study Update

2.8 Table 2.2 below (which replicates Table 7.4 of the 2016 Retail Study) summarises residual convenience goods expenditure capacity on a centre by centre basis, taking account of the turnover requirements of the extant commitments, as forecast in the 2016 Retail Study. In the case of Clacton, the table shows that residual expenditure would be sufficient to support a small supermarket between around 850 sq.m and 1,610 sq.m net convenience floorspace in the period up to 2025, increasing to between 1,630 sq.m and 3,080 sq.m net convenience floorspace in the period up to 2032.

2.9 In Manningtree, the analysis shows that there is a floorspace requirement of between 90 sq.m and 170 sq.m up to 2020, which will increase to between 210 sq.m and 400 sq.m by 2032. Meanwhile, in Harwich and Dovercourt, it is identified that there is a need for convenience goods floorspace of between 770 sq.m and 1,450 sq.m up to 2032. Finally, in the case of Frinton-on-Sea, Brightlingsea and Walton, an identified expenditure deficit negates the requirement to provide any new convenience floorspace requirement up to 2032.

**Table 2.2 Quantitative Need for Additional Convenience Goods Floorspace Across Individual Tendring Centres, Based Upon the Findings of the Tendring Retail Study (May 2016)**

Year	Convenience Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
<b>Clacton</b>					
2015	-2.8	4.2	-0.7	-530	-1,000
2020	6.8	4.2	2.6	200	370
2025	15.3	4.2	11.1	850	1,610
2032	25.5	4.2	21.3	1,630	3,080
<b>Frinton-on-Sea</b>					
2015	-1.0	2.9	-3.9	-300	-560
2020	-0.1	2.9	-3.0	-230	-430
2025	0.8	2.9	-2.2	-170	-310
2032	1.7	2.9	-1.2	-90	-170
<b>Harwich and Dovercourt</b>					
2015	0.3	0.0	0.3	20	40
2020	3.6	0.0	3.6	270	510
2025	6.5	0.0	6.5	500	940
2032	10.0	0.0	10.0	770	1450

<b>Brightlingsea</b>					
2015	-11.2	0.0	-11.2	-850	-1,610
2020	-10.9	0.0	-10.9	-840	-1,580
2025	-10.7	0.0	-10.7	-820	-1,550
2032	-10.5	0.0	-10.5	-800	-1,520
<b>Manningtree</b>					
2015	0.4	0.0	0.4	30	60
2020	1.2	0.0	1.2	90	170
2025	1.9	0.0	1.9	150	280
2032	2.8	0.0	2.8	210	400
<b>Walton</b>					
2015	-2.1	10.8	-12.9	-980	-1,840
2020	-1.8	10.7	-12.5	-950	-1,800
2025	-1.6	10.7	-12.3	-940	-1,780
2032	-1.3	10.8	-12.1	-930	-1,750

Source: Table 7.4, Page 113, Tendring Retail Study (May 2016)  
In 2014 Prices

- 2.10 With regards comparison goods, after taking account of commitments, the 2016 Retail Study found an expenditure deficit of -£2.9m at 2020, which is forecast to shift to an expenditure surplus of £25.6m at 2025, and £80.6m at 2032. In terms of net comparison goods floorspace, this surplus equates to between an additional 4,170 sq.m net and 6,940 sq.m net floorspace across the District by 2025, rising to between 11,880 sq.m net and 19,800 sq.m net by 2032.

**Table 2.3 Quantitative Need for Additional Comparison Goods Floorspace Across Tendring District as a Whole, Based Upon the Findings of the Tendring Retail Study (May 2016)**

Year	Comparison Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
2015	0.0	20.5	-20.5	-4,090	-6,820
2020	19.9	22.8	-2.9	-510	-850
2025	50.7	25.1	25.6	4,170	6,940
2032	108.3	27.7	80.6	11,880	19,800

Source: Table 7.6, Page 116, Tendring Retail Study (May 2016)  
In 2014 Prices

## Tendring District Council, Retail Study Update

- 2.11 Table 2.4 below considers the comparison goods capacity in each of the identified town centres in the District, and draws upon the findings of Table 7.7 of the Tendring Retail Study 2016. It shows that the floorspace requirement in Clacton over the plan period is substantially higher than any other defined centre in Tendring, mainly driven by it benefiting from the largest market share of all the District's defined centres and it being the key focus of such facilities for the authority area. The 2016 Retail Study estimated that by 2025 there will be a requirement for an additional 2,290 sq.m to 3,810 sq.m net of comparison retail floorspace in Clacton, rising to between 7,600 sq.m and 12,670 sq.m net of comparison retail floorspace in 2032.
- 2.12 The below table shows that there are no major retail commitments in Harwich, Dovercourt, Manningtree and Brightlingsea and accordingly a floorspace capacity is identified which implies that there is scope for improving the facilities in those centres. For Walton, after a committed Aldi foodstore is taken into account, there is no residual quantitative capacity for additional comparison floorspace identified over the plan period.

**Table 2.4 Quantitative Need for Additional Comparison Goods Floorspace Across Individual Tendring Centres, Based Upon the Findings of the Tendring Retail Study (May 2016)**

Year	Comparison Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
<b>Clacton</b>					
2015	0.0	17.3	-17.3	-3,470	-5,780
2020	14.1	19.3	-5.2	-940	-1,560
2025	35.3	21.3	14.0	2,290	3,810
2032	75.1	23.5	51.6	7,600	12,670
<b>Frinton-on-Sea</b>					
2015	0.0	0.7	-0.7	-130	-220
2020	1.7	0.7	0.9	170	280
2025	4.2	0.8	3.4	550	920
2032	9.0	0.9	8.1	1,190	1,980
<b>Harwich and Dovercourt</b>					
2015	0.0	0.0	0.0	0	0
2020	3.4	0.0	3.4	600	1,010
2025	8.5	0.0	8.5	1,380	2,290
2032	18.0	0.0	18.0	2,650	4,420

<b>Brightlingsea</b>					
2015	0.0	0.0	0.0	0	0
2020	0.2	0.0	0.2	40	70
2025	0.5	0.0	0.5	90	150
2032	1.2	0.0	1.2	170	290
<b>Manningtree</b>					
2015	0.0	0.0	0.0	0	0
2020	0.4	0.0	0.4	70	110
2025	0.9	0.0	0.9	150	250
2032	2.0	0.0	2.0	290	490
<b>Walton</b>					
2015	0.0	2.5	-2.5	-490	-820
2020	0.2	2.7	-2.6	-460	-770
2025	0.4	3.0	-2.6	-420	-700
2032	0.9	3.3	-2.4	-350	-590

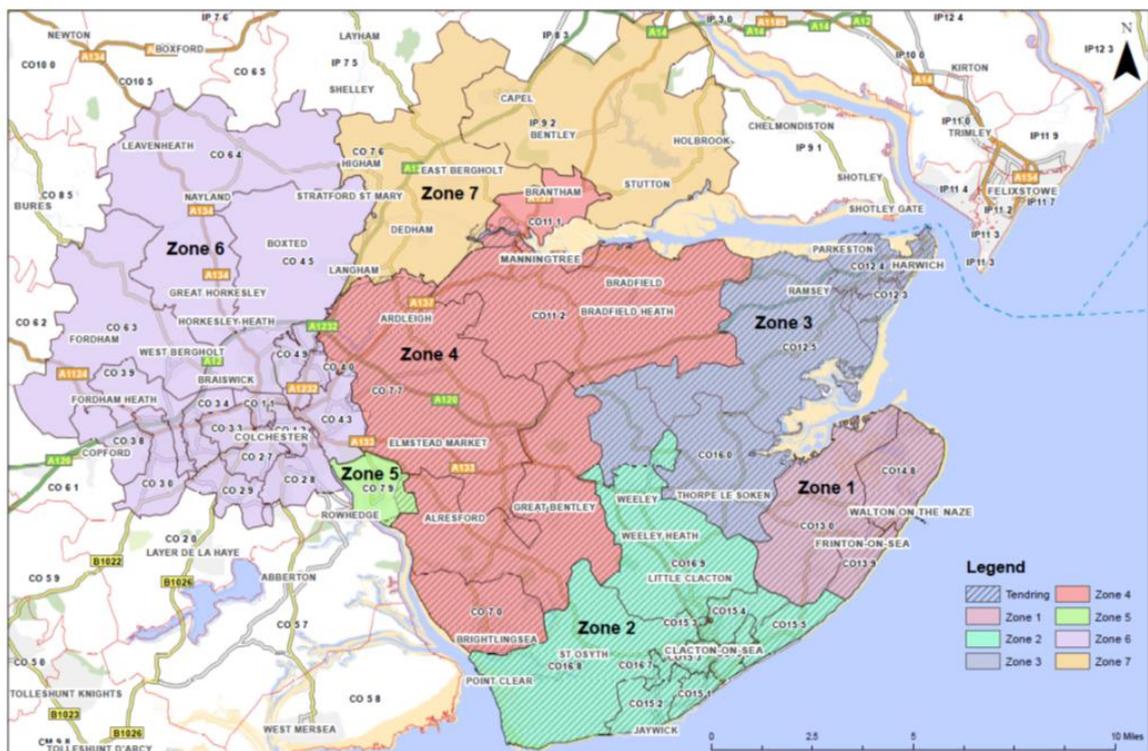
Source. Table 7.7, Page 117, Tendring Retail Study (May 2016)  
In 2014 Prices

### 3.0 Study Area, Population and Expenditure

#### Study Area

3.1 In May 2015, a survey of 1,000 households was undertaken within the defined Study Area, which has been drawn to reflect the area where residents would principally look to facilities within the Tendring administrative area to meet help meet their retail needs. A map of the catchment is provided below at Figure 3.1.

**Figure 3.1: Study Area and Zones**



3.2 The defined catchment was broken down into seven survey zones on a geographic basis in order to gain a comprehensive understanding of shopping patterns throughout the Study Area. The zones are numbered 1 to 7 and Table 3.1 overleaf sets out the postcode sectors which define each of them. These zones have been used as a basis for the NEMS household survey and the quantitative need assessment set out at Section 4 of this report. Tendring’s administrative area broadly comprises Zones 1 to 4, with parts of the Borough of Colchester within Zones 5 and 6, and parts of Babergh District forming Zone 7.

3.3 The seven zones comprise the following postcode sectors as they were defined at the time of the household survey of May 2015. The questions and full tabulation of results from the household survey are provided at **Appendix 1**. Further details in relation to shopping patterns across the District and the market shares achieved by individual facilities are set out in Section 4 ('Original Market Research') of the Tendring Retail Study 2016.

**Table 3.1: Postcodes by Survey Zone**

Survey Zone	Postcode Sector
Zone 1 - Frinton & Walton	CO13 0, CO13 9, CO14 8
Zone 2 - Clacton	CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8, CO16 9
Zone 3 - Harwich	CO12 3, CO12 4, CO12 5, CO16 0
Zone 4 - Manningtree & Brightlingsea	CO11 1, CO11 2, CO7 0, CO7 7, CO7 8
Zone 5 - Wivenhoe	CO7 9
Zone 6 - Colchester	CO1 1, CO1 2, CO2 7, CO2 8, CO2 9, CO3 0, CO3 3, CO3 4, CO3 8, CO3 9, CO4 0, CO4 3, CO4 5, CO4 9, CO6 3, CO6 4
Zone 7 - Babergh	CO7 6, IP 2

## Study Area Population

3.4 The population within each postal code sector and each zone at 2015 has been calculated using Experian Micromarketer G3 data (2015 estimate, which was issued in February 2017). Experian also models projected future increases in population data, utilising Government population projections. Experian is a widely accepted source of population and expenditure data and is regularly used by WYG in calculating retail capacity.

3.5 Experian data provides 2015 base year population estimates which accord with the findings of the 2011 Census release. Experian's methodology is based on a 'demographic component model' which takes into consideration its current age and gender estimates and the Government's population projections. Experian's future population projections reflect assumed birth and death rates, and net migration.

3.6 Having calculated the population within each postal code sector, within each of the zones using Experian Micromarketer G3 data for the base year of 2015, we have then sought to project future population growth in the seven survey zones across the reporting periods utilised in the previous Study (i.e. at 2015, 2020, 2025 and 2032). In the case of Zones 5, 6



and 7, which fall outside Tendring District Council’s administrative area, we have applied Experian’s own population projections when forecasting population growth across the reporting period. However, in the case of Zones 1 to 4 (which fall within Tendring), we have drawn upon a population growth rate provided by Tendring District Council which is equivalent to that used in our preparation of the 2016 Retail Study. It is understood that this rate of population growth also informs other policy strategies within the emerging Local Plan, including those relating to future housing need.

3.7 By applying the methodology set out above, Table 3.2 sets out our estimate of future population growth across the Study Area.

**Table 3.2: Population Growth – Study Area Population by Study Zone (2015 to 2032) Based Upon Experian Micromarketer G3 Data Obtained in February 2017**

Zone	2015	2020	2025	2032
Zone 1 - Frinton & Walton	19,439	20,229	21,051	22,105
Zone 2 - Clacton	66,150	68,839	71,637	75,221
Zone 3 - Harwich	25,166	26,189	27,253	28,617
Zone 4 - Manningtree & Brightlingsea	32,413	33,730	35,101	36,858
<b>Tendring Sub-Total</b>	<b>143,168</b>	<b>148,987</b>	<b>155,043</b>	<b>162,801</b>
Zone 5 - Wivenhoe	7,906	8,365	8,719	9,149
Zone 6 - Colchester	143,055	150,685	157,597	166,402
Zone 7 - Babergh	13,465	13,779	14,036	14,409
<b>Total</b>	<b>307,594</b>	<b>321,816</b>	<b>335,395</b>	<b>352,761</b>

3.8 Under the population growth scenario adopted, which draws upon Experian’s latest population data for the base year of 2015 and utilises Tendring’s assumed population growth over the Local Plan period (with Experian projections utilised for Zones 5, 6 and 7), we forecast that the Study Area population will increase from 307,594 in the base year of 2015 to 352,761 at 2032, equating to an increase in population of 45,167 persons. Having regard purely to the Local Plan period (2019 to 2034), anticipated population growth throughout the Study Area is forecast to be 45,167. Within the District of Tendring, population is forecast to grow from 143,168 in 2015 to 162,801 in 2032, or by 19,633 people.

3.9 By way of a brief comparison to the position reported in the 2016 Retail Study, which draws upon equivalent methodology; this found that in 2015 the Tendring authority area contained some 144,671 people, which was 1,503 (1.0%) more than that identified through the latest base data. The 2016 Retail Study also shows that the Study Area as a whole contained some

1,142 (0.4%) more people than identified using the latest available Experian data for the base year of 2015. In terms of the position in 2032, the 2016 Retail Study identified a Tendring authority area population of 164,510 and a Study Area population as a whole of 353,637, which was 1,709 (1.0%) and 876 (0.2%) persons higher respectively than the position identified using the latest available Experian data.

- 3.10 In terms of overall population growth between 2015 and 2032, there would appear to be very limited difference between the projections drawn upon as part of the 2016 Retail Study and the current Update. Indeed, growth in the Tendring administrative area reduced by just 206 persons, whilst growth across the Study Area as a whole increased marginally by 266 persons. In summary, updates to population base data and growth suggest a very modest overall reduction in population in both the Tendring area and Study Area as a whole when compared to the 2016 Retail Study.

### **Retail Expenditure**

- 3.11 In order to calculate per capita convenience and comparison goods expenditure, we have again utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure and takes into consideration the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG in calculating retail capacity.
- 3.12 The base year for the Experian expenditure data is 2015. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 14 (Figure 6, Appendix 3), which was published in November 2016. For the purposes of this Study, the annual growth forecasts which are set in Table 3.3 overleaf have been applied.
- 3.13 The latest growth forecasts suggest that Brexit will likely influence per capita expenditure growth in 2017 and 2018, but that retail sales should recover somewhat over the medium term as confidence in the economy returns. However, the outlook is considerably more positive for comparison goods than it is for convenience goods sales.
- 3.14 For convenience goods, Experian Briefing Note 14 forecasts negative or static per capita expenditure growth between 2015 and 2020 (in the range -0.9% to 0.0%). Very modest growth of 0.2% is forecast at 2021 and the forecast position thereafter suggests that sales will generally remain relatively static over the longer term.

3.15 In contrast, whilst Experian forecasts (Briefing Note 14) that Brexit will result in per capita comparison goods expenditure growth decreasing from 3.3% at 2016, to 1.5% at 2017, and then to 0.9% at 2018, the position in the medium to long term is significantly more positive. Per capita comparison goods expenditure growth is forecast to increase to 2.1% at 2019, to 2.9% at 2020, and then to 3.3% at 2021. Experian forecasts that the annual growth rate will remain at or above 3.0% in the period to 2032.

**Table 3.3: Convenience and Comparison Goods Expenditure Growth Rates (2016 to 2032) based on Experian's latest Briefing Note (14) and that which informed the 2016 Retail Study (13)**

Year	<i>Convenience (%) Briefing Note 13</i>	<i>Convenience (%) Briefing Note 14</i>	<i>Comparison (%) Briefing Note 13</i>	<i>Comparison (%) Briefing Note 14</i>
2016	0.1	-0.1	3.2	3.3
2017	0.3	-0.1	2.9	1.5
2018	0.1	-0.9	3.0	0.9
2019	0.1	-0.1	3.0	2.1
2020	0.1	0.0	3.0	2.9
2021	0.1	0.2	3.0	3.3
2022	0.1	-0.1	3.0	3.4
2023	0.1	-0.1	3.2	3.4
2024	0.1	0.0	3.2	3.3
2025	0.1	0.0	3.2	3.1
2026	0.1	0.0	3.2	3.1
2027	0.1	0.1	3.2	3.1
2028	0.1	0.1	3.2	3.0
2029	0.1	0.0	3.2	3.1
2030	0.1	0.1	3.2	3.2
2031	0.1	0.2	3.2	3.4
2032	0.1	0.1	3.2	3.2
<b>Total Increase</b>	<b>1.9</b>	<b>-0.6</b>	<b>68.7</b>	<b>62.5</b>

Source: Figure 6 of Appendix 3, Retail Planner Briefing Note 14 (November 2016) and Table 1a (Page 10) of the of Retail Planner Briefing Note 13 (October 2015)

3.16 Table 3.3 also usefully highlights the difference between Experian's growth forecasts across an equivalent 17-year time-period based upon Retail Planner Briefing Notes 13 (October 2015) and 14 (November 2016). It shows that both convenience and comparison goods growth forecasts are less optimistic having regard to Experian's latest advice, with growth in convenience goods expenditure reducing by 2.5% over this 17-year period and growth in comparison goods expenditure reducing by a more substantial 6.2%. Accordingly, estimated



increases in expenditure across the Study Area will inevitably be lower as part of this Retail Study Update when compared to the 2016 Report.

- 3.17 It should be noted that growth in expenditure forecasting in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long are reflective of any changes to relevant available data.
- 3.18 Experian Retail Planner Briefing Note 14 also provides forecasts in respect of the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. We have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation (which we consider forms the most appropriate means by which to account for such expenditure).
- 3.19 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). As such, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations.
- 3.20 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, our methodology uses Experian's 'adjusted' figure for special forms of trading (provided at Figure 5 of Appendix 3 of its Retail Planner Briefing Note 14) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Table 3.4 is 'stripped out' of the identified expenditure as it is not available to stores within the Study Area.

**Table 3.4: Special Forms of Trading Forecasts (2015 to 2032)**

Year	Convenience (%)	Comparison (%)
2015	2.7%	12.0%
2020	3.7%	15.3%
2025	4.5%	16.1%
2032	5.1%	16.4%

Source: Figure 5 of Appendix 3, Experian Retail Planner Briefing Note 14 (November 2016)

- 3.21 As in the case of expenditure growth, it is important to highlight that Experian's Retail Planner Briefing Note 14 advises that a greater amount of expenditure will be committed via special forms of trading over the study period (in terms of both convenience and comparison goods) than set out in Briefing Note 13 (2015), which informed the 2016 Retail Study.
- 3.22 Based on the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone at 2015, 2020, 2025 and 2032. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

### Convenience Goods Expenditure

- 3.23 Taking into consideration the above changes in population and per capita expenditure, it is estimated that, at 2015, the resident population of the Study Area generates £651.4m of convenience goods expenditure<sup>2</sup>, whilst Tendring's administrative area generates some £311.9m. Table 3.5 overleaf indicates that available convenience goods expenditure across the Study Area as a whole is then forecast to increase to £723.7m at 2032, whilst convenience expenditure in the Tendring area is forecast to increase to £343.9m in an equivalent test year. As Table 3.5 highlights, this represents a relatively modest increase of £31.9m (or 10.2%) across the Tendring administrative area between 2015 and 2032, and an increase of £72.3m (or 11.1%) across the Study Area as a whole. When this growth is compared to the position identified as part of the 2016 Retail Study, it is evident that forecasts are less optimistic, with growth across the Tendring administrative area having reduced by some 5% from £48.0m (or 15.9%) and growth across the Study Area also dropping by some 5% from £105.6m (or 16.7%). This more cautious approach can largely be attributed to the impact of Brexit and its anticipated effects over the medium-term.

**Table 3.5: Total Available Study Area Expenditure – Convenience Goods (£m)**

	2015 (£m)	2020 (£m)	2025 (£m)	2032 (£m)	Growth 2015-2020 (£m)	Growth 2015-2025 (£m)	Growth 2015-2032 (£m)
Tendring Area (Zones 1 – 4)	311.9	317.4	327.6	343.9	5.5	15.7	31.9
Study Area as a Whole	651.4	666.2	688.4	723.7	14.8	37.0	72.3

Source: Table 2a, Appendix 2  
In 2015 Prices

<sup>2</sup> Expressed in 2015 prices, as is every subsequent monetary value.



- 3.24 The proportion of convenience goods expenditure which is committed through main food shopping trips and through 'top-up' shopping trips has been estimated with reference to respondents' answers to Question 5 and Question 15 of the May 2015 household survey, which ask respondents to estimate their weekly main food shopping expenditure and weekly top-up shopping expenditure respectively. We have analysed responses to these questions to derive an estimate of the split between main and top-up expenditure on a zonal basis.
- 3.25 Across the whole of the Study Area, we calculate (by adding together our estimates of the monetary split between main and top up shopping expenditure within each zone) that the proportion of convenience goods expenditure directed to respondents' main food shopping destination equates to 81.8% of their overall convenience shopping expenditure. The remaining 18.2% of expenditure (which will typically be spent on regular purchases such as milk, bread and so on) is therefore attributed to the respondents' top-up convenience shopping destination.
- 3.26 By applying these estimates to the identified resident population of Tendring's administrative area, convenience goods expenditure at 2015 committed through 'main food' shopping trips is estimated to be £253.9m and through 'top up' shopping trips is estimated to be £58.0m. With regards the Study Area as a whole, 'main food' shopping expenditure is estimated to amount to £532.7m, whilst 'top up' shopping expenditure totals some £118.8m.

### **Comparison Goods Expenditure**

- 3.27 For comparison goods, Table 3.6 below sets out our estimation that the resident population of the Study Area as a whole will generate £867.2m of comparison goods expenditure at 2015, with Tendring's administrative area contributing £393.0m. Available comparison goods expenditure is then forecast to increase to £1,534.3m across the Study Area by 2032, and to 689.9m within Tendring's administrative area. As identified by Table 3.6, this represents an increase of £667.1m (or 76.9%) in the Study Area between 2015 and 2032 and an increase of £296.9m (or 75.6%) across Tendring's administrative area over an equivalent period. The large majority of this growth is forecast to occur in the medium to long term (i.e. in the period between 2020 and 2032).

**Table 3.6: Total Available Study Area Expenditure – Comparison Goods (£m)**

	2015 (£m)	2020 (£m)	2025 (£m)	2032 (£m)	Growth 2015- 2020 (£m)	Growth 2015- 2025 (£m)	Growth 2015- 2032 (£m)
Tendring Area (Zones 1 – 4)	393.0	437.5	530.5	689.9	44.5	137.5	296.9
Study Area as a Whole	867.2	970.4	1,178.1	1,534.3	103.2	310.9	667.1

Source: Table 8, Appendix 2  
In 2015 Prices

- 3.28 Whilst the identified comparison goods expenditure increase is clearly significant, the rate of forecast growth is more modest than that which has been previously forecast. This is due to a modest reduction in population growth across the Study Area, more circumspect annual expenditure growth rate projections, and is also a consequence of further increases in expenditure committed through special forms of trading (most particularly, internet shopping). Indeed, the 2016 Retail Study identified comparison goods growth across the Study Area of £818.6m (93.1%) between 2015 and 2032 and growth of £366.4m (or 91.8%) within Tendring’s administrative area over an equivalent period. This suggests that overall comparison goods growth has reduced by some 16.2% compared to the position used to inform the 2016 Retail Study.
- 3.29 For the purpose of this Study, comparison goods expenditure has been divided into eight sub-categories: ‘DIY’ ‘Electrical’ and ‘Furniture’ (these three categories collectively being referred to as bulky goods); and, ‘Clothing & Footwear’, ‘CDs, DVDs and Books’, ‘Health and Beauty/Chemist Goods’, ‘Small Household Goods’ and ‘Toys, Games, Bicycles and Recreational Goods’ (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zonal basis.
- 3.30 In considering the above, it should be noted that if an excess of expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also relevant to take account of:
- existing development proposals;
  - expected changes in shopping patterns; and
  - the future efficiency of retail floorspace.

## 4.0 Updated Assessment of Quantitative Need

4.1 A complete series of quantitative capacity tables are provided at **Appendix 2**, which act to provide full details of the step-by-step application of our methodology in calculating quantitative need. A summary of our approach and our findings in respect of the capacity for additional retail floorspace is set out below.

### Capacity Formula

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

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

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

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

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

4.6 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of

floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector itself there is significant variation, with electrical retailers tending to have a much higher sales density than those selling DIY or furniture goods.

- 4.7 The likely turnover of any future retail provision will largely be determined by its net retail sales area. As a consequence, any floorspace figure identified in respect of future needs and capacity in this report relates to a net retail sales area. This is particularly important, as future planning proposals should also be assessed with reference to the net retail sales area which will be provided through development.
- 4.8 For both convenience and comparison goods, we first identify capacity at District-wide level, before then considering capacity on a settlement basis.

### **Capacity for Future Convenience Goods Floorspace**

- 4.9 In order to ascertain the likely need for additional convenience goods floorspace in Tendring, it is first necessary to consider the current level of provision. Given that the District is already relatively well provided for with a variety of foodstore operators, it is assumed that the future convenience goods expenditure available to facilities within Tendring will be commensurate with its current market share of 40.9% from the Study Area, which is determined with reference to the May 2015 survey. For Tendring's main centres (Clacton, Frinton, Dovercourt and Harwich, Brightlingsea, Manningtree and Walton), it is also assumed that the future available convenience goods expenditure will be based on existing market share, although it is accepted that significant retail development may have the potential to change the future market share by 'clawing back' expenditure which the survey identified was spent elsewhere.

#### *Convenience Goods Capacity Across Tendring District*

- 4.10 Analysis of the market share of facilities in Tendring District indicates that the level of trade at 2015 passing through food facilities originating from inside the Study Area (Zones 1 to 7) is £266.3m. For each identified convenience goods destination, we have made a judgement as to whether any additional expenditure is likely to be attracted from outside the Study



Area. We have considered this 'inflow' on a case by case basis, having regard to the size of the store, its operator and its position within the Study Area.

- 4.11 We estimate that, taken as a whole, approximately £9.7m from outside the Study Area will be attracted to the District's convenience goods retail facilities at 2015, taking the total turnover of such facilities to £276.0m. Estimated inflow equates to 3.7% of overall convenience goods turnover derived from the Study Area.
- 4.12 For each convenience goods retail destination, the survey-derived turnover is compared to a 'benchmark' turnover that indicates the level of turnover that the store would generally be expected to attract, based on company average trading levels. A judgement can then be made on the trading performance of existing facilities based on the comparison of the survey-derived turnover with the expected turnover of existing provision (based on nationally published trading information from Mintel and Verdict).
- 4.13 Table 4.1 below indicates the current trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and projects this forward to 2032. The 'benchmark' turnover differs for each operator based on its average turnover per square metre of retail floorspace (or 'sales density') across the country. Although robust up to date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantum of floorspace provided by existing smaller-scale convenience stores, we have assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover).
- 4.14 As this assessment is based upon a 'goods based' approach which disaggregates expenditure by category type, it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, the typical ratio between convenience/comparison goods provision for each operator<sup>3</sup> has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.

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<sup>3</sup> Sourced, where available, from the most up to date Verdict and Mintel retailer data.

- 4.15 Whilst survey results are commonly accepted as a means by which to identify existing shopping patterns, their findings should be treated with a 'note of caution' as they tend to have a bias towards larger stores and understate the role of smaller stores and independent retailers.
- 4.16 Our assessment identifies that the 2015 estimated 'benchmark' turnover of convenience goods floorspace (which was trading at 2015) is £287.3m. This exceeds the survey-derived turnover of £276.0m.
- 4.17 This evidence suggests that, cumulatively, convenience goods floorspace in the Tendring area is 'under-trading' at some by £11.3m (or 3.9%) when compared to its expected turnover. Whilst existing provision therefore performs slightly below expected levels as a whole, there are instances where certain facilities trade particularly strongly or relatively poorly. For example, in Zone 2 (Clacton, Little Clacton and Jaywick), the survey identifies that the Morrisons on Centenary Way, Clacton has a survey derived turnover of £45.6m, which compares to an expected benchmark of £24.6m (i.e. floorspace is effectively overtrading by £21.0m). Conversely, in the same zone the Sainsbury's on High Street, Clacton has a survey derived turnover of £10.6m, which compares with a benchmark turnover of £16.9m (i.e. floorspace is undertrading by £6.3m). The individual estimated performance of each of the main convenience goods facilities is identified at Table 5 of Appendix 2.
- 4.18 In order to appraise the future need for additional convenience goods retail floorspace, it is necessary to consider how the performance of stores will be affected by forecast expenditure growth. Accordingly, Table 4.1 also sets out the anticipated increases in expenditure which will be available to Tendring's convenience goods retail facilities, assuming that its current market share is maintained. It is also assumed that the turnover of existing floorspace will improve in accordance with improvements in floorspace efficiency set out in Experian Retail Planner Briefing Note 14.
- 4.19 Table 4.1 on the following page shows that after allowing for growth in population, limited forecast increases in convenience goods expenditure, forecast increases in spending on 'special forms of trading', changes in floorspace efficiency<sup>4</sup>, and inflow of expenditure derived

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<sup>4</sup> Account has been made for the turnover efficiency of existing convenience goods floorspace to change (on the basis that operators have historically been able to make their existing floorspace more productive over time) in accordance with the projections set out in Table 4a of Experian Retail Planner Briefing Note 14 (these being -0.1% at 2017, -0.4% at 2018, -0.1% per annum between 2019 and 2023, and 0.1% between 2024 and 2031).

from residents outside of the Study Area, it is not anticipated that a convenience goods expenditure surplus will be realised until mid-way through the plan period. The table shows that by 2025 a surplus of £7.5m is anticipated to be available, rising to £20.5m by 2032.

**Table 4.1: Baseline Capacity for Convenience Goods Facilities in Tendring District**

Year	Benchmark Turnover of Existing Stores (£m)	Derived Turnover (inclusive of inflow) (£m)	Surplus Expenditure (£m)
2015	287.3	276.0	-11.3
2020	284.4	282.3	-2.1
2025	284.2	291.7	7.5
2032	286.2	306.6	20.5

Source: Table 6a of Appendix 2

<sup>1</sup> Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 14 (November 2016)

<sup>2</sup> Assumes constant market share of Study Area expenditure (40.9%) claimed by facilities in Tendring In 2014 Prices

- 4.20 It is important to note that the above assessment fails to account for both extant commitments and convenience goods floorspace which has been implemented subsequent to the May 2015 household survey that informed the 2016 Retail Study. We estimate that extant retail planning permissions and implemented floorspace together provide an estimated 4,344 sq.m of convenience goods sales floorspace across the Tendring area. This is clearly a substantial figure and, as set out below at Table 4.2, we estimate that this floorspace would have a combined benchmark turnover of £49.7m (drawn from the Study Area) once operational.
- 4.21 A commitment of note is the Asda foodstore at Bull Hill Road (application reference. 14/00537/FUL) which was granted planning permission in December 2014 and opened in October 2016. This generates an estimated convenience goods turnover of £26.4m, based on Asda's stated convenience goods floorspace of 1,873 sq.m, which is set out within the application's supporting Planning Statement. However, the Asda foodstore has replaced an existing Co-operative store on the same site (Co-op, Bull Hill Road) and accordingly it is necessary to subtract the Co-op's survey derived turnover of £0.6m from the benchmark turnover to avoid 'double counting'. This means that the Asda foodstore at Bull Hill Road has theoretically given rise to a convenience goods turnover uplift on the site of some £25.8m.
- 4.22 There is also an Aldi foodstore committed on land at Martello Caravan Park, Kirby Road, Walton-on-the-Naze, which is anticipated to generate a convenience goods turnover of

£12.0m once delivered. This is in addition to three smaller commitments in Frinton-on-Sea and Clacton which together will generate a convenience goods turnover of some £3.0m.

- 4.23 Whilst all of the above commitments were identified as part of the 2016 Retail Study, a further commitment which we consider needs to be accounted for as part of this update is a new retail park development at Brook Park West, Clacton. This application (reference. 16/01250/OUT), which includes a Lidl foodstore of 1,210 sq.m (net) was granted planning permission (subject to the signing of a Section 106 Agreement) in November 2016. The convenience goods element of this development is anticipated to generate a turnover of some £8.8m, based upon information submitted in support of the application.

**Table 4.2: Extant Convenience Commitments within the Study Area**

Zone	Planning Application Reference	Location / Proposal	Net Conv Sales (sq.m)	Conv Sales Density (£ per sq.m)	Estimated Turnover at 2017 (£m)	Status
2	13/01479/FUL	18 Clacton Road, St Osyth, Clacton / Change of use to retail	55	3,500	0.2	Approved
2	14/00537/FUL	Bull Hill Road, Clacton / Foodstore (Asda)	1,362	14,084	25.8	Commenced trading in October 2016
2	16/01250/OUT	Brook Park West, Clacton / Retail Park (inc. Lidl)	1,210	7,300	8.8	Approved subject to section 106
1	14/00693/FUL	70 - 84A Connaught Avenue, Frinton / Sainsbury's Local	191	12,863	2.5	Opened
1	14/00693/FUL	70 - 84A Connaught Avenue Frinton / Food retail units	95	3,500	0.5	Approved
1	15/00666/FUL	Land at Martello Caravan Park Kirby Road Walton / Foodstore (Aldi)	920	13,018	12.0	Approved
<b>Total</b>			<b>3,833</b>		<b>43.1</b>	

Bull Hill Road – As the new Asda has replaced an existing Co-op on the site (which has a survey derived turnover of £0.6m), WYG only consider the net increase in turnover of development to avoid double counting.

Source: Table 6d of Appendix 2

In 2014 Prices

## Tendring District Council, Retail Study Update

- 4.24 Full details of the assumptions made in estimating the turnover of commitments are provided in the notes which accompany Table 6d of Appendix 2.
- 4.25 The turnover which would be claimed by convenience goods commitments and implemented development acts to completely extinguish all quantitative need for additional convenience floorspace across the Tendring area as a whole in the period to 2032. As the below Table 4.3 demonstrates, there is still a very significant expenditure deficit at 2032, which suggests that, should all committed convenience goods floorspace be implemented, facilities would collectively undertrade.
- 4.26 As such, there is no quantitative need for additional convenience goods floorspace across the District as a whole. This conclusion differs slightly to that set out as part of the 2016 Retail Study, where capacity for new convenience goods floorspace in the District of between 980 sq.m and 1,850 sq.m net was identified at the very end of the study period (2032). The key reasons for these changes are less optimistic expenditure growth rates and the introduction of a further foodstore commitment (Lidl, Brook Park West).

**Table 4.3: Residual Quantitative Need for Additional Convenience Goods Floorspace in Tendring Post Implementation of Commitments**

Year	Surplus Expenditure (£m)	Commitments Turnover from Rosendale (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
2015	-11.3	49.7	-61.0	-4,620	-8,720
2020	-2.1	49.2	-51.4	-3,930	-7,410
2025	7.5	49.2	-41.6	-3,190	-6,020
2032	20.5	49.5	-29.0	-2,210	-4,170

Source: Table 6c of Appendix 2

Average sales density assumed to be £13,217 per sq.m at 2015 (based on the average sales density of the leading four supermarket operators as identified by Verdict 2015)

Average sales density assumed to be £7,000 per sq.m at 2015 (based on the average sales density of small format/discount food retailers)

In 2014 Prices

### *Capacity for Future Convenience Retail Floorspace in Tendring's Main Centres*

- 4.27 When considering the above capacity on an individual town basis, Table 4.4 below sets out the residual convenience expenditure capacity in Clacton, Frinton-on-Sea, Harwich, Dovercourt, Brightlingsea, Manningtree and Walton-on-the-Naze taking account the turnover requirements of the extant commitments for new convenience retail floorspace. We have assumed that all of the estimated convenience turnover of the commitments will be drawn

from the correspondence centre (i.e. £34.6m turnover requirements of the commitment in Clacton which will all be drawn from expenditure within Clacton and so on).

**Table 4.4 Quantitative Need for Additional Convenience Goods Floorspace Across Individual Tendring Centres (Retail Study Update 2017)**

Year	Convenience Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
<b>Clacton</b>					
2015	-0.2	34.6	-34.9	-2,640	-4,980
2020	5.2	34.3	-29.1	-2,220	-4,200
2025	11.0	34.3	-23.3	-1,780	-3,360
2032	18.7	34.5	-15.8	-1,200	-2,260
<b>Frinton-on-Sea</b>					
2015	-0.7	2.9	-3.6	-280	-520
2020	-0.2	2.9	-3.1	-240	-450
2025	0.4	2.9	-2.5	-190	-370
2032	1.1	2.9	-1.8	-140	-260
<b>Harwich and Dovercourt</b>					
2015	3.4	0.0	3.4	260	480
2020	5.2	0.0	5.2	400	750
2025	7.2	0.0	7.2	550	1,040
2032	9.9	0.0	9.9	750	1,420
<b>Brightlingsea</b>					
2015	-11.9	0.0	-11.9	-900	-1,700
2020	-11.7	0.0	-11.7	-890	-1,690
2025	-11.5	0.0	-11.5	-880	-1,670
2032	-11.5	0.0	-11.5	-870	-1,640
<b>Manningtree</b>					
2015	0.1	0.0	0.1	0	10
2020	0.5	0.0	0.5	40	70
2025	1.0	0.0	1.0	80	150
2032	1.7	0.0	1.7	130	240
<b>Walton</b>					
2015	-2.4	12.0	-14.4	-1,090	-2,060
2020	-2.3	11.9	-14.1	-1,080	-2,040
2025	-2.1	11.8	-14.0	-1,070	-2,020
2032	-1.9	11.9	-13.9	-1,050	-1,990

Minimum Floorspace - Average sales density assumed to be £13,217 per sq.m at 2015  
Maximum Floorspace - Average sales density assumed to be £7,000 per sq.m at 2015  
In 2014 Prices



- 4.28 In the case of Clacton, Table 4.4 shows that the combined turnover of the Asda foodstore at Bull Hill Road and the Lidl foodstore proposed as part of the Brook Park West Retail Park scheme will be some £34.6m<sup>5</sup> once both are delivered. Given that the projected expenditure surplus in Clacton only reaches a maximum of £18.7m in 2032, it can be seen that the introduction of Asda (which has now opened) and Lidl will more than extinguish any need for additional convenience goods floorspace in the town over the Local Plan period, based on existing market share. The position differs to the conclusion of the 2016 Retail Study, which identified capacity for between 1,630 sq.m and 3,080 sq.m convenience goods floorspace in Clacton by 2032. However, this has been reduced by both permission being granted for a Lidl foodstore and the application of more conservative expenditure growth rates.
- 4.29 In Manningtree, where there are no committed developments, Table 4.4 shows that there is a floorspace requirement of between 40 sq.m and 70 sq.m up to 2020, which will increase to between 130 sq.m and 240 sq.m by 2032. As was concluded as part of the 2016 Retail Study, the relatively modest floorspace requirement identified would be sufficient to accommodate a small local convenience store.
- 4.30 In Harwich and Dovercourt, where again no commitments have been identified and existing convenience goods floorspace was found to be trading broadly at equilibrium, Table 4.4 shows that there is a base year requirement for between 260 sq.m and 480 sq.m of convenience goods floorspace. This is anticipated to grow to between 400 sq.m and 750 sq.m by 2025 and then to between 750 sq.m and 1,420 sq.m by 2032 (or £9.9m). Capacity of this order would be broadly sufficient to accommodate a discount foodstore over the plan period or smaller scale convenience store in the short-term.
- 4.31 Table 4.4 highlights that in Frinton-on-Sea, Brightlingsea and Walton, once commitments have been taken into account, existing food retail provision will be greater than that required to meet identified quantitative needs up to 2032. Accordingly, it will not be necessary to plan for the provision of any additional convenience goods floorspace in these centres over the Plan period. Notwithstanding this, it is recommended that the position is regularly monitored by the Local Planning Authority. The overall conclusion reached in relation to each of these centres is equivalent to that reported as part of the 2016 Retail Study.

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<sup>5</sup> Assumed convenience goods turnover for Asda, Bull Hill Road is £26.4m, based on Asda's suggested minimum convenience goods floorspace of 1,873 sq.m set out within the application's supporting Planning Statement. However, as this store has replaced an existing Co-op on the same site we have subtracted the Co-op's survey derived turnover of £0.6m from the benchmark turnover to avoid 'double counting'. The Asda foodstore at Bull Hill Road has therefore given rise to a theoretical convenience goods turnover uplift of some £25.8m on the site.



## Capacity for Future Comparison Goods Floorspace

- 4.32 Turning to comparison goods capacity, it is first important to note that our methodology deviates from that which has been deployed in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision. Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area and the nature of the catchment. As a consequence, we adopt the approach with comparison goods floorspace that it is trading 'at equilibrium' at base year 2015 (i.e. our survey derived turnover estimate effectively acts as benchmark). We assume that there is therefore a nil quantitative need for any additional floorspace across the District of Tendring in 2015. Going forward, we again assume that the performance of comparison goods facilities will be commensurate with their current market share from the Study Area, which in the case of Tendring as a whole is 25.2%.
- 4.33 We have again made a judgement in respect of whether any additional expenditure is likely to be attracted to facilities from outside the Study Area. This 'inflow' has again been considered on a case by case basis, having regard to the role and function of the destination and its position within the Study Area. We estimate that, taken as a whole, approximately £41.1m from outside the Study Area will be attracted to the District's comparison goods retail facilities at 2015, taking the total turnover of such facilities to £259.9m. Inflow equates to 18.8% of overall comparison goods turnover derived from the Study Area.

### *Comparison Goods Capacity Across Tendring District*

- 4.34 As stated above, we estimate that facilities within Tendring have a combined comparison goods turnover of £259.9m at 2015. Table 4.5 indicates that, by 2032, after increases in population and expenditure are considered against changes in floorspace productivity<sup>6</sup>, the expenditure available to the District's comparison goods facilities is estimated to increase to £459.8m. Accordingly, we estimate that an expenditure surplus of £86.9m will be available at 2032 to support additional comparison goods floorspace.

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<sup>6</sup> Account has been made for the turnover efficiency of existing comparison goods floorspace to change (on the basis that operators have historically been able to make their existing floorspace more productive over time) in accordance with the projections set out in Table 4b of Experian Retail Planner Briefing Note 14 (these being 2.7% at 2016, 1.5% at 2017, 1.0% at 2018, 2.3% per annum between 2019 and 2023, and 2.2% between 2024 and 2032).

**Table 4.5: Baseline Capacity for Comparison Goods Facilities in Tendring District**

Year	Benchmark Turnover of Existing Stores (£m)	Derived Turnover (inclusive of inflow) (£m)	Surplus Expenditure (£m)
2015	259.9	259.0	0.0
2020	286.3	290.8	4.5
2025	320.2	353.0	32.8
2032	372.9	459.8	86.9

Source: Table 26a of Appendix 2

<sup>1</sup> Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4b of Experian Retail Planner 14 (November 2016)

<sup>2</sup> Assumes constant market share of Study Area expenditure (25.2%) claimed by facilities in Tendring In 2014 Prices

- 4.35 Once more, in assessing quantitative need, it is necessary to account for commitments which will have a claim on available expenditure. In this regard, we estimate that extant retail planning permissions would provide an estimated 9,287 sq.m of comparison goods sales floorspace across the Tendring area and would generate an estimated benchmark turnover of £40.0m, which would be drawn from the Study Area in the base year of 2015. The commitments are summarised in Table 4.6 of this report overleaf, whilst full details of the assumptions made in estimating the turnover of commitments are provided in the notes which accompany Table 26d of Appendix 2.
- 4.36 Six comparison goods commitments have been identified in total. The largest is the relatively recently consented retail park development at Brook Park West in Clacton (application reference. 16/01250/OUT), which was granted planning permission subject to the signing of a Section 106 Agreement in November 2016. It therefore post-dates the preparation of the 2016 Retail Study. This application was submitted partly in outline and partly in detail and the supporting information suggests that it will involve 5,458 sq.m of tradable comparison goods floorspace contained within three non-food units and a discount foodstore.
- 4.37 The retail impact assessment which accompanied this planning application forecasts a maximum comparison goods turnover of £18.7m (equating to an average sales density of £3,411 per sq.m)<sup>7</sup>. With the final tenant line-up unconfirmed at the time of writing, and the application made on a speculative basis<sup>8</sup>, we have assumed for the purposes of robustness that the applicant's suggested maximum comparison goods turnover figure (£18.7m) is

<sup>7</sup> Whilst it is noted that a separate 'sensitivity test' was undertaken as part of the submitted retail impact assessment which was based upon the non-food retailers Wickes and Pets at Home, we have not sought to rely upon this for the purposes of this Retail Study Update, given that the floorspace could theoretically be occupied by any Class A1 'bulky goods' operator (as tested in the retail impact assessment's 'General Analysis' scenario).

<sup>8</sup> Insofar as no individual retailer was named on the planning application form and the submission is also clear that the proposals are for Class A1 retail warehousing and a Class A1 discount foodstore.

reflective of the uppermost that this retail park scheme could achieve once complete. On this basis, it is evident that a development of this nature could have a significant draw upon future available expenditure capacity in the Study Area.

- 4.38 Other commitments of note include the Asda scheme at Bull Hill Road (planning permission reference: 14/00537/FUL) which is estimated to generate a comparison goods turnover of some £11.6m now completed. This is based on Asda's benchmark sales density and a tradable floorspace of 1,362 sq.m (which is limited by planning condition). Regard has also been had to planning permission reference. 14/01445/OUT for an extension to Clacton Factory Shopping Village. It is understood that this planning permission remains extant in perpetuity having been part implemented and, as with the previous Retail Study, we have assumed a turnover potential of £5.7m. Account has also been taken of the comparison goods element of an Aldi foodstore on land at Martello Caravan Park, Walton-on-the-Nase, which is anticipated to generate a turnover of £2.6m. A limited amount of turnover is also attributed to additional retail units in Frinton-on-Sea (£0.7m). Finally, another more recent commitment which did not feature in the previous Retail Study is the 305 sq.m extension of a tile showroom in Clacton (application reference. 16/00888/FUL). We have attributed a comparison goods turnover of £0.5m to this development.

**Table 4.6: Extant Comparison Commitments within the Study Area**

Zone	Planning Application Reference	Location / Proposal	Net Comp Sales (sq.m)	Comp Sales Density (£ per sq.m)	Estimated Turnover at 2017 (£m)	Status
2	14/01445/OUT	Floorspace extension / Clacton Factory Shopping Village	1,638	3,500	5.7	Approved. Understood to be Implemented
2	14/00537/FUL	Bull Hill Road, Clacton / Foodstore (Asda)	1,362	8,511	11.6	Commenced trading in October 2016
2	16/01250/OUT	Brook Park West, Clacton / Retail Park (inc. Lidl)	5,458	3,411	18.7	Approved subject to section 106
2	16/00888/FUL	Retail unit extension / Telford Road, Clacton	305	1,500	0.5	Approved
1	14/00693/FUL	70 - 84A Connaught Avenue, Frinton / Non-food retail Units	190	3,500	0.7	Approved
1	15/00666/FUL	Land at Martello Caravan Park, Walton / Foodstore (Aldi)	334	8,639	2.9	Approved
<b>Total</b>			<b>9,287</b>		<b>40.0</b>	

Source: Table 6d of Appendix 2  
In 2014 Prices

4.39 As identified by Table 4.7 overleaf, the turnover which would be claimed by comparison goods commitments acts to extinguish any quantitative need for additional comparison floorspace across the District until the last reporting period of 2032. Even then, the identified available residual expenditure is a relatively modest £29.5m at 2032, which equates to a floorspace requirement of between 4,110 sq.m and 6,850 sq.m for Tendring as a whole.

**Table 4.7: Residual Quantitative Need for Additional Comparison Goods Floorspace in Tendring Post Implementation of Commitments**

Year	Surplus Expenditure (£m)	Commitments Turnover from Rossendale (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
2015	0.0	40.0	-40.0	-8,010	-13,340
2020	4.5	44.1	-39.6	-7,190	-11,990
2025	32.8	49.3	-16.5	-2,670	-4,460
2032	86.9	57.4	29.5	4,110	6,850

Source: Table 26c of Appendix 2

Minimum floorspace – Average sales density assumed to be £5,000 per sq.m at 2015

Maximum floorspace – Average sales density assumed to be £3,000 per sq.m at 2015

In 2014 Prices

4.40 This growth forecast is less optimistic than that presented as part of the 2016 Retail Study, where a surplus capacity of £25.6 was identified over the medium-term (2025), increasing to £80.6m by 2032 (or between 11,880 sq.m and 19,800 sq.m of comparison goods floorspace). The reduction in capacity can largely be attributed to the Brook Park West Retail Park commitment now having to be accounted for (£18.7m) and also less optimistic expenditure growth rates over the short to medium-term as a consequence of Brexit.

### *Capacity for Future Comparison Retail Floorspace in Tendring's Main Centres*

4.41 Table 4.8 on the following page sets out the identified comparison goods expenditure and floorspace capacity on an individual basis for the settlements of Clacton, Frinton-on-Sea, Harwich, Dovercourt, Brightlingsea, Manningtree and Walton-on-the-Naze. The analysis also takes into account the turnover requirements of extant commitments for new comparison retail floorspace on a centre by centre basis.

4.42 As with the convenience goods expenditure analysis, we have assumed that all of the estimated comparison turnover of the commitments will be drawn from the corresponding centre. For example, the £36.5m turnover of the commitments located in Clacton will be drawn from expenditure currently flowing to Clacton's existing comparison goods provision. It should be noted that full details of the assumptions made in relation to calculating expenditure capacity on a centre by centre basis are provided in the notes which accompany Table 26 (a to d) of Appendix 2 for the centres of Clacton, Frinton, Harwich and Dovercourt, Brightlingsea, Manningtree and Walton.

**Table 4.8 Quantitative Need for Additional Comparison Goods Floorspace Across Individual Tendring Centres (Retail Study Update 2017)**

Year	Comparison Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
<b>Clacton</b>					
2015	0.0	36.5	-36.5	-7,300	-12,160
2020	2.6	40.2	-37.6	-6,820	-11,360
2025	19.3	44.9	-25.6	-4,160	-6,930
2032	51.1	52.3	-1.2	-170	-290
<b>Frinton-on-Sea</b>					
2015	0.0	0.7	-0.7	-130	-220
2020	0.4	0.7	-0.4	-70	-110
2025	2.7	0.8	1.8	300	500
2032	7.0	1.0	6.1	850	1,410
<b>Harwich and Dovercourt</b>					
2015	0.0	0.0	0.0	0	0
2020	0.7	0.0	0.7	120	200
2025	4.8	0.0	4.8	780	1,300
2032	12.7	0.0	12.7	1,770	2,950
<b>Brightlingsea</b>					
2015	0.0	0.0	0.0	0	0
2020	0.1	0.0	0.1	10	20
2025	0.4	0.0	0.4	70	120
2032	1.2	0.0	1.2	160	270
<b>Manningtree</b>					
2015	0.0	0.0	0.0	0	0
2020	0.1	0.0	0.1	20	40
2025	0.9	0.0	0.9	140	230
2032	2.3	0.0	2.3	320	530

Year	Comparison Goods				
	Surplus Expenditure (£m)	Commitments Turnover from Tendring (£m)	Residual Expenditure (£m)	Min Floorspace Requirement (sq.m)	Max Floorspace Requirement (sq.m)
<b>Walton</b>					
2015	0.0	2.9	-2.9	-580	-960
2020	0.0	3.2	-3.1	-570	-950
2025	0.3	3.6	-3.2	-520	-870
2032	0.9	4.1	-3.3	-450	-760

Source: Table 26C of Appendix 2 for the centres of Clacton, Frinton, Harwich and Dovercourt, Brightlingsea, Manningtree and Walton

Minimum floorspace – Average sales density assumed to be £5,000 per sq.m at 2015

Maximum floorspace – Average sales density assumed to be £3,000 per sq.m at 2015  
In 2014 Prices

- 4.43 Table 4.8 shows that in the case of Clacton, the two schemes which have been approved following the publication of the 2016 Retail Study have had a significant impact upon comparison goods expenditure capacity over the study period. The Brook Park West Retail Park development and an extension to an existing retail unit ('Bathroom Studios') have resulted in an additional comparison goods turnover of £19.2m, which must be added to the £17.3m of commitments previously identified – thus totalling a significant £36.5m of comparison goods retail commitments in Clacton on Sea.
- 4.44 These commitments, in conjunction with markedly less optimistic comparison goods expenditure growth assumptions, mean that there is forecast to be no surplus expenditure capacity available to support additional comparison goods floorspace in Clacton throughout the study period to 2032. This represents an important change from the conclusion reached as part of the 2016 Retail Study, where a surplus was anticipated over the medium-term (£14.0m) and was set to increase to £51.6m (or between 7,600 sq.m and 12,670 sq.m of comparison goods floorspace) over the longer term (i.e. to 2032).
- 4.45 With regards other centres; in the case of Walton, the comparison goods element of the committed Aldi foodstore will more than absorb forecast growth in expenditure and thus will extinguish any further requirement for additional comparison goods floorspace in this settlement until the end of the reporting period (2032). The conclusion for Walton is consistent with the findings 2016 Retail Study.
- 4.46 As was identified in the 2016 Retail Study, there remain no major retail commitments in Harwich and Dovercourt, Manningtree, and Brightlingsea and as such capacity for additional



floorspace of varying scales can be identified based upon population and expenditure growth. For example, in Harwich and Dovercourt it is forecast that by the end of the study period there will be a surplus of £12.7m, or between 1,770 sq.m and 2,950 sq.m net comparison goods floorspace. Meanwhile, in Manningtree and Brightlingsea, capacity of £2.3m and £1.2m is identified respectively by 2032. However, this is not considered to be of an order which requires the authority to plan specifically to accommodate the growth.

- 4.47 Finally, in the case of Frinton; as was concluded as part of the 2016 Retail Study, whilst one modest commitment (Connaught Avenue, Frinton) will absorb forecast capacity over the short-term up to 2020, beyond this a surplus is anticipated. This will rise to £6.1m, or between 850 sq.m and 1,410 sq.m net comparison goods floorspace, by the end of the study period (2032).



## 5.0 Conclusions

- 5.1 WYG has been commissioned by Tendring District Council to undertake an update of the principal findings of the Tendring Retail Study of May 2016 in respect of the future need for additional retail floorspace in the District, following publication of more up-to-date population and expenditure data and growth rates. The Update will assist the Council in taking forward the emerging Tendring District Local Plan and, in particular, will inform the forthcoming 'Publication' (pre-submission) version of the Local Plan and its subsequent Examination Hearing.
- 5.2 In respect of convenience goods, our main findings are that there is no quantitative need for additional convenience goods floorspace across Tendring as a whole. This conclusion differs slightly to that set out as part of the 2016 Retail Study, where capacity for new convenience goods floorspace in the District of between 980 sq.m and 1,850 sq.m net was identified at the very end of the study period (2032). The extinguishment of surplus capacity is largely a consequence of the introduction of a further foodstore commitment in Clacton (Lidl, Brook Park West) which was granted permission (subject to the signing of a Section 106 Agreement) in November 2016, as well as the fact that expenditure growth rates are less optimistic than those relied upon during the preparation of the 2016 Retail Study.
- 5.3 On a settlement by settlement basis, the effects of commitments mean that there is no capacity to support additional convenience goods floorspace in either Clacton, Frinton-on-Sea, Brightlingsea or Walton over the course of the Local Plan Period. In the case of Manningtree, anticipated capacity would be sufficient to accommodate a small local convenience store. Meanwhile, in Harwich and Dovercourt, the expenditure surplus is such that a discount foodstore could be supported over the plan period.
- 5.4 It should be noted that, due to structural changes in the food grocery market, some extant commitments may not be delivered (or may need to be revised in order to be viable). Accordingly, the Council should carefully monitor the position across the District and further applications for foodstore development should be considered against key retail planning policy tests in accordance with the evidence available at the time of the application's determination.
- 5.5 Turning to comparison goods, this Update has found that the turnover which would be claimed by commitments acts to extinguish any quantitative need for additional comparison

floorspace across Tendring until the last reporting period of 2032. At this point, the identified available residual expenditure would be £29.5m, which equates to a net floorspace requirement of between 4,110 sq.m and 6,850 sq.m for the District as a whole.

- 5.6 This expenditure capacity forecast is less optimistic than that presented as part of the 2016 Retail Study, where a surplus capacity of £25.6m was identified over the medium-term (2025), increasing to £80.6m (or between 11,880 sq.m and 19,800 sq.m of comparison goods floorspace) over the long-term (i.e. to 2032). The reduction in capacity can in part be attributed to a modest decrease in population growth across the Study Area, more circumspect annual expenditure growth rate projections, and is also a consequence of further increases in expenditure committed through special forms of trading (most particularly, internet shopping). A significant additional factor is the Brook Park West Retail Park commitment in Clacton, which will provide retail floorspace with an anticipated comparison goods turnover of some £18.7m.
- 5.7 In the case of individual settlements, the draw of the Brook Park West Retail Park commitment means that there is forecast to be no surplus expenditure capacity available to support additional comparison goods floorspace in Clacton throughout the study period to 2032, with supply forecast to exceed demand (resulting in an expenditure deficiency of some -£1.2m in this final test year). The turnover of commitments is also anticipated to exceed available expenditure in Walton over the Plan Period. However, modest capacity for additional comparison goods floorspace is anticipated in the centres of Manningtree, Brightlingsea and Frinton-on-Sea. Finally, in the case of Harwich and Dovercourt it is forecast that by the end of the study period there will be a surplus of between 1,770 sq.m and 2,950 sq.m net comparison goods floorspace. With the exception of Clacton, the conclusions reached as part of this Update in relation to comparison goods capacity within each individual centre are not significantly different from those set out in the 2016 Retail Study.
- 5.8 As a final point, we would highlight that should the convenience and comparison goods commitments accounted for fail to come forward over the study period, then we would advise that the expenditure capacity which this releases should be focused in the first instance on 'in-centre' sites, followed by 'edge-of-centre' sites, and only then on 'out-of-centre' sites – in line with the sequential approach to site selection. In the case of Clacton on Sea, we are aware of emerging plans to expand Waterglade Retail Park drawing upon the gas holder site and the car park immediately north off Old Road.



- 5.9 As a well-connected edge-of-centre location, the land north of Waterglade Retail Park was identified as a retail development opportunity site in the Tendring Retail Study (May 2016). The site also benefited from a policy allocation in the 2007 Local Plan for a mix of uses including Class A1 comparison goods retail floorspace and leisure activities. Accordingly, where expenditure capacity does arise and is of an order which cannot be met within Clacton Town Centre, we would advise that the next most sequentially preferable location to meet this need is the retail development opportunity site at Waterglade Retail Park, given its potential to provide for linked shopping trips with the centre. This advice is also of relevance to the application of the sequential approach within the development management process, albeit it must be emphasised that retail 'need' is no longer a policy test within this context.



## **Appendix 1**

# **Household Shopper Survey (May 2015) Tabulated Results**

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q01 Where did you last go to undertake your main food and grocery shopping?</b>								
Aldi, Girling Street, Sudbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Lexden, Colchester	3.4%	34	0.0%	0	0.0%	0	0.0%	0
Aldi, Magdalen Street, Colchester	2.8%	28	0.0%	0	0.0%	0	0.0%	0
Aldi, Pier Avenue, Clacton	2.6%	26	3.5%	2	8.6%	19	0.8%	1
Asda, Main Road, Dovercourt, Harwich	1.3%	13	0.0%	0	0.0%	0	13.5%	11
Asda, Stoke Park Drive, Ipswich	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester	7.2%	73	0.0%	0	0.7%	1	0.5%	0
Budgens, The Street, East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 Frinton Road, Holland On sea	0.1%	1	0.0%	0	0.5%	1	0.0%	0
Co-op, 74 High Street, Walton on the Naze	0.2%	2	3.7%	2	0.0%	0	0.0%	0
Co-op, Abbots Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Bull Hill Road, Clacton	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Co-op, Connaught Avenue, Frinton	0.3%	3	5.2%	3	0.0%	0	0.0%	0
Co-op, Fiverways Retail Park, Colchester	1.6%	16	0.6%	0	0.4%	1	0.0%	0
Co-op, High Street, Dedham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Regent Street, Rowhedge, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue, Manningtree	0.9%	9	0.0%	0	0.0%	0	7.1%	8
Co-op, Samson Road, Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Avenue, Wivenhoe	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, The Centre, Greenstead Estate, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Commons, Prettygate, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Holbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Triangle, Frinton	1.0%	10	15.1%	10	0.0%	0	0.0%	0
Farmfoods, Valleybridge Road, Clacton-on-Sea	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, 246/250 High Street, Dovercourt	0.1%	1	0.0%	0	0.0%	0	1.4%	1
Iceland, St. Johns's Walk Shopping Centre, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Triangle Shopping Centre, Frinton on Sea	0.2%	2	3.2%	2	0.0%	0	0.0%	0
Iceland, Turner Rise Retail Park, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Retail Park, Clacton	0.4%	4	0.0%	0	1.3%	3	0.0%	0
Lidl, Handford Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Hening Avenue, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Road/Castle road, Clacton	0.7%	7	0.0%	0	2.8%	6	0.0%	0
Lidl, Parkestone Road, Harwich	1.0%	10	0.6%	0	0.0%	0	8.4%	7
Lidl, St Osyth Road, Clacton	0.3%	3	1.7%	1	0.4%	1	0.0%	0
Marks & Spencer, High Street, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Pier	0.3%	3	0.0%	0	1.5%	3	0.0%	0

Column %ges.



# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q02 Which retailer do you purchase your main food internet / home delivery shopping from?</b>								
<i>Those that said 'Internet' at Q01</i>								
Asda	13.1%	7 29.0%	3 0.0%	0 55.9%	4 0.0%	0 0.0%	0 0.0%	0 0.0%
Iceland	0.7%	0 3.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Morrisons	1.4%	1 0.0%	0 14.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ocado	11.2%	6 8.0%	1 27.5%	1 0.0%	0 0.0%	0 11.8%	0 12.7%	2 33.0%
Sainsbury's	22.1%	12 18.3%	2 0.0%	0 24.9%	2 3.7%	0 44.1%	1 54.3%	7 9.5%
Tesco	49.1%	27 41.2%	5 58.0%	3 9.6%	1 90.9%	10 44.1%	1 33.0%	4 57.5%
Waitrose	2.3%	1 0.0%	0 0.0%	0 9.6%	1 5.4%	1 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%
Co-op	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)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:		54	12	5	7	11	1	12
Sample:		58	12	6	5	10	5	7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b>																
Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.2%	2	0.0%	0	0.4%	1	0.5%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	15	0.0%	0	2.4%	5	1.1%	1	3.2%	3	0.6%	0	1.2%	6	0.0%	0
Choice of food goods available	5.1%	51	6.3%	4	4.3%	9	6.5%	5	6.2%	7	2.0%	1	5.4%	25	0.7%	0
Choice of shops nearby selling non-food goods	0.3%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Choice of shops selling food goods	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Cleanliness	0.2%	2	0.0%	0	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Delivery service	1.5%	15	9.3%	6	0.8%	2	0.0%	0	1.0%	1	0.6%	0	1.3%	6	0.7%	0
Easy to get to by car	1.4%	14	1.6%	1	0.4%	1	1.7%	1	3.8%	4	1.4%	0	1.0%	5	4.2%	2
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.9%	9	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	6	1.6%	1
Good service / friendly staff	0.3%	3	0.6%	0	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.7%	0
Habit / always use it / preference for retailer	3.8%	38	5.4%	3	3.1%	7	4.1%	3	4.9%	5	6.8%	2	3.0%	14	8.3%	4
Internet shopping is convenient	2.5%	25	6.3%	4	1.3%	3	0.8%	1	7.9%	9	2.1%	1	0.9%	4	11.0%	5
Lower prices	14.8%	148	7.8%	5	13.0%	28	17.8%	15	16.9%	18	12.9%	3	16.3%	75	7.3%	3
Loyalty card / points scheme	1.2%	12	2.1%	1	1.7%	4	0.0%	0	0.9%	1	0.0%	0	1.1%	5	2.8%	1
Near to home	38.7%	388	28.7%	18	31.8%	69	28.2%	24	28.1%	30	46.1%	12	47.1%	217	39.9%	18
Near to work	2.8%	28	0.9%	1	6.3%	14	0.0%	0	3.7%	4	1.3%	0	1.6%	7	3.7%	2
Nice shopping environment	0.6%	6	2.1%	1	0.5%	1	1.1%	1	0.0%	0	1.1%	0	0.4%	2	0.7%	0
Only one in the area / no other choice	1.5%	15	1.7%	1	1.0%	2	2.0%	2	1.4%	2	0.6%	0	1.8%	8	0.7%	0
Preference for retailer	4.3%	43	4.8%	3	5.5%	12	6.7%	6	1.8%	2	1.3%	0	4.0%	18	4.4%	2
Provision of leisure facilities nearby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.3%	2	0.7%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.9%	59	4.9%	3	6.4%	14	6.5%	5	2.6%	3	7.5%	2	6.5%	30	3.6%	2
Quality of shops selling food goods	0.2%	2	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.7%	17	2.7%	2	4.4%	10	0.8%	1	0.9%	1	2.1%	1	0.6%	3	1.3%	1
Value for money	3.1%	31	1.7%	1	7.4%	16	6.1%	5	0.0%	0	1.6%	0	1.7%	8	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
Large store	0.6%	6	0.0%	0	0.7%	1	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Near to family	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.2%	1	0.0%	0
The range of products	0.4%	4	0.6%	0	0.7%	2	2.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Small quiet store	0.4%	4	0.0%	0	0.0%	0	1.2%	1	1.0%	1	2.6%	1	0.2%	1	0.0%	0
Convenient	0.5%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.2%	1	0.0%	0
Has a petrol station	0.2%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Near to school	0.3%	3	0.0%	0	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supporting local business	0.2%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price match offer	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vouchers for the store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Self service checkouts	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Convenient opening hours	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.6%	0	0.0%	0	0.0%	0
For a change	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good location	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Can leave food in donation boxes in store	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - online availability is good	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - dislike local store	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet - dislike supermarkets	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason in particular)	2.5%	25	5.4%	3	1.9%	4	2.3%	2	3.1%	3	6.1%	2	1.7%	8	5.6%	2
Weighted base:	1003		63		217		84		108		26		460		44	
Sample:	1002		100		183		100		141		100		276		102	

# Tendring Household Survey for WYG

Weighted:

May 2015

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Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?</b>																
Nothing	69.8%	700	67.7%	43	75.3%	163	75.1%	63	65.6%	71	56.8%	15	67.6%	311	75.4%	33
Change layout too often	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.8%	4	0.0%	0
Difficult / expensive parking	0.5%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.8%	4	0.0%	0
Difficult to get to	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.2%	1	0.0%	0
Expensive	4.6%	46	7.3%	5	3.6%	8	1.7%	1	6.2%	7	4.5%	1	5.0%	23	2.7%	1
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.1%	11	2.4%	2	0.5%	1	0.0%	0	1.8%	2	3.0%	1	1.2%	6	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	10.0%	100	7.9%	5	8.1%	18	8.8%	7	9.7%	11	12.4%	3	11.7%	54	4.7%	2
No petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Poor internal layout	0.2%	2	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.2%	1	0.7%	0
Poor quality	2.1%	21	0.0%	0	2.1%	5	1.3%	1	1.8%	2	5.3%	1	2.5%	12	0.7%	0
Preference for retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	0.4%	4	0.0%	0	0.4%	1	0.5%	0	0.8%	1	0.0%	0	0.2%	1	2.0%	1
Too busy	1.6%	16	0.6%	0	1.4%	3	1.5%	1	3.5%	4	2.9%	1	1.2%	5	2.2%	1
Too far away	1.0%	10	6.3%	4	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.5%	2	0.0%	0
Too small	1.3%	13	1.3%	1	1.4%	3	5.6%	5	0.0%	0	1.1%	0	0.8%	4	2.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Access in and out is hard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Car park is unclean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled toilets are dirty	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Doesn't have a cafe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have self-service checkouts	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Don't have enough checkout staff	0.6%	6	0.6%	0	0.7%	2	1.1%	1	0.9%	1	0.0%	0	0.2%	1	2.2%	1
Don't like the people who wash the cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Misleading offers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Music is too loud	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Old fashioned	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - items are not always fresh	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - items are sometimes damaged	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - they send incorrect products	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online shopping - you can't choose the items yourself	0.1%	1	0.6%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access to petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Rundown / untidy	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.3%	2	0.0%	0
Shelves are too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Short opening hours	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short use-by dates on products	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	0.0%	0
The Post Office is inside the store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The area it's located in	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.7%	0
The coffee shop is depressing	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The company has poor ethics	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The self-service checkouts	0.3%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
The type of people who shop there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
The way they treat their suppliers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
They bag your items too fast	0.2%	2	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They control the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
They don't deliver	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They don't do their own branded food	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They don't have any trolleys	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
They keep changing their products / discontinuing items	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	0	0.2%	1	0.0%	0
Too big	1.3%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.6%	12	0.0%	0
Too many special offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Too much variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tourists	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Trolleys are always in the way when they're	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
restocking shelves																
Unclean / smells (Don't know)	0.1% 0.5%	1 5	0.0% 0.9%	0 1	0.0% 0.6%	0 1	0.0% 0.0%	0 0	0.5% 0.0%	1 0	0.0% 1.3%	0 0	0.0% 0.3%	0 2	1.5% 2.8%	1 1
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

Mean score: [£]

**Q05 How much on average does your household normally spend on main food shopping in a week?**

£1 - £10	0.2%	1	0.6%	0	0.2%	1	0.0%	0	0.4%	0	0.6%	0	0.0%	0	0.0%	0
£11 - £20	2.4%	24	1.9%	1	1.0%	2	2.1%	2	1.5%	2	1.1%	0	3.6%	16	2.2%	1
£21 - £30	5.4%	54	10.8%	7	4.2%	9	7.6%	6	3.4%	4	3.9%	1	4.8%	22	12.2%	5
£31 - £40	9.3%	93	10.4%	7	5.7%	12	7.4%	6	8.0%	9	11.6%	3	11.7%	54	5.7%	3
£41 - £50	11.6%	116	6.6%	4	13.3%	29	8.4%	7	15.8%	17	11.7%	3	11.5%	53	6.2%	3
£51 - £60	8.1%	81	5.0%	3	10.8%	23	6.5%	5	12.9%	14	7.7%	2	6.4%	29	8.0%	4
£61 - £70	7.8%	79	5.9%	4	7.7%	17	8.9%	8	6.1%	7	5.2%	1	8.4%	39	8.8%	4
£71 - £80	12.5%	126	17.9%	11	19.1%	41	6.4%	5	5.8%	6	4.5%	1	11.9%	55	12.6%	6
£81 - £90	4.7%	47	2.4%	2	5.3%	11	5.5%	5	2.9%	3	9.2%	2	4.6%	21	6.0%	3
£91 - £100	12.5%	125	20.9%	13	13.5%	29	9.8%	8	15.3%	17	16.3%	4	10.2%	47	15.8%	7
£101 - £110	1.1%	11	0.0%	0	1.3%	3	0.8%	1	0.0%	0	0.8%	0	1.4%	7	0.9%	0
£111 - £120	4.0%	41	1.7%	1	4.6%	10	9.2%	8	4.5%	5	2.7%	1	3.3%	15	2.0%	1
£121 - £130	1.4%	14	0.9%	1	0.7%	2	3.4%	3	0.9%	1	1.4%	0	1.6%	7	0.0%	0
£131 - £140	1.6%	16	0.0%	0	0.0%	0	0.8%	1	2.9%	3	1.3%	0	2.5%	11	0.0%	0
£141 - £150	3.0%	30	1.7%	1	2.6%	6	2.7%	2	3.8%	4	6.4%	2	3.1%	14	2.2%	1
£151 - £175	1.2%	12	0.6%	0	0.7%	1	5.2%	4	2.0%	2	0.0%	0	0.9%	4	0.0%	0
£176 - £200	1.0%	10	0.0%	0	2.4%	5	0.8%	1	0.4%	0	6.3%	2	0.3%	2	2.5%	1
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.3%	3	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	1.6%	1
(Don't know / varies)	9.9%	99	11.8%	7	6.8%	15	11.2%	9	10.7%	12	8.2%	2	10.9%	50	8.2%	4
(Refused)	2.0%	20	0.6%	0	0.2%	1	2.6%	2	1.1%	1	1.1%	0	2.9%	13	3.6%	2
Mean:	76.73	70.72	78.20	84.95	80.21	84.18	73.40	83.21								
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

Mean score: [Number of visits per week]

**Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)**

Daily	2.1%	21	7.7%	5	1.0%	2	1.6%	1	3.8%	4	2.5%	1	1.5%	7	2.2%	1
At least two times a week	10.4%	104	16.2%	10	8.1%	18	7.1%	6	10.2%	11	16.0%	4	11.3%	52	7.2%	3
At least once a week	65.4%	655	56.7%	36	71.0%	154	81.8%	69	59.8%	65	60.4%	16	62.8%	289	62.4%	28
At least once a fortnight	12.0%	120	12.7%	8	9.1%	20	3.1%	3	10.9%	12	13.1%	3	15.0%	69	12.6%	6
At least once a month	7.7%	78	2.9%	2	9.0%	20	2.5%	2	10.3%	11	5.2%	1	7.9%	36	12.1%	5
At least every two months	0.2%	2	0.6%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0
Less often	0.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Have only visited once	0.3%	3	0.6%	0	0.0%	0	0.0%	0	0.4%	0	1.7%	0	0.3%	2	0.0%	0
(Don't know / varies)	1.7%	17	1.5%	1	1.8%	4	3.9%	3	3.5%	4	0.0%	0	0.8%	4	3.5%	2
Mean:	1.11	1.53	1.03	1.14	1.19	1.18	1.06	1.06								
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

# Tendring Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q07 How do you normally travel to (STORE MENTIONED AT Q01)?</b>																
<i>Not those that said 'Internet' at Q01</i>																
Car / van (as driver)	74.9%	710	54.4%	28	71.5%	151	72.0%	56	80.2%	78	67.7%	17	78.4%	351	77.7%	30
Car / van (as passenger)	12.0%	114	14.0%	7	13.7%	29	15.7%	12	9.7%	9	10.1%	2	10.8%	48	14.2%	5
Bus, minibus or coach	2.9%	28	3.8%	2	3.6%	8	2.1%	2	5.0%	5	7.1%	2	2.2%	10	0.8%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Walk	6.8%	64	17.0%	9	7.7%	16	6.6%	5	4.2%	4	10.8%	3	5.6%	25	7.3%	3
Taxi	1.0%	9	1.6%	1	2.0%	4	1.1%	1	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.5%	5	2.6%	1	0.3%	1	1.9%	1	0.4%	0	0.6%	0	0.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't travel - goods delivered	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	15	6.7%	3	0.3%	1	0.6%	0	0.4%	0	1.8%	0	2.1%	9	0.0%	0
Weighted base:		948		51		212		78		97		25		448		38
Sample:		944		88		177		95		131		95		269		89

Mean score: [Number of minutes]

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

*Not those that said 'Internet' at Q01*

1 - 10 mins	69.0%	654	33.4%	17	80.4%	170	82.5%	64	29.0%	28	51.8%	13	76.9%	344	47.0%	18
11 - 20 mins	21.9%	208	40.1%	21	12.3%	26	7.4%	6	50.6%	49	39.5%	10	17.7%	79	45.6%	17
21 - 30 mins	5.5%	52	9.5%	5	3.1%	7	8.6%	7	14.3%	14	3.6%	1	3.7%	17	7.4%	3
31 - 45 mins	0.8%	8	2.1%	1	0.7%	1	0.6%	0	3.5%	3	1.4%	0	0.2%	1	0.0%	0
46 - 60 mins	0.8%	7	6.0%	3	1.5%	3	1.0%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
61 - 90 mins	0.4%	4	2.1%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 120 mins	0.1%	1	0.8%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
More than 2 hours	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	11	0.0%	0	0.6%	1	0.0%	0	2.3%	2	2.4%	1	1.5%	7	0.0%	0
(Refused)	0.2%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Mean:		11.49		23.94		10.44		9.21		17.44		13.10		9.42		13.76
Weighted base:		948		51		212		78		97		25		448		38
Sample:		944		88		177		95		131		95		269		89

**Q09 When do you normally do your main food shopping?**

Weekdays during the day	51.9%	520	60.2%	38	51.3%	111	49.0%	41	55.6%	60	60.9%	16	50.4%	232	49.8%	22
Weekdays during the evening	9.3%	93	9.1%	6	11.7%	25	4.2%	4	15.2%	16	3.2%	1	7.5%	35	15.5%	7
Saturday	13.0%	131	7.1%	4	16.7%	36	9.5%	8	7.9%	9	14.6%	4	13.7%	63	14.2%	6
Sunday	2.8%	28	1.3%	1	7.3%	16	5.1%	4	3.7%	4	0.6%	0	0.6%	3	1.5%	1
(Don't know / varies)	23.0%	230	22.3%	14	13.1%	28	32.2%	27	17.7%	19	20.7%	5	27.8%	128	19.0%	8
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

## Tendring Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q10 When you go main food shopping is your trip linked with any other activity?</b>																
<i>Not those that said 'Internet' at Q01</i>																
Yes – non-food shopping	6.2%	59	9.8%	5	8.9%	19	6.3%	5	0.4%	0	6.6%	2	5.8%	26	5.1%	2
Yes – other food shopping	3.2%	31	3.4%	2	3.4%	7	3.4%	3	1.3%	1	3.1%	1	3.5%	16	3.3%	1
Yes – visiting services such as banks and other financial institutions	1.2%	12	0.0%	0	1.1%	2	1.3%	1	1.3%	1	2.0%	0	1.2%	5	3.3%	1
Yes – leisure activity	4.3%	41	6.4%	3	4.0%	8	3.8%	3	3.8%	4	4.3%	1	4.4%	20	5.1%	2
Yes – travelling to/from work	5.1%	49	3.3%	2	4.4%	9	5.6%	4	8.8%	9	2.3%	1	4.5%	20	10.7%	4
Yes – travelling to/from school/college/university	0.9%	9	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.0%	0
Yes – getting petrol	2.5%	24	4.1%	2	0.4%	1	0.0%	0	7.1%	7	0.9%	0	2.9%	13	3.0%	1
Yes – visiting café / pub / restaurant	2.3%	21	3.9%	2	0.9%	2	2.3%	2	1.7%	2	0.6%	0	2.8%	13	4.0%	2
Yes – visiting family/friends	1.0%	9	0.0%	0	0.7%	1	1.4%	1	2.2%	2	1.4%	0	0.7%	3	2.3%	1
Yes – visiting health service such as doctor, dentist, hospital	0.3%	3	0.0%	0	0.4%	1	0.6%	0	0.4%	0	0.0%	0	0.3%	2	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	2.2%	21	1.6%	1	4.9%	10	3.1%	2	3.1%	3	0.6%	0	0.8%	4	0.8%	0
Yes – getting petrol	0.8%	8	0.8%	0	0.9%	2	0.0%	0	2.2%	2	0.9%	0	0.6%	3	1.1%	0
Yes – visiting family / friends	1.9%	18	0.8%	0	1.3%	3	0.0%	0	1.8%	2	1.2%	0	2.9%	13	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	64.8%	615	61.5%	32	64.5%	137	72.2%	56	61.4%	60	74.5%	18	64.7%	290	60.0%	23
(Don't know / varies)	3.1%	30	4.5%	2	1.6%	3	0.0%	0	4.6%	4	1.7%	0	4.1%	18	1.3%	1
Weighted base:	948		51		212		78		97		25		448		38	
Sample:	944		88		177		95		131		95		269		89	

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q11 Where do you do this linked trip?</b>								
<i>Those who said 'non-food', 'other food' or 'financial institutions' at Q10</i>								
B&Q Warehouse, Lightship Way, Colchester	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods, Colchester	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Clacton	5.2%	5	0.0%	0	18.4%	5	0.0%	0
Clacton Factory Outlet, Clacton	0.8%	1	0.0%	0	2.7%	1	0.0%	0
Colchester Retail Park, Colchester	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Harwich	0.4%	0	0.0%	0	0.0%	0	5.2%	0
The Stanway Retail Park, Colchester	1.2%	1	0.0%	0	0.0%	0	14.1%	1
Tollgate Retail Park, Colchester	4.6%	5	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail park, Colchester	1.5%	2	0.0%	0	0.0%	0	5.2%	0
Waterglade Retail Park, Clacton	2.7%	3	0.0%	0	9.8%	3	0.0%	0
Campsea Ashe	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Clacton on Sea	23.4%	24	26.5%	2	67.2%	19	11.9%	1
Colchester	28.7%	29	0.0%	0	0.0%	0	0.0%	0
Dovercourt	3.8%	4	13.7%	1	0.0%	0	28.9%	2
Elmstead	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea	3.6%	4	53.8%	4	0.0%	0	0.0%	0
Great Horkesley	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	3.4%	3	6.0%	0	0.0%	0	34.8%	3
Highwoods, Colchester	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea	0.5%	1	0.0%	0	1.9%	1	0.0%	0
Ipswich	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Manningtree	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.5%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.4%	0	0.0%	0	0.0%	0	0.0%	0
(Don't buy these goods)	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	101	7	28	9	3	3	47	4
Sample:	119	12	30	12	7	13	34	11

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

Yes	71.6%	718	66.1%	42	74.4%	161	77.6%	65	67.3%	73	58.5%	15	71.5%	329	73.4%	32
No	28.4%	285	33.9%	21	25.6%	55	22.4%	19	32.7%	35	41.5%	11	28.5%	131	26.6%	12
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q13 Where did you last go to undertake this 'top up' shopping?</b>								
<i>Those who do top-up shopping at Q12</i>								
Aldi, Girling Street, Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Lexden, Colchester	3.4%	24	0.0%	0	0.0%	0	0.0%	0
Aldi, Magdalen Street, Colchester	1.3%	9	0.0%	0	0.0%	0	0.0%	0
Aldi, Pier Avenue, Clacton	1.8%	13	1.0%	0	6.2%	10	0.0%	0
Asda, Main Road, Dovercourt, Harwich	2.7%	20	0.0%	0	0.0%	0	28.2%	18
Asda, Stoke Park Drive, Ipswich	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester	2.7%	19	0.0%	0	0.0%	0	0.0%	0
Budgens, Clacton Road, Elmstead Market	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Drury Road, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, The Street, East Bergholt	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, 162-164 Old Road, Clacton	0.2%	1	0.0%	0	0.9%	1	0.0%	0
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.8%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, 53 Frinton Road, Holland On sea	0.2%	1	1.0%	0	0.5%	1	0.0%	0
Co-op, 74 High Street, Walton on the Naze	0.3%	2	4.6%	2	0.0%	0	0.0%	0
Co-op, Abbots Road, Colchester	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Bull Hill Road, Clacton	0.2%	1	2.2%	1	0.3%	1	0.0%	0
Co-op, Chapel Road, West Bergholt	2.8%	20	0.0%	0	0.0%	0	0.0%	0
Co-op, Connaught Avenue, Frinton	0.6%	4	4.6%	2	0.0%	0	0.0%	0
Co-op, Coopers Lane, Clacton	0.2%	2	0.0%	0	1.0%	2	0.0%	0
Co-op, Dysart Road, Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fiverways Retail Park, Colchester	2.3%	16	1.0%	0	0.0%	0	0.0%	0
Co-op, Fronks Road, Upper Dovercourt	0.5%	4	0.0%	0	0.0%	0	6.0%	4
Co-op, Harwich Road, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dedham	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Dovercourt	0.2%	2	0.0%	0	0.0%	0	2.5%	2
Co-op, Mersea Road, Colchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Nayland Road, Mile End	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Heath Road, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Riverside Avenue, Manningtree	1.2%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Samson Road, Brightlingsea	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Shrub End Road, Colchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Road, Brightlingsea	0.1%	0	0.0%	0	0.0%	0	0.6%	0
Co-op, The Avenue, Wivenhoe	1.7%	12	0.0%	0	0.0%	0	0.6%	0
Co-op, The Centre, Greenstead Estate, Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Commons, Prettygate, Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Capel St Mary	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Holbrook	1.1%	8	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Co-op, The Triangle, Frinton	1.2%	9	21.0%	9	0.0%	0	0.0%	0
Iceland, 246/250 High Street, Dovercourt	0.6%	5	0.0%	0	0.0%	0	7.0%	5
Iceland, Triangle Shopping Centre, Frinton on Sea	1.2%	9	21.3%	9	0.0%	0	0.0%	0
Iceland, Turner Rise Retail Park, Colchester	0.8%	6	1.0%	0	0.0%	0	0.0%	0
Iceland, Waterglade Retail Park, Clacton	0.4%	3	0.0%	0	1.9%	3	0.0%	0
Lidl, Handford Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hening Avenue, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Road/Castle road, Clacton	0.5%	3	0.0%	0	2.0%	3	0.0%	0
Lidl, Parkestone Road, Harwich	0.5%	3	0.0%	0	0.0%	0	3.9%	3
Lidl, St Osyth Road, Clacton	0.3%	2	0.0%	0	0.8%	1	0.0%	0
Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Colchester	1.7%	12	0.0%	0	0.0%	0	0.6%	0
Marks & Spencer, Pier Avenue, Clacton	0.1%	1	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Simply Food, London Bridge Station, London	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Westgate Street, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Centenary Way, Clacton	3.1%	23	4.2%	2	11.5%	19	0.0%	0
Morrisons, Iconfield Park, Garland Road, Harwich	2.9%	21	1.0%	0	0.0%	0	23.9%	16
Morrisons, Waterglade Retail Park, Clacton	2.7%	19	0.0%	0	11.9%	19	0.0%	0
One Stop, Cambridge Drive, Ipswich	0.2%	1	0.0%	0	0.0%	0	1.8%	1
One Stop, Frinton Road, Kirby Cross	0.3%	2	5.3%	2	0.0%	0	0.0%	0
One Stop, Ramsey Road, Harwich	0.6%	4	0.0%	0	0.0%	0	6.2%	4
One Stop, Saint John's Road, Clacton-on-Sea	0.6%	4	0.0%	0	2.8%	4	0.0%	0
One Stop, Vine Parade, Wivenhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Gravel Hill Way, Dovercourt	0.2%	2	0.0%	0	0.0%	0	2.5%	2
Premier, Main Road, Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Layer Road, Colchester	1.0%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cornard Road, Sudbury	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Culver Street/Priory Walk, Colchester	1.5%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Clacton on Sea	2.9%	21	0.0%	0	11.9%	19	1.0%	1
Sainsbury's, Tollgate Road, Colchester	3.5%	25	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Upper Brook Street, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bromley Road, Colchester	0.8%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Crouch Street, Colchester	2.1%	15	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Frinton Road, Holland on Sea	1.9%	14	0.0%	0	8.1%	13	1.0%	1
Tesco Express, High Street, Manningtree	1.1%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Walton on the Naze	0.3%	2	5.6%	2	0.0%	0	0.0%	0
Tesco Express, London	1.4%	10	0.0%	0	0.9%	1	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
House, Plough Road, Great Bentley								
Tesco Express, Magdalen Street, Colchester	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Christophers Road, St John, Colchester	1.5%	11	0.0%	0	0.3%	1	0.0%	0
Tesco Express, St Osyth Road, Clacton	1.1%	8	0.0%	0	5.0%	8	0.0%	0
Tesco Express, Thrope Le Soken	0.8%	5	2.6%	1	1.4%	2	3.2%	2
Tesco Express, Victoria Road, Brightlingsea	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods, Colchester	5.5%	39	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brook Retail Park, Clacton	5.3%	38	6.4%	3	20.8%	34	2.2%	1
Tesco Superstore, Cedars Link Road, Stowmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Hythe, Colchester	1.0%	8	0.0%	0	0.0%	0	1.4%	1
Waitrose, Futura Park, Crane Boulevard, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Waitrose, St Andrews Avenue, Colchester	2.0%	14	0.0%	0	0.0%	0	0.6%	0
Alresford	0.3%	2	0.0%	0	0.0%	0	1.5%	1
Beaumont	0.2%	1	0.0%	0	0.9%	1	0.0%	0
Bradfield	0.2%	1	0.0%	0	0.0%	0	1.9%	1
Brightlingsea Town Centre	0.3%	2	0.0%	0	0.0%	0	2.4%	2
Broadway, Jaywick (local centre)	0.2%	1	0.0%	0	0.9%	1	0.0%	0
Capel St. Mary	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Clacton and Spring Roads, St Osyth (local centre)	0.2%	1	0.0%	0	0.8%	1	0.0%	0
Clacton Road, Elmstead Market (local centre)	0.2%	1	0.0%	0	0.8%	1	0.0%	0
Clacton Town Centre	1.0%	7	0.0%	0	3.4%	5	0.0%	0
Colchester	1.7%	12	0.0%	0	0.5%	1	1.0%	1
Dedham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt Town Centre	0.5%	4	0.0%	0	0.0%	0	5.7%	4
East Bergholt	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Eight Ash Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Fordham	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea Town Centre	0.5%	3	8.4%	3	0.0%	0	0.0%	0
Great Bentley	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Great Clacton (district centre)	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Harwich Town Centre	0.2%	1	0.0%	0	0.0%	0	2.2%	1
Holland on sea (district centre)	0.1%	1	1.4%	1	0.0%	0	0.0%	0
Jaywick	0.2%	1	0.0%	0	0.8%	1	0.0%	0
Kirby-le-Soken	0.1%	0	1.0%	0	0.0%	0	0.0%	0
Langham	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Little Clacton	0.1%	1	0.0%	0	0.5%	1	0.0%	0
Manningtree Town Centre	0.4%	3	0.0%	0	0.8%	1	0.0%	0
Mistley	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Nayland	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Newtown, Kent	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Parkeston	0.1%	0	0.0%	0	0.0%	0	0.7%	0
Ramsey	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Station Road, Alresford (local centre)	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Sudbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Street, Little Clacton (local centre)	0.2%	1	0.0%	0	0.8%	1	0.0%	0
The Triangle, Friton (district centre)	0.1%	0	1.0%	0	0.0%	0	0.0%	0
Thorrington	0.1%	1	0.0%	0	0.0%	0	1.3%	1
Thurston	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-on-the-Naze Town Centre	0.2%	2	4.2%	2	0.0%	0	0.0%	0
West Bergholt	0.2%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Wivenhoe Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Internet	0.4%	3	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.3%	1	0.9%	0
(Don't know / can't remember)	3.7%	27	0.0%	0	0.5%	1	0.0%	0	1.4%	1	0.0%	0	6.9%	23	7.0%	2
Weighted base:	718	42		161		65		73		15		329		32		
Sample:	680	66		133		73		89		59		186		74		

**Mean score: [Number of visits per week]**

### Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

*Those who do top-up shopping at Q12*

Daily	5.3%	38	11.8%	5	3.7%	6	9.8%	6	6.3%	5	5.8%	1	4.1%	14	4.4%	1
At least two times a week	36.5%	262	43.2%	18	35.7%	58	36.9%	24	38.1%	28	51.3%	8	34.5%	114	39.5%	13
At least once a week	37.1%	266	39.3%	16	34.3%	55	27.4%	18	30.1%	22	27.1%	4	42.2%	139	35.1%	11
At least once a fortnight	10.5%	76	1.0%	0	13.1%	21	9.3%	6	15.4%	11	7.9%	1	9.6%	32	12.2%	4
At least once a month	3.0%	22	2.4%	1	1.7%	3	1.7%	1	1.4%	1	2.9%	0	4.3%	14	3.6%	1
At least every two months	0.7%	5	0.0%	0	2.8%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	6.8%	49	2.4%	1	8.7%	14	15.0%	10	6.6%	5	4.1%	1	5.1%	17	5.3%	2
Mean:	1.64	2.15		1.53		2.06		1.70		1.82		1.54		1.60		
Weighted base:	718	42		161		65		73		15		329		32		
Sample:	680	66		133		73		89		59		186		74		

**Mean score: [£]**

### Q15 How much on average does your household normally spend on top up shopping in a week?

*Those who do top-up shopping at Q12*

£1 - £10	42.1%	302	37.9%	16	41.2%	67	33.9%	22	40.1%	29	27.6%	4	45.5%	150	44.8%	15
£11 - £20	31.4%	226	33.7%	14	39.3%	63	29.7%	19	31.9%	23	38.3%	6	28.0%	92	24.0%	8
£21 - £30	6.9%	49	2.4%	1	6.7%	11	6.6%	4	9.8%	7	4.6%	1	7.3%	24	4.0%	1
£31 - £40	2.7%	20	4.7%	2	3.2%	5	2.0%	1	0.0%	0	14.3%	2	2.0%	7	7.3%	2
£41 - £50	3.0%	22	5.1%	2	1.2%	2	10.7%	7	5.1%	4	2.7%	0	1.6%	5	3.3%	1
£51 - £60	0.8%	6	3.2%	1	2.1%	3	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0
£61 - £70	0.7%	5	1.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	4	0.9%	0
£71 - £80	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.8%	2	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
£91 - £100	0.5%	4	1.4%	1	0.5%	1	1.8%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	71	9.6%	4	5.3%	9	12.4%	8	9.8%	7	11.6%	2	11.3%	37	12.9%	4
(Refused)	1.4%	10	1.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	2.1%	7	1.6%	1
Mean:	17.10	19.49		16.43		21.91		17.36		19.81		15.99		17.41		
Weighted base:	718	42		161		65		73		15		329		32		
Sample:	680	66		133		73		89		59		186		74		

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q16 Where did you last go to buy clothing or footwear goods?</b>																
Asda, Main Road, Harwich	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Asda, Turner Rise, Colchester	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Tesco Extra, Highwoods, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Superstore, Greenstead Road, Colchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	0	0.5%	2	0.0%	0
Wyevale Garden Centre, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Brook Retail Park, Clacton	0.5%	5	0.6%	0	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	2.5%	25	2.1%	1	7.9%	17	3.2%	3	1.6%	2	0.0%	0	0.5%	2	0.0%	0
Colchester Retail Park, Colchester	1.7%	17	0.0%	0	0.0%	0	1.4%	1	2.5%	3	0.0%	0	2.9%	13	0.0%	0
Colne View Retail Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Fairacres Retail Park, Oxford	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Braintree	1.3%	13	0.6%	0	0.9%	2	1.4%	1	1.8%	2	1.9%	0	1.4%	7	0.0%	0
Harwich Gateway Retail Park, Harwich	0.6%	6	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Interchange Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Junction 32 Retail Park, Glasshoughton, Castleford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Lakeside Retail Park, West Thurrock	0.8%	8	1.9%	1	1.7%	4	0.5%	0	1.6%	2	0.0%	0	0.2%	1	0.0%	0
Orwell Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sheepen Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Suffolk Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Stanway Retail Park, Colchester	1.0%	10	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	9	0.0%	0
The Tollgate Centre, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.0%	5	0.0%	0
Tollgate Retail Park, Colchester	2.1%	21	0.0%	0	0.4%	1	6.9%	6	0.9%	1	0.0%	0	2.8%	13	0.0%	0
Turner Rise Retail park, Colchester	0.4%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Waterglade Retail Park, Clacton	0.5%	5	2.4%	2	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield Shopping Centre, Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
White Cliffs Park, Whitfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Braintree	0.4%	4	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	4	0.0%	0
Brightlingsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Cambridge	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5	1.8%	1
Central London	0.7%	7	0.0%	0	1.1%	2	1.4%	1	0.4%	0	3.1%	1	0.2%	1	1.6%	1
Chelmsford	0.7%	7	2.4%	2	0.7%	1	1.5%	1	0.0%	0	2.0%	1	0.5%	2	0.9%	0
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Clacton on Sea	7.1%	71	11.1%	7	23.4%	51	10.3%	9	4.0%	4	1.1%	0	0.0%	0	0.0%	0
Colchester	41.4%	415	23.1%	15	21.5%	47	30.5%	26	48.3%	52	60.2%	16	55.4%	255	12.4%	5
Dedham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Dovercourt	0.5%	5	0.6%	0	0.0%	0	2.8%	2	2.2%	2	0.6%	0	0.0%	0	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetwood	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea	1.0%	10	14.1%	9	0.4%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.7%	7	4.1%	3	0.7%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Highwoods, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Holbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	4.0%	40	3.3%	2	0.9%	2	3.2%	3
Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Letchworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.8%	8	0.0%	0	0.0%	0	1.0%	1
Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prettygate	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.4%	1	0.0%	0
Southend-on-Sea	0.3%	3	0.0%	0	1.2%	3	0.0%	0
Stratford	0.1%	1	0.6%	0	0.4%	1	0.0%	0
Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Thurrock	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Walton on the Naze	0.1%	1	1.6%	1	0.0%	0	0.0%	0
Welshpool	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Abroad	0.7%	7	1.7%	1	2.1%	4	0.0%	0
Internet / delivery	16.5%	165	14.2%	9	18.7%	41	17.4%	15
(Don't know / can't remember)	2.6%	26	3.2%	2	4.4%	10	3.4%	3
(Don't buy these goods)	4.6%	46	10.3%	7	4.5%	10	4.6%	4
Weighted base:	1003	63	217	84	108	26	460	44
Sample:	1002	100	183	100	141	100	276	102

Mean score: [Number of visits per month]

### Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q16*

Daily	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	4	0.9%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	2	0.0%	0
At least once a week	3.9%	29	0.9%	0	5.8%	9	3.6%	2	6.1%	5	4.0%	1	3.2%	12	0.9%	0
At least once a fortnight	8.2%	62	1.6%	1	9.6%	15	11.9%	7	9.0%	8	8.9%	2	7.2%	26	12.9%	4
At least once a month	22.4%	170	18.2%	8	26.6%	41	31.2%	20	25.7%	21	15.2%	3	19.0%	69	25.5%	8
At least every two months	14.3%	108	15.3%	7	17.6%	27	6.9%	4	8.0%	7	30.3%	6	14.2%	52	19.3%	6
At least every 3 months	16.3%	124	11.8%	5	12.8%	20	18.9%	12	22.9%	19	9.6%	2	17.2%	63	11.2%	3
At least every 6 months	13.3%	101	23.3%	10	8.0%	12	4.8%	3	5.5%	5	11.5%	2	17.9%	65	9.8%	3
Less often than once every 6 months	7.6%	58	11.8%	5	8.8%	13	7.8%	5	13.2%	11	9.3%	2	5.2%	19	8.5%	3
Have only visited once	3.1%	24	0.9%	0	4.9%	7	0.7%	0	0.5%	0	1.8%	0	3.6%	13	4.9%	1
(Don't know / varies)	10.3%	78	13.8%	6	5.9%	9	14.2%	9	7.3%	6	9.4%	2	12.0%	44	6.9%	2
Mean:	0.86	1.13	0.89	0.94	1.03	0.78	0.76	0.76								
Weighted base:	759	45	152	63	83	20	365	31								
Sample:	750	68	134	78	103	75	224	68								

### Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q16*

Car / van (as driver)	60.1%	456	59.2%	26	68.9%	105	62.0%	39	75.3%	63	49.4%	10	52.6%	192	67.9%	21
Car / van (as passenger)	9.2%	70	15.8%	7	11.8%	18	24.0%	15	4.8%	4	3.0%	1	5.9%	21	12.1%	4
Bus, minibus or coach	16.2%	123	13.2%	6	5.5%	8	5.8%	4	12.8%	11	31.6%	6	23.0%	84	13.0%	4
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Walk	8.4%	64	7.2%	3	7.2%	11	1.0%	1	1.6%	1	0.0%	0	13.0%	48	0.0%	0
Taxi	0.6%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	0	0.9%	3	0.9%	0
Train	3.3%	25	4.6%	2	5.3%	8	6.5%	4	4.8%	4	13.4%	3	1.0%	4	3.3%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.8%	0	1.1%	4	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	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
Park & Ride	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	2.8%	1
(Don't know / varies)	0.8%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	6	0.0%	0
Weighted base:	759	45	152	63	83	20	365	31								
Sample:	750	68	134	78	103	75	224	68								

## Tendring Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																
<i>Not those who said 'Internet / delivery' or 'Abroad' or (Don't buy these goods) at Q16</i>																
Yes – food shopping	4.3%	34	7.6%	4	3.6%	6	7.8%	5	0.5%	0	4.2%	1	4.1%	15	8.7%	3
Yes – non-food shopping	6.6%	52	6.2%	3	6.9%	11	4.4%	3	2.9%	3	5.8%	1	7.6%	28	8.9%	3
Yes – visiting services such as banks and other financial institutions	2.7%	22	2.4%	1	1.6%	3	0.0%	0	2.6%	2	0.8%	0	3.6%	13	6.9%	2
Yes – leisure activity	6.8%	53	13.5%	6	9.3%	15	5.4%	4	2.7%	2	8.4%	2	6.2%	23	3.6%	1
Yes – travelling to/from work	2.7%	21	0.0%	0	0.5%	1	2.9%	2	1.2%	1	2.8%	1	4.4%	16	1.2%	0
Yes – travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – getting petrol	0.4%	4	2.0%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	15.8%	124	7.9%	4	16.4%	27	14.0%	9	10.5%	9	17.9%	4	17.6%	65	20.2%	7
Yes – visiting family/friends	4.1%	32	5.4%	3	2.2%	4	1.3%	1	9.1%	8	5.4%	1	4.2%	15	2.1%	1
Yes – visiting health service such as doctor, dentist, hospital	0.6%	4	0.9%	0	1.1%	2	0.7%	0	0.5%	0	0.0%	0	0.3%	1	0.9%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.9%	7	0.9%	0	0.8%	1	2.2%	1	0.0%	0	0.0%	0	1.0%	4	0.9%	0
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting family / friends	1.5%	12	3.7%	2	0.0%	0	1.0%	1	2.9%	3	0.0%	0	1.5%	5	5.0%	2
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	51.1%	401	44.7%	21	56.1%	91	57.8%	38	62.9%	54	51.9%	10	46.8%	174	38.7%	13
(Don't know / varies)	2.5%	20	4.7%	2	0.7%	1	2.3%	2	2.9%	3	2.8%	1	2.9%	11	2.9%	1
Weighted base:		784		47		162		66		86		20		371		33
Sample:		776		70		141		81		107		76		227		74

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q19 Where did you last go to buy Books, CDs, DVDs?</b>								
Asda, Stoke Park Drive, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Hadleigh Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Clacton	0.7%	7	2.4%	2	2.7%	6	0.0%	0
Clacton Factory Outlet, Clacton	0.1%	1	0.0%	0	0.2%	1	0.5%	0
The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Stanway Retail Park, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0
The Tollgate Centre, Colchester	0.2%	2	0.0%	0	0.0%	0	0.7%	1
Tollgate Retail Park, Colchester	1.1%	11	0.0%	0	0.0%	0	0.5%	1
Turner Rise Retail park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton	0.1%	1	0.0%	0	0.6%	1	0.0%	0
Whitehouse Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Alresford	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Ardleigh	0.2%	2	0.0%	0	0.0%	0	2.1%	2
Banchory, Aberdeenshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	1.4%	2
Bristol	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.4%	0
Central London	0.1%	1	0.6%	0	0.2%	1	0.0%	0
Chelmsford	0.6%	6	0.0%	0	2.7%	6	0.0%	0
Clacton on Sea	4.8%	48	6.2%	4	18.8%	41	2.0%	2
Colchester	16.1%	162	2.1%	1	3.8%	8	9.4%	8
Dovercourt	0.3%	3	0.0%	0	0.0%	0	2.0%	2
Eastbourne	0.1%	1	0.0%	0	0.4%	1	0.0%	0
Frinton on Sea	1.2%	12	16.4%	10	0.0%	0	0.4%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.4%	4	0.0%	0	0.0%	0	4.5%	4
High Wycombe	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Ipswich	1.8%	18	0.0%	0	0.6%	1	2.2%	2
Loughborough	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.1%	1	0.0%	0	0.0%	0	1.0%	1
Southend-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thorpe-le-Soken	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Wivenhoe	0.3%	3	0.0%	0	0.0%	0	0.5%	0
Internet / delivery	41.3%	415	42.3%	27	40.2%	87	43.8%	37
(Don't know / can't remember)	2.0%	20	0.6%	0	1.2%	3	4.1%	3
(Don't buy these goods)	25.2%	253	28.7%	18	27.1%	59	30.4%	26
Weighted base:	1003		63		217		84	
Sample:	1002		100		183		100	



# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?</b>																
Asda, Stoke Park Drive, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Lightship Way, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.8%	4	0.0%	0
Lidl, Parkeston Road, Harwich	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Tesco Extra, Highwoods, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	0	0.8%	4	1.5%	1
Brook Retail Park, Clacton	0.5%	5	0.0%	0	1.6%	4	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.6%	6	0.6%	0	1.9%	4	0.5%	0	0.4%	0	0.8%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	0.8%	8	0.6%	0	1.0%	2	2.6%	2	2.5%	3	2.1%	1	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.9%	4	1.5%	1
Cowdray Trade Park, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Euro Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.8%	0	0.0%	0	3.1%	1
Freeport Outlet Shopping Village, Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Futura Retail Park, Ipswich	0.8%	8	1.5%	1	0.9%	2	0.5%	0	1.4%	2	0.0%	0	0.5%	2	2.2%	1
Harwich Gateway Retail Park, Harwich	1.1%	11	0.0%	0	0.4%	1	11.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lakeside Retail Park, West Thurrock	1.0%	10	0.0%	0	2.0%	4	1.4%	1	0.9%	1	3.7%	1	0.5%	2	0.9%	0
Mayflower Retail Park, Basildon	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orwell Retail Park, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Peatree Road Retail Park, Colchester	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Severalls Industrial Park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Suffolk Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0
The Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Stanway Retail Park, Colchester	1.9%	19	0.0%	0	0.0%	0	2.9%	2	2.2%	2	1.0%	0	3.0%	14	0.9%	0
The Tollgate Centre, Colchester	0.7%	7	0.6%	0	0.7%	2	0.0%	0	0.0%	0	0.6%	0	1.1%	5	0.0%	0
Tollgate Retail Park, Colchester	4.1%	42	0.0%	0	0.0%	0	2.2%	2	1.3%	1	3.6%	1	7.9%	36	2.8%	1
Turner Rise Retail park, Colchester	1.7%	17	0.0%	0	0.9%	2	0.0%	0	0.9%	1	3.2%	1	3.0%	14	0.0%	0
Waterglade Retail Park, Clacton	1.7%	17	0.0%	0	8.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehouse Industrial Estate, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Alresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Clacton on Sea	8.0%	80	19.6%	12	30.2%	66	1.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	18.1%	181	16.5%	10	10.8%	23	13.2%	11	21.2%	23	26.6%	7	23.0%	106	2.0%	1
Copdock	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Dovercourt	0.3%	3	0.0%	0	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	0
Frinton on Sea	0.6%	6	8.0%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Harwich	2.0%	20	0.0%	0	0.7%	1	19.1%	16	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Hythe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
Ipswich	2.5%	25	1.5%	1	0.0%	0	5.6%	5	3.4%	4	1.1%	0	1.4%	6	20.5%	9
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Little Clacton	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Melford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Parkeston	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Stratford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
Walton on the Naze	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Internet / delivery	11.7%	117	8.8%	6	16.6%	36	5.1%	4	11.3%	12	19.4%	5	10.8%	50	10.2%	5
(Don't know / can't remember)	11.4%	114	3.2%	2	4.8%	10	13.3%	11	14.9%	16	7.8%	2	14.2%	65	16.2%	7
(Don't buy these goods)	25.0%	250	33.7%	21	18.5%	40	16.4%	14	19.2%	21	24.2%	6	29.6%	136	26.7%	12
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [Number of visits per month]

**Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?**

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q20*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.3%	1	1.2%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.1%	21	0.0%	0	8.6%	11	5.2%	3	0.7%	0	0.0%	0	3.1%	7	1.4%	0
At least once a fortnight	3.7%	19	0.0%	0	8.5%	11	11.2%	6	0.7%	0	2.4%	0	0.7%	2	0.0%	0
At least once a month	11.6%	60	10.7%	4	15.0%	19	8.7%	5	20.5%	12	8.2%	1	7.6%	16	16.3%	3
At least every two months	6.6%	34	7.1%	2	13.2%	17	4.2%	2	5.6%	3	1.2%	0	3.0%	6	13.4%	3
At least every 3 months	13.2%	69	15.4%	5	10.9%	14	5.2%	3	20.8%	12	15.7%	2	14.8%	31	4.5%	1
At least every 6 months	15.7%	82	11.9%	4	8.2%	11	13.8%	8	11.3%	7	29.3%	4	22.8%	47	7.4%	2
Less often than once every 6 months	24.8%	129	32.5%	11	16.6%	22	24.9%	14	26.7%	16	25.8%	3	27.5%	57	30.1%	6
Have only visited once	4.3%	22	2.7%	1	3.7%	5	8.4%	5	2.4%	1	1.2%	0	5.0%	10	0.0%	0
(Don't know / varies)	15.8%	82	18.5%	6	14.8%	19	18.4%	10	11.3%	7	16.2%	2	15.5%	32	26.9%	6
Mean:		0.60		0.42		1.00		0.75		0.44		0.32		0.41		0.47
Weighted base:		521		34		130		55		59		12		209		21
Sample:		508		54		100		57		72		50		128		47

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q21 Where did you last go to buy goods such as toys, games, bicycles and recreational goods?</b>								
Tesco Extra, Highwoods, Colchester	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Greenstead Road, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.9%	1	0.0%	0	0.0%	0
Brook Retail Park, Clacton	0.7%	7	1.5%	1	1.7%	4	0.0%	0
Clacton Factory Outlet, Clacton	0.2%	2	0.0%	0	0.0%	0	0.8%	1
Colchester Retail Park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colne View Retail Park, Colchester	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Freeport Outlet Shopping Village, Braintree	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Harwich	0.4%	4	0.0%	0	0.4%	1	3.0%	3
Interchange Retail Park, Ipswich	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Lakeside Retail Park, West Thurrock	0.3%	3	0.0%	0	0.7%	1	0.0%	0
Orwell Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Pear tree Business Centre, Pear tree Road, Stanway, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Peatree Road Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Pipps Hill Retail Park, Basildon	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Severalls Industrial Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Suffolk Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Interchange Retail Park, Ipswich	3.4%	34	1.3%	1	6.4%	14	2.2%	2
The Stanway Retail Park, Colchester	1.3%	13	0.0%	0	0.2%	1	2.0%	2
The Tollgate Centre, Colchester	1.7%	17	0.9%	1	0.4%	1	0.0%	0
Tollgate Retail Park, Colchester	2.6%	26	0.0%	0	0.7%	1	4.4%	4
Turner Rise Retail park, Colchester	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton	0.1%	1	0.0%	0	0.4%	1	0.0%	0
Ambleside	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bildeston	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.3%	3	0.0%	0	0.0%	0	0.8%	1
Clacton on Sea	4.7%	47	9.3%	6	17.5%	38	2.0%	2
Colchester	12.9%	129	6.8%	4	10.9%	24	4.7%	4
Copdock	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dovercourt	0.2%	2	0.0%	0	0.2%	1	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Frinton on Sea	0.4%	4	5.6%	4	0.0%	0	0.0%	0
Great Bentley	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.8%	8	0.0%	0	0.7%	1	7.6%	6
Ipswich	1.7%	17	1.5%	1	0.0%	0	1.2%	1
Langham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Norwich	0.1%	1	0.0%	0	0.5%	1	0.0%	0
Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Walton on the Naze	0.1%	1	1.7%	1	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Internet / delivery	18.0%	180	20.0%	13	22.2%	48	26.7%	23
(Don't know / can't remember)	3.1%	31	7.2%	5	2.0%	4	3.5%	3
(Don't buy these goods)	44.3%	444	42.0%	27	34.4%	75	41.1%	35
Weighted base:	1003		63		217		84	
Sample:	1002		100		183		100	

Column %ges.



# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q22 Where did you last go to buy chemist goods (including health and beauty products)?</b>																
Asda, Main Road, Harwich	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stoke Park Drive, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Morrisons, Sproughton Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, Felixstowe Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Sainsbury's, Hadleigh Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Extra, Copdock Interchange, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Highwoods, Colchester	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	15	0.0%	0
Tesco Superstore, Greenstead Road, Colchester	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	6	0.0%	0
Brook Retail Park, Clacton	0.8%	8	1.7%	1	3.1%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Harwich Gateway Retail Park, Harwich	0.4%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Interchange Retail Park, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
The Stanway Retail Park, Colchester	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.6%	12	0.0%	0
The Tollgate Centre, Colchester	2.2%	22	0.0%	0	0.0%	0	0.5%	0	0.9%	1	0.0%	0	4.6%	21	0.0%	0
Tollgate Retail Park, Colchester	2.5%	26	0.0%	0	0.7%	1	0.0%	0	0.4%	0	0.0%	0	5.2%	24	0.0%	0
Turner Rise Retail park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Ardleigh	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Blackheath, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Bockings Elm	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	1.1%	11	0.0%	0	0.4%	1	0.0%	0	9.3%	10	0.0%	0	0.0%	0	0.0%	0
Capel St Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	0
Clacton on Sea	17.7%	178	9.5%	6	75.0%	163	3.5%	3	3.8%	4	1.4%	0	0.3%	2	0.0%	0
Colchester	33.9%	340	2.1%	1	2.6%	6	9.1%	8	35.9%	39	33.9%	9	59.9%	276	4.1%	2
Copdock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Dedham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.8%	4	5.5%	2
Dovercourt	3.0%	30	0.0%	0	0.0%	0	31.4%	26	2.8%	3	0.0%	0	0.0%	0	0.7%	0
East Bergholt	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	9.7%	4
Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Frinton on Sea	4.3%	43	61.4%	39	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Great Bentley	0.5%	5	0.0%	0	1.1%	2	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Great Clacton	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%	0
Harwich	2.2%	22	0.0%	0	0.0%	0	23.1%	20	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Holbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Holland-on-Sea	0.6%	6	0.6%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.2%	1	0.0%	0
Ipswich	1.7%	17	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	33.5%	15
Jaywick	0.6%	6	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirby Cross	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Clacton	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	2.4%	24	0.0%	0	0.6%	1	0.0%	0	16.5%	18	0.0%	0	0.4%	2	6.3%	3
Marks Tey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Prettygate	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Romford	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrub End	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Southend-on-Sea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Osyth	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	7	0.0%	0
Walton on the Naze	0.8%	8	13.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bergholt	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	13	0.0%	0
Wivenhoe	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	2	49.3%	13	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	1.5%	1
Internet / delivery	5.1%	51	3.7%	2	3.3%	7	5.3%	4	6.7%	7	4.0%	1	5.7%	26	6.9%	3
(Don't know / can't remember)	1.0%	10	0.0%	0	0.0%	0	6.2%	5	3.4%	4	1.1%	0	0.0%	0	2.0%	1

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
(Don't buy these goods)	6.9% 70	5.1% 3	3.5% 8	13.8% 12	7.7% 8	6.6% 2	7.4% 34	7.4% 3
Weighted base:	1003	63	217	84	108	26	460	44
Sample:	1002	100	183	100	141	100	276	102

**Mean score: [Number of visits per month]**

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

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q22*

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
At least two times a week	0.4%	3	1.4%	1	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.3%	1	0.0%	0
At least once a week	13.6%	119	24.4%	14	11.1%	22	23.4%	15	12.8%	11	16.1%	4	11.4%	46	18.4%	7
At least once a fortnight	13.0%	113	11.5%	7	12.7%	26	6.7%	4	17.1%	15	11.8%	3	13.4%	53	15.3%	6
At least once a month	43.8%	381	34.3%	20	52.2%	106	45.4%	29	36.9%	33	49.0%	11	42.3%	169	40.5%	15
At least every two months	8.0%	70	3.5%	2	6.4%	13	9.6%	6	7.2%	6	9.7%	2	9.4%	37	7.2%	3
At least every 3 months	4.7%	41	2.1%	1	2.7%	6	5.0%	3	13.0%	12	1.3%	0	4.3%	17	6.0%	2
At least every 6 months	4.5%	40	8.3%	5	3.6%	7	7.5%	5	4.8%	4	0.0%	0	4.3%	17	3.4%	1
Less often than once every 6 months	2.2%	20	0.7%	0	2.3%	5	0.0%	0	0.9%	1	1.5%	0	3.2%	13	1.8%	1
Have only visited once	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
(Don't know / varies)	9.2%	80	13.7%	8	8.6%	17	2.4%	2	6.8%	6	10.6%	2	10.6%	42	7.3%	3
<i>Mean:</i>		<i>1.52</i>		<i>1.98</i>		<i>1.42</i>		<i>1.64</i>		<i>1.45</i>		<i>1.59</i>		<i>1.48</i>		<i>1.63</i>
Weighted base:		870		58		202		63		89		23		399		36
Sample:		863		88		166		77		118		87		247		80

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?</b>								
Asda, Stoke Park Drive, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Felixstowe Road, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Western Approach, Stanway	0.1%	1	0.0%	0	0.0%	0	0.2%	1
Tesco Extra, Highwoods, Colchester	0.7%	7	0.0%	0	0.0%	0	0.9%	4
Brook Retail Park, Clacton	6.2%	62	7.8%	5	22.2%	48	6.9%	6
Clacton Factory Outlet, Clacton	0.3%	3	0.0%	0	1.2%	3	0.0%	0
Colchester Retail Park, Colchester	0.2%	2	0.0%	0	0.2%	1	0.0%	0
Colne View Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Euro Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Futura Retail Park, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.2%	1
Harwich Gateway Retail Park, Harwich	1.0%	10	0.0%	0	0.0%	0	10.8%	9
Interchange Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	2.3%	3
Suffolk Retail Park, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.8%	1
The Interchange Retail Park, Ipswich	0.9%	10	0.0%	0	0.0%	0	0.0%	0
The Stanway Retail Park, Colchester	2.9%	29	0.0%	0	0.5%	1	2.0%	2
The Tollgate Centre, Colchester	2.5%	25	0.6%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Colchester	13.9%	139	0.6%	0	0.7%	1	11.4%	10
Turner Rise Retail park, Colchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton	0.2%	2	0.6%	0	0.7%	1	0.0%	0
Whitehouse Industrial Estate, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Clacton on Sea	8.0%	81	26.9%	17	25.8%	56	6.4%	5
Colchester	13.9%	139	3.2%	2	2.4%	5	5.6%	5
Copdock	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovercourt	0.9%	9	0.0%	0	0.0%	0	7.5%	6
Elmstead	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Frinton on Sea	2.1%	21	30.2%	19	0.8%	2	0.0%	0
Hadleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harwich	0.9%	9	0.0%	0	0.0%	0	11.1%	9
Holland-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Ipswich	1.8%	18	0.0%	0	0.0%	0	2.2%	2
Manningtree	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Nacton, Suffolk	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkeston	0.0%	0	0.0%	0	0.0%	0	0.5%	0
Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Romford	0.2%	2	0.0%	0	0.7%	1	0.8%	1
Stanway	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tiptree	0.2%	2	0.0%	0	0.0%	0	0.0%	0
West Mersea	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Wivenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	20.6%	207	13.4%	8	26.1%	57	17.9%	15
(Don't know / can't remember)	5.8%	58	4.1%	3	2.3%	5	7.7%	6
(Don't buy these goods)	13.9%	139	12.5%	8	15.8%	34	7.7%	6
Weighted base:	1003		63		217		84	
Sample:	1002		100		183		100	

## Tendring Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Mean score: [Number of visits per month]</b>								
<b>Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?</b>								
<i>Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q23</i>								
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	1	0.0%	0	0.4%	1	0.0%	0
At least once a fortnight	0.5%	3	2.5%	1	0.0%	0	0.0%	0
At least once a month	1.0%	6	0.0%	0	0.6%	1	1.8%	1
At least every two months	4.3%	26	1.8%	1	15.3%	19	0.0%	0
At least every 3 months	3.2%	19	0.0%	0	4.4%	5	4.5%	3
At least every 6 months	7.3%	43	8.7%	4	11.8%	14	7.3%	4
Less often than once every 6 months	55.3%	330	35.4%	16	49.7%	60	52.6%	30
Have only visited once (Don't know / varies)	6.1%	36	12.7%	6	3.2%	4	11.1%	6
	22.2%	132	38.9%	17	14.6%	18	22.6%	13
<i>Mean:</i>	<i>0.16</i>	<i>0.18</i>	<i>0.22</i>	<i>0.13</i>	<i>0.16</i>	<i>0.15</i>	<i>0.14</i>	<i>0.14</i>
Weighted base:	596	44	121	56	59	12	278	26
Sample:	599	65	104	67	76	53	172	62

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q24 Where did you last go to buy DIY or gardening goods?</b>								
Asda, Stoke Park Drive, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Lightship Way, Colchester	20.3%	203	0.0%	0	1.9%	4	13.2%	11
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.0%	0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Garden Centre, St Johns Road, Clacton-on-Sea	0.1%	1	0.0%	0	0.6%	1	0.0%	0
Craft Nurseries, Harwich Road, Lawford	0.1%	1	0.0%	0	0.0%	0	0.5%	0
Fillpots Garden Centre, Straight Road, Boxted	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Hilltop Garden Centre, Clacton Road, Clacton-on-Sea	0.1%	1	1.3%	1	0.0%	0	0.0%	0
Homebase, Felixstowe Road, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, St Andrews Avenue, Colchester	1.5%	15	0.0%	0	0.0%	0	3.2%	3
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Poplar Nurseries, Coggeshall Road, Colchester	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Highwoods, Colchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Clarendon Way, Colchester	0.5%	5	0.0%	0	0.0%	0	1.2%	1
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, London Road, Colchester	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Angora Business Park, Stanway	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Brook Retail Park, Clacton	12.2%	122	17.3%	11	44.0%	95	10.7%	9
Clacton Factory Outlet, Clacton	0.1%	1	0.6%	0	0.4%	1	0.0%	0
Colne View Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.4%	0
Euro Retail Park, Ipswich	1.0%	10	0.0%	0	0.0%	0	1.1%	1
Harwich Gateway Retail Park, Harwich	0.8%	8	0.0%	0	0.0%	0	9.3%	8
Orwell Retail Park, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
The Stanway Retail Park, Colchester	1.6%	16	0.0%	0	0.0%	0	1.3%	1
The Tollgate Centre, Colchester	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Tollgate Retail Park, Colchester	6.0%	61	0.0%	0	0.0%	0	0.0%	0
Turner Rise Retail park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waterglade Retail Park, Clacton	0.2%	2	0.6%	0	0.7%	2	0.0%	0
Woodhall Business Park, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Aldham	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	1.8%	2
Capel St Mary	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton on Sea	9.4%	94	35.6%	23	28.3%	61	7.2%	6
Colchester	9.2%	93	0.6%	0	0.6%	1	2.2%	2
Dovercourt	0.5%	5	0.0%	0	0.0%	0	4.9%	4

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
East Bergholt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Felixstowe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Frinton on Sea	1.2%	12	12.5%	8	0.9%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hadleigh	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.2%	1	3.9%	2
Harwich	1.1%	11	0.0%	0	0.0%	0	11.3%	10	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Huntingdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Ipswich	1.1%	11	0.0%	0	0.0%	0	1.4%	1	1.6%	2	0.0%	0	0.2%	1	15.9%	7
Kirby Cross	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawford	0.5%	5	0.0%	0	0.0%	0	0.5%	0	3.3%	4	0.6%	0	0.0%	0	1.3%	1
Little Clacton	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Clacton	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.6%	6	0.0%	0	0.0%	0	3.0%	3	2.2%	2	1.3%	0	0.0%	0	1.3%	1
Parkeston	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Osyth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Stanway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.2%	1	0.0%	0
Sudbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Tiptree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Walton on the Naze	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wivenhoe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Internet / delivery	3.4%	34	1.5%	1	6.7%	14	6.5%	6	1.3%	1	3.0%	1	2.3%	10	2.0%	1
(Don't know / can't remember)	3.0%	30	3.0%	2	1.4%	3	8.2%	7	3.0%	3	0.0%	0	2.9%	13	4.4%	2
(Don't buy these goods)	18.6%	187	23.6%	15	13.8%	30	16.7%	14	18.3%	20	23.5%	6	20.4%	94	18.7%	8
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

Mean score: [Number of visits per month]

### Q24A How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q24*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	0	0.9%	3	0.0%	0
At least once a week	6.0%	45	4.7%	2	6.0%	10	7.6%	4	5.7%	5	11.6%	2	5.7%	20	4.6%	2
At least once a fortnight	5.3%	40	6.4%	3	6.5%	11	8.9%	5	4.2%	3	4.6%	1	4.6%	16	2.6%	1
At least once a month	15.7%	118	19.3%	9	18.9%	32	14.5%	8	12.6%	11	18.4%	4	14.0%	48	20.4%	7
At least every two months	11.7%	88	7.2%	3	14.4%	24	13.9%	8	12.9%	11	8.8%	2	11.0%	38	5.0%	2
At least every 3 months	13.6%	102	15.6%	7	12.3%	21	7.7%	4	13.2%	11	8.2%	2	14.1%	48	27.9%	9
At least every 6 months	18.0%	136	6.5%	3	14.1%	24	19.3%	11	17.7%	15	25.4%	5	21.1%	72	17.5%	6
Less often than once every 6 months	12.8%	96	15.4%	7	11.8%	20	9.9%	6	20.9%	17	9.0%	2	12.2%	42	8.4%	3
Have only visited once	0.9%	7	0.9%	0	2.6%	4	0.8%	0	0.0%	0	1.8%	0	0.3%	1	0.9%	0
(Don't know / varies)	15.4%	115	24.1%	11	13.0%	22	17.5%	10	12.9%	11	10.4%	2	16.2%	55	12.7%	4
Mean:		0.82		0.82		0.85		0.93		0.69		1.13		0.81		0.68
Weighted base:		751		45		169		58		84		19		343		33
Sample:		739		66		143		75		104		70		205		76

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q25 Where did you last go to buy furniture, carpets and floor coverings?</b>																
B&Q Warehouse, Lightship Way, Colchester	0.7%	7	0.0%	0	0.0%	0	1.7%	1	1.9%	2	3.9%	1	0.5%	2	0.0%	0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Angora Business Park, Stanway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Bluewater Shopping Centre, Greenhithe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Brook Retail Park, Clacton	0.2%	2	0.6%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton Factory Outlet, Clacton	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Retail Park, Colchester	1.4%	14	1.3%	1	3.2%	7	3.5%	3	1.6%	2	1.6%	0	0.2%	1	0.0%	0
Colne View Retail Park, Colchester	0.8%	8	0.0%	0	0.4%	1	0.8%	1	1.1%	1	1.3%	0	1.0%	5	0.0%	0
Cowdray Trade Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Euro Retail Park, Ipswich	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	7.5%	3
Fiverways Retail Park, Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Futura Retail Park, Ipswich	0.5%	5	0.0%	0	0.0%	0	1.8%	2	0.5%	1	0.0%	0	0.2%	1	3.4%	1
Glasswells Retail Park, Ranelagh Road, Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Harwich Gateway Retail Park, Harwich	1.2%	12	1.5%	1	0.0%	0	10.8%	9	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, West Thurrock	1.4%	14	0.0%	0	2.0%	4	2.0%	2	3.4%	4	5.4%	1	0.6%	3	0.0%	0
Orwell Retail Park, Ipswich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.6%	1
Peatree Road Retail Park, Colchester	1.4%	14	1.3%	1	0.2%	1	0.8%	1	3.2%	3	2.7%	1	1.6%	7	1.3%	1
Ransomes Industrial Estate, Ipswich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
The Stanway Retail Park, Colchester	4.6%	46	1.5%	1	3.2%	7	3.5%	3	1.9%	2	3.6%	1	6.9%	32	0.9%	0
The Tollgate Centre, Colchester	2.7%	27	0.0%	0	2.3%	5	0.0%	0	5.5%	6	0.6%	0	3.4%	16	0.0%	0
Tollgate Retail Park, Colchester	9.5%	95	1.3%	1	2.0%	4	14.8%	12	5.2%	6	15.2%	4	14.7%	68	0.0%	0
Turner Rise Retail park, Colchester	0.6%	6	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	4	0.0%	0
Waterglade Retail Park, Clacton	2.3%	23	1.6%	1	10.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodhall Business Park, Sudbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Alresford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.7%	0	0.0%	0	0.0%	0
Ardleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Brightlingsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	0	0.2%	1	0.0%	0
Central London	0.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Clacton on Sea	4.6%	46	18.7%	12	14.0%	30	2.0%	2	0.4%	0	0.0%	0	0.3%	2	0.0%	0
Colchester	11.7%	118	7.7%	5	11.0%	24	6.9%	6	11.0%	12	11.5%	3	14.3%	66	5.4%	2
Copford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.0%	0
Dovercourt	0.5%	5	0.0%	0	0.0%	0	4.6%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0
East Bergholt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Frinton on Sea	1.0%	10	10.8%	7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Harwich	0.3%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland-on-Sea	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatstone	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	1.4%	14	1.3%	1	1.2%	3	0.0%	0	0.4%	0	0.6%	0	1.1%	5	11.3%	5
Kirby Cross	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manningtree	0.5%	5	0.0%	0	0.0%	0	1.7%	1	3.3%	4	0.0%	0	0.0%	0	0.7%	0
Marks Tey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Martlesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Nacton, Suffolk	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanway	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	0	0.8%	4	1.3%	1
Sudbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Thurrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Walton on the Naze	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Internet / delivery	9.4%	94	5.4%	3	12.6%	27	10.4%	9	8.8%	10	8.0%	2	8.8%	40	6.6%	3
(Don't know / can't remember)	8.2%	82	6.7%	4	6.5%	14	14.8%	12	6.9%	7	6.0%	2	8.1%	37	11.0%	5

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
(Don't buy these goods)	31.0%	310	34.0%	21	29.6%	64	13.9%	12	34.3%	37	34.9%	9	32.1%	148	43.1%	19
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

Mean score: [Number of visits per month]

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

*Not those who said 'Internet / delivery' or 'Abroad' or (Don't know / can't remember) or (Don't buy these goods) at Q25*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
At least every two months	0.6%	3	0.0%	0	1.3%	1	0.9%	0	1.1%	1	0.0%	0	0.0%	0	3.8%	1
At least every 3 months	0.7%	4	0.0%	0	1.8%	2	2.0%	1	0.0%	0	2.6%	0	0.0%	0	1.7%	0
At least every 6 months	4.9%	25	2.9%	1	11.7%	13	1.2%	1	6.1%	3	10.3%	1	2.6%	6	0.0%	0
Less often than once every 6 months	66.4%	343	51.7%	18	61.4%	68	61.0%	31	80.1%	43	68.6%	9	69.4%	163	56.5%	10
Have only visited once	8.3%	43	18.2%	6	10.9%	12	12.6%	6	4.0%	2	1.1%	0	6.6%	16	2.4%	0
(Don't know / varies)	18.5%	95	27.1%	9	11.7%	13	22.4%	11	8.7%	5	17.4%	2	20.6%	48	35.6%	6
Mean:	0.11	0.08	0.12	0.10	0.11	0.12	0.10	0.13								
Weighted base:	516	34	111	51	54	13	235	17								
Sample:	495	47	95	57	67	45	143	41								

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

Clacton-on-Sea	49.4%	495	87.0%	55	91.0%	197	63.9%	54	57.0%	62	35.2%	9	23.4%	108	23.2%	10
Frinton-on-Sea	38.0%	381	92.2%	58	57.1%	124	34.6%	29	35.0%	38	35.6%	9	24.3%	112	24.0%	11
Walton-on-the-Naze	28.8%	289	62.3%	39	39.2%	85	37.8%	32	34.8%	38	17.7%	5	18.6%	86	10.3%	5
Dovercourt	18.4%	185	12.6%	8	14.5%	31	89.5%	75	28.6%	31	10.4%	3	6.8%	31	12.2%	5
Harwich	24.2%	242	21.6%	14	20.2%	44	85.1%	72	39.6%	43	16.9%	4	11.7%	54	26.8%	12
Manningtree	29.4%	295	20.8%	13	20.3%	44	40.6%	34	64.2%	69	27.5%	7	19.7%	90	83.0%	37
Brightlingsea	25.0%	251	11.0%	7	24.7%	54	11.9%	10	42.9%	46	50.9%	13	25.5%	117	7.2%	3
(Don't visit any of these centres)	23.7%	237	1.8%	1	3.8%	8	2.3%	2	6.7%	7	28.8%	8	44.4%	204	15.7%	7
Weighted base:	1003	63	217	84	108	26	460	44								
Sample:	1002	100	183	100	141	100	276	102								

### Q27 Which of those centres do you visit the most?

*Not those who said '(Don't visit any of these centres)' at Q26*

Clacton-on-Sea	35.3%	270	24.4%	15	81.5%	170	11.1%	9	12.7%	13	27.3%	5	22.5%	57	1.6%	1
Frinton-on-Sea	16.3%	125	59.5%	37	11.9%	25	2.1%	2	1.3%	1	23.1%	4	21.3%	55	3.5%	1
Walton-on-the-Naze	5.7%	44	15.5%	10	1.2%	2	0.0%	0	0.8%	1	0.0%	0	12.0%	31	0.0%	0
Dovercourt	8.1%	62	0.0%	0	1.0%	2	53.2%	44	6.3%	6	6.8%	1	3.0%	8	2.6%	1
Harwich	6.4%	49	0.7%	0	1.2%	3	31.3%	26	2.8%	3	4.3%	1	6.2%	16	1.6%	1
Manningtree	17.0%	130	0.0%	0	1.9%	4	2.3%	2	47.4%	48	2.0%	0	16.8%	43	89.0%	33
Brightlingsea	11.1%	85	0.0%	0	1.3%	3	0.0%	0	28.7%	29	36.6%	7	18.2%	47	0.8%	0
(Don't know / varies)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Weighted base:	765	62	209	82	101	19	256	37								
Sample:	814	98	174	96	130	73	159	84								

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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## Mean score: [Number of visits per month]

## Q28 How often do you visit (ALL CENTRES AT Q27)?

Not those who said '(Don't visit any of these centres)' at Q26

Daily	12.9%	99	17.8%	11	20.7%	43	28.2%	23	17.1%	17	0.0%	0	1.4%	4	1.1%	0
At least two times a week	14.9%	114	31.7%	20	19.6%	41	24.1%	20	21.1%	21	0.8%	0	3.7%	9	7.7%	3
At least once a week	20.7%	159	30.3%	19	23.6%	49	25.5%	21	28.7%	29	15.4%	3	12.5%	32	15.4%	6
At least once a fortnight	13.0%	100	12.1%	8	17.9%	37	12.2%	10	11.6%	12	11.3%	2	8.4%	21	26.0%	10
At least once a month	11.9%	91	2.0%	1	12.5%	26	5.5%	5	11.0%	11	31.5%	6	13.6%	35	19.2%	7
At least every two months	7.4%	57	1.5%	1	1.7%	4	0.0%	0	2.6%	3	17.3%	3	16.7%	43	10.4%	4
At least every 3 months	7.7%	59	0.0%	0	1.8%	4	1.1%	1	3.1%	3	7.8%	1	18.6%	47	5.1%	2
At least every 6 months	6.4%	49	1.5%	1	0.4%	1	1.6%	1	0.8%	1	9.3%	2	16.2%	41	5.0%	2
Less often than once every 6 months	3.5%	27	0.0%	0	0.4%	1	0.0%	0	3.4%	3	2.4%	0	7.7%	20	6.4%	2
Have only visited once (Don't know / varies)	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.5%	12	3.1%	2	1.1%	2	1.8%	1	0.6%	1	4.3%	1	1.3%	3	3.7%	1
Mean:		6.44		9.67		9.33		11.94		8.37		1.41		1.72		2.46
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

## Mean score: [Number of visits per month]

## Q28A How often do you visit (CLACTON-ON-SEA AT Q27)?

Those who said 'Clacton-on-Sea' at Q27

Daily	13.9%	38	0.0%	0	21.7%	37	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	18.1%	49	35.4%	5	23.7%	40	23.0%	2	7.8%	1	3.0%	0	0.0%	0	0.0%	0
At least once a week	22.0%	59	26.2%	4	25.0%	43	29.2%	3	19.3%	2	25.5%	1	11.4%	7	0.0%	0
At least once a fortnight	12.4%	34	16.1%	2	15.9%	27	7.0%	1	9.6%	1	21.5%	1	1.9%	1	0.0%	0
At least once a month	11.7%	32	0.0%	0	9.6%	16	19.4%	2	38.9%	5	34.4%	2	11.3%	7	50.0%	0
At least every two months	6.1%	16	6.2%	1	1.4%	2	0.0%	0	7.4%	1	3.0%	0	21.0%	12	0.0%	0
At least every 3 months	5.3%	14	0.0%	0	1.2%	2	9.7%	1	13.8%	2	9.7%	0	15.9%	9	0.0%	0
At least every 6 months	5.2%	14	6.2%	1	0.0%	0	4.8%	0	3.2%	0	3.0%	0	20.5%	12	50.0%	0
Less often than once every 6 months	4.1%	11	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	18.0%	10	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.2%	3	10.0%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		7.01		4.71		9.94		5.47		2.06		2.08		0.82		0.60
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

## Mean score: [Number of visits per month]

## Q28B How often do you visit (FRINTON-ON-SEA AT Q27)?

Those who said 'Frinton-on-Sea' at Q27

Daily	10.1%	13	19.6%	7	11.7%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
At least two times a week	8.6%	11	27.5%	10	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	15.6%	20	37.0%	14	8.0%	2	74.2%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0
At least once a fortnight	13.4%	17	12.6%	5	32.9%	8	0.0%	0	30.3%	0	8.5%	0	5.7%	3	0.0%	0
At least once a month	15.7%	20	3.3%	1	30.7%	8	25.8%	0	0.0%	0	23.7%	1	16.0%	9	45.0%	1
At least every two months	6.7%	8	0.0%	0	3.1%	1	0.0%	0	0.0%	0	29.3%	1	11.6%	6	0.0%	0
At least every 3 months	11.6%	14	0.0%	0	5.3%	1	0.0%	0	69.7%	1	3.5%	0	21.5%	12	22.5%	0
At least every 6 months	14.8%	19	0.0%	0	3.1%	1	0.0%	0	0.0%	0	24.6%	1	29.9%	16	32.5%	0
Less often than once every 6 months	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.6%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	5.9%	3	0.0%	0
Mean:		5.01		9.85		5.01		3.23		0.82		0.66		2.14		0.58
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Mean score: [Number of visits per month]</b>								
<b>Q28C How often do you visit (WALTON-ON-THE-NAZ AT Q27)?</b>								
<i>Those who said 'Walton-on-the-Naze' at Q27</i>								
Daily	8.6%	4	40.0%	4	0.0%	0	0.0%	0
At least two times a week	11.6%	5	43.1%	4	0.0%	0	0.0%	0
At least once a week	11.7%	5	8.5%	1	100.0%	2	0.0%	0
At least once a fortnight	4.4%	2	4.2%	0	0.0%	0	0.0%	0
At least once a month	8.3%	4	0.0%	0	0.0%	0	0.0%	0
At least every two months	14.9%	7	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	34.6%	16	0.0%	0	0.0%	0	50.0%	0
At least every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	4.48	16.58	4.00	0.00	2.15	0.00	0.96	0.00
Weighted base:	45	10	2	0	1	0	32	0
Sample:	39	18	2	0	2	1	16	0

**Mean score: [Number of visits per month]**

### Q28D How often do you visit (DOVERCOURT AT Q27)?

*Those who said 'Dovercourt' at Q27*

Daily	25.9%	16	0.0%	0	0.0%	0	36.7%	16	0.0%	0	0.0%	0	0.0%	0
At least two times a week	14.9%	9	0.0%	0	0.0%	0	19.7%	9	9.3%	1	0.0%	0	0.0%	0
At least once a week	20.3%	13	0.0%	0	0.0%	0	18.7%	8	37.0%	2	0.0%	0	14.2%	1
At least once a fortnight	21.5%	13	0.0%	0	74.3%	2	18.1%	8	14.8%	1	0.0%	0	38.8%	3
At least once a month	12.5%	8	0.0%	0	0.0%	0	3.5%	2	38.8%	2	100.0%	1	32.8%	2
At least every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 3 months	2.6%	2	0.0%	0	25.7%	1	0.0%	0	0.0%	0	0.0%	0	14.2%	1
At least every 6 months	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	10.50	0.00	1.56	14.05	2.91	1.00	1.72	4.00						
Weighted base:	62	0	2	44	6	1	8	1						
Sample:	72	0	3	53	9	1	4	2						

**Mean score: [Number of visits per month]**

### Q28E How often do you visit (HARWICH AT Q27)?

*Those who said 'Harwich' at Q27*

Daily	13.4%	7	0.0%	0	0.0%	0	25.4%	7	0.0%	0	0.0%	0	0.0%	0
At least two times a week	19.8%	10	0.0%	0	0.0%	0	35.4%	9	21.3%	1	0.0%	0	0.0%	0
At least once a week	28.4%	14	100.1%	0	29.5%	1	34.4%	9	42.6%	1	0.0%	0	16.5%	3
At least once a fortnight	4.6%	2	0.0%	0	0.0%	0	1.7%	0	21.3%	1	18.9%	0	6.7%	1
At least once a month	8.1%	4	0.0%	0	50.0%	1	3.0%	1	0.0%	0	43.4%	0	9.7%	2
At least every two months	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	0.0%	0
At least every 3 months	9.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	5
At least every 6 months	11.3%	6	0.0%	0	0.0%	0	0.0%	0	14.8%	0	0.0%	0	31.9%	5
Less often than once every 6 months	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	6.7%	1
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	7.04	4.00	2.11	11.90	3.87	0.93	1.05	0.20						
Weighted base:	49	0	3	26	3	1	16	1						
Sample:	49	1	4	22	5	4	11	2						

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
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## Mean score: [Number of visits per month]

## Q28F How often do you visit (MANNINGTREE AT Q27)?

Those who said 'Manningtree' at Q27

Daily	5.7%	7	0.0%	0	30.8%	1	0.0%	0	12.2%	6	0.0%	0	0.0%	0	1.3%	0
At least two times a week	13.6%	18	0.0%	0	0.0%	0	0.0%	0	26.1%	12	0.0%	0	5.6%	2	8.7%	3
At least once a week	21.5%	28	0.0%	0	36.5%	1	0.0%	0	35.9%	17	0.0%	0	11.7%	5	13.5%	4
At least once a fortnight	20.1%	26	0.0%	0	13.4%	1	53.5%	1	11.8%	6	0.0%	0	21.6%	10	29.3%	10
At least once a month	15.6%	21	0.0%	0	19.3%	1	0.0%	0	5.6%	3	0.0%	0	24.6%	11	18.9%	6
At least every two months	10.1%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.0%	9	11.7%	4
At least every 3 months	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
At least every 6 months	3.1%	4	0.0%	0	0.0%	0	23.3%	0	0.0%	0	100.0%	0	4.9%	2	3.5%	1
Less often than once every 6 months	7.3%	10	0.0%	0	0.0%	0	0.0%	0	7.2%	3	0.0%	0	9.2%	4	6.3%	2
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.9%	2	0.0%	0	0.0%	0	23.3%	0	0.0%	0	0.0%	0	2.4%	1	2.9%	1
Mean:		4.37		0.00		11.16		1.46		7.50		0.20		1.76		2.55
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

## Mean score: [Number of visits per month]

## Q28G How often do you visit (BRIGHTLINGSEA AT Q27)?

Those who said 'Brightlingsea' at Q27

Daily	17.2%	15	0.0%	0	80.7%	2	0.0%	0	39.3%	11	0.0%	0	2.3%	1	0.0%	0
At least two times a week	14.7%	12	0.0%	0	0.0%	0	0.0%	0	22.9%	7	0.0%	0	12.6%	6	0.0%	0
At least once a week	23.0%	20	0.0%	0	0.0%	0	0.0%	0	18.6%	5	23.0%	2	26.6%	12	100.0%	0
At least once a fortnight	6.5%	6	0.0%	0	0.0%	0	0.0%	0	10.0%	3	7.3%	0	4.6%	2	0.0%	0
At least once a month	4.1%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	1	21.8%	1	2.3%	1	0.0%	0
At least every two months	14.0%	12	0.0%	0	19.3%	1	0.0%	0	3.9%	1	24.3%	2	18.6%	9	0.0%	0
At least every 3 months	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	12.6%	6	0.0%	0
At least every 6 months	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	13.3%	6	0.0%	0
Less often than once every 6 months	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	7.0%	3	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.3%	0	0.0%	0	0.0%	0
Mean:		7.63		0.00		24.29		0.00		14.93		1.56		3.05		4.00
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

## Q29 How do you usually travel to (ALL CENTRES AT Q27) (main part of journey)?

Not those who said '(Don't visit any of these centres)' at Q26

Car / van (as driver)	65.6%	502	45.6%	28	61.8%	129	51.7%	43	62.7%	63	68.6%	13	76.3%	195	84.5%	31
Car / van (as passenger)	10.7%	82	7.6%	5	6.7%	14	11.4%	9	6.3%	6	15.1%	3	15.4%	39	13.7%	5
Bus, minibus or coach	4.2%	32	9.5%	6	4.5%	9	2.7%	2	2.0%	2	11.1%	2	4.1%	11	0.0%	0
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	2	0.0%	0
Walk	15.3%	117	27.4%	17	24.2%	50	29.5%	24	22.5%	23	0.0%	0	1.1%	3	0.0%	0
Taxi	0.3%	3	1.3%	1	0.6%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.2%	9	1.8%	1	0.0%	0	0.0%	0	0.6%	1	5.2%	1	2.4%	6	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.9%	7	1.6%	1	1.4%	3	2.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	3	0.7%	0	0.5%	1	1.2%	1	0.4%	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
Boat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Dial-a-Ride	0.1%	1	1.5%	1	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	3.1%	2	0.3%	1	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q29A How do you usually travel to (CLACTON-ON-SEA AT Q27)(main part of journey)?</b>																
<i>Those who said 'Clacton-on-Sea' at Q27</i>																
Car / van (as driver)	62.6%	169	63.0%	10	57.6%	98	64.6%	6	84.0%	11	59.7%	3	73.1%	42	0.0%	0
Car / van (as passenger)	7.7%	21	15.0%	2	4.2%	7	35.4%	3	6.4%	1	0.0%	0	11.8%	7	100.0%	1
Bus, minibus or coach	7.7%	21	19.3%	3	5.1%	9	0.0%	0	9.6%	1	30.8%	2	11.3%	6	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	18.7%	50	0.0%	0	29.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	0	3.8%	2	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.1%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.4%	1	0.0%	0	0.6%	1	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
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	2.7%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

**Q29B How do you usually travel to (FRINTON-ON-SEA AT Q27) (main part of journey)?**
*Those who said 'Frinton-on-Sea' at Q27*

Car / van (as driver)	65.8%	82	41.0%	15	79.8%	20	100.0%	2	100.0%	1	78.0%	3	74.1%	40	32.5%	0
Car / van (as passenger)	15.3%	19	4.4%	2	20.2%	5	0.0%	0	0.0%	0	10.5%	0	20.4%	11	67.5%	1
Bus, minibus or coach	4.1%	5	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.5%	13	35.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.3%	2	3.0%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.8%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.3%	0	1.1%	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
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

**Q29C How do you usually travel to (WALTON-ON-THE-NAZ AT Q27) (main part of journey)?**
*Those who said 'Walton-on-the-Naze' at Q27*

Car / van (as driver)	54.8%	25	33.3%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	63.3%	20	0.0%	0
Car / van (as passenger)	26.6%	12	8.5%	1	50.0%	1	0.0%	0	100.0%	1	0.0%	0	28.4%	9	0.0%	0
Bus, minibus or coach	1.8%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.6%	4	40.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	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%	2	9.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q29D How do you usually travel to (DOVERCOURT AT Q27) (main part of journey)?</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Car / van (as driver)	50.0%	31	0.0%	0	74.3%	2	50.7%	22	58.3%	4	0.0%	0	47.0%	4	0.0%	0
Car / van (as passenger)	11.8%	7	0.0%	0	25.7%	1	8.0%	3	0.0%	0	100.0%	1	14.2%	1	100.0%	1
Bus, minibus or coach	2.9%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	30.6%	19	0.0%	0	0.0%	0	34.0%	15	17.6%	1	0.0%	0	38.8%	3	0.0%	0
Taxi	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mobility scooter / disability vehicle	1.6%	1	0.0%	0	0.0%	0	2.3%	1	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
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	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)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2

### Q29E How do you usually travel to (HARWICH AT Q27) (main part of journey)?

*Those who said 'Harwich' at Q27*

Car / van (as driver)	58.7%	29	100.1%	0	70.5%	2	45.6%	12	78.7%	2	62.3%	0	71.6%	11	100.0%	1
Car / van (as passenger)	11.5%	6	0.0%	0	0.0%	0	6.9%	2	21.3%	1	37.7%	0	18.7%	3	0.0%	0
Bus, minibus or coach	2.5%	1	0.0%	0	29.5%	1	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Walk	19.2%	9	0.0%	0	0.0%	0	36.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	4.9%	2	0.0%	0	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2

### Q29F How do you usually travel to (MANNINGTREE AT Q27) (main part of journey)?

*Those who said 'Manningtree' at Q27*

Car / van (as driver)	75.3%	99	0.0%	0	100.0%	4	53.5%	1	61.4%	29	100.0%	0	77.9%	34	89.9%	30
Car / van (as passenger)	9.5%	12	0.0%	0	0.0%	0	46.5%	1	5.6%	3	0.0%	0	14.1%	6	8.1%	3
Bus, minibus or coach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Walk	9.0%	12	0.0%	0	0.0%	0	0.0%	0	24.7%	12	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Boat	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Dial-a-Ride	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)	3.0%	4	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	2.4%	1	0.0%	0
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q29G How do you usually travel to (BRIGHTLINGSEA AT Q27) (main part of journey)?</b>								
<i>Those who said 'Brightlingsea' at Q27</i>								
Car / van (as driver)	79.5%	68	0.0%	0	100.0%	3	0.0%	0
Car / van (as passenger)	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	11.4%	10	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	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
Mobility scooter / disability vehicle	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boat	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dial-a-Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		85		0		3		0
Sample:		103		0		3		0

**Q30 What is the main reason for visiting (ALL CENTRES AT Q27)?***Not those who said '(Don't visit any of these centres)' at Q26*

Choice and range of shops	23.6%	181	40.2%	25	25.0%	52	28.6%	24	31.1%	31	23.1%	4	15.5%	40	12.3%	5
Strength of supermarket provision	3.6%	27	7.6%	5	1.5%	3	5.8%	5	8.3%	8	7.2%	1	1.2%	3	5.1%	2
Choice of leisure facilities (restaurants, pubs etc)	14.4%	110	3.9%	2	10.4%	22	9.3%	8	6.7%	7	15.9%	3	23.6%	60	22.3%	8
Choice of services (hairdressers, banks etc)	6.7%	52	15.6%	10	5.4%	11	16.5%	14	4.5%	4	6.7%	1	1.7%	4	19.1%	7
Environmental quality of centre	4.5%	35	0.0%	0	1.6%	3	0.5%	0	1.5%	2	14.8%	3	9.8%	25	4.2%	2
Close to home	18.4%	141	16.2%	10	37.5%	78	20.0%	16	24.9%	25	0.0%	0	2.7%	7	11.2%	4
Close to work	5.5%	42	2.8%	2	8.6%	18	8.6%	7	6.3%	6	3.8%	1	3.1%	8	1.1%	0
Easily accessible by public transport	1.1%	9	0.0%	0	1.1%	2	0.5%	0	2.2%	2	0.0%	0	0.4%	1	7.3%	3
Convenient car parking	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Close to school	1.0%	7	0.0%	0	1.4%	3	0.0%	0	3.4%	3	0.0%	0	0.4%	1	0.0%	0
Enjoy walking around / browsing	1.7%	13	1.8%	1	1.2%	3	2.0%	2	0.0%	0	0.8%	0	3.0%	8	0.8%	0
Good market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	2.9%	1
Habit	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Nice location / good for a day out	2.7%	20	0.7%	0	0.0%	0	0.5%	0	0.4%	0	4.3%	1	7.0%	18	0.8%	0
Quiet / small	0.5%	4	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	3	0.8%	0
The beach	4.5%	34	0.7%	0	0.0%	0	0.0%	0	0.4%	0	9.8%	2	12.4%	32	0.0%	0
Visiting family / friends	8.7%	67	6.4%	4	3.0%	6	1.6%	1	7.4%	7	6.6%	1	16.8%	43	9.9%	4
(Nothing in particular)	2.6%	20	4.2%	3	2.5%	5	6.0%	5	2.1%	2	6.3%	1	1.3%	3	2.2%	1
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q30A What is the main reason for visiting (CLACTON-ON-SEA AT Q27)?</b>																
<i>Those who said 'Clacton-on-Sea' at Q27</i>																
Choice and range of shops	28.2%	76	31.9%	5	24.0%	41	32.7%	3	67.4%	9	22.0%	1	31.0%	18	0.0%	0
Strength of supermarket provision	1.6%	4	6.5%	1	1.9%	3	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	12.0%	32	5.4%	1	9.4%	16	16.0%	1	6.4%	1	5.9%	0	22.1%	13	50.0%	0
Choice of services (hairdressers, banks etc)	5.5%	15	16.1%	2	6.6%	11	4.8%	0	3.2%	0	6.8%	0	0.0%	0	0.0%	0
Environmental quality of centre	1.8%	5	0.0%	0	0.3%	1	0.0%	0	0.0%	0	8.2%	0	6.5%	4	50.0%	0
Close to home	28.2%	76	6.2%	1	43.4%	74	0.0%	0	12.0%	2	0.0%	0	0.0%	0	0.0%	0
Close to work	6.6%	18	3.9%	1	8.5%	14	20.2%	2	4.6%	1	7.2%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Close to school	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Nice location / good for a day out	2.6%	7	2.7%	0	0.0%	0	4.8%	0	3.2%	0	3.0%	0	10.0%	6	0.0%	0
The beach	4.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	1	17.2%	10	0.0%	0
Visiting family / friends	4.7%	13	17.3%	3	1.0%	2	7.0%	1	3.2%	0	14.0%	1	11.4%	7	0.0%	0
(Nothing in particular)	2.8%	8	10.1%	2	1.9%	3	14.5%	1	0.0%	0	6.8%	0	1.9%	1	0.0%	0
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

**Q30B What is the main reason for visiting (FRINTON-ON-SEA AT Q27)?***Those who said 'Frinton-on-Sea' at Q27*

Choice and range of shops	32.9%	41	47.5%	18	37.2%	9	62.9%	1	0.0%	0	9.6%	0	23.6%	13	0.0%	0
Strength of supermarket provision	1.9%	2	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	16.0%	20	4.4%	2	15.8%	4	0.0%	0	100.0%	1	20.0%	1	22.4%	12	0.0%	0
Choice of services (hairdressers, banks etc)	5.1%	6	16.2%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	8.3%	10	0.0%	0	11.7%	3	0.0%	0	0.0%	0	42.3%	2	8.5%	5	77.5%	1
Close to home	10.7%	13	18.9%	7	18.0%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Close to work	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Easily accessible by public transport	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Close to school	1.2%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	3.0%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Nice location / good for a day out	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	6.5%	4	0.0%	0
Quiet / small	3.0%	4	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
The beach	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	11.6%	6	0.0%	0
Visiting family / friends	4.2%	5	3.6%	1	3.1%	1	37.1%	1	0.0%	0	0.0%	0	4.0%	2	22.5%	0
(Nothing in particular)	2.4%	3	3.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q30C What is the main reason for visiting (WALTON-ON-THE-NAZ AT Q27)?</b>								
<i>Those who said 'Walton-on-the-Naze' at Q27</i>								
Choice and range of shops	8.1%	4	26.6%	3	0.0%	0	0.0%	0
Strength of supermarket provision	2.2%	1	10.3%	1	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	19.4%	9	0.0%	0	50.0%	1	0.0%	0
Choice of services (hairdressers, banks etc)	2.7%	1	12.7%	1	0.0%	0	0.0%	0
Environmental quality of centre	5.9%	3	0.0%	0	0.0%	0	0.0%	0
Close to home	4.8%	2	22.4%	2	0.0%	0	0.0%	0
Close to work	2.6%	1	12.2%	1	0.0%	0	0.0%	0
Enjoy walking around / browsing	4.9%	2	11.5%	1	0.0%	0	0.0%	0
Nice location / good for a day out	11.1%	5	0.0%	0	0.0%	0	0.0%	0
The beach	32.8%	15	4.2%	0	0.0%	0	0.0%	0
Visiting family / friends (Nothing in particular)	2.7%	1	0.0%	0	50.0%	1	0.0%	0
Weighted base:		45		10		2		0
Sample:		39		18		2		0

**Q30D What is the main reason for visiting (DOVERCOURT AT Q27)?***Those who said 'Dovercourt' at Q27*

Choice and range of shops	26.2%	16	0.0%	0	0.0%	0	25.7%	11	41.7%	3	100.0%	1	14.2%	1	0.0%	0
Strength of supermarket provision	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.8%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	30.3%	0
Choice of services (hairdressers, banks etc)	24.4%	15	0.0%	0	0.0%	0	28.9%	13	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Close to home	21.9%	14	0.0%	0	0.0%	0	30.1%	13	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	8.1%	5	0.0%	0	0.0%	0	3.5%	2	9.3%	1	0.0%	0	38.8%	3	0.0%	0
Easily accessible by public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.2%	1	0.0%	0	37.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	2.7%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
The beach	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Visiting family / friends (Nothing in particular)	6.4%	4	0.0%	0	62.9%	1	0.0%	0	14.8%	1	0.0%	0	14.2%	1	69.7%	1
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2

**Q30E What is the main reason for visiting (HARWICH AT Q27)?***Those who said 'Harwich' at Q27*

Choice and range of shops	19.4%	9	0.0%	0	29.5%	1	28.0%	7	14.8%	0	0.0%	0	6.7%	1	0.0%	0
Strength of supermarket provision	15.6%	8	100.1%	0	0.0%	0	18.6%	5	42.6%	1	18.9%	0	6.7%	1	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	18.5%	9	0.0%	0	0.0%	0	10.4%	3	21.3%	1	62.3%	0	31.4%	5	50.0%	0
Choice of services (hairdressers, banks etc)	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.3%	3	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	13.5%	2	0.0%	0
Close to home	9.9%	5	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Close to work	9.8%	5	0.0%	0	0.0%	0	14.3%	4	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Enjoy walking around / browsing	1.6%	1	0.0%	0	29.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice location / good for a day out	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	50.0%	0
Visiting family / friends (Nothing in particular)	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	18.4%	3	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2

# Tendring Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q30F What is the main reason for visiting (MANNINGTREE AT Q27)?</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Choice and range of shops	21.4%	28	0.0%	0	36.5%	1	53.5%	1	32.0%	15	0.0%	0	13.0%	6	13.8%	5
Strength of supermarket provision	7.7%	10	0.0%	0	0.0%	0	0.0%	0	13.0%	6	0.0%	0	4.3%	2	5.8%	2
Choice of leisure facilities (restaurants, pubs etc)	17.1%	22	0.0%	0	0.0%	0	46.5%	1	3.3%	2	40.9%	0	28.1%	12	22.5%	7
Choice of services (hairdressers, banks etc)	8.2%	11	0.0%	0	0.0%	0	0.0%	0	3.2%	2	59.1%	0	4.3%	2	21.5%	7
Environmental quality of centre	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	7	0.9%	0
Close to home	13.7%	18	0.0%	0	0.0%	0	0.0%	0	29.0%	14	0.0%	0	0.0%	0	12.6%	4
Close to work	4.6%	6	0.0%	0	30.8%	1	0.0%	0	5.9%	3	0.0%	0	3.5%	2	1.3%	0
Easily accessible by public transport	3.8%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	8.2%	3
Close to school	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Enjoy walking around / browsing	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.9%	0
Good market	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	3.3%	1
Quiet / small	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Visiting family / friends	12.0%	16	0.0%	0	32.7%	1	0.0%	0	4.7%	2	0.0%	0	22.1%	10	7.3%	2
(Nothing in particular)	2.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	2.4%	1	1.3%	0
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

<b>Q30G What is the main reason for visiting (BRIGHTLINGSEA AT Q27)?</b>																
<i>Those who said 'Brightlingsea' at Q27</i>																
Choice and range of shops	6.9%	6	0.0%	0	0.0%	0	0.0%	0	15.1%	4	22.1%	1	0.0%	0	0.0%	0
Strength of supermarket provision	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	1	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	17.0%	15	0.0%	0	19.3%	1	0.0%	0	5.3%	2	17.0%	1	24.3%	11	0.0%	0
Choice of services (hairdressers, banks etc)	3.4%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	3	5.1%	0	0.0%	0	0.0%	0
Environmental quality of centre	8.7%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	2	7.6%	1	11.6%	5	0.0%	0
Close to home	15.1%	13	0.0%	0	0.0%	0	0.0%	0	32.3%	9	0.0%	0	7.7%	4	0.0%	0
Close to work	5.7%	5	0.0%	0	80.7%	2	0.0%	0	8.0%	2	5.1%	0	0.0%	0	0.0%	0
Close to school	4.0%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Enjoy walking around / browsing	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Nice location / good for a day out	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	0	5.7%	3	0.0%	0
The beach	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	2.3%	1	0.0%	0
Visiting family / friends	29.2%	25	0.0%	0	0.0%	0	0.0%	0	13.3%	4	5.4%	0	43.9%	20	100.0%	0
(Nothing in particular)	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	1	2.3%	1	0.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q31A Are there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 1st Mention</b>																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
Increased general choice and range of shops	15.1%	115	15.8%	10	21.4%	45	29.9%	25	22.2%	22	2.6%	0	4.2%	11	6.9%	3
Improved food shops within the town centre	2.6%	20	2.2%	1	0.6%	1	2.2%	2	7.8%	8	2.7%	0	2.2%	6	4.8%	2
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.8%	0
Improved non-food shops within the town centre	3.2%	25	0.7%	0	6.5%	14	7.8%	6	0.9%	1	1.2%	0	1.0%	3	1.9%	1
Improved leisure facilities	0.8%	6	0.0%	0	0.4%	1	4.4%	4	0.0%	0	0.0%	0	0.4%	1	1.1%	0
Improved quality of shops	2.2%	17	3.4%	2	1.4%	3	3.2%	3	2.3%	2	0.0%	0	2.6%	7	0.0%	0
More parking	7.5%	57	10.7%	7	9.2%	19	8.3%	7	6.6%	7	7.5%	1	5.3%	14	7.7%	3
Cheaper parking	0.4%	3	2.7%	2	0.3%	1	0.0%	0	0.6%	1	0.8%	0	0.0%	0	0.8%	0
Improved street cleaning	1.1%	8	0.7%	0	2.2%	5	1.3%	1	0.8%	1	0.0%	0	0.6%	2	0.0%	0
Increased public transport	1.3%	10	1.8%	1	0.3%	1	1.6%	1	4.3%	4	0.0%	0	1.0%	2	0.8%	0
Cheaper public transport	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.6%	12	2.2%	1	2.8%	6	0.5%	0	1.5%	2	0.8%	0	1.0%	3	0.0%	0
Better security	0.6%	5	0.0%	0	1.6%	3	0.5%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
A village hall	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda store	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.6%	1	1.9%	0	0.0%	0	0.0%	0
Better enforcement of the parking rules	0.2%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Sainsbury's	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Build a hotel on the site next to the Co-op	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the Co-op	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clear the shingle on the beach	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family pubs	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf course	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Heated swimming pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Home furnishings store	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the camp site's facilities for visitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	0.8%	6	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Improve the pavements	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway bridge for traffic flow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve the sea front	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Improved bus service	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	1	0.8%	0
Improved road layout / access	1.0%	8	6.8%	4	0.4%	1	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Increase the size of the station car park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Less beggars / homeless people	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.3%	2	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pot holes in roads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Less traffic congestion	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.8%	0
Lidl store	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More banks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More free parking	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More greenery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More independent stores	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More jobs	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	6.8%	1	0.0%	0	0.8%	0
Remove the Tesco	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Reopen Barclays Bank	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Restoration of the railway line	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Sewing shop	0.1%	0	0.7%	0	0.0%	0	0.0%	0
Stop allowing dogs on the beach	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Stop the cafes taking up so much pavement space	0.1%	0	0.7%	0	0.0%	0	0.0%	0
Tesco store	0.1%	1	0.0%	0	0.0%	0	1.0%	1
The ATM's to be free	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Yellow lines need to be put on Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	53.7%	411	45.4%	28	44.3%	92	34.1%	28
(Don't know)	1.9%	14	0.0%	0	2.1%	4	0.0%	0
Weighted base:	765	62	209	82	101	19	256	37
Sample:	814	98	174	96	130	73	159	84

**Q31AA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 1st Mention**
*Those who said 'Clacton-on-Sea' at Q27*

Increased general choice and range of shops	21.4%	58	32.3%	5	25.1%	43	7.0%	1	42.1%	5	5.2%	0	6.2%	4	50.0%	0
Improved food shops within the town centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0
Improved non-food shops within the town centre	5.0%	13	2.7%	0	7.5%	13	0.0%	0	0.0%	0	4.3%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.7%	5	0.0%	0	1.8%	3	0.0%	0	4.6%	1	0.0%	0	1.9%	1	0.0%	0
More parking	9.0%	24	11.9%	2	10.1%	17	7.0%	1	0.0%	0	6.8%	0	7.8%	4	0.0%	0
Cheaper parking	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	2.0%	5	2.7%	0	2.2%	4	7.0%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.7%	7	6.2%	1	3.4%	6	4.8%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0
Better security	1.6%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Asda store	0.2%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Sainsbury's	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0
Home furnishings store	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	1.7%	4	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road layout / access	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The ATM's to be free	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
(Nothing / Nothing else)	47.0%	127	41.6%	6	36.6%	62	74.2%	7	46.9%	6	52.0%	3	74.4%	43	50.0%	0
(Don't know)	2.0%	5	0.0%	0	2.2%	4	0.0%	0	0.0%	0	12.7%	1	1.9%	1	0.0%	0
Weighted base:	270	15	170	9	13	5	57	1								
Sample:	252	23	138	15	19	23	32	2								

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31AB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Frinton-on-Sea' at Q27</i>																
Increased general choice and range of shops	4.7%	6	9.9%	4	3.1%	1	0.0%	0	30.3%	0	0.0%	0	2.0%	1	0.0%	0
Improved food shops within the town centre	1.1%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.4%	2	0.0%	0	0.0%	0	37.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Improved quality of shops	2.5%	3	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
More parking	6.0%	7	12.0%	4	8.0%	2	0.0%	0	0.0%	0	24.6%	1	0.0%	0	0.0%	0
Improved street cleaning	0.6%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better enforcement of the parking rules	1.2%	2	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the Co-op	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the sea front	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus service	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Improved road layout / access	3.4%	4	11.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More free parking	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
More places to eat	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	1	0.0%	0	0.0%	0
Sewing shop	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop allowing dogs on the beach	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Stop the cafes taking up so much pavement space	0.3%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	71.2%	89	48.5%	18	81.5%	20	62.9%	1	69.7%	1	46.2%	2	83.5%	46	100.0%	1
(Don't know)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

## Q31AC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 1st Mention

*Those who said 'Walton-on-the-Naze' at Q27*

Increased general choice and range of shops	7.9%	4	12.7%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Improved food shops within the town centre	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0
Improved quality of shops	4.8%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
More parking	21.1%	9	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.4%	9	0.0%	0
Cheaper parking	3.8%	2	17.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Better environment	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A village hall	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank	2.1%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf course	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0
Lidl store	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	40.1%	18	37.0%	4	50.0%	1	0.0%	0	100.0%	1	0.0%	0	38.9%	12	0.0%	0
(Don't know)	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q31AD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Increased general choice and range of shops	37.1%	23	0.0%	0	0.0%	0	41.0%	18	33.3%	2	0.0%	0	38.8%	3	0.0%	0
Improved food shops within the town centre	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	6.9%	4	0.0%	0	37.1%	1	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	8.3%	5	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	32.8%	2	0.0%	0
More parking	10.6%	7	0.0%	0	0.0%	0	14.1%	6	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Clear the shingle on the beach	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pot holes in roads	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.7%	1
More facilities	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
More independent stores	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More jobs	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	24.6%	15	0.0%	0	25.7%	1	20.7%	9	30.6%	2	100.0%	1	28.5%	2	30.3%	0
(Don't know)	1.2%	1	0.0%	0	37.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2

**Q31AE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 1st Mention**
*Those who said 'Harwich' at Q27*

Increased general choice and range of shops	15.7%	8	0.0%	0	0.0%	0	23.3%	6	21.3%	1	0.0%	0	6.7%	1	0.0%	0
Improved food shops within the town centre	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.7%	2	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	7.4%	4	0.0%	0	0.0%	0	14.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	1	0.0%	0	0.0%	0	0.0%	0	21.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	1	0.0%	0	0.0%	0	0.0%	0	21.3%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Family pubs	2.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	0
(Nothing / Nothing else)	58.1%	28	100.1%	0	100.0%	3	37.5%	10	36.1%	1	81.2%	1	86.5%	14	50.0%	0
(Don't know)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	0	6.7%	1	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q31AF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 1st Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Increased general choice and range of shops	8.6%	11	0.0%	0	0.0%	0	0.0%	0	18.8%	9	0.0%	0	0.0%	0	6.9%	2
Improved food shops within the town centre	8.3%	11	0.0%	0	30.8%	1	0.0%	0	16.5%	8	0.0%	0	0.0%	0	5.4%	2
Discount foodstores within the town centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.9%	0
Improved non-food shops within the town centre	2.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.5%	2	2.1%	1
Improved leisure facilities	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Improved quality of shops	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
More parking	3.9%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	8.6%	3
Cheaper parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Increased public transport	3.2%	4	0.0%	0	0.0%	0	23.3%	0	2.0%	1	0.0%	0	5.6%	2	0.9%	0
Better environment	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Longer opening hours	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Better market	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Build a hotel on the site next to the Co-op	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Improve the pavements	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Improve the railway bridge for traffic flow	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Improved bus service	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Improved road layout / access	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Increase the size of the station car park	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Less traffic congestion	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.9%	0
More greenery	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
More places to eat	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Remove the Tesco	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Yellow lines need to be put on Station Road	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
(Nothing / Nothing else)	55.3%	73	0.0%	0	69.2%	3	76.8%	1	34.4%	16	59.1%	0	71.1%	31	61.5%	20
(Don't know)	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.9%	0	8.1%	4	8.0%	3
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

### Q31AG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 1st Mention

*Those who said 'Brightlingsea' at Q27*

Increased general choice and range of shops	7.2%	6	0.0%	0	0.0%	0	0.0%	0	16.7%	5	3.2%	0	2.3%	1	0.0%	0
Improved food shops within the town centre	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More parking	4.7%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Improved street cleaning	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	4.0%	3	0.0%	0	0.0%	0	0.0%	0	11.9%	3	0.0%	0	0.0%	0	0.0%	0
Bank	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.1%	0	0.0%	0	0.0%	0
Heated swimming pool	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0
Improve the camp site's facilities for visitors	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Improve the weather	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0
Improved bus service	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Improved road layout / access	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
More banks	2.1%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.5%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Reopen Barclays Bank	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0
Restoration of the railway line	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	71.1%	61	0.0%	0	100.0%	3	0.0%	0	34.3%	10	70.9%	5	92.0%	43	100.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31B Are there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 2nd Mention</b>																
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																
Increased general choice and range of shops	2.8%	21	3.7%	2	4.5%	9	4.0%	3	3.6%	4	1.9%	0	1.0%	2	0.0%	0
Improved food shops within the town centre	1.3%	10	1.6%	1	1.4%	3	1.3%	1	3.1%	3	0.0%	0	0.4%	1	2.1%	1
Improved non-food shops within the town centre	1.8%	14	1.5%	1	3.5%	7	2.6%	2	3.1%	3	0.0%	0	0.0%	0	1.1%	0
Improved leisure facilities	0.6%	5	0.0%	0	0.3%	1	1.5%	1	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.4%	11	1.3%	1	2.3%	5	3.0%	2	0.9%	1	0.0%	0	0.4%	1	1.8%	1
More parking	1.2%	9	0.9%	1	1.7%	4	0.0%	0	3.4%	3	6.8%	1	0.0%	0	0.0%	0
Cheaper parking	1.0%	8	0.0%	0	0.8%	2	5.3%	4	0.0%	0	0.0%	0	0.6%	2	0.0%	0
Improved street cleaning	0.4%	3	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Cheaper public transport	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.0%	2	0.0%	0
Better environment	0.9%	7	2.2%	1	1.6%	3	1.6%	1	0.4%	0	0.0%	0	0.0%	0	0.8%	0
Better security	0.3%	3	0.7%	0	0.4%	1	0.8%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of the market	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Cleaner centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Farmfood store	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Happier shopkeepers	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	0.4%	3	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Improved road layout / access	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Indoor swimming pool	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	0.2%	2	0.0%	0	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butchers	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	2	0.0%	0
More parks	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
More pubs	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer people	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking closer to the shops	0.5%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.2%	1	0.7%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recognition for the tourist	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the greenery from the footpaths	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Support local businesses	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.4%	623	84.8%	53	75.2%	157	70.1%	58	75.3%	76	77.4%	14	91.2%	233	85.3%	32
(Don't know)	2.7%	21	0.0%	0	1.4%	3	4.5%	4	1.4%	1	7.7%	1	3.4%	9	7.1%	3
Weighted base:		765		62		209		82		101		19		256		37
Sample:		814		98		174		96		130		73		159		84

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q31BA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Clacton-on-Sea' at Q27</i>																
Increased general choice and range of shops	3.8%	10	0.0%	0	5.5%	9	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	1.1%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.5%	9	0.0%	0	4.3%	7	0.0%	0	16.6%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.0%	5	0.0%	0	2.8%	5	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.8%	8	3.9%	1	2.1%	4	0.0%	0	26.9%	3	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	1.2%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Improved street cleaning	1.0%	3	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Better environment	1.9%	5	2.7%	0	2.0%	3	7.0%	1	3.2%	0	0.0%	0	0.0%	0	50.0%	0
Better security	0.7%	2	2.7%	0	0.5%	1	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved road layout / access	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less beggars / homeless people	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parks	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer people	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking closer to the shops	1.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark	0.4%	1	2.7%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	74.6%	202	88.1%	13	70.4%	120	74.2%	7	53.3%	7	68.3%	3	89.2%	51	50.0%	0
(Don't know)	2.4%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	15.6%	1	6.2%	4	0.0%	0
Weighted base:		270		15		170		9		13		5		57		1
Sample:		252		23		138		15		19		23		32		2

### Q31BB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 2nd Mention

*Those who said 'Frinton-on-Sea' at Q27*

Increased general choice and range of shops	1.6%	2	4.6%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
More parking	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	1	0.0%	0	0.0%	0
Cheaper public transport	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.0%	116	90.2%	33	97.9%	24	100.0%	2	100.0%	1	54.7%	2	95.2%	52	100.0%	1
(Don't know)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4

### Q31BC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 2nd Mention

*Those who said 'Walton-on-the-Naze' at Q27*

Increased general choice and range of shops	1.3%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.1%	1	9.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfood store	2.5%	1	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Support local businesses	1.3%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	88.3%	40	58.1%	6	100.0%	2	0.0%	0	100.0%	1	0.0%	0	96.6%	31	0.0%	0
(Don't know)	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31BD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Increased general choice and range of shops	7.6%	5	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Improved food shops within the town centre	2.0%	1	0.0%	0	0.0%	0	1.5%	1	9.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	3.4%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.8%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	7.0%	4	0.0%	0	0.0%	0	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0	0.0%	0	0.0%	0
Happier shopkeepers	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.7%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0
Lights on all the time	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More butchers	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	61.3%	38	0.0%	0	62.9%	1	59.7%	26	51.9%	3	100.0%	1	67.3%	5	100.0%	1
(Don't know)	7.2%	4	0.0%	0	37.1%	1	8.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2
<b>Q31BE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Harwich' at Q27</i>																
Improved food shops within the town centre	3.1%	2	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Improved leisure facilities	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for children / young people to do	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Recognition for the tourist	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	84.7%	41	100.1%	0	100.0%	3	82.2%	21	78.7%	2	81.2%	1	86.5%	14	100.0%	1
(Don't know)	3.7%	2	0.0%	0	0.0%	0	0.0%	0	21.3%	1	18.9%	0	6.7%	1	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2
<b>Q31BF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 2nd Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Increased general choice and range of shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	2.5%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	2.4%	1
Improved non-food shops within the town centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	0
Improved leisure facilities	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Cheaper public transport	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Longer opening hours	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising of the market	1.7%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0
Improve the look of the place / give it a refurb	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
More independent stores	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Nothing / Nothing else)	81.5%	107	0.0%	0	100.0%	4	100.0%	2	78.2%	37	59.1%	0	80.7%	36	84.3%	28
(Don't know)	5.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	40.9%	0	8.1%	4	8.0%	3
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Q31BG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 2nd Mention</b>								
<i>Those who said 'Brightlingsea' at Q27</i>								
Increased general choice and range of shops	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Indoor swimming pool	0.5%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Remove the greenery from the footpaths	0.5%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.1%	79	0.0%	0	100.0%	3	0.0%	0
(Don't know)	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		85		0	3	0	29	7
Sample:		103		0	3	0	39	29
<b>Q31CAre there any measures that would encourage you to visit (ALL CENTRES AT Q27) more often? 3rd Mention</b>								
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>								
Increased general choice and range of shops	0.3%	3	0.0%	0	0.7%	2	0.5%	0
Improved food shops within the town centre	0.5%	4	0.0%	0	0.6%	1	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.1%	8	0.7%	0	1.8%	4	2.3%	2
Improved leisure facilities	0.1%	1	1.8%	1	0.0%	0	0.0%	0
Improved quality of shops	0.2%	2	0.7%	0	0.0%	0	0.0%	0
More parking	0.6%	5	0.7%	0	1.5%	3	1.5%	1
Cheaper parking	0.3%	2	0.0%	0	1.1%	2	0.0%	0
Improved street cleaning	0.2%	1	0.0%	0	0.7%	1	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Better security	0.3%	2	0.0%	0	0.0%	0	3.0%	2
Better market	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Collect garden waste	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Dog park	0.1%	0	0.0%	0	0.0%	0	0.5%	0
Improve the bedsits	0.1%	0	0.0%	0	0.0%	0	0.5%	0
Improve the cinema in the town centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0
Less discount stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Lower rates for small businesses	0.1%	1	1.8%	1	0.0%	0	0.0%	0
More places to eat	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Open the tip everyday	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	92.1%	705	93.8%	58	91.1%	190	82.7%	68
(Don't know)	2.9%	22	0.7%	0	1.4%	3	6.1%	5
Weighted base:		765		62	209	82	101	19
Sample:		814		98	174	96	130	73
<b>Q31CA Are there any measures that would encourage you to visit (CLACTON-ON-SEA AT Q27) more often? 3rd Mention</b>								
<i>Those who said 'Clacton-on-Sea' at Q27</i>								
Increased general choice and range of shops	0.6%	2	0.0%	0	0.9%	2	0.0%	0
Improved food shops within the town centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Improved non-food shops within the town centre	1.4%	4	0.0%	0	2.2%	4	0.0%	0
More parking	0.9%	3	0.0%	0	1.5%	3	0.0%	0
Cheaper parking	0.8%	2	0.0%	0	1.3%	2	0.0%	0
Improved street cleaning	0.5%	1	0.0%	0	0.9%	1	0.0%	0
Better security	0.2%	1	0.0%	0	0.0%	0	7.0%	1
Better market	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Improve the bedsits	0.2%	0	0.0%	0	0.0%	0	4.8%	0
Improve the cinema in the town centre	0.5%	1	0.0%	0	0.9%	1	0.0%	0
(Nothing / Nothing else)	91.2%	246	100.0%	15	89.9%	153	81.2%	7
(Don't know)	2.6%	7	0.0%	0	1.3%	2	7.0%	1
Weighted base:		270		15	170	9	13	5
Sample:		252		23	138	15	19	23

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
<b>Q31CB Are there any measures that would encourage you to visit (FRINTON-ON-SEA AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Frinton-on-Sea' at Q27</i>																
More parking	0.8%	1	1.1%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rates for small businesses	0.9%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	96.5%	121	94.8%	35	97.9%	24	100.0%	2	100.0%	1	92.0%	4	97.1%	53	100.0%	1
(Don't know)	1.6%	2	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Weighted base:		125		37		25		2		1		4		55		1
Sample:		138		56		20		3		2		14		39		4
<b>Q31CC Are there any measures that would encourage you to visit (WALTON-ON-THE-NAZ AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Walton-on-the-Naze' at Q27</i>																
Improved non-food shops within the town centre	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	2.5%	1	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.9%	0	4.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	93.0%	42	80.0%	8	100.0%	2	0.0%	0	100.0%	1	0.0%	0	96.6%	31	0.0%	0
(Don't know)	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	3.4%	1	0.0%	0
Weighted base:		45		10		2		0		1		0		32		0
Sample:		39		18		2		0		2		1		16		0
<b>Q31CD Are there any measures that would encourage you to visit (DOVERCOURT AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Dovercourt' at Q27</i>																
Increased general choice and range of shops	0.7%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved food shops within the town centre	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	2	0.0%	0
Improved non-food shops within the town centre	3.1%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collect garden waste	1.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	81.3%	50	0.0%	0	62.9%	1	80.9%	35	100.0%	6	100.0%	1	67.3%	5	100.0%	1
(Don't know)	8.3%	5	0.0%	0	37.1%	1	9.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		62		0		2		44		6		1		8		1
Sample:		72		0		3		53		9		1		4		2
<b>Q31CE Are there any measures that would encourage you to visit (HARWICH AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Harwich' at Q27</i>																
More parking	2.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	3.8%	2	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog park	0.9%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat	1.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	87.8%	43	100.1%	0	100.0%	3	84.0%	22	78.7%	2	81.2%	1	93.2%	15	100.0%	1
(Don't know)	3.7%	2	0.0%	0	0.0%	0	0.0%	0	21.3%	1	18.9%	0	6.7%	1	0.0%	0
Weighted base:		49		0		3		26		3		1		16		1
Sample:		49		1		4		22		5		4		11		2
<b>Q31CF Are there any measures that would encourage you to visit (MANNINGTREE AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Manningtree' at Q27</i>																
Increased general choice and range of shops	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Open the tip everyday	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Nothing / Nothing else)	91.9%	121	0.0%	0	100.0%	4	100.0%	2	92.6%	44	59.1%	0	91.9%	41	90.0%	30
(Don't know)	5.5%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	1	40.9%	0	8.1%	4	8.0%	3
Weighted base:		131		0		4		2		48		0		44		33
Sample:		163		0		4		3		54		2		28		72

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q31CG Are there any measures that would encourage you to visit (BRIGHTLINGSEA AT Q27) more often? 3rd Mention</b>																
<i>Those who said 'Brightlingsea' at Q27</i>																
Improved non-food shops within the town centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Less discount stores	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
(Nothing / Nothing else)	95.8%	82	0.0%	0	100.0%	3	0.0%	0	92.8%	27	100.0%	7	96.7%	45	100.0%	0
Weighted base:		85		0		3		0		29		7		47		0
Sample:		103		0		3		0		39		29		31		1

**Q32 Why don't you visit these centres? [MR]***Those who said '(Don't visit any of these centres)' at Q26*

Lack of choice and range of non-food shops	5.1%	12	0.0%	0	9.3%	1	32.5%	1	5.6%	0	13.5%	1	4.3%	9	9.6%	1
Lack of choice and range of food shops	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	0	2.5%	5	9.6%	1
Choice of leisure facilities (cinema, gym, pubs etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	32.8%	78	0.0%	0	0.0%	0	0.0%	0	40.4%	3	37.1%	3	34.3%	70	29.2%	2
Too far away from work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	3.8%	9	36.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	4.2%	0
Inconveniently located car parking	0.9%	2	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Expensive car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Can't get there	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Difficult for me to get around / disabled	1.1%	2	0.0%	0	6.4%	1	22.5%	0	0.0%	0	2.0%	0	0.5%	1	4.2%	0
Don't like it there	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Don't go out much	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	0
Don't know anyone there	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Not enough disabled parking	0.2%	1	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't drive	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit (Don't know)	50.8%	120	0.0%	0	22.1%	2	45.0%	1	22.9%	2	36.1%	3	53.9%	110	48.7%	3
	4.5%	11	63.8%	1	55.7%	5	0.0%	0	31.0%	2	16.7%	1	0.9%	2	0.0%	0
Weighted base:		237		1		8		2		7		8		204		7
Sample:		188		2		9		4		11		27		117		18

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

Yes, Internet	66.8%	670	57.0%	36	69.2%	150	69.7%	59	63.6%	69	68.9%	18	67.2%	309	66.2%	29
Yes, Portable internet shopping (through mobile phone)	14.8%	149	10.0%	6	24.5%	53	29.5%	25	9.6%	10	25.7%	7	9.3%	43	10.4%	5
Yes, TV Shopping	1.7%	17	0.9%	1	2.0%	4	3.2%	3	3.7%	4	5.8%	1	0.9%	4	0.0%	0
No	30.4%	305	41.3%	26	24.1%	52	27.6%	23	34.4%	37	31.1%	8	31.2%	144	33.1%	15
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]</b>																
<i>Those that make use of electronic home shopping at Q33</i>																
Food	14.7%	102	32.6%	12	6.3%	10	5.5%	3	19.8%	14	18.4%	3	15.9%	50	29.2%	9
Clothes	45.4%	316	28.1%	10	44.8%	74	62.5%	38	58.5%	42	51.2%	9	41.0%	130	46.4%	14
Banking / finance	4.7%	33	3.0%	1	2.6%	4	2.4%	1	8.4%	6	19.3%	3	3.9%	12	13.9%	4
Books	47.7%	333	49.3%	18	26.2%	43	56.0%	34	56.6%	40	57.3%	10	54.0%	171	54.7%	16
CDs, DVDs, music	42.0%	293	38.7%	14	39.6%	65	53.4%	33	47.7%	34	41.6%	7	40.4%	128	40.2%	12
DIY goods	6.3%	44	2.5%	1	7.0%	12	15.3%	9	4.2%	3	6.0%	1	5.5%	17	2.9%	1
Furniture / carpets	7.7%	54	5.2%	2	11.1%	18	9.4%	6	10.0%	7	8.5%	2	5.8%	18	2.3%	1
Garden items	5.7%	40	3.6%	1	5.7%	9	2.4%	1	9.6%	7	7.9%	1	5.5%	17	5.6%	2
Holiday and / or travel tickets	6.6%	46	3.3%	1	1.8%	3	1.7%	1	13.5%	10	31.3%	6	7.2%	23	9.2%	3
Jewellery	2.8%	19	0.0%	0	4.4%	7	6.1%	4	4.9%	3	4.3%	1	1.3%	4	1.0%	0
Major electrical items	18.8%	131	16.5%	6	22.5%	37	18.2%	11	15.9%	11	26.2%	5	17.4%	55	18.8%	6
Small electrical items	27.3%	190	32.2%	12	31.4%	52	27.4%	17	21.3%	15	28.9%	5	26.4%	84	20.1%	6
Small household goods	12.6%	88	14.1%	5	13.3%	22	14.5%	9	12.3%	9	14.6%	3	12.3%	39	4.9%	1
Sports goods	5.7%	40	0.0%	0	4.2%	7	3.6%	2	7.5%	5	4.2%	1	7.5%	24	2.8%	1
Toys	14.6%	102	18.4%	7	23.9%	39	18.8%	11	16.5%	12	21.3%	4	8.3%	26	7.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / bike parts	2.0%	14	3.0%	1	0.5%	1	2.0%	1	0.8%	1	0.0%	0	3.2%	10	1.0%	0
Computer goods	0.5%	4	0.0%	0	0.5%	1	0.7%	0	0.6%	0	0.0%	0	0.7%	2	0.0%	0
Craft / stationary goods	2.2%	15	0.0%	0	3.9%	6	1.7%	1	1.6%	1	0.0%	0	2.0%	6	1.0%	0
E-cigarettes	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Gifts	1.8%	13	1.1%	0	3.6%	6	0.7%	0	2.9%	2	0.0%	0	0.8%	2	4.8%	1
Health / beauty products	3.5%	24	1.1%	0	1.8%	3	3.0%	2	6.0%	4	0.8%	0	4.6%	15	0.0%	0
Insurance	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet food / accessories	1.9%	13	0.0%	0	4.1%	7	0.7%	0	1.3%	1	1.2%	0	1.2%	4	2.9%	1
Solar panels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Video games	0.7%	5	0.0%	0	2.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(None)	2.9%	20	4.6%	2	4.0%	7	3.4%	2	4.1%	3	0.0%	0	1.7%	5	4.6%	1
(Same goods as before)	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:	698		37		165		61		71		18		316		30	
Sample:	600		49		118		61		83		60		165		64	

### Q35 Which goods or services are you likely to purchase in the future via electronic (home/mobile) shopping? [MR]

*Those that make use of electronic home shopping at Q33*

Food	15.4%	108	20.1%	7	12.3%	20	7.0%	4	16.5%	12	18.4%	3	17.1%	54	21.6%	6
Clothes	38.7%	270	25.9%	10	36.1%	59	52.7%	32	56.8%	40	47.0%	8	34.4%	109	38.0%	11
Banking / finance	4.6%	32	3.0%	1	1.8%	3	4.1%	2	8.4%	6	19.3%	3	3.9%	12	12.9%	4
Books	41.0%	286	30.4%	11	24.0%	40	34.8%	21	50.9%	36	54.9%	10	48.8%	155	46.6%	14
CDs, DVDs, music	35.7%	249	22.6%	8	32.3%	53	32.1%	20	49.5%	35	42.3%	8	36.4%	115	33.8%	10
DIY goods	5.3%	37	2.5%	1	7.4%	12	7.8%	5	4.2%	3	6.0%	1	4.6%	15	2.9%	1
Furniture / carpets	6.6%	46	4.1%	2	9.8%	16	5.3%	3	7.8%	6	8.5%	2	5.5%	17	2.3%	1
Garden items	6.0%	42	6.3%	2	5.3%	9	4.1%	2	9.6%	7	7.9%	1	5.9%	19	4.6%	1
Holiday and / or travel tickets	7.3%	51	6.3%	2	2.8%	5	2.4%	1	13.5%	10	37.9%	7	7.4%	24	9.3%	3
Jewellery	1.0%	7	0.0%	0	0.6%	1	6.1%	4	0.0%	0	4.3%	1	0.3%	1	0.0%	0
Major electrical items	16.7%	117	16.5%	6	21.6%	36	14.4%	9	15.9%	11	27.0%	5	14.9%	47	10.8%	3
Small electrical items	22.0%	153	18.7%	7	27.2%	45	18.3%	11	21.3%	15	28.2%	5	20.8%	66	14.5%	4
Small household goods	11.3%	79	6.6%	2	13.1%	22	14.9%	9	12.8%	9	16.5%	3	10.3%	33	2.9%	1
Sports goods	5.8%	40	6.0%	2	4.2%	7	7.3%	4	6.9%	5	4.2%	1	6.4%	20	2.8%	1
Toys	13.3%	93	11.1%	4	23.6%	39	17.5%	11	14.9%	11	18.2%	3	7.6%	24	4.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car / bike parts	1.7%	12	3.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.2%	10	1.0%	0
Computer goods	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Craft / stationary goods	1.4%	10	0.0%	0	2.0%	3	1.7%	1	1.6%	1	0.0%	0	1.3%	4	1.0%	0
E-cigarettes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Gifts	2.2%	15	1.1%	0	4.1%	7	2.0%	1	3.5%	2	0.0%	0	0.8%	2	6.2%	2
Health / beauty products	3.1%	22	0.0%	0	1.8%	3	3.0%	2	1.2%	1	0.0%	0	5.0%	16	0.0%	0
Insurance	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Pet food / accessories	1.8%	12	0.0%	0	3.2%	5	0.7%	0	1.3%	1	1.2%	0	1.5%	5	2.9%	1
Solar panels	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Video games	0.7%	5	0.0%	0	2.2%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0
(None)	12.4%	87	21.9%	8	15.0%	25	16.4%	10	8.3%	6	2.0%	0	10.5%	33	14.4%	4
(Same goods as before)	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:	698		37		165		61		71		18		316		30	
Sample:	600		49		118		61		83		60		165		64	

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7								
<b>Q36 Now thinking about the Tendring district. Are there any new retailers that you would like to see in Tendring? [MR]</b>																
Aldi	1.6%	16	12.7%	8	0.0%	0	1.3%	1	5.5%	6	0.0%	0	0.0%	0	1.6%	1
Aldo Shoes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Ann Harvey clothing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Asda	4.5%	45	8.8%	6	14.3%	31	2.0%	2	5.2%	6	0.0%	0	0.2%	1	0.9%	0
B&M	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Barclays	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bella Italia	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	0.0%	0
BHS	1.1%	11	0.9%	1	4.1%	9	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Body Shop	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bon Marche	0.5%	5	0.6%	0	0.0%	0	4.2%	4	0.4%	0	0.0%	0	0.2%	1	0.0%	0
Boots	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Burger King	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card Factory	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clarks	0.2%	2	2.7%	2	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costa	0.2%	2	0.0%	0	0.4%	1	1.4%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Cotswold Outdoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Debenhams	3.5%	35	0.0%	0	8.9%	19	7.0%	6	4.6%	5	0.6%	0	1.0%	5	0.0%	0
DFS	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorothy Perkins	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Early Learning Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Edinburgh Woollen Mill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Evans clothing	0.3%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	0	0.2%	1	0.0%	0
Farmfoods	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fat Face	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Frankie and Bennys	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture Village	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
H&M	0.2%	2	0.0%	0	0.4%	1	1.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
HMV	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hobbycraft	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Hollister	0.4%	4	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Home Bargains	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser	1.5%	15	0.0%	0	0.0%	0	1.2%	1	1.0%	1	0.8%	0	2.8%	13	0.0%	0
Ikea	1.1%	12	0.0%	0	2.0%	4	1.7%	1	0.4%	0	2.6%	1	0.9%	4	0.9%	0
John Lewis	7.7%	77	0.0%	0	2.5%	5	7.0%	6	4.7%	5	16.9%	4	11.7%	54	6.4%	3
KFC	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Krispy Kreme	0.4%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kurt Geiger	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeland	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.5%	2	0.0%	0
Lidl	1.9%	19	6.6%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	2.1%	10	1.6%	1
Mango clothing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Marks & Spencer	2.2%	22	6.2%	4	2.0%	4	8.1%	7	3.8%	4	0.6%	0	0.7%	3	0.0%	0
Matalan	1.9%	19	0.9%	1	8.0%	17	0.5%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
McDonalds	0.9%	9	0.0%	0	0.0%	0	10.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	1.6%	16	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.0%	14	0.7%	0
Mothercare	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Nandos	0.3%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Natwest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
New Look	0.2%	2	0.0%	0	0.0%	0	1.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Next	1.4%	14	0.0%	0	0.0%	0	13.1%	11	1.4%	2	0.8%	0	0.2%	1	0.0%	0
Nike	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oasis Clothing	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pizza Hut	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Poundland	0.2%	2	0.0%	0	0.0%	0	1.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Pret a Manger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Primark	17.7%	177	12.5%	8	38.2%	83	14.4%	12	12.0%	13	10.6%	3	12.0%	55	8.8%	4
River Island	0.7%	7	0.0%	0	2.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	1.1%	11	8.7%	6	0.0%	0	1.5%	1	2.2%	2	2.2%	1	0.3%	2	0.0%	0
Screwfix	0.3%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoe Zone	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simply Be	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smyths Toys	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specsavers	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Starbucks	0.2%	2	1.7%	1	0.4%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	1.2%	12	2.2%	1	0.0%	0	4.2%	4	4.7%	5	0.0%	0	0.2%	1	2.8%	1
The White Company	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0
TK Maxx	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Topman	0.7%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Topshop	0.5%	5	0.0%	0	2.0%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
Toys R Us	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose	1.8%	18	11.2%	7	1.6%	4	0.8%	1	2.5%	3	1.3%	0	0.8%	4	0.7%
Wallis	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterstones	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%
Wetherspoons	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%
Wilko	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%
Woolworths	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yours Clothing	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Zara	0.8%	8	0.0%	0	0.7%	1	0.0%	0	1.0%	1	1.6%	0	1.2%	5	0.0%
General shops - Bakers	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Book stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
General shops - Butchers	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.8%	0	0.0%	0	0.0%
General shops - Chemists	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
General shops - Childrens clothes stores	0.8%	8	1.7%	1	2.7%	6	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
General shops - China and Glassware stores	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Cinema	0.3%	3	1.5%	1	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Clothes stores	1.6%	16	0.6%	0	4.4%	10	2.6%	2	0.4%	0	0.0%	0	0.6%	3	1.5%
General shops - Delicatessen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Department stores	0.7%	7	3.5%	2	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.7%
General shops - DIY / Hardware stores	0.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	2	0.0%
General shops - Electrical appliances stores	0.1%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
General shops - Food stores	0.3%	3	2.1%	1	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Furniture stores	0.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%
General shops - Independent stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
General shops - Mens clothes stores	0.4%	4	0.6%	0	0.9%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Mobility shops for elderly / disabled	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Restaurants	0.2%	2	0.0%	0	0.4%	1	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%
General shops - Shoe shops	0.6%	6	0.0%	0	0.4%	1	0.5%	0	0.4%	0	1.3%	0	0.9%	4	0.0%
General shops - Sports wear stores	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%
General shops - Teenage clothes stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Toy stores	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
General shops - Womens clothes stores	0.7%	7	0.6%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.2%	1	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%
Don't know	9.8%	98	7.8%	5	0.5%	1	6.4%	5	6.0%	6	10.2%	3	14.8%	68	21.1%
No retailers needed	42.8%	429	31.9%	20	26.0%	56	37.5%	32	43.8%	47	44.1%	11	51.6%	237	55.4%
Weighted base:		1003		63		217		84		108		26		460	
Sample:		1002		100		183		100		141		100		276	102

**GEN Gender of respondent.**

Male	32.8%	329	25.7%	16	41.1%	89	31.5%	27	24.4%	26	31.9%	8	32.4%	149	30.1%	13
Female	67.2%	674	74.3%	47	58.9%	128	68.5%	58	75.6%	82	68.1%	18	67.6%	311	69.9%	31
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
<b>AGE Could I ask, how old are you?</b>									
18 – 24 years	4.8%	48 3.5%	2 8.0%	17 5.7%	5 8.3%	9 6.2%	2 2.6%	12 3.6%	2
25 – 34 years	13.2%	133 5.4%	3 26.8%	58 17.6%	15 12.8%	14 14.4%	4 7.9%	36 5.5%	2
35 – 44 years	15.7%	157 21.0%	13 21.4%	46 18.6%	16 19.7%	21 9.4%	2 12.1%	56 5.4%	2
45 – 54 years	15.8%	159 11.1%	7 20.9%	45 18.2%	15 20.8%	23 12.4%	3 12.9%	59 14.2%	6
55 – 64 years	18.2%	183 17.7%	11 7.9%	17 16.9%	14 15.8%	17 23.7%	6 22.7%	104 28.6%	13
65+ years	29.4%	295 37.9%	24 14.0%	30 22.1%	19 21.3%	23 29.8%	8 37.8%	174 39.3%	17
(Refused)	2.8%	28 3.4%	2 0.9%	2 0.9%	1 1.3%	1 4.0%	1 4.1%	19 3.5%	2
Weighted base:	1003	63	217	84	108	26	460	44	
Sample:	1002	100	183	100	141	100	276	102	
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>									
One	19.2%	193 22.4%	14 20.2%	44 15.9%	13 16.2%	17 25.3%	7 19.6%	90 17.0%	7
Two	52.2%	524 59.1%	37 49.1%	106 54.5%	46 49.2%	53 54.6%	14 52.2%	240 59.7%	26
Three	15.5%	156 9.0%	6 15.0%	32 13.2%	11 19.9%	22 11.0%	3 16.4%	75 15.1%	7
Four or more	9.0%	90 6.5%	4 10.0%	22 12.0%	10 10.9%	12 9.0%	2 8.2%	38 5.9%	3
(Refused)	4.0%	40 2.9%	2 5.8%	13 4.4%	4 3.8%	4 0.0%	0 3.6%	17 2.3%	1
Weighted base:	1003	63	217	84	108	26	460	44	
Sample:	1002	100	183	100	141	100	276	102	
<b>CHI How many children aged under 16 years old are there living in your household?</b>									
None	69.0%	692 65.4%	41 49.3%	107 55.7%	47 73.0%	79 72.1%	19 79.0%	363 81.7%	36
One	10.8%	109 8.7%	5 21.1%	46 17.2%	15 9.0%	10 10.4%	3 5.3%	25 13.2%	6
Two	14.0%	141 19.5%	12 21.1%	46 16.1%	14 12.6%	14 17.5%	5 10.9%	50 1.8%	1
Three	1.6%	16 3.5%	2 4.1%	9 2.9%	2 1.0%	1 0.0%	0 0.3%	2 0.0%	0
Four or more	0.9%	9 0.0%	0 0.7%	1 2.9%	2 0.5%	1 0.0%	0 0.9%	4 0.9%	0
(Refused)	3.6%	36 2.9%	2 3.7%	8 5.2%	4 3.8%	4 0.0%	0 3.6%	17 2.3%	1
Weighted base:	1003	63	217	84	108	26	460	44	
Sample:	1002	100	183	100	141	100	276	102	
<b>CAR How many cars does your household own or have the use of?</b>									
None	9.5%	95 15.7%	10 12.9%	28 10.6%	9 3.4%	4 12.6%	3 8.6%	40 3.9%	2
One	39.1%	392 41.6%	26 35.9%	78 43.5%	37 25.9%	28 42.5%	11 42.2%	194 41.1%	18
Two	34.0%	340 34.7%	22 34.1%	74 27.7%	23 50.9%	55 32.8%	9 30.6%	141 37.8%	17
Three or more	12.8%	129 5.7%	4 11.0%	24 13.0%	11 15.6%	17 11.5%	3 13.9%	64 14.8%	7
(Refused)	4.6%	46 2.3%	1 6.0%	13 5.2%	4 4.2%	5 0.6%	0 4.6%	21 2.3%	1
Weighted base:	1003	63	217	84	108	26	460	44	
Sample:	1002	100	183	100	141	100	276	102	
<b>OCC What is the occupation of the main income earner in the household?</b>									
Occupation / job description (PLEASE WRITE IN)	54.3%	545 46.9%	30 69.1%	150 50.6%	43 70.2%	76 61.3%	16 45.3%	208 51.1%	23
Retired - has a private pension (PLEASE WRITE IN PREVIOUS OCCUPATION)	21.3%	213 22.9%	14 11.0%	24 18.2%	15 13.8%	15 21.0%	5 27.3%	125 31.6%	14
Retired - ONLY has a BASIC STATE PENSION (Does not have ANY private pensions)	9.2%	92 13.2%	8 6.0%	13 8.8%	7 7.3%	8 9.6%	2 10.7%	49 8.7%	4
Unemployed / on benefits / disabled / long-term sick (Refused)	2.8%	28 3.0%	2 7.2%	16 3.6%	3 1.6%	2 1.3%	0 1.2%	6 0.0%	0
Weighted base:	1003	63	217	84	108	26	460	44	
Sample:	1002	100	183	100	141	100	276	102	
<b>EMP Is the chief wage earner in full-time or part-time employment?</b> <i>Those who are employed at OCC</i>									
Full-time	81.9%	446 83.1%	25 80.0%	120 92.2%	39 88.4%	67 76.0%	12 80.0%	167 74.1%	17
Part-time	15.6%	85 16.9%	5 18.9%	28 7.8%	3 11.6%	9 20.9%	3 14.4%	30 25.9%	6
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
Currently on sabbatical	0.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.2%	0 0.0%	0 0.0%	0
(Refused)	2.5%	13 0.0%	0 1.0%	2 0.0%	0 0.0%	0 0.9%	0 5.6%	12 0.0%	0
Weighted base:	545	30	150	43	76	16	208	23	
Sample:	430	34	103	43	78	44	90	38	

Column %ges.

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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**HOM Do you own your own home?**

Yes	77.6%	778	73.5%	46	67.4%	146	77.1%	65	76.5%	83	82.0%	21	82.7%	381	80.8%	36
No	16.8%	169	22.9%	14	27.2%	59	17.2%	15	17.9%	19	16.0%	4	11.2%	51	13.3%	6
(Refused)	5.6%	56	3.6%	2	5.4%	12	5.7%	5	5.6%	6	2.0%	1	6.1%	28	5.9%	3
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

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

White	92.4%	926	95.3%	60	95.7%	208	89.9%	76	95.8%	104	96.4%	25	89.4%	411	96.5%	43
Indian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	0.0%	0
Black Caribbean	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.8%	8	1.7%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	0	1.2%	6	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.7%	57	2.9%	2	4.0%	9	10.1%	9	4.2%	5	3.0%	1	6.7%	31	3.5%	2
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

**PC Postcode Sector**

CO1 1	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	27	0.0%	0
CO1 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	9	0.0%	0
CO111	2.2%	22	0.0%	0	0.0%	0	0.0%	0	20.8%	22	0.0%	0	0.0%	0	0.0%	0
CO112	3.2%	32	0.0%	0	0.0%	0	0.0%	0	29.3%	32	0.0%	0	0.0%	0	0.0%	0
CO123	2.5%	25	0.0%	0	0.0%	0	29.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO124	3.6%	36	0.0%	0	0.0%	0	42.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO125	2.0%	20	0.0%	0	0.0%	0	24.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO130	3.2%	32	50.5%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO139	1.1%	11	17.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO148	2.0%	20	32.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO151	1.6%	16	0.0%	0	7.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO152	1.3%	13	0.0%	0	5.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO153	3.5%	35	0.0%	0	16.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO154	2.3%	23	0.0%	0	10.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO155	1.5%	15	0.0%	0	6.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO156	3.6%	36	0.0%	0	16.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO160	0.3%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO167	1.8%	18	0.0%	0	8.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO168	3.9%	39	0.0%	0	17.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO169	2.3%	23	0.0%	0	10.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CO2 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	13	0.0%	0
CO2 8	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	41	0.0%	0
CO2 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	10	0.0%	0
CO3 0	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	33	0.0%	0
CO3 3	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	36	0.0%	0
CO3 4	3.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	32	0.0%	0
CO3 9	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	21	0.0%	0
CO4 0	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	30	0.0%	0
CO4 3	3.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	37	0.0%	0
CO4 5	6.6%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	66	0.0%	0
CO4 9	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	28	0.0%	0
CO6 3	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	42	0.0%	0
CO6 4	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	35	0.0%	0
CO7 0	2.1%	21	0.0%	0	0.0%	0	0.0%	0	19.4%	21	0.0%	0	0.0%	0	0.0%	0
CO7 6	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.4%	18
CO7 7	1.8%	18	0.0%	0	0.0%	0	0.0%	0	16.9%	18	0.0%	0	0.0%	0	0.0%	0
CO7 8	1.5%	15	0.0%	0	0.0%	0	0.0%	0	13.6%	15	0.0%	0	0.0%	0	0.0%	0
CO7 9	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	26	0.0%	0	0.0%	0
IP9 2	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.6%	26
Weighted base:		1003		63		217		84		108		26		460		44
Sample:		1002		100		183		100		141		100		276		102

# Tendring Household Survey for WYG

Weighted:

May 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>ZON Zone</b>								
Zone 1	6.3%	63	100.0%	63	0.0%	0	0.0%	0
Zone 2	21.6%	217	0.0%	0	100.0%	217	0.0%	0
Zone 3	8.4%	84	0.0%	0	0.0%	0	100.0%	84
Zone 4	10.8%	108	0.0%	0	0.0%	0	0.0%	108
Zone 5	2.6%	26	0.0%	0	0.0%	0	0.0%	0
Zone 6	45.9%	460	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.4%	44	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1003	63		217	84	108	26	460
Sample:	1002	100		183	100	141	100	276



## **Appendix 2**

# **Quantitative Retail Capacity Tables**

## APPENDIX 2

### WYG Planning

#### Tendring Retail Capacity Study (Update March 2017)

**Table 1: Population and Convenience Goods expenditure per capita**

Zone	Population				Per capita expenditure Convenience (£)				
	2015	2020	2025	2032	2015 <i>inc. SFT</i>	2015	2020	2025	2032
<b>1</b>	19,439	20,229	21,051	22,105	2,303	2,241	2,191	2,173	2,173
<b>2</b>	66,150	68,839	71,637	75,221	2,151	2,093	2,047	2,030	2,029
<b>3</b>	25,166	26,189	27,253	28,617	2,202	2,142	2,095	2,077	2,077
<b>4</b>	32,413	33,730	35,101	36,858	2,410	2,345	2,293	2,274	2,274
<b>TDC Total (Zones 1-4)</b>	<i>143,168</i>	<i>148,987</i>	<i>155,043</i>	<i>162,801</i>					
<b>5</b>	7,906	8,365	8,719	9,149	2,180	2,121	2,074	2,057	2,056
<b>6</b>	143,055	150,685	157,597	166,402	2,085	2,029	1,984	1,967	1,967
<b>7</b>	13,465	13,779	14,036	14,409	2,479	2,412	2,359	2,339	2,339
<b>Total</b>	<b>307,594</b>	<b>321,816</b>	<b>335,395</b>	<b>352,761</b>					

#### Notes:

a. Zones based on the following postcode sectors:

1 - CO13 0, CO13 9 and CO14 8

2 - CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9

3 - CO12 3, CO12 4, CO12 5 and CO16 0

4 - CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8

5 - CO7 9

6 - CO1 1, CO1 2, CO2 7, CO2 8, CO2 9, CO3 0, CO3 3, CO3 4, CO3 8, CO3 9, CO4 0, CO4 3, CO4 5, CO4 9, CO6 3 and CO6 4

7 - CO7 6 and IP9 2

b. Per capita expenditure derived from Experian MMG3 data (February 2017 report)

c. For Zones 1-4, 2015 Population derived from Experian MMG3 data (February 2017 report) and population growth rate provided by Tendring District Council is applied to project population at 2020, 2025 and 2032.

d. For Zones 5 - 7, population is provided by Experian MMG3 data (February 2017 report)

e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14 (November 2016)

f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016)

#### 2014 Prices

## APPENDIX 2

### Tendring Retail Capacity Study (Update March 2017)

**Table 2A: Total convenience goods expenditure**

Zone	Expenditure (£m)				Growth (£m)		
	Convenience				Convenience		
	2015	2020	2025	2032	2015-20	2015-25	2015-32
<b>1</b>	43.6	44.3	45.7	48.0	0.8	2.2	4.5
<b>2</b>	138.5	140.9	145.4	152.6	2.4	6.9	14.2
<b>3</b>	53.9	54.9	56.6	59.4	0.9	2.7	5.5
<b>4</b>	76.0	77.4	79.8	83.8	1.3	3.8	7.8
<b>TDC total (zone 1-4)</b>	311.9	317.4	327.6	343.9	5.5	15.7	31.9
<b>5</b>	16.8	17.3	17.9	18.8	0.6	1.2	2.0
<b>6</b>	290.2	298.9	310.0	327.3	8.7	19.8	37.1
<b>7</b>	32.5	32.5	32.8	33.7	0.0	0.4	1.2
<b>Total</b>	<b>651.4</b>	<b>666.2</b>	<b>688.4</b>	<b>723.7</b>	<b>14.8</b>	<b>37.0</b>	<b>72.3</b>

**Table 2B: Convenience goods expenditure split between main food shopping and top-up food shopping spend**

Zone	Expenditure (£m)		
	Convenience - 2015		
	Main	Top-up	Total
<b>1</b>	34.2	9.4	43.6
<b>2</b>	114.4	24.0	138.5
<b>3</b>	42.9	11.1	53.9
<b>4</b>	62.5	13.5	76.0
<b>TDC total (zone 1-4)</b>	253.9	58.0	311.9
<b>5</b>	13.6	3.2	16.8
<b>6</b>	238.3	51.9	290.2
<b>7</b>	26.9	5.6	32.5
<b>Total</b>	<b>532.7</b>	<b>118.8</b>	<b>651.4</b>

**Notes:**

a. Zones based on the following postcode sectors

1 - CO13 0, CO13 9 and CO14 8

2 - CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9

3 - CO12 3, CO12 4, CO12 5 and CO16 0

4 - CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8

5 - CO7 9

6 - CO1 1, CO1 2, CO2 7, CO2 8, CO2 9, CO3 0, CO3 3, CO3 4, CO3 8, CO3 9, CO4 0, CO4 3, CO4 5, CO4 9, CO6 3 and CO6 4

7 - CO7 6 and IP9 2

b. Per capita expenditure derived from Experian MMG3 data (February 2017 report)

c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14 (November 2016)

d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016)

e. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

**2014 Prices**

Table 3: Convenience goods shopping patterns

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up						
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>Study Area</b>																
<b>Zone 1 (Frinton and Walton)</b>																
Co-op, Connaught Avenue, Frinton	0.3%	0.6%	6.4%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Co-op, the Triangle, Frinton	1.0%	1.3%	18.6%	21.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, the Triangle, Frinton	0.2%	1.3%	3.9%	21.3%	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, 74 High Street, Walton on the Naze	0.3%	0.4%	4.5%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	1.4%
Tesco Express Walton on the Naze	0.2%	0.3%	3.2%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Frinton on Sea Town Centre	0.0%	0.5%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Triangle, Frinton (district centre)	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton-on-the-Naze Town Centre	0.0%	0.3%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby-le-Soken	0.0%	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Frinton Road, Kirby Cross	0.0%	0.3%	0.0%	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%
<b>SUB TOTAL (ZONE 1)</b>	<b>2.0%</b>	<b>5.1%</b>	<b>36.7%</b>	<b>76.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>1.4%</b>
<b>Zone 2 (Clacton, Little Clacton, Jaywick)</b>																
Sainsbury's, High Street, Clacton	1.1%	3.0%	0.8%	0.0%	4.0%	12.0%	1.3%	1.0%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Pier Avenue, Clacton	0.3%	0.2%	0.0%	1.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Waterglade Retail Park, Clacton	5.8%	2.8%	3.2%	0.0%	22.4%	12.0%	4.8%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Morrisons, Centenary Way,	7.8%	3.3%	17.6%	4.2%	28.2%	11.6%	2.2%	0.0%	2.3%	0.8%	0.0%	1.0%	0.3%	0.5%	0.0%	0.0%
Tesco, Brook Retail Park	7.1%	5.5%	24.9%	6.4%	24.7%	21.0%	0.8%	2.2%	1.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfood, Valleybridge Road	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op Bull Hill Road	0.1%	0.2%	0.0%	2.2%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Waterglade Retail park, Clacton	0.4%	0.4%	0.0%	0.0%	1.3%	1.9%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Old Road/Castle Road, Clacton	0.7%	0.5%	0.0%	0.0%	2.9%	2.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Osyth Road, Clacton	0.3%	0.3%	2.1%	0.0%	0.4%	0.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Tesco Express, St Osyth Road	0.3%	1.2%	2.1%	0.0%	0.7%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton and Spring Roads, St Osyth (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton town Centre	0.0%	1.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Great Clacton district centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Old Road, Clacton (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%
Co-op, 162-164 Old Road, Clacton	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, St. John's Road, Clacton on sea	0.0%	0.7%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Pier Avenue, Clacton	2.7%	1.9%	4.3%	1.0%	8.9%	6.3%	0.8%	0.0%	4.4%	2.2%	0.9%	2.0%	0.0%	0.0%	0.0%	2.6%
Co-op, 53 Frinton Road, Holland On sea	0.1%	0.2%	0.0%	1.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Frinton Road, Holland on Sea	0.1%	2.0%	0.0%	0.0%	0.3%	8.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bockings Elm, Clacton (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%	0.0%	0.0%	0.0%
Broadway, Jaywick (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland on sea (district centre)	0.0%	0.2%	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%
The Street, Little Clacton (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Coopers Lane, Clacton	0.0%	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>26.9%</b>	<b>24.6%</b>	<b>55.8%</b>	<b>17.6%</b>	<b>95.9%</b>	<b>94.0%</b>	<b>10.0%</b>	<b>4.2%</b>	<b>13.6%</b>	<b>4.9%</b>	<b>0.9%</b>	<b>2.9%</b>	<b>0.6%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>Zone 3 (Harwich, Dovercourt, Thorpe Le Soken)</b>																
Tesco Express, Thrope Le Soken	0.0%	0.8%	0.0%	2.6%	0.0%	1.4%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	1.4%	2.8%	0.0%	0.0%	0.0%	0.0%	14.6%	28.2%	1.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, High Street, Dovercourt	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, 246/250 High Street, Dovercourt	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkestone Road, Harwich	1.0%	0.5%	0.8%	0.0%	0.0%	0.0%	9.2%	3.9%	2.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Iconfield Park, Garland Road, Harwich	5.7%	3.0%	1.8%	1.0%	0.0%	0.0%	60.1%	23.9%	7.1%	2.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Dovercourt Town Centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harwich Town Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
High Street, Thorpe-le-Soken (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%	0.0%	0.0%	0.0%
Upper Dovercourt (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%	0.0%	0.0%	0.0%
Beaumont	0.0%	0.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Fronks Road, Upper Dovercourt	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Ramsey Road, Harwich	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkestone	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Gravel Hill Way, Dovercourt	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ramsey	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>8.3%</b>	<b>10.6%</b>	<b>2.6%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>86.0%</b>	<b>93.0%</b>	<b>11.1%</b>	<b>5.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4 (Manningtree and Brightlingsea)</b>																
Co-op, 4 Acacia Court, Blenheim Close, Brantham	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Co-op, Riverside Avenue, Manningtree	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	9.9%	0.0%	0.0%	0.0%	0.0%	3.3%	5.9%
Co-op, Samson Road, Brightlingsea	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Station Road, Brightlingsea	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, High Street, Manningtree	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Victoria Road, Brightlingsea	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea Town Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Clacton Road, Elmstead Market (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manningtree Town Centre	0.1%	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Plough Road, Great Bentley (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%	0.0%	0.0%	0.0%
Station Road, Alresford (local centre)	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alresford	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Bradfield	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Budgens, Clacton Road, Elmstead Market	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mistley	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Main Road, Alresford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Thorrington	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.7%</b>	<b>6.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>											





<b>Zone 5 (Rowhedge)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, Vine Parade, Wivenhoe	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Wivenhoe Town Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6 (Colchester)</b>																	
Aldi, London Road, Lexden Colchester	18.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.8	4.1	0.3	0.0	0.0
Aldi, Magdalen Street, Colchester	15.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.2	2.4	0.0	11.4	1.3	0.0	0.0
Asda, Turner Rise, Colchester	39.2	3.3	0.0	0.0	0.8	0.0	0.2	0.0	2.9	0.2	0.4	0.0	34.8	3.1	0.2	0.0	0.0
Co-op, Fiveways Retail Park, Colchester	8.9	2.8	0.3	0.1	0.4	0.0	0.0	0.0	1.4	0.3	0.0	0.0	6.6	2.4	0.2	0.1	0.0
Co-op, Regent Street, Rowhedge, Colchester	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Co-op, The Avenue, Wivenhoe, Colchester	1.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.2	0.0	0.3	0.0	0.0	0.0
Iceland, Turner Rise Retail Park, Colchester	2.5	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.9	0.0	0.0	0.0
Marks & Spencer, High Street, Colchester	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.6	1.9	0.0	0.0	0.0
Sainsbury's, Culver Street/Priory Walk, Colchester	9.2	1.8	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.1	0.0	8.1	1.8	0.2	0.0	0.0
Sainsbury's, Tollgate Road, Colchester	68.2	4.2	0.0	0.0	2.4	0.1	0.0	0.0	2.7	0.0	1.4	0.0	61.8	4.1	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	74.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	12.7	1.1	0.6	0.0	57.9	5.7	2.8	0.1	0.0
Tesco Superstore, Greenstead Road, Colchester	20.5	1.3	0.0	0.0	0.0	0.0	0.2	0.0	4.5	0.2	5.5	0.2	10.0	1.0	0.2	0.0	0.0
Tesco Express, London House, Plough Road, Great Bentley, Colchester	0.9	1.8	0.0	0.0	0.0	0.2	0.0	0.0	0.6	1.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0
Waitrose, St Andrews Avenue, Colchester	20.8	2.5	1.4	0.0	0.7	0.0	0.9	0.0	1.7	0.1	1.1	0.2	14.6	2.2	0.4	0.0	0.0
Budgens, Drury Road, Colchester	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Co-op, Abbots Road, Colchester	1.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.9	0.0	0.0	0.0
Co-op, Chapel Road, West Bergholt	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0
Co-op, Harwich Road, Colchester	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Co-op, Mersea Road, Colchester	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Co-op, Nayland Road, Mile End	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Co-op, Old Heath Road, Colchester	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Co-op, Shrub End Road, Colchester	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Co-op, The Centre, Greenstead Estate, Colchester	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2	0.0	0.0	0.0
Co-op, The Commons, Prettygate, Colchester	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.0	0.0	0.0	0.0
Colchester	0.0	2.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Eight Ash Green	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Fordham	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Iceland, St. Johns's Walk Shopping Centre, Colchester	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Colchester Connect BP, Colchester Bypass, Colchester	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Nayland	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sainsbury's Local, Layer Road, Colchester	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway, Colchester	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Tesco Express, Bromley Road, Colchester	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Tesco Express, Crouch Street, Colchester	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0
Tesco Express, Magdalen Street, Colchester	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Tesco Express, St Christophers Road, St. John, Colchester	1.0	1.9	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.8	0.0	0.0	0.0
West Bergholt	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>287.9</b>	<b>54.9</b>	<b>1.7</b>	<b>0.2</b>	<b>4.6</b>	<b>0.5</b>	<b>1.4</b>	<b>0.1</b>	<b>30.1</b>	<b>3.7</b>	<b>13.4</b>	<b>2.7</b>	<b>232.4</b>	<b>47.4</b>	<b>4.4</b>	<b>0.1</b>	<b>0.0</b>
<b>Zone 7 (Dedham &amp; East Bergholt)</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Budgens, The Street, East Bergholt	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0
Co-op, High Street, Dedham	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.2	0.3	0.0
Dedham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
East Bergholt	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
<b>SUB TOTAL (ZONE 7)</b>	<b>1.1</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>1.1</b>	<b>1.3</b>	<b>0.0</b>
<b>SUB-TOTALSTUDY AREA (ZONE 1-7)</b>	<b>500.0</b>	<b>112.2</b>	<b>34.2</b>	<b>9.4</b>	<b>114.4</b>	<b>24.0</b>	<b>42.5</b>	<b>10.8</b>	<b>55.3</b>	<b>13.0</b>	<b>13.6</b>	<b>3.2</b>	<b>233.8</b>	<b>49.5</b>	<b>6.3</b>	<b>2.2</b>	<b>0.0</b>
<b>Outside Study Area</b>	0.0	0.0	0.0	0.0	0.0	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, Stoke Park Drive, Ipswich	4.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0
Aldi, Girling Street, Sudbury	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.2	0.0	0.0	0.0
Capel St. Mary	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Co-op, Dysart Road, Grantham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Co-op, High Street, Hadleigh	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Co-op, The Street, Capel St Mary	0.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.2	1.0	0.0
Co-op, The Street, Holbrook	0.6	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.5	0.0
Langham	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Lidl, Handford Road, Ipswich	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0
Lidl, Hening Avenue, Ipswich	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Marks & Spencer, Simply Food, London Bridge Station, London	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Marks & Spencer, Westgate Street, Ipswich	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Morrisons, Calais Street, Hadleigh	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Morrisons, Sroughton Road, Ipswich	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	0.0	0.0
Morrisons, Station Road, Dereham	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newtown, Kent	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
One Stop, Cambridge Drive, Ipswich	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Woodbridge Road, Ipswich	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Sainsbury's, Cornard Road, Sudbury	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Warren Heath, Martlesham	3.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0
Sainsbury's, Upper Brook Street, Ipswich	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich	8.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	8.4	0.1	0.0
Tesco Superstore, Cedars Link Road, Stowmarket	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Thurston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Waitrose, Futura Park, Crane Boulevard, Ipswich	1.2	0.1	0.0	0.0	0.0	0.0	0.0										

APPENDIX 2  
Tendering Retail Capacity Study (Update March 2017)

Table 5: Survey-derived performance of stores compared to expected benchmark performance at 2015

Destination	Gross Floorspace	Net Sales	Net Convenience	Sales Density	Benchmark Turnover	Survey Turnover	Inflow	Estimated Survey	Overtrading
	(sq m)	(sq m)	Sales Area (sq m)	(£ per sq m)	(£m)	(£m)	Allowance	T/O with Inflow	(£m)
			(A)	(B)	(AxB)		(%)	(£m)	(£m)
<b>Zone 1 (Frinton and Walton)</b>									
Co-op, Connaught Avenue, Frinton	500	328	312	8,640	2.7	3.1	5.0	3.5	0.8
Co-op, the Triangle, Frinton	1,723	1,257	1,131	8,640	9.8	8.3		8.3	-1.4
Iceland, the Triangle	540	446	446	7,207	3.2	3.4		3.4	0.1
Co-op, 74 High Street, Walton on the Naze	430	273	273	8,640	2.4	2.2		2.2	-0.2
Tesco Express Walton on the Naze	460	302	287	13,648	3.9	1.6		1.6	-2.3
Frinton on Sea Town Centre	1,590	1,113	-	-	0.8	0.8	5.0	1.3	0.5
The Triangle, Frinton (district centre)	-	-	-	-	0.1	0.1		0.1	0.0
Walton-on-the-Naze Town Centre	-	-	-	-	0.4	0.4	5.0	0.9	0.5
Kirby-le-Soken	-	-	-	-	0.1	0.1		0.1	0.0
One Stop, Frinton Road, Kirby Cross	224	157	139	8,495	1.2	0.5		0.5	-0.7
<b>SUB TOTAL (ZONE 1)</b>					<b>24.5</b>	<b>20.4</b>		<b>21.8</b>	<b>-2.7</b>
<b>Zone 2 (Clacton, Little Clacton, Jaywick)</b>									
Sainsbury's, High Street, Clacton	2,759	1,387	1,318	12,863	16.9	9.2	15.0	10.6	-6.3
Marks & Spencer, Pier Avenue, Clacton	1,087	652	619	11,369	7.0	1.9	15.0	3.4	-3.7
Morrisons, Waterglade Retail Park, Clacton	4,065	2,517	2,139	12,275	26.3	33.0	5.0	33.5	7.2
Morrisons, Centenary Way,	4,754	2,358	2,004	12,275	24.6	45.1	5.0	45.6	21.0
Tesco, Brook Retail Park	6,899	3,913	3,326	13,648	45.4	44.0	5.0	44.5	-0.9
Farmfood, Valleybridge Road	603	496	496	8,275	4.1	0.3		0.3	-3.8
Co-op Bull Hill Road	2,776	2,017	1,815	8,640	15.7	0.6		0.6	-15.1
Iceland, Waterglade Retail park, Clacton	842	444	444	7,207	3.2	2.7		2.7	-0.5
Lidl, Old Road/Castle Road, Clacton	1,445	1,012	910	4,302	3.9	4.4	2.5	4.7	0.7
Lidl, St Osyth Road, Clacton	1,524	884	884	4,302	3.8	2.2		2.2	-1.6
Tesco Express, St Osyth Road	409	224	213	13,648	2.9	2.7		2.7	-0.2
Clacton and Spring Roads, St Osyth (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Clacton town Centre	-	-	-	-	1.1	1.1	15.0	2.5	1.5
Great Clacton district centre	-	-	-	-	0.1	0.1		0.1	0.0
Old Road, Clacton (district centre)	-	-	-	-	0.0	0.0		0.0	0.0
Co-op, 162-164 Old Road, Clacton	278	185	185	8,640	1.6	0.2		0.2	-1.4
One Stop, Saint John's Road, Clacton on sea	247	173	164	8,495	1.4	0.7		0.7	-0.7
Aldi, Pier Avenue, Clacton	1,413	774	697	13,018	9.1	16.9	2.5	17.2	8.1
Co-op, 53 Frinton Road, Holland On sea	609	365	347	8,640	3.0	0.8		0.8	-2.2
Tesco Express, Frinton Road, Holland on Sea	371	203	193	13,648	2.6	2.4		2.4	-0.3
Bockings Elm, Clacton (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Broadway, Jaywick (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Holland on sea (district centre)	-	-	-	-	0.1	0.1		0.1	0.0
The Street, Little Clacton (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Jaywick	-	-	-	-	0.2	0.2		0.2	0.0
Little Clacton	-	-	-	-	0.1	0.1		0.1	0.0
Co-op, Coopers Lane, Clacton	161	107	107	8,640	0.9	0.2		0.2	-0.7
<b>SUB TOTAL (ZONE 2)</b>					<b>174.7</b>	<b>169.4</b>		<b>175.7</b>	<b>1.0</b>
<b>Zone 3 ( Harwich, Dovercourt, Thorpe Le Soken)</b>									
Tesco Express, Thorpe Le Soken	248	139	132	13,648	1.8	0.9		0.9	-0.9
Asda, Main Road, Dovercourt	2,652	1,756	1,177	14,084	16.6	10.6		10.6	-6.0
Co-op, High Street, Dovercourt	279	185	162	8,640	1.4	0.3		0.3	-1.1
Iceland, 246/250 High Street, Dovercourt	814	429	375	7,207	2.7	1.4		1.4	-1.3
Lidl, Parkstone Road, Dovercourt	1,749	1,014	913	4,302	3.9	6.3		6.3	2.4
Morrisons, Iconfield Park, Garland Road, Harwich	3,956	2,225	1,780	12,275	21.8	34.4		34.4	12.5
Dovercourt Town Centre	-	-	-	-	0.6	0.6	5.0	1.1	0.5
Harwich Town Centre	-	-	-	-	0.5	0.5	5.0	1.0	0.5
High Street, Thorpe-le-Soken (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Upper Dovercourt (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Beaumont	-	-	-	-	0.2	0.2		0.2	0.0
Co-op, Franks Road, Upper Dovercourt	917	471	411	8,640	3.6	0.7		0.7	-2.9
One Stop, Ramsey Road, Upper Dovercourt	282	197	188	8,495	1.6	0.7		0.7	-0.9
Parkeston	-	-	-	-	0.1	0.1		0.1	0.0
Premier, Gravel Hill Way, Dovercourt	105	74	70	6,579	0.5	0.3		0.3	-0.2
Ramsey	-	-	-	-	0.1	0.1		0.1	0.0
<b>SUB TOTAL (ZONE 3)</b>					<b>55.4</b>	<b>57.0</b>		<b>58.0</b>	<b>2.7</b>
<b>Zone 4 ( Manningtree and Brightlingsea)</b>									
Co-op, 4 Acacia Court, Blenheim Close, Brantham	301	180	157	8,640	1.4	3.6		3.6	2.2
Co-op, Riverside Avenue, Manningtree	1,948	1,119	977	8,640	8.4	7.5		7.5	-1.0
Co-op, Samson Road, Brightlingsea	2,212	1,115	1,059	8,640	9.2	1.8		1.8	-7.4
Co-op, Station Road, Brightlingsea	589	493	444	8,640	3.8	0.1		0.1	-3.8
Tesco Express, High Street, Manningtree	411	225	214	13,648	2.9	1.5		1.5	-1.4
Tesco Express, Victoria Road, Brightlingsea	481	165	157	13,648	2.1	1.3	5.0	1.8	-0.4
Brightlingsea Town Centre	-	-	-	-	0.4	0.4		0.4	0.0
Clacton Road, Elmstead Market (local centre)	-	-	-	-	0.2	0.2		0.2	0.0
Manningtree Town Centre	-	-	-	-	1.1	1.1	5.0	1.6	0.5
Plough Road, Great Bentley (local centre)	-	-	-	-	0.0	0.0		0.0	0.0
Station Road, Alresford (local centre)	-	-	-	-	0.6	0.6		0.6	0.0
Alresford	-	-	-	-	0.4	0.4		0.4	0.0
Bradfield	-	-	-	-	0.3	0.3		0.3	0.0
Budgens, Clacton Road, Elmstead Market	326	228	205	7,546	1.5	0.4		0.4	-1.2
Great Bentley	-	-	-	-	0.2	0.2		0.2	0.0
Mistley	-	-	-	-	0.1	0.1		0.1	0.0
Premier, Main Road, Alresford	-	-	-	-	0.0	0.0		0.0	0.0
Thorington	-	-	-	-	0.2	0.2		0.2	0.0
<b>SUB TOTAL (ZONE 4)</b>					<b>32.8</b>	<b>19.5</b>		<b>20.5</b>	<b>-12.3</b>
<b>TOTAL IN TENDRING</b>					<b>287.3</b>	<b>266.3</b>		<b>276.0</b>	<b>-11.3</b>

APPENDIX 2

Tendering Retail Capacity Study (Update March 2017)

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table 6a: Estimated 'capacity' for convenience goods facilities in Tendering district

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendering District Inflow - £m	Surplus Expenditure - £m
2015	287.3	40.9%	266.3	9.7	-11.3
2020	284.4	40.9%	272.4	10.0	-2.1
2025	284.2	40.9%	281.4	10.3	7.5
2032	286.2	40.9%	295.8	10.8	20.5
<b>Study Area Market Share (%)</b>					

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)

2. Assumes constant market share claimed by Tendering facilities at 40.9% from Study Area

2014 prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Tendering district

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	-11.3	-850	-1,610
2020	-2.1	-160	-310
2025	7.5	580	1,090
2032	20.5	1,560	2,940

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table 6c: Net quantitative capacity for additional convenience goods floorspace in Tendering district

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	-11.3	49.7	-61.0	-4,620	-8,720
2020	-2.1	49.2	-51.4	-3,930	-7,410
2025	7.5	49.2	-41.6	-3,190	-6,020
2032	20.5	49.5	-29.0	-2,210	-4,170

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table 6d: Extant convenience goods commitments in Tendering district

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
18 Clacton Road, St Osyth Clacton	13/01479/FUL	Change of use to retail	79	55	3,500	0.2	approved
Bull Hill Road	14/00537/FUL	Foodstore (Asda)	3,406	1,873	14,084	25.8	Commenced trading in October 2016
Brook Park West, Clacton-on-Sea	16/01250/OUT	Retail Park (inc. Lidl)	7,705	1,210	7,300	8.8	approved subject to Section 106
70 - 84A Connaught Avenue Frinton On Sea Essex CO13 9PT	14/00693/FUL	Sainsbury Local	273	191	12,863	2.5	opened
70 - 84A Connaught Avenue Frinton On Sea Essex CO13 9PT	14/00693/FUL	Retail units	136	95	3,500	0.5	approved
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP	15/00666/FUL	Foodstore (Aldi)	1,672	920	13,018	12.0	approved
<b>Total</b>	-	-	<b>13,271</b>	<b>4,344</b>	-	<b>49.7</b>	-

1. 18 Clacton Road - Assumed 70% of the gross floorspace would be for net convenience use. Sales density is WYG estimate.

2. Bull Hill Road - Redevelopment for an Asda store was permitted in Dec 2014. Net convenience floorspace assumed as lower end of Asda's stated range within Planning Potential's Planning Statement of April 2014. As this new Asda will replace the existing Co-op on site (which has a survey derived turnover of £0.6m), WYG only consider the potential net increase in turnover of development to avoid double counting.

3. 70-84A, Unit 4 is now occupied by Sainsbury Local (after the household survey). Assumed 70% of the gross floorspace would be for net convenience use. Sales density based on Verdict. Assumed 1/3 of the remaining A1 floorspace would be occupied by convenience goods retailer. Sales density is WYG estimate.

4. Land at Martello Site - planning permission was granted for a foodstore in Nov 2015. Sales area are taken from application submission.

5. Brook Park West, Clacton-on-Sea - Planning Committee resolved to grant planning permission for the retail park development on 30th November 2016 subject to the completion of a legal agreement within a period of six months.

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table C6a - Trading Performance of Existing Convenience Provision in Clacton

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Sainsbury's, High Street, Clacton	1,318	12,863	16.9	9.2
Marks & Spencer, Pier Avenue, Clacton	619	11,369	7.0	1.9
Morrisons, Waterglade Retail Park, Clacton	2,139	12,275	26.3	33.0
Morrisons, Centenary Way, Clacton	2,004	12,275	24.6	45.1
Tesco, Brook Retail Park, Clacton	3,326	13,648	45.4	44.0
Farmfood, Valleybridge Road, Clacton	496	8,275	4.1	0.3
Co-op Bull Hill Road, Clacton	1,815	8,640	15.7	0.6
Iceland, Waterglade Retail park, Clacton	444	7,207	3.2	2.7
Lidl, Old Road/Castle Road, Clacton	910	4,302	3.9	4.4
Lidl, St Osyth Road, Clacton	884	4,302	3.8	2.2
Clacton town Centre	-	-	1.1	1.1
Great Clacton district centre	-	-	0.1	0.1
Old Road, Clacton (district centre)	-	-	0.0	0.0
Co-op, 162-164 Old Road, Clacton	185	8,640	1.6	0.2
One Stop, St. John's Road, Clacton	164	8,495	1.4	0.7
Aldi, Pier Avenue, Clacton	697	13,018	9.1	16.9
Bockings Elm, Clacton (local centre)	-	-	0.0	0.0
Holland on sea (district centre)	-	-	0.1	0.1
Co-op, Coopers Lane, Clacton	107	8,640	0.9	0.2
<b>Total</b>	<b>15,109</b>	<b>-</b>	<b>165.2</b>	<b>162.6</b>

Table C6b: Estimated 'capacity' for convenience goods facilities in Clacton

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	165.2	25.0%	162.6	2.4	-0.2
2020	163.6	25.0%	166.3	2.5	5.2
2025	163.4	25.0%	171.8	2.6	11.0
2032	164.6	25.0%	180.6	2.7	18.7

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)

2. Assumes constant market share claimed by Tendring facilities at 25.0% from Study Area

2014 prices

Table C6c: Gross quantitative capacity for additional convenience goods floorspace in Clacton

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	-0.2	-20	-30
2020	5.2	400	750
2025	11.0	840	1,580
2032	18.7	1,420	2,690

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table C6d: Net quantitative capacity for additional convenience goods floorspace in Clacton

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	-0.2	34.6	-34.9	-2,640	-4,980
2020	5.2	34.3	-29.1	-2,220	-4,200
2025	11.0	34.3	-23.3	-1,780	-3,360
2032	18.7	34.5	-15.8	-1,200	-2,260

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table C6e: Extant convenience goods commitments in Clacton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Bull Hill Road	14/00537/FUL	Foodstore (Asda)	3,406	1,362	14,084	25.8	Commenced trading in October 2016
Brook Park West, Clacton-on-Sea	16/01250/OUT	Retail Park (inc. Lidl)	2,538	1,210	7,300	8.8	approved subject to Section 106
<b>Total</b>	-	-	<b>5,944</b>	<b>2,572</b>	-	<b>34.6</b>	-

1. Bull Hill Road - Redevelopment for an Asda store was permitted in Dec 2014. Net convenience floorspace assumed as lower end of Asda's stated range within Planning Potential's Planning Statement of April 2014. As this new Asda will replace the existing Co-op on site (which has a survey derived turnover of £0.6m), WYG only consider the potential net increase in turnover of development to avoid double counting.

2. Brook Park West, Clacton-on-Sea - Planning Committee resolved to grant planning permission for the retail park development on 30th November 2016 subject to the completion of a legal agreement within a period of six months.

APPENDIX 2

Tendering Retail Capacity Study (Update March 2017)

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table F6a - Trading Performance of Existing Convenience Provision in Frinton

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, Connaught Avenue, Frinton	312	8,640	2.7	3.1
Co-op, the Triangle, Frinton	1,131	8,640	9.8	8.3
Iceland, the Triangle, Frinton	446	7,207	3.2	3.4
Frinton on Sea Town Centre	-	-	0.8	0.8
The Triangle, Frinton (district centre)	-	-	0.1	0.1
<b>Total</b>	<b>1,889</b>		<b>16.6</b>	<b>15.6</b>

Notes:

Sourced from Table 5

Table F6b: Estimated 'capacity' for convenience goods facilities in Frinton

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendering District Inflow - £m	Surplus Expenditure - £m
2015	16.6	2.4%	15.6	0.2	-0.7
2020	16.4	2.4%	16.0	0.2	-0.2
2025	16.4	2.4%	16.5	0.2	0.4
2032	16.5	2.4%	17.3	0.3	1.1

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)

2. Assumes constant market share claimed by Frinton facilities at 2.4% from Study Area

2014 prices

Table F6c: Gross quantitative capacity for additional convenience goods floorspace in Frinton

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	-0.7	-50	-100
2020	-0.2	-10	-30
2025	0.4	30	50
2032	1.1	80	160

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table F6d: Net quantitative capacity for additional convenience goods floorspace in Frinton

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	-0.7	2.9	-3.6	-280	-520
2020	-0.2	2.9	-3.1	-240	-450
2025	0.4	2.9	-2.5	-190	-370
2032	1.1	2.9	-1.8	-140	-260

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table F6e: Extant convenience goods commitments in Frinton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
70 - 84A Connaught Avenue, Frinton On Sea, Essex, CO13 9PT	14/00693/FUL	Sainsbury Local	273	191	12,863	2.5	opened
70 - 84A Connaught Avenue, Frinton On Sea, Essex, CO13 9PT	14/00693/FUL	Retail units	136	95	3,500	0.5	approved
<b>Total</b>	-	-	<b>409</b>	<b>286</b>	-	<b>2.9</b>	-

1. 70-84A, Unit 4 is now occupied by Sainsbury Local (after the household survey). Assumed 70% of the gross floorspace would be for net convenience use. Sales density based on Verdict. Assumed 1/3 of the remaining A1 floorspace would be occupied by convenience goods retailer. Sales density is WYG estimate.

**APPENDIX 2**

**Tendrings Retail Capacity Study (Update March 2017)**

**Table 6: Estimated (baseline) capacity for new convenience goods provision within study area**

**Table D6a - Trading Performance of Existing Convenience Provision in Dovercourt and Harwich**

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Asda, Main Road, Dovercourt	1,177	14,084	16.6	10.6
Co-op, High Street, Dovercourt	162	8,640	1.4	0.3
Iceland, 246/250 High Street, Dovercourt	375	7,207	2.7	1.4
Lidl, Parkestone Road, Dovercourt	913	4,302	3.9	6.3
Morrisons, Iconfield Park, Garland Road, Harwich	1,780	12,275	21.8	34.4
Dovercourt Town Centre	-	-	0.6	0.6
Upper Dovercourt (local centre)	-	-	0.0	0.0
Co-op, Fronks Road, Upper Dovercourt	411	8,640	3.6	0.7
One Stop, Ramsey Road, Upper Dovercourt	188	8,495	1.6	0.7
Premier, Gravel Hill Way, Dovercourt	70	6,579	0.5	0.3
Harwich Town Centre	-	-	0.5	0.5
<b>Total</b>	<b>5,074</b>	<b>-</b>	<b>53.2</b>	<b>55.7</b>

**Table D6b: Estimated 'capacity' for convenience goods facilities in Dovercourt and Harwich**

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendrings District Inflow - £m	Surplus Expenditure - £m
2015	53.2	8.6%	55.7	0.8	3.4
2020	52.6	8.6%	57.0	0.9	5.2
2025	52.6	8.6%	58.9	0.9	7.2
2032	52.9	8.6%	61.9	0.9	9.9

**Study Area Market Share (%)**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
2. Assumes constant market share claimed by Frinton facilities at 8.6% from Study Area

**2014 prices**

**Table D6c: Gross quantitative capacity for additional convenience goods floorspace in Dovercourt and Harwich**

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	3.4	260	480
2020	5.2	400	750
2025	7.2	550	1,040
2032	9.9	750	1,420

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

**Table D6d: Net quantitative capacity for additional convenience goods floorspace in Dovercourt and Harwich**

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	3.4	0.0	3.4	260	480
2020	5.2	0.0	5.2	400	750
2025	7.2	0.0	7.2	550	1,040
2032	9.9	0.0	9.9	750	1,420

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

**APPENDIX 2**

**Tendring Retail Capacity Study (Update March 2017)**

**Table 6: Estimated (baseline) capacity for new convenience goods provision within study area**

**Table B6a - Trading Performance of Existing Convenience Provision in Brightlingsea**

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, Samson Road, Brightlingsea	1,059	8,640	9.2	1.8
Co-op, Station Road, Brightlingsea	444	8,640	3.8	0.1
Tesco Express, Victoria Road, Brightlingsea	157	13,648	2.1	1.3
Brightlingsea Town Centre	-	-	0.4	0.4
<b>Total</b>	<b>1,660</b>	<b>-</b>	<b>15.5</b>	<b>3.5</b>

**Table B6b: Estimated 'capacity' for convenience goods facilities in Brightlingsea**

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	15.5	0.5%	3.5	0.1	-11.9
2020	15.3	0.5%	3.6	0.1	-11.7
2025	15.3	0.5%	3.7	0.1	-11.5
2032	15.4	0.5%	3.9	0.1	-11.5

**Study Area Market Share (%)**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)

2. Assumes constant market share claimed by Frinton facilities at 0.5% from Study Area

**2014 prices**

**Table B6c: Gross quantitative capacity for additional convenience goods floorspace in Brightlingsea**

Year	Convenience Goods		
	Surplus	Floorspace Requirement (sq m net)	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	-11.9	-900	-1,700
2020	-11.7	-890	-1,690
2025	-11.5	-880	-1,670
2032	-11.5	-870	-1,640

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

**Table B6d: Net quantitative capacity for additional convenience goods floorspace in Brightlingsea**

Year	Convenience Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	-11.9	0.0	-11.9	-900	-1,700
2020	-11.7	0.0	-11.7	-890	-1,690
2025	-11.5	0.0	-11.5	-880	-1,670
2032	-11.5	0.0	-11.5	-870	-1,640

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)

2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

**APPENDIX 2**

**Tendering Retail Capacity Study (Update March 2017)**

**Table 6: Estimated (baseline) capacity for new convenience goods provision within study area**

**Table Mba - Trading Performance of Existing Convenience Provision in Manningtree**

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, 4 Acacia Court, Blenheim Close, Brantham, Manningtree	157	8,640	1.4	3.6
Co-op, Riverside Avenue, Manningtree	977	8,640	8.4	7.5
Tesco Express, High Street, Manningtree	214	13,648	2.9	1.5
Manningtree Town Centre	-	-	1.1	1.1
<b>Total</b>	<b>1,348</b>	<b>-</b>	<b>13.8</b>	<b>13.7</b>

**Table M6b: Estimated 'capacity' for convenience goods facilities in Manningtree**

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendering District Inflow - £m	Surplus Expenditure - £m
2015	13.8	2.1%	13.7	0.2	0.1
2020	13.7	2.1%	14.0	0.2	0.5
2025	13.7	2.1%	14.5	0.2	1.0
2032	13.8	2.1%	15.2	0.2	1.7

**Study Area Market Share (%)**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
2. Assumes constant market share claimed by Frinton facilities at 0.5% from Study Area

**2014 prices**

**Table M6c: Gross quantitative capacity for additional convenience goods floorspace in Manningtree**

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.1	0	10
2020	0.5	40	70
2025	1.0	80	150
2032	1.7	130	240

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

**Table M6d: Net quantitative capacity for additional convenience goods floorspace in Manningtree**

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.1	0.0	0.1	0	10
2020	0.5	0.0	0.5	40	70
2025	1.0	0.0	1.0	80	150
2032	1.7	0.0	1.7	130	240

1. Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
2. Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

**2014 prices**

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 6: Estimated (baseline) capacity for new convenience goods provision within study area

Table W6a - Trading Performance of Existing Convenience Provision in Walton

Destination	Convenience Sales Area (sq.m)	Sales Density (£/sq.m)	Benchmark Turnover (£M)	Survey Turnover (£M)
Co-op, 74 High Street, Walton on the Naze	273	8,640	2.4	2.2
Tesco Express Walton on the Naze	287	13,648	3.9	1.6
Walton-on-the-Naze Town Centre	-	-	0.4	0.4
<b>Total</b>	<b>560</b>		<b>6.7</b>	<b>4.2</b>

Table W6b: Estimated 'capacity' for convenience goods facilities in Walton

Year	Benchmark Turnover of Existing Stores Turnover - £m <sup>1</sup>	Market Share of Study Area Expenditure - %	Expenditure Available - £m <sup>2</sup>	Tendring District Inflow - £m	Surplus Expenditure - £m
2015	6.7	0.6%	4.2	0.1	-2.4
2020	6.6	0.6%	4.3	0.1	-2.3
2025	6.6	0.6%	4.4	0.1	-2.1
2032	6.6	0.6%	4.6	0.1	-1.9

Study Area Market Share (%)

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 14 (Nov 2016)
- Assumes constant market share claimed by Frinton facilities at 0.6% from Study Area

2014 prices

Table W6c: Gross quantitative capacity for additional convenience goods floorspace in Walton

Year	Convenience Goods		
	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	-2.4	-180	-350
2020	-2.3	-170	-330
2025	-2.1	-160	-310
2032	-1.9	-150	-280

- Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
- Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table W6d: Net quantitative capacity for additional convenience goods floorspace in Walton

Year	Convenience Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	-2.4	12.0	-14.4	-1,090	-2,060
2020	-2.3	11.9	-14.1	-1,080	-2,040
2025	-2.1	11.8	-14.0	-1,070	-2,020
2032	-1.9	11.9	-13.9	-1,050	-1,990

- Average sales density assumed to be £13,217 per sq.m based on the average sales density of the leading four supermarkets as identified by Verdict 2015 (2014 prices)
- Average sales density assumed to be £7,000 per sq.m which is based on WYG's knowledge of discount operators
- Residual calculated by subtracting turnover of commitments (sourced from Table 6d) from surplus expenditure (sourced from Table 6a)
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner Briefing Note 14 (November 2016)

2014 prices

Table W6e: Extant convenience goods commitments in Walton

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Land Site at Martello Caravan Park, Kirby Road, Walton On The Naze, Essex, CO14 8QP	15/00666/FUL	Foodstore (Aldi)	1,672	920	13,018	12.0	approved
<b>Total</b>	-	-	<b>1,672</b>	<b>920</b>	-	<b>12.0</b>	-

- Land at Martello Site - planning permission was granted for a foodstore in Nov 2015. Sales area are taken from application submission.

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 7a: Population from 2015 -2032**

Zone	Population			
	2015	2020	2025	2032
<b>1</b>	19,439	20,229	21,051	22,105
<b>2</b>	66,150	68,839	71,637	75,221
<b>3</b>	25,166	26,189	27,253	28,617
<b>4</b>	32,413	33,730	35,101	36,858
<b>TDC total (zone 1-4)</b>	143,168	148,987	155,043	162,801
<b>5</b>	7,906	8,365	8,719	9,149
<b>6</b>	143,055	150,685	157,597	166,402
<b>7</b>	13,465	13,779	14,036	14,409
<b>Total</b>	<b>307,594</b>	<b>321,816</b>	<b>335,395</b>	<b>352,761</b>

**Table 7b: Population and comparison goods expenditure**

Zone	Comparison goods per capita expenditure																																												
	2015 with SFT									2015									2020									2025									2032								
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
<b>1</b>	256	245	385	827	192	456	400	525	<b>3,287</b>	225	216	339	728	169	402	352	462	<b>2,893</b>	241	231	363	778	180	430	377	495	<b>3,095</b>	281	269	423	907	210	500	439	576	<b>3,606</b>	348	334	524	1,123	260	620	544	714	<b>4,466</b>
<b>2</b>	207	196	319	738	162	381	365	458	<b>2,825</b>	182	172	280	649	143	335	321	403	<b>2,486</b>	195	184	300	694	152	359	344	431	<b>2,660</b>	227	215	349	809	178	418	401	503	<b>3,099</b>	281	266	433	1,002	220	518	496	622	<b>3,839</b>
<b>3</b>	217	200	325	814	182	396	411	487	<b>3,033</b>	191	176	286	716	160	349	362	429	<b>2,669</b>	204	189	306	766	172	373	387	458	<b>2,856</b>	238	220	357	893	200	435	451	534	<b>3,327</b>	294	272	442	1,106	248	539	559	662	<b>4,121</b>
<b>4</b>	271	262	400	959	220	516	476	581	<b>3,684</b>	239	231	352	844	193	454	419	511	<b>3,242</b>	255	247	377	903	207	485	448	547	<b>3,469</b>	297	288	439	1,052	241	566	522	637	<b>4,041</b>	368	356	543	1,303	298	701	646	789	<b>5,006</b>
<b>5</b>	248	232	376	870	213	512	454	539	<b>3,444</b>	219	204	330	765	188	450	400	475	<b>3,031</b>	234	218	354	819	201	482	428	508	<b>3,242</b>	273	254	412	954	234	561	498	592	<b>3,778</b>	338	315	510	1,182	290	695	617	733	<b>4,679</b>
<b>6</b>	218	190	329	840	197	487	427	501	<b>3,189</b>	192	167	290	740	173	429	376	441	<b>2,806</b>	205	179	310	791	185	458	402	471	<b>3,002</b>	239	208	361	922	216	534	468	549	<b>3,498</b>	296	258	447	1,142	268	662	580	680	<b>4,332</b>
<b>7</b>	287	302	444	1,048	245	611	521	665	<b>4,123</b>	252	266	391	922	215	538	458	586	<b>3,628</b>	270	285	418	986	230	575	490	626	<b>3,881</b>	314	332	487	1,149	268	670	571	730	<b>4,522</b>	389	411	603	1,423	332	830	708	904	<b>5,601</b>

**Notes:**

- a. Zones based on the following post code sectors  
 1 - CO13 0, CO13 9 and CO14 8  
 2 - CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9  
 3 - CO12 3, CO12 4, CO12 5 and CO16 0  
 4 - CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8  
 5 - CO7 9  
 6 - CO1 1, CO1 2, CO2 7, CO2 8, CO2 9, CO3 0, CO3 3, CO3 4, CO3 8, CO3 9, CO4 0, CO4 3, CO4 5, CO4 9, CO6 3 and CO6 4  
 7 - CO7 6 and IP9 2
- b. Per capita expenditure derived from Experian MMG3 data (February 2016 Report)
- c. For Zone 1-4, 2015 Population derived from Experian MMG3 data (February 2016 Report) and population growth rate provided by Tendring District Council is applied to project population at 2020, 2025 and 2032
- d. For Zone 5 - 7, population is provided by Experian MMG3 data (February 2016 Report)
- e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14 (November 2016)
- f. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14 (November 2016)

**2014 Prices**

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Tendering Retail Capacity Study (Update March 2017)

Table 8: Total comparison goods expenditure

Zone	Comparison goods per capita expenditure (€M)																												Comparison goods growth										
	2015									2020									2025									2032									2015-2020	2015-2025	2015-2032
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL			
1	4.4	4.2	6.6	14.1	3.3	7.8	6.8	9.0	56.2	4.9	4.7	7.3	15.7	3.6	8.7	7.6	10.0	62.6	5.9	5.7	8.9	19.1	4.4	10.5	9.2	12.1	75.9	7.7	7.4	11.6	24.8	5.8	13.7	12.0	15.8	98.7	6.4	19.7	42.5
2	12.1	11.4	18.5	42.9	9.4	22.2	21.3	26.7	164.5	13.4	12.7	20.6	47.8	10.5	24.7	23.7	29.7	183.1	16.3	15.4	25.0	58.0	12.7	30.0	28.7	36.0	222.0	21.2	20.0	32.6	75.4	16.6	39.0	37.3	46.8	288.8	18.6	57.5	124.3
3	4.8	4.4	7.2	18.0	4.0	8.8	9.1	10.8	67.2	5.3	4.9	8.0	20.1	4.5	9.8	10.1	12.0	74.8	6.5	6.0	9.7	24.3	5.5	11.9	12.3	14.6	90.7	8.4	7.8	12.7	31.6	7.1	15.4	16.0	18.9	117.9	7.6	23.5	50.8
4	7.7	7.5	11.4	27.4	6.3	14.7	13.6	16.6	105.1	8.6	8.3	12.7	30.5	7.0	16.4	15.1	18.4	117.0	10.4	10.1	15.4	36.9	8.5	19.9	18.3	22.4	141.9	13.6	13.1	20.0	48.0	11.0	25.8	23.8	29.1	184.5	11.9	36.8	79.4
5	1.7	1.6	2.6	6.1	1.5	3.6	3.2	3.8	24.0	2.0	1.8	3.0	6.8	1.7	4.0	3.6	4.2	27.1	2.4	2.2	3.6	8.3	2.0	4.9	4.3	5.2	32.9	3.1	2.9	4.7	10.8	2.7	6.4	5.6	6.7	42.8	3.2	9.0	18.8
6	27.4	23.9	41.4	105.8	24.8	61.3	53.8	63.0	401.4	30.9	26.9	46.7	119.2	27.9	69.1	60.6	71.0	452.3	37.6	32.8	56.9	145.3	34.1	84.2	73.8	86.6	551.2	49.2	42.9	74.4	190.0	44.5	110.1	96.5	113.2	720.9	50.9	149.8	319.5
7	3.4	3.6	5.3	12.4	2.9	7.2	6.2	7.9	48.8	3.7	3.9	5.8	13.6	3.2	7.9	6.8	8.6	53.5	4.4	4.7	6.8	16.1	3.8	9.4	8.0	10.2	63.5	5.6	5.9	8.7	20.5	4.8	12.0	10.2	13.0	80.7	4.6	14.6	31.9
<b>Total</b>	<b>61.5</b>	<b>56.6</b>	<b>93.1</b>	<b>226.7</b>	<b>52.2</b>	<b>125.6</b>	<b>113.9</b>	<b>137.7</b>	<b>867.2</b>	<b>68.8</b>	<b>63.3</b>	<b>104.1</b>	<b>253.7</b>	<b>58.4</b>	<b>140.6</b>	<b>127.4</b>	<b>154.1</b>	<b>970.4</b>	<b>83.5</b>	<b>76.8</b>	<b>126.4</b>	<b>308.0</b>	<b>70.9</b>	<b>170.7</b>	<b>154.7</b>	<b>187.0</b>	<b>1,178.1</b>	<b>108.7</b>	<b>100.0</b>	<b>164.6</b>	<b>401.2</b>	<b>92.4</b>	<b>222.3</b>	<b>201.5</b>	<b>243.6</b>	<b>1,534.3</b>	<b>103.2</b>	<b>310.9</b>	<b>667.1</b>

- Notes:
- a. Zones based on the following post code sectors
    - 1 - CO13 0, CO13 9 and CO14 8
    - 2 - CO15 1, CO15 2, CO15 3, CO15 4, CO15 5, CO15 6, CO16 7, CO16 8 and CO16 9
    - 3 - CO12 3, CO12 4, CO12 5 and CO16 0
    - 4 - CO11 1, CO11 2, CO7 0, CO7 7 and CO7 8
    - 5 - CO7 9
    - 6 - CO1 1, CO1 2, CO2 7, CO2 8, CO2 9, CO3 0, CO3 3, CO3 4, CO3 8, CO3 9, CO4 0, CO4 3, CO4 5, CO4 9, CO6 3 and CO6 4
    - 7 - CO7 6 and IP9 2
  - b. Per capita expenditure derived from Experian MMG3 data (February 2016 Report)
  - c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 14 (November 2016)
  - d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 14 (November 2016)

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**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 9: Clothes/shoes shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Clothes/shoes (%)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	1.3%	19.5%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.5%</b>	<b>21.7%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.7%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	3.3%	2.9%	10.9%	4.3%	2.1%	0.0%	0.7%	0.0%
Waterglade Retail Park, Clacton	0.7%	3.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	9.3%	15.3%	32.4%	13.8%	5.1%	1.5%	0.0%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>14.0%</b>	<b>22.4%</b>	<b>48.7%</b>	<b>18.1%</b>	<b>7.2%</b>	<b>1.5%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.7%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	2.1%
Dovercourt	0.7%	0.9%	0.0%	3.7%	2.8%	0.8%	0.0%	0.0%
Harwich	0.9%	5.7%	0.9%	3.9%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.1%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>2.4%</b>	<b>6.6%</b>	<b>0.9%</b>	<b>17.2%</b>	<b>2.8%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>2.1%</b>
<b>Zone 4</b>								
Manningtree	0.1%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>18.1%</b>	<b>50.7%</b>	<b>50.2%</b>	<b>36.0%</b>	<b>12.4%</b>	<b>2.3%</b>	<b>0.7%</b>	<b>2.1%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>							
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester	2.3%	0.0%	0.0%	1.9%	3.2%	0.0%	3.7%	0.0%
Colne View Retail Park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Peartree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	1.4%	0.0%	0.9%	0.0%	0.0%	0.0%	2.5%	0.0%
The Tollgate Centre, Colchester	0.6%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%
Tollgate Retail Park, Colchester	2.7%	0.0%	0.6%	9.2%	1.2%	0.0%	3.6%	0.0%
Turner Rise Retail park, Colchester	0.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.7%	0.0%
Colchester	54.3%	31.9%	29.7%	40.9%	62.2%	80.0%	69.8%	17.6%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sainsbury's, Western Approach, Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheephen Retail Park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.4%	0.0%	0.0%	0.0%	0.5%	0.8%	0.7%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>63.6%</b>	<b>31.9%</b>	<b>32.7%</b>	<b>52.1%</b>	<b>67.1%</b>	<b>83.3%</b>	<b>85.0%</b>	<b>17.6%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>81.82%</b>	<b>82.66%</b>	<b>82.87%</b>	<b>88.06%</b>	<b>79.48%</b>	<b>85.58%</b>	<b>85.64%</b>	<b>21.61%</b>



**APPENDIX 2**  
**Tendrering Retail Capacity Study (Update March 2017)**

**Table 10: Clothes/shoes expenditure in 2015**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Clothes/shoes (£M)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	3.1	2.8	0.3	0.1	0.0	0.0	0.0	0.0
Walton on the Naze	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>3.4</b>	<b>3.1</b>	<b>0.3</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.4	0.1	1.3	0.0	0.0	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	7.1	0.4	4.7	0.8	0.6	0.0	0.7	0.0
Waterglade Retail Park, Clacton	1.5	0.5	1.0	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	20.0	2.2	13.9	2.5	1.4	0.1	0.0	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>30.1</b>	<b>3.2</b>	<b>20.9</b>	<b>3.3</b>	<b>2.0</b>	<b>0.1</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.7	0.0	0.0	1.4	0.0	0.0	0.0	0.3
Dovercourt	1.6	0.1	0.0	0.7	0.8	0.0	0.0	0.0
Harwich	1.9	0.8	0.4	0.7	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>5.5</b>	<b>0.9</b>	<b>0.4</b>	<b>3.1</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>
<b>Zone 4</b>								
Manningtree	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>39.7</b>	<b>7.2</b>	<b>21.6</b>	<b>6.5</b>	<b>3.4</b>	<b>0.1</b>	<b>0.7</b>	<b>0.3</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>							
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester Retail Park, Colchester	5.1	0.0	0.0	0.3	0.9	0.0	3.9	0.0
Colne View Retail Park, Colchester	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Peartree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester	3.0	0.0	0.4	0.0	0.0	0.0	2.6	0.0
The Tollgate Centre, Colchester	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Tollgate Retail Park, Colchester	6.0	0.0	0.3	1.7	0.3	0.0	3.8	0.0
Turner Rise Retail park, Colchester	1.1	0.0	0.4	0.0	0.0	0.0	0.7	0.0
Colchester	122.5	4.5	12.8	7.4	17.0	4.8	73.8	2.2
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's, Western Approach, Stanway	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheephen Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tesco Superstore, Greenstead Road, Colchester	0.9	0.0	0.0	0.0	0.1	0.0	0.7	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>143.4</b>	<b>4.5</b>	<b>14.0</b>	<b>9.4</b>	<b>18.4</b>	<b>5.0</b>	<b>89.9</b>	<b>2.2</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>183.4</b>	<b>11.7</b>	<b>35.6</b>	<b>15.9</b>	<b>21.7</b>	<b>5.2</b>	<b>90.6</b>	<b>2.7</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	2.0	0.3	1.2	0.0	0.2	0.0	0.0	0.0	0.2
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.9	0.0
Braintree	1.3	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Cambridge	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.3
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	2.0	0.0	0.6	0.3	0.1	0.3	0.3	0.3	0.3
Chelmsford	2.2	0.5	0.4	0.4	0.0	0.2	0.6	0.6	0.2
Chester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	3.7	0.1	0.5	0.3	0.6	0.2	1.9	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Ipswich	14.0	0.7	0.5	0.8	2.0	0.1	2.5	7.5	
Junction 32 Retail Park, Glasshoughton, Castleford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Keswick	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Lakeside Retail Park, West Thurrock	2.4	0.4	1.0	0.1	0.6	0.0	0.3	0.0	
Letchworth	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Long Melford	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Newmarket	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Norwich	2.3	0.0	0.0	0.0	0.4	0.2	1.7	0.1	
Orwell Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pitsea	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Romford	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
Sainsbury's, Felixstowe Road, Ipswich	0.6	0.0	0.0	0.2	0.3	0.0	0.0	0.1	
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Southend-on-Sea	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	
Stratford	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	
Sudbury	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0	
Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
The Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Thurrock	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Westfield Shopping Centre, Stratford City	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	
White Cliffs Park, Whitfield	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Woodbridge	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>43.4</b>	<b>2.5</b>	<b>7.4</b>	<b>2.2</b>	<b>5.6</b>	<b>0.9</b>	<b>15.2</b>	<b>9.7</b>	
<b>TOTAL</b>	<b>226.7</b>	<b>14.1</b>	<b>42.9</b>	<b>18.0</b>	<b>27.4</b>	<b>6.1</b>	<b>105.8</b>	<b>12.4</b>	

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 11: Books, CDs, DVDs shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	CDs etc							
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	3.8%	57.7%	0.0%	0.0%	1.1%	0.0%	0.7%	0.0%
Walton on the Naze	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>3.8%</b>	<b>57.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.3%	8.4%	8.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.4%	0.0%	0.8%	2.4%	1.1%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.4%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	15.3%	21.9%	59.5%	9.1%	4.7%	0.0%	0.0%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>18.4%</b>	<b>30.3%</b>	<b>70.6%</b>	<b>11.5%</b>	<b>5.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dovercourt	0.8%	0.0%	0.0%	9.1%	2.6%	0.0%	0.0%	0.0%
Harwich	1.2%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.1%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>32.5%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
Ardleigh	0.7%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.5%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>13.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>25.9%</b>	<b>88.0%</b>	<b>70.6%</b>	<b>44.0%</b>	<b>23.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.9%	0.0%	0.0%	2.4%	1.1%	25.3%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>1.1%</b>	<b>25.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colne View Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%
The Tollgate Centre, Colchester	0.6%	0.0%	0.0%	0.0%	2.0%	0.0%	0.7%	0.0%
Tollgate Retail Park, Colchester	3.4%	0.0%	0.0%	0.0%	1.6%	0.0%	6.7%	0.0%
Turner Rise Retail park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Colchester	51.4%	7.5%	12.1%	43.4%	56.6%	72.7%	76.3%	17.0%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>60.1%</b>	<b>7.5%</b>	<b>12.1%</b>	<b>43.4%</b>	<b>60.2%</b>	<b>72.7%</b>	<b>93.0%</b>	<b>22.4%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0%</b>							
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>86.9%</b>	<b>95.5%</b>	<b>82.6%</b>	<b>89.9%</b>	<b>84.4%</b>	<b>98.0%</b>	<b>93.7%</b>	<b>22.4%</b>



**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 12: Books, CDs, DVDs expenditure**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	CDs etc	CDs etc	CDs etc	CDs etc	CDs etc	CDs etc	CDs etc	CDs etc
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	2.1	1.9	0.0	0.0	0.1	0.0	0.2	0.0
Walton on the Naze	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>2.1</b>	<b>1.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.1	0.3	0.8	0.0	0.0	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	7.0	0.7	5.6	0.4	0.3	0.0	0.0	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>8.5</b>	<b>1.0</b>	<b>6.7</b>	<b>0.5</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dovercourt	0.5	0.0	0.0	0.4	0.2	0.0	0.0	0.0
Harwich	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Ardleigh	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>12.9</b>	<b>2.9</b>	<b>6.7</b>	<b>1.8</b>	<b>1.4</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.5	0.0	0.0	0.1	0.1	0.4	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colne View Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
The Tollgate Centre, Colchester	0.3	0.0	0.0	0.0	0.1	0.0	0.2	0.0
Tollgate Retail Park, Colchester	1.8	0.0	0.0	0.0	0.1	0.0	1.7	0.0
Turner Rise Retail park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Colchester	27.2	0.2	1.1	1.8	3.5	1.1	18.9	0.5
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>31.7</b>	<b>0.2</b>	<b>1.1</b>	<b>1.8</b>	<b>3.8</b>	<b>1.1</b>	<b>23.1</b>	<b>0.6</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>45.2</b>	<b>3.1</b>	<b>7.8</b>	<b>3.6</b>	<b>5.3</b>	<b>1.5</b>	<b>23.2</b>	<b>0.6</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	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
Alresford	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Bury St Edmunds	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.1
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chelmsford	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
High Wycombe	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	3.4	0.0	0.2	0.4	0.7	0.0	0.4	1.7	
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Southend-on-Sea	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Suffolk Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUTSIDE STUDY AREA)</b>	<b>7.0</b>	<b>0.1</b>	<b>1.6</b>	<b>0.4</b>	<b>1.0</b>	<b>0.0</b>	<b>1.6</b>	<b>2.2</b>	
<b>TOTAL</b>	<b>52.2</b>	<b>3.3</b>	<b>9.4</b>	<b>4.0</b>	<b>6.3</b>	<b>1.5</b>	<b>24.8</b>	<b>2.9</b>	

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 13: Small household goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Household (%)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	1.2%	14.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.5%</b>	<b>19.1%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.9%	0.0%	2.7%	0.8%	1.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	1.1%	1.2%	3.2%	0.8%	0.7%	1.7%	0.0%	0.0%
Waterglade Retail Park, Clacton	3.3%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	15.4%	36.0%	50.3%	2.0%	1.6%	0.0%	0.0%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>20.8%</b>	<b>37.2%</b>	<b>70.0%</b>	<b>3.6%</b>	<b>3.3%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	2.0%	0.0%	0.6%	17.9%	0.0%	0.0%	0.0%	0.0%
Dovercourt	0.6%	0.0%	0.0%	1.6%	4.2%	0.0%	0.0%	0.0%
Harwich	3.8%	0.0%	1.1%	29.4%	3.8%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.2%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>6.8%</b>	<b>0.0%</b>	<b>1.7%</b>	<b>51.6%</b>	<b>8.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>29.2%</b>	<b>56.3%</b>	<b>72.8%</b>	<b>55.2%</b>	<b>12.0%</b>	<b>2.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	1.0%	0.0%	0.0%	0.0%	2.9%	0.0%	1.7%	0.0%
Colchester Retail Park, Colchester	1.5%	1.2%	1.7%	3.9%	4.6%	4.4%	0.0%	0.0%
Colne View Retail Park, Colchester	1.6%	0.0%	0.0%	0.0%	5.8%	0.0%	1.9%	3.2%
Peatree Road Retail Park, Colchester	0.2%	1.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	3.7%	0.0%	0.0%	4.5%	4.0%	2.1%	6.6%	2.0%
The Tollgate Centre, Colchester	1.4%	1.2%	1.2%	0.0%	0.0%	1.2%	2.5%	0.0%
Tollgate Retail Park, Colchester	8.0%	0.0%	0.0%	3.4%	2.4%	7.4%	17.3%	6.0%
Turner Rise Retail park, Colchester	3.4%	0.0%	1.5%	0.0%	1.7%	6.6%	6.5%	0.0%
Colchester	34.8%	30.3%	17.9%	20.2%	38.8%	54.8%	50.7%	4.2%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Severalls Industrial Park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Sheepen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Tesco Extra, Highwoods, Colchester	1.1%	0.0%	0.0%	0.0%	1.9%	1.7%	1.7%	3.2%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>57.2%</b>	<b>33.9%</b>	<b>22.3%</b>	<b>32.0%</b>	<b>62.8%</b>	<b>78.2%</b>	<b>90.3%</b>	<b>20.0%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0%</b>							
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>86.4%</b>	<b>90.2%</b>	<b>95.1%</b>	<b>87.2%</b>	<b>74.8%</b>	<b>82.2%</b>	<b>90.3%</b>	<b>20.0%</b>



**APPENDIX 2**  
**Tendering Retail Capacity Study (Update March 2017)**

**Table 14: Small household goods expenditure**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Household	Household	Household	Household	Household	Household	Household	Household
Study Area	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
<b>Zone 1</b>								
Frinton on Sea	1.4	1.1	0.2	0.0	0.0	0.0	0.0	0.0
Walton on the Naze	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.7</b>	<b>1.5</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.8	0.0	0.6	0.1	0.1	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	1.0	0.1	0.7	0.1	0.1	0.1	0.0	0.0
Waterglade Retail Park, Clacton	2.9	0.0	2.9	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	14.4	2.8	11.2	0.2	0.2	0.0	0.0	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>19.3</b>	<b>2.9</b>	<b>15.5</b>	<b>0.3</b>	<b>0.5</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.7	0.0	0.1	1.6	0.0	0.0	0.0	0.0
Dovercourt	0.8	0.0	0.0	0.1	0.6	0.0	0.0	0.0
Harwich	3.4	0.0	0.2	2.6	0.6	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Parkeston	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>6.1</b>	<b>0.0</b>	<b>0.4</b>	<b>4.5</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>27.2</b>	<b>4.4</b>	<b>16.1</b>	<b>4.8</b>	<b>1.8</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	1.5	0.0	0.0	0.0	0.4	0.0	1.0	0.0
Colchester Retail Park, Colchester	1.6	0.1	0.4	0.3	0.7	0.2	0.0	0.0
Colne View Retail Park, Colchester	2.3	0.0	0.0	0.0	0.9	0.0	1.2	0.2
Peartree Road Retail Park, Colchester	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0
The Stanway Retail Park, Colchester	5.3	0.0	0.0	0.4	0.6	0.1	4.1	0.1
The Tollgate Centre, Colchester	1.9	0.1	0.3	0.0	0.0	0.0	1.5	0.0
Tollgate Retail Park, Colchester	12.0	0.0	0.0	0.3	0.4	0.3	10.6	0.4
Turner Rise Retail park, Colchester	4.8	0.0	0.3	0.0	0.2	0.2	4.0	0.0
Colchester	47.2	2.4	4.0	1.8	5.7	2.0	31.1	0.3
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severalls Industrial Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tesco Extra, Highwoods, Colchester	1.6	0.0	0.0	0.0	0.3	0.1	1.0	0.2
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>79.2</b>	<b>2.6</b>	<b>5.0</b>	<b>2.8</b>	<b>9.2</b>	<b>2.8</b>	<b>55.3</b>	<b>1.5</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>106.5</b>	<b>7.0</b>	<b>21.1</b>	<b>7.7</b>	<b>11.0</b>	<b>2.9</b>	<b>55.3</b>	<b>1.5</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Alresford	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Chelmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	1.4	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.5
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	2.1	0.2	0.3	0.1	0.4	0.0	0.0	0.7	0.3
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Ipswich	7.0	0.2	0.0	0.8	0.9	0.1	1.9	3.2	
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	2.2	0.0	0.8	0.2	0.2	0.3	0.6	0.1	
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Long Melford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orwell Retail Park, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
Sainsbury's, Hadleigh Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
Sudbury	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	
Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>19.1</b>	<b>0.8</b>	<b>1.1</b>	<b>1.1</b>	<b>3.7</b>	<b>0.6</b>	<b>6.0</b>	<b>5.8</b>	
<b>TOTAL</b>	<b>125.6</b>	<b>7.8</b>	<b>22.2</b>	<b>8.8</b>	<b>14.7</b>	<b>3.6</b>	<b>61.3</b>	<b>7.2</b>	

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 15: Recreational goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Recreational (%)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	1.0%	18.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.3%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.3%</b>	<b>23.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.1%	4.8%	4.1%	0.0%	2.1%	0.0%	1.3%	0.0%
Clacton Factory Outlet, Clacton	0.5%	0.0%	0.0%	2.6%	2.4%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	13.4%	30.1%	42.2%	7.1%	2.4%	1.4%	0.0%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>16.2%</b>	<b>34.9%</b>	<b>47.2%</b>	<b>9.8%</b>	<b>6.8%</b>	<b>1.4%</b>	<b>1.3%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.3%	0.0%	0.9%	10.5%	2.8%	0.0%	0.0%	0.0%
Dovercourt	0.6%	0.0%	0.6%	0.0%	3.8%	0.0%	0.0%	0.0%
Harwich	2.3%	0.0%	1.6%	26.5%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.1%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>37.0%</b>	<b>6.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>21.9%</b>	<b>58.8%</b>	<b>50.2%</b>	<b>46.8%</b>	<b>15.5%</b>	<b>1.4%</b>	<b>1.3%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>							
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%
Colne View Retail Park, Colchester	1.6%	0.0%	0.0%	0.0%	0.0%	13.9%	2.8%	0.0%
Peatree Road Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%
The Stanway Retail Park, Colchester	3.9%	0.0%	0.6%	6.8%	9.9%	1.4%	4.5%	3.7%
The Tollgate Centre, Colchester	5.0%	3.0%	0.9%	0.0%	0.0%	0.0%	11.0%	0.0%
Tollgate Retail Park, Colchester	7.4%	0.0%	1.6%	15.4%	2.4%	6.7%	12.7%	3.2%
Turner Rise Retail park, Colchester	0.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester	37.3%	22.1%	26.3%	16.4%	40.1%	46.4%	52.0%	6.7%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Severalls Industrial Park, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Sheephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>58.4%</b>	<b>27.2%</b>	<b>29.3%</b>	<b>38.7%</b>	<b>52.3%</b>	<b>77.6%</b>	<b>89.6%</b>	<b>15.1%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0%</b>							
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>80.3%</b>	<b>86.0%</b>	<b>79.6%</b>	<b>85.5%</b>	<b>67.8%</b>	<b>79.0%</b>	<b>91.0%</b>	<b>15.1%</b>



Table 16: Recreational goods expenditure

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Recreational (£M)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Walton on the Naze	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.6</b>	<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	2.2	0.3	0.9	0.0	0.3	0.0	0.7	0.0
Clacton Factory Outlet, Clacton	0.6	0.0	0.0	0.2	0.3	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	12.1	2.1	9.0	0.6	0.3	0.0	0.0	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>15.0</b>	<b>2.4</b>	<b>10.0</b>	<b>0.9</b>	<b>0.9</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.5	0.0	0.2	1.0	0.4	0.0	0.0	0.0
Dovercourt	0.6	0.0	0.1	0.0	0.5	0.0	0.0	0.0
Harwich	2.8	0.0	0.3	2.4	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>4.9</b>	<b>0.0</b>	<b>0.7</b>	<b>3.4</b>	<b>0.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB-TOTAL TENDRING (ZONE 1-4)</b>	<b>21.8</b>	<b>4.0</b>	<b>10.7</b>	<b>4.3</b>	<b>2.1</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>							
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester Retail Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Colne View Retail Park, Colchester	1.9	0.0	0.0	0.0	0.0	0.4	1.5	0.0
Peartree Road Retail Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0
The Stanway Retail Park, Colchester	4.8	0.0	0.1	0.6	1.3	0.0	2.4	0.2
The Tollgate Centre, Colchester	6.3	0.2	0.2	0.0	0.0	0.0	5.9	0.0
Tollgate Retail Park, Colchester	9.3	0.0	0.3	1.4	0.3	0.2	6.8	0.2
Turner Rise Retail park, Colchester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Colchester	43.9	1.5	5.6	1.5	5.4	1.5	28.0	0.4
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severalls Industrial Park, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sheepen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Tesco Superstore, Greenstead Road, Colchester	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>70.3</b>	<b>1.9</b>	<b>6.2</b>	<b>3.5</b>	<b>7.1</b>	<b>2.5</b>	<b>48.2</b>	<b>0.9</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0</b>							
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>92.1</b>	<b>5.9</b>	<b>16.9</b>	<b>7.8</b>	<b>9.2</b>	<b>2.5</b>	<b>48.9</b>	<b>0.9</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chelmsford	1.2	0.0	0.0	0.2	0.0	0.0	1.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Euro Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	5.8	0.3	0.0	0.4	1.5	0.0	0.0	0.0	3.6
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.7	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Suffolk Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	10.5	0.3	3.3	0.7	2.3	0.2	3.1	0.6	0.0
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>21.8</b>	<b>1.0</b>	<b>4.3</b>	<b>1.3</b>	<b>4.4</b>	<b>0.7</b>	<b>4.9</b>	<b>5.2</b>	
<b>TOTAL</b>	<b>113.9</b>	<b>6.8</b>	<b>21.3</b>	<b>9.1</b>	<b>13.6</b>	<b>3.2</b>	<b>53.8</b>	<b>6.2</b>	

**APPENDIX 2**  
**Tendrings Retail Capacity Study (Update March 2017)**

**Table 17: Chemist goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	5.0%	67.3%	0.3%	2.3%	0.0%	0.0%	0.6%	0.0%
Walton on the Naze	1.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.2%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>6.1%</b>	<b>84.6%</b>	<b>0.3%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.9%	1.9%	3.3%	0.0%	0.5%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	20.4%	10.4%	80.5%	4.7%	4.6%	1.6%	0.4%	0.0%
Bockings Elm	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.7%	0.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.7%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.3%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>23.6%</b>	<b>13.1%</b>	<b>93.1%</b>	<b>4.7%</b>	<b>5.1%</b>	<b>1.6%</b>	<b>0.4%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.4%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%
Dovercourt	3.4%	0.0%	0.0%	42.0%	3.5%	0.0%	0.0%	0.8%
Harwich	2.5%	0.0%	0.0%	31.0%	2.8%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>6.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>80.1%</b>	<b>6.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>
<b>Zone 4</b>								
Manningtree	2.7%	0.0%	0.6%	0.0%	20.0%	0.0%	0.5%	7.6%
Ardleigh	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.6%	0.0%	1.1%	0.0%	3.3%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	1.2%	0.0%	0.4%	0.0%	11.3%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>4.9%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>37.6%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>7.6%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>41.0%</b>	<b>97.7%</b>	<b>95.5%</b>	<b>87.1%</b>	<b>48.9%</b>	<b>1.6%</b>	<b>1.5%</b>	<b>8.3%</b>
<b>Zone 5</b>								
Wivenhoe	1.7%	0.0%	0.0%	0.0%	2.1%	55.8%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>55.8%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colne View Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	1.5%	0.0%	0.0%	0.0%	0.0%	3.5%	3.0%	0.0%
The Tollgate Centre, Colchester	2.6%	0.0%	0.0%	0.7%	1.1%	0.0%	5.2%	0.0%
Tollgate Retail Park, Colchester	2.9%	0.0%	0.7%	0.0%	0.5%	0.0%	5.9%	0.0%
Turner Rise Retail park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Colchester	39.0%	2.3%	2.8%	12.2%	43.7%	38.4%	68.9%	4.9%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Sainsbury's, Western Approach, Stanway	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheepen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.7%	0.0%	0.0%	0.0%	0.0%	0.6%	1.5%	0.0%
West Bergholt	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>51.1%</b>	<b>2.3%</b>	<b>3.5%</b>	<b>12.9%</b>	<b>45.3%</b>	<b>42.6%</b>	<b>94.3%</b>	<b>4.9%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Dedham	0.7%	0.0%	0.0%	0.0%	0.5%	0.0%	0.9%	6.6%
East Bergholt	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	11.6%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>20.9%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>95.3%</b>	<b>100.0%</b>	<b>99.0%</b>	<b>100.0%</b>	<b>96.7%</b>	<b>100.0%</b>	<b>97.1%</b>	<b>34.1%</b>



**APPENDIX 2**  
**Tendering Retail Capacity Study (Update March 2017)**

**Table 18: Chemist goods expenditure**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	6.8	6.1	0.1	0.3	0.0	0.0	0.4	0.0
Walton on the Naze	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>8.3</b>	<b>7.6</b>	<b>0.1</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	1.1	0.2	0.9	0.0	0.1	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	24.0	0.9	21.5	0.5	0.8	0.1	0.2	0.0
Bockings Elm	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.9	0.1	0.8	0.0	0.0	0.0	0.0	0.0
Jaywick	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
St Osyth	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>27.7</b>	<b>1.2</b>	<b>24.8</b>	<b>0.5</b>	<b>0.8</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Dovercourt	5.2	0.0	0.0	4.5	0.6	0.0	0.0	0.1
Harwich	3.8	0.0	0.0	3.3	0.5	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>9.7</b>	<b>0.0</b>	<b>0.0</b>	<b>8.6</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
<b>Zone 4</b>								
Manningtree	4.4	0.0	0.2	0.0	3.3	0.0	0.3	0.6
Ardleigh	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.8	0.0	0.3	0.0	0.5	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	2.0	0.0	0.1	0.0	1.9	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>7.7</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>6.2</b>	<b>0.0</b>	<b>0.3</b>	<b>0.6</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>53.4</b>	<b>8.8</b>	<b>25.5</b>	<b>9.4</b>	<b>8.1</b>	<b>0.1</b>	<b>0.9</b>	<b>0.7</b>
<b>Zone 5</b>								
Wivenhoe	2.4	0.0	0.0	0.0	0.3	2.1	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>2.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>2.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colne View Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester	2.0	0.0	0.0	0.0	0.0	0.1	1.9	0.0
The Tollgate Centre, Colchester	3.6	0.0	0.0	0.1	0.2	0.0	3.3	0.0
Tollgate Retail Park, Colchester	4.0	0.0	0.2	0.0	0.1	0.0	3.7	0.0
Turner Rise Retail park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Colchester	54.8	0.2	0.7	1.3	7.2	1.4	43.4	0.4
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sainsbury's, Western Approach, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	2.3	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Tesco Superstore, Greenstead Road, Colchester	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
West Bergholt	2.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>71.5</b>	<b>0.2</b>	<b>0.9</b>	<b>1.4</b>	<b>7.5</b>	<b>1.6</b>	<b>59.4</b>	<b>0.4</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Dedham	1.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5
East Bergholt	1.2	0.0	0.0	0.0	0.0	0.0	0.2	0.9
Holbrook	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.8</b>	<b>1.6</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>129.8</b>	<b>9.0</b>	<b>26.4</b>	<b>10.8</b>	<b>16.0</b>	<b>3.8</b>	<b>61.2</b>	<b>2.7</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Chelmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	3.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	3.2
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Orwell Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sainsbury's, Hadleigh Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Southend-on-Sea	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Suffolk Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
The Interchange Retail Park, Ipswich	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>7.9</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>1.9</b>	<b>5.2</b>
<b>TOTAL</b>	<b>137.7</b>	<b>9.0</b>	<b>26.7</b>	<b>10.8</b>	<b>16.6</b>	<b>3.8</b>	<b>63.0</b>	<b>7.9</b>	

**APPENDIX 2**  
**Tendrering Retail Capacity Study (Update March 2017)**

**Table 19: Electrical goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	3.5%	43.1%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%
Walton on the Naze	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>3.5%</b>	<b>43.1%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	10.4%	11.2%	39.8%	10.4%	5.4%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.5%	0.0%	2.1%	0.0%	0.7%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.3%	0.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	13.4%	38.4%	46.3%	9.5%	3.3%	1.3%	0.0%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>24.9%</b>	<b>50.5%</b>	<b>90.5%</b>	<b>19.9%</b>	<b>9.4%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.7%	0.0%	0.0%	16.1%	1.9%	0.0%	0.0%	0.0%
Dovercourt	1.5%	0.0%	0.0%	11.3%	3.9%	1.3%	0.0%	0.0%
Harwich	1.6%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>44.9%</b>	<b>5.8%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.3%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>33.7%</b>	<b>93.6%</b>	<b>92.0%</b>	<b>64.8%</b>	<b>20.2%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 5</b>								
Wivenhoe	0.2%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.7%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colchester Retail Park, Colchester	0.4%	0.0%	0.4%	0.0%	2.6%	3.5%	0.0%	0.0%
Colne View Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	4.9%	0.0%	0.9%	3.1%	11.8%	7.8%	6.7%	0.0%
The Tollgate Centre, Colchester	4.2%	0.9%	0.0%	0.0%	7.4%	3.1%	7.2%	0.0%
Tollgate Retail Park, Colchester	23.2%	0.9%	1.2%	17.0%	14.6%	27.9%	40.9%	4.4%
Turner Rise Retail park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Colchester	23.2%	4.6%	4.3%	8.4%	23.7%	38.5%	38.1%	6.6%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheephen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Tesco Extra, Highwoods, Colchester	1.1%	0.0%	0.0%	0.0%	3.0%	0.0%	1.5%	2.5%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>57.6%</b>	<b>6.4%</b>	<b>6.8%</b>	<b>28.5%</b>	<b>63.8%</b>	<b>80.9%</b>	<b>94.8%</b>	<b>18.3%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>91.5%</b>	<b>100.0%</b>	<b>98.8%</b>	<b>93.3%</b>	<b>84.0%</b>	<b>97.4%</b>	<b>94.8%</b>	<b>18.3%</b>



**APPENDIX 2**  
**Tendering Retail Capacity Study (Update March 2017)**

**Table 20: Electrical goods expenditure**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Electrical (£M)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	3.2	2.8	0.3	0.0	0.1	0.0	0.0	0.0
Walton on the Naze	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>3.2</b>	<b>2.8</b>	<b>0.3</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	9.5	0.7	7.4	0.7	0.6	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.5	0.0	0.4	0.0	0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	12.2	2.5	8.6	0.7	0.4	0.0	0.0	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>22.7</b>	<b>3.3</b>	<b>16.8</b>	<b>1.4</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.4	0.0	0.0	1.2	0.2	0.0	0.0	0.0
Dovercourt	1.3	0.0	0.0	0.8	0.4	0.0	0.0	0.0
Harwich	1.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>3.9</b>	<b>0.0</b>	<b>0.0</b>	<b>3.2</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>30.3</b>	<b>6.2</b>	<b>17.1</b>	<b>4.7</b>	<b>2.3</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 5</b>								
Wivenhoe	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colchester Retail Park, Colchester	0.5	0.0	0.1	0.0	0.3	0.1	0.0	0.0
Colne View Retail Park, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester	4.7	0.0	0.2	0.2	1.3	0.2	2.8	0.0
The Tollgate Centre, Colchester	4.0	0.1	0.0	0.0	0.8	0.1	3.0	0.0
Tollgate Retail Park, Colchester	21.1	0.1	0.2	1.2	1.7	0.7	17.0	0.2
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Colchester	21.6	0.3	0.8	0.6	2.7	1.0	15.8	0.3
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Highwoods, Colchester	1.1	0.0	0.0	0.0	0.3	0.0	0.6	0.1
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>53.4</b>	<b>0.4</b>	<b>1.3</b>	<b>2.1</b>	<b>7.3</b>	<b>2.1</b>	<b>39.3</b>	<b>1.0</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.0</b>							
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>84.0</b>	<b>6.6</b>	<b>18.3</b>	<b>6.7</b>	<b>9.6</b>	<b>2.5</b>	<b>39.3</b>	<b>1.0</b>

<b>Outside</b>									
Tiptree	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
West Mersea	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Abroad	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chelmsford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.9	0.0	0.0	0.0	0.5	0.0	0.2	0.2	0.2
Ipswich	3.0	0.0	0.0	0.2	0.3	0.1	1.2	1.2	1.2
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.3	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Suffolk Retail Park, Ipswich	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>9.1</b>	<b>0.0</b>	<b>0.2</b>	<b>0.5</b>	<b>1.8</b>	<b>0.1</b>	<b>2.2</b>	<b>4.3</b>	<b>4.3</b>
<b>TOTAL</b>	<b>93.1</b>	<b>6.6</b>	<b>18.5</b>	<b>7.2</b>	<b>11.4</b>	<b>2.6</b>	<b>41.4</b>	<b>5.3</b>	<b>5.3</b>

**APPENDIX 2**  
**Tendrering Retail Capacity Study (Update March 2017)**

**Table 21: DIY goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.6%	17.4%	1.2%	1.9%	1.0%	0.0%	0.0%	0.0%
Walton on the Naze	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>1.7%</b>	<b>19.9%</b>	<b>1.2%</b>	<b>1.9%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	16.3%	24.1%	56.3%	15.6%	8.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.2%	0.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	0.3%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	12.6%	49.5%	36.2%	10.5%	4.0%	0.0%	0.3%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.3%	2.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
<b>SUB TOTAL (ZONE 2)</b>	<b>29.9%</b>	<b>79.2%</b>	<b>95.6%</b>	<b>26.1%</b>	<b>12.1%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.9%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.1%	0.0%	0.0%	13.6%	0.7%	0.0%	0.0%	0.0%
Dovercourt	0.7%	0.0%	0.0%	7.1%	1.1%	0.0%	0.0%	0.0%
Harwich	1.5%	0.0%	0.0%	16.5%	2.0%	0.0%	0.0%	0.0%
Asda, Main Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>3.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>38.0%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	0.8%	0.0%	0.0%	4.4%	2.9%	1.8%	0.0%	1.7%
Ardleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.9%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.6%	0.0%	0.0%	0.8%	4.3%	0.8%	0.0%	1.7%
Brightlingsea	0.3%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.9%</b>	<b>9.5%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>								
	<b>36.7%</b>	<b>99.1%</b>	<b>96.8%</b>	<b>71.9%</b>	<b>26.5%</b>	<b>2.6%</b>	<b>0.3%</b>	<b>5.2%</b>
<b>Zone 5</b>								
Wivenhoe	0.2%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	27.1%	0.0%	2.5%	19.2%	54.2%	67.4%	37.4%	5.3%
Colchester Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Colne View Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.0%
Peatree Road Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Stanway Retail Park, Colchester	2.2%	0.0%	0.0%	1.9%	1.6%	1.1%	4.0%	0.0%
The Tollgate Centre, Colchester	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Tollgate Retail Park, Colchester	8.1%	0.0%	0.0%	0.0%	0.0%	1.8%	17.5%	0.9%
Turner Rise Retail park, Colchester	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Colchester	12.3%	0.9%	0.7%	3.2%	6.8%	18.4%	22.8%	5.0%
Aldham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Angora Business Park, Stanway	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fillpots Garden Centre, Straight Road, Bosted	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Fiverways Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	2.0%	0.0%	0.0%	0.0%	4.1%	0.8%	3.1%	1.7%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheepen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	0.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%
Tesco Extra, Highwoods, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.7%	0.0%	0.0%	1.8%	0.0%	0.0%	1.2%	0.0%
Wyevale Garden Centre, London Road, Colchester	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>55.8%</b>	<b>0.9%</b>	<b>3.2%</b>	<b>26.0%</b>	<b>67.3%</b>	<b>90.9%</b>	<b>93.5%</b>	<b>12.9%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>								
	<b>92.9%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>97.9%</b>	<b>93.8%</b>	<b>100.0%</b>	<b>93.9%</b>	<b>22.5%</b>



**APPENDIX 2**  
**Tendering Retail Capacity Study (Update March 2017)**

**Table 22: DIY goods expenditure**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.0	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Walton on the Naze	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.1</b>	<b>0.8</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	8.7	1.0	6.4	0.7	0.6	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Waterglade Retail Park, Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	7.0	2.1	4.1	0.5	0.3	0.0	0.1	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>16.4</b>	<b>3.3</b>	<b>10.9</b>	<b>1.2</b>	<b>0.9</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	0.7	0.0	0.0	0.6	0.1	0.0	0.0	0.0
Dovercourt	0.4	0.0	0.0	0.3	0.1	0.0	0.0	0.0
Harwich	0.9	0.0	0.0	0.7	0.2	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>2.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.5	0.0	0.0	0.2	0.2	0.0	0.0	0.1
Ardleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.1
Brightlingsea	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>20.7</b>	<b>4.2</b>	<b>11.0</b>	<b>3.2</b>	<b>2.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>
<b>Zone 5</b>								
Wivenhoe	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	15.4	0.0	0.3	0.9	4.1	1.1	8.9	0.2
Colchester Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colne View Retail Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peatree Road Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Stanway Retail Park, Colchester	1.2	0.0	0.0	0.1	0.1	0.0	0.9	0.0
The Tollgate Centre, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Tollgate Retail Park, Colchester	4.2	0.0	0.0	0.0	0.0	0.0	4.2	0.0
Turner Rise Retail park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Colchester	6.7	0.0	0.1	0.1	0.5	0.3	5.4	0.2
Aldham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Angora Business Park, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fiverways Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	1.1	0.0	0.0	0.0	0.3	0.0	0.7	0.1
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheephen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Extra, Highwoods, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.4	0.0	0.0	0.1	0.0	0.0	0.3	0.0
Wyevale Garden Centre, London Road, Colchester	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>30.9</b>	<b>0.0</b>	<b>0.4</b>	<b>1.2</b>	<b>5.0</b>	<b>1.5</b>	<b>22.4</b>	<b>0.5</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>51.8</b>	<b>4.2</b>	<b>11.4</b>	<b>4.3</b>	<b>7.0</b>	<b>1.6</b>	<b>22.4</b>	<b>0.8</b>

<b>Outside</b>									
Tiptree	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
West Mersea	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
Alresford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chelmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway, Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	1.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasswells Retail Park, Ranelagh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hadleigh	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.2
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Huntingdon	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	1.1	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.8
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Martlesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Ransomes Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Suffolk Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>4.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>2.8</b>
<b>TOTAL</b>	<b>56.6</b>	<b>4.2</b>	<b>11.4</b>	<b>4.4</b>	<b>7.5</b>	<b>1.6</b>	<b>23.9</b>	<b>3.6</b>	

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 23: Furniture goods shopping patterns**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Furniture (%)							
<b>Study Area</b>								
<b>Zone 1</b>								
Frinton on Sea	1.9%	20.0%	0.5%	0.0%	0.0%	0.0%	1.1%	0.0%
Walton on the Naze	0.2%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kirby Cross	0.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 1)</b>	<b>2.2%</b>	<b>24.4%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.4%	1.2%	0.7%	2.0%	0.0%	0.0%	0.0%	0.0%
Clacton Factory Outlet, Clacton	0.2%	1.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Waterglade Retail Park, Clacton	4.5%	2.9%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton on Sea	8.9%	34.8%	27.3%	3.2%	0.8%	0.0%	0.7%	0.0%
Bockings Elm	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clacton Garden Centre, St Johns Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hilltop Garden Centre, Clacton Road, Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holland-on-Sea	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Jaywick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Clacton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Osyth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 2)</b>	<b>14.1%</b>	<b>40.6%</b>	<b>48.2%</b>	<b>5.2%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	2.4%	2.7%	0.0%	17.8%	4.1%	0.0%	0.0%	0.0%
Dovercourt	0.9%	0.0%	0.0%	7.5%	1.9%	0.0%	0.0%	0.0%
Harwich	0.7%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%
Asda, Main Road, Dovercourt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Parkeston Road, Harwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Parkeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorpe-le-Soken	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 3)</b>	<b>4.0%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>32.1%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 4</b>								
Manningtree	1.0%	0.0%	0.0%	2.8%	6.6%	0.0%	0.0%	1.7%
Ardleigh	0.1%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Craft Nurseries, Harwich Road, Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elmstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Bentley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brightlingsea	0.4%	0.0%	0.0%	0.0%	1.5%	2.2%	0.5%	0.0%
<b>SUB TOTAL (ZONE 4)</b>	<b>1.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>8.8%</b>	<b>2.2%</b>	<b>0.5%</b>	<b>1.7%</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>21.8%</b>	<b>67.7%</b>	<b>48.7%</b>	<b>40.2%</b>	<b>16.4%</b>	<b>2.2%</b>	<b>2.2%</b>	<b>1.7%</b>
<b>Zone 5</b>								
Wivenhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0%</b>							
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	1.4%	0.0%	0.0%	2.8%	3.8%	7.7%	1.1%	0.0%
Colchester Retail Park, Colchester	2.7%	2.4%	6.2%	5.7%	3.2%	3.1%	0.5%	0.0%
Colne View Retail Park, Colchester	1.5%	0.0%	0.7%	1.2%	2.1%	2.6%	2.0%	0.0%
Peatree Road Retail Park, Colchester	2.7%	2.4%	0.5%	1.2%	6.4%	5.3%	3.1%	3.3%
The Stanway Retail Park, Colchester	8.9%	2.7%	6.1%	5.8%	3.8%	7.0%	13.5%	2.4%
The Tollgate Centre, Colchester	5.2%	0.0%	4.5%	0.0%	11.1%	1.1%	6.8%	0.0%
Tollgate Retail Park, Colchester	18.4%	2.4%	3.9%	24.2%	10.4%	29.8%	28.8%	0.0%
Turner Rise Retail park, Colchester	1.1%	0.0%	1.8%	0.0%	0.0%	0.0%	1.5%	0.0%
Colchester	22.8%	14.4%	21.5%	11.3%	22.1%	22.5%	28.0%	13.7%
Aldham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Angora Business Park, Stanway	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Asda, Turner Rise, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cowdray Trade Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Fillpots Garden Centre, Straight Road, Boxted	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fiverways Retail Park, Colchester	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Great Horkesley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Homebase, St Andrews Avenue, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Langham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Prettygate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Western Approach, Stanway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Severalls Industrial Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sheepen Retail Park, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shrub End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stanway	1.2%	0.0%	0.0%	0.0%	2.5%	2.7%	1.6%	3.3%
Tesco Extra, Highwoods, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Greenstead Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Clarendon Way, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyevale Garden Centre, London Road, Colchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 6)</b>	<b>66.4%</b>	<b>24.2%</b>	<b>45.2%</b>	<b>52.4%</b>	<b>65.3%</b>	<b>81.8%</b>	<b>88.3%</b>	<b>22.7%</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Capel St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dedham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
East Bergholt	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Holbrook	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>SUB TOTAL (ZONE 7)</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>88.5%</b>	<b>92.0%</b>	<b>93.8%</b>	<b>92.6%</b>	<b>81.7%</b>	<b>84.0%</b>	<b>91.1%</b>	<b>24.4%</b>



APPENDIX 2  
Tendring Retail Capacity Study (Update March 2017)

Table 24: Furniture goods expenditure

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Study Area								
<b>Zone 1</b>								
Frinton on Sea	1.2	0.9	0.1	0.0	0.0	0.0	0.3	0.0
Walton on the Naze	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Kirby Cross	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>1.4</b>	<b>1.1</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.0</b>
<b>Zone 2</b>								
Brook Retail Park, Clacton	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0
Clacton Factory Outlet, Clacton	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Waterglade Retail Park, Clacton	2.5	0.1	2.4	0.0	0.0	0.0	0.0	0.0
Clacton on Sea	5.2	1.5	3.3	0.2	0.1	0.0	0.2	0.0
Bockings Elm	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Jaywick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>8.1</b>	<b>1.8</b>	<b>5.8</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 3</b>								
Harwich Gateway Retail Park, Harwich	1.3	0.1	0.0	0.9	0.3	0.0	0.0	0.0
Dovercourt	0.5	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Harwich	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Asda, Main Road, Dovercourt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Parkeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>2.1</b>	<b>0.1</b>	<b>0.0</b>	<b>1.5</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4</b>								
Manningtree	0.7	0.0	0.0	0.1	0.5	0.0	0.0	0.1
Ardleigh	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lawford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brightlingsea	0.3	0.0	0.0	0.0	0.1	0.0	0.1	0.0
<b>SUB TOTAL (ZONE 4)</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.7</b>	<b>0.0</b>	<b>0.1</b>	<b>0.1</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>12.7</b>	<b>3.0</b>	<b>5.9</b>	<b>1.9</b>	<b>1.3</b>	<b>0.0</b>	<b>0.6</b>	<b>0.1</b>
<b>Zone 5</b>								
Wivenhoe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>								
B&Q Warehouse, Lightship Way, Colchester	0.9	0.0	0.0	0.1	0.3	0.1	0.3	0.0
Colchester Retail Park, Colchester	1.5	0.1	0.7	0.3	0.2	0.1	0.1	0.0
Colne View Retail Park, Colchester	0.9	0.0	0.1	0.1	0.2	0.0	0.5	0.0
Peatree Road Retail Park, Colchester	1.8	0.1	0.1	0.1	0.5	0.1	0.9	0.1
The Stanway Retail Park, Colchester	5.3	0.1	0.7	0.3	0.3	0.1	3.7	0.1
The Tollgate Centre, Colchester	3.3	0.0	0.5	0.0	0.9	0.0	1.9	0.0
Tollgate Retail Park, Colchester	10.9	0.1	0.5	1.2	0.8	0.5	7.9	0.0
Turner Rise Retail park, Colchester	0.6	0.0	0.2	0.0	0.0	0.0	0.4	0.0
Colchester	14.0	0.6	2.6	0.5	1.7	0.4	7.7	0.5
Aldham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Angora Business Park, Stanway	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Asda, Turner Rise, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowdray Trade Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fiverways Retail Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, St Andrews Avenue, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Langham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prettygate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Severalls Industrial Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheepen Retail Park, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrub End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanway	0.8	0.0	0.0	0.0	0.2	0.0	0.4	0.1
Tesco Extra, Highwoods, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Greenstead Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>40.4</b>	<b>1.1</b>	<b>5.4</b>	<b>2.5</b>	<b>5.1</b>	<b>1.4</b>	<b>24.2</b>	<b>0.8</b>
<b>Zone 7</b>								
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dedham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Bergholt	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Holbrook	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>53.3</b>	<b>4.0</b>	<b>11.3</b>	<b>4.4</b>	<b>6.3</b>	<b>1.5</b>	<b>25.0</b>	<b>0.8</b>

<b>Outside</b>									
Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Mersea	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
Alresford	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Stoke Park Drive, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banchory, Aberdeenshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beccles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bildeston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bluewater Shopping Centre, Greenhithe	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Chelmsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copdock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Copford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Cribbs Causeway, Bristol	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Eastbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Euro Retail Park, Ipswich	1.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7
Fairacres Retail Park, Oxford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Felixstowe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fleetwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Outlet Shopping Village, Braintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, Ipswich	0.6	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.3
Glasswells Retail Park, Ranelagh Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Hadleigh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Wycombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hythe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingatestone	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipswich	2.0	0.1	0.3	0.0	0.1	0.0	0.0	0.6	1.0
Junction 32 Retail Park, Glasshoughton, Castleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park, West Thurrock	1.7	0.0	0.5	0.2	0.5	0.2	0.3	0.3	0.0
Letchworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Melford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks Tey	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Martlesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Mayflower Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Sproughton Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nacton, Suffolk	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Newmarket	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orwell Retail Park, Ipswich	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pipps Hill Retail Park, Basildon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pitsea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poplar Nurseries, Coggeshall Road, Colchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ransomes Industrial Estate, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Romford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Felixstowe Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Hadleigh Road, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southend-on-Sea	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Suffolk Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Copdock Interchange, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Interchange Retail Park, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thurrock	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfield Shopping Centre, Stratford City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White Cliffs Park, Whitfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehouse Industrial Estate, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Witham	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Business Park, Sudbury	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	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
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't buy these goods)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (OUSTSIDE STUDY AREA)</b>	<b>8.1</b>	<b>0.4</b>	<b>0.7</b>	<b>0.4</b>	<b>1.4</b>	<b>0.3</b>	<b>2.4</b>	<b>2.6</b>	
<b>TOTAL</b>	<b>61.5</b>	<b>4.4</b>	<b>12.1</b>	<b>4.8</b>	<b>7.7</b>	<b>1.7</b>	<b>27.4</b>	<b>3.4</b>	

**APPENDIX 2**  
**Tendring Retail Capacity Study (Update March 2017)**

**Table 25: Total comparison goods expenditure 2015**

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow
	Study area	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
<b>Study Area</b>									
<b>Zone 1</b>									
Frinton on Sea	20.1	17.5	1.0	0.5	0.2	0.0	0.9	0.0	2.1
Walton on the Naze	2.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Kirby Cross	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 1)</b>	<b>23.0</b>	<b>20.4</b>	<b>1.0</b>	<b>0.5</b>	<b>0.2</b>	<b>0.0</b>	<b>0.9</b>	<b>0.0</b>	<b>4.1</b>
<b>Zone 2</b>									
Brook Retail Park, Clacton	25.0	2.7	18.3	1.6	1.7	0.0	0.7	0.0	4.1
Clacton Factory Outlet, Clacton	9.7	0.6	5.9	1.2	1.2	0.1	0.7	0.0	4.1
Waterglade Retail Park, Clacton	7.8	0.7	7.1	0.0	0.0	0.0	0.0	0.0	4.1
Clacton on Sea	101.9	14.8	77.1	5.5	3.8	0.2	0.5	0.0	16.4
Bockings Elm	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Clacton Garden Centre, St Johns Road, Clacton	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Great Clacton	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Hilltop Garden Centre, Clacton Road, Clacton	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holland-on-Sea	1.1	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Jaywick	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Little Clacton	0.6	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0
St Osyth	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 2)</b>	<b>147.7</b>	<b>19.1</b>	<b>111.5</b>	<b>8.3</b>	<b>6.7</b>	<b>0.3</b>	<b>1.9</b>	<b>0.0</b>	<b>28.7</b>
<b>Zone 3</b>									
Harwich Gateway Retail Park, Harwich	8.9	0.1	0.3	7.2	1.0	0.0	0.0	0.3	0.0
Dovercourt	10.9	0.1	0.1	7.2	3.3	0.1	0.0	0.1	2.1
Harwich	15.1	0.8	1.0	12.2	1.2	0.0	0.0	0.0	2.1
Asda, Main Road, Dovercourt	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Lidl, Parkeston Road, Harwich	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Parkeston	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Thorpe-le-Soken	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 3)</b>	<b>35.8</b>	<b>1.1</b>	<b>1.4</b>	<b>27.4</b>	<b>5.5</b>	<b>0.1</b>	<b>0.0</b>	<b>0.3</b>	<b>4.1</b>
<b>Zone 4</b>									
Manningtree	6.5	0.0	0.2	0.3	5.0	0.0	0.3	0.7	2.1
Ardleigh	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Craft Nurseries, Harwich Road, Lawford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elmstead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Great Bentley	1.0	0.0	0.3	0.0	0.7	0.0	0.0	0.0	0.0
Lawford	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0
Brightlingsea	3.4	0.0	0.1	0.0	3.1	0.1	0.1	0.0	2.1
<b>SUB TOTAL (ZONE 4)</b>	<b>12.3</b>	<b>0.0</b>	<b>0.6</b>	<b>0.4</b>	<b>10.0</b>	<b>0.2</b>	<b>0.4</b>	<b>0.8</b>	<b>4.1</b>
<b>SUB- TOTAL TENDRING (ZONE 1-4)</b>	<b>218.8</b>	<b>40.6</b>	<b>114.5</b>	<b>36.6</b>	<b>22.3</b>	<b>0.5</b>	<b>3.2</b>	<b>1.2</b>	<b>41.1</b>
<b>Zone 5</b>									
Wivenhoe	3.5	0.0	0.0	0.1	0.4	3.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 5)</b>	<b>3.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.4</b>	<b>3.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 6</b>									
B&Q Warehouse, Lightship Way, Colchester	17.7	0.0	0.3	1.0	4.8	1.2	10.3	0.2	0.0
Colchester Retail Park, Colchester	8.9	0.2	1.2	1.0	2.1	0.4	4.0	0.0	0.0
Colne View Retail Park, Colchester	6.1	0.0	0.1	0.1	1.1	0.5	4.0	0.4	0.0
Peartree Road Retail Park, Colchester	2.1	0.2	0.1	0.1	0.6	0.3	0.9	0.1	0.0
The Stanway Retail Park, Colchester	27.2	0.1	1.4	1.6	3.7	0.6	19.3	0.5	0.0
The Tollgate Centre, Colchester	21.3	0.4	1.0	0.1	2.0	0.2	17.7	0.0	0.0
Tollgate Retail Park, Colchester	69.3	0.2	1.5	5.8	3.6	1.8	55.6	0.9	0.0
Turner Rise Retail park, Colchester	7.2	0.1	1.0	0.0	0.2	0.2	5.4	0.2	0.0
Colchester	337.7	9.8	27.7	15.0	43.9	12.5	224.1	4.8	0.0
Aldham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Angora Business Park, Stanway	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Asda, Turner Rise, Colchester	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Blackheath, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Cowdray Trade Park, Colchester	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Fillpots Garden Centre, Straight Road, Boxted	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Fiverways Retail Park, Colchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Great Horkesley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Highwoods, Colchester	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Homebase, St Andrews Avenue, Colchester	1.1	0.0	0.0	0.0	0.3	0.0	0.7	0.1	0.0
Langham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peartree Business Centre, Peartree Road, Stanway, Colchester	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Prettygate	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Sainsbury's, Western Approach, Stanway	0.7	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0
Severalls Industrial Park, Colchester	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0
Sheephen Retail Park, Colchester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Shrub End	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Stanway	1.3	0.0	0.0	0.0	0.3	0.1	0.8	0.1	0.0
Tesco Extra, Highwoods, Colchester	8.5	0.0	0.0	0.0	0.6	0.1	7.5	0.4	0.0
Tesco Superstore, Greenstead Road, Colchester	2.8	0.0	0.0	0.0	0.1	0.1	2.6	0.0	0.0
West Bergholt	2.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Wickes, Clarendon Way, Colchester	0.4	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0
Wyevale Garden Centre, London Road, Colchester	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
<b>SUB TOTAL (ZONE 6)</b>	<b>520.8</b>	<b>11.0</b>	<b>34.4</b>	<b>24.6</b>	<b>63.3</b>	<b>17.9</b>	<b>361.7</b>	<b>7.8</b>	<b>0.0</b>
<b>Zone 7</b>									
Bypass Nurseries Garden Centre, London Road, Capel St Mary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capel St Mary	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Dedham	1.3	0.0	0.0	0.0	0.1	0.0	0.6	0.6	0.0
East Bergholt	1.4	0.0	0.0	0.0	0.0	0.0	0.4	1.0	0.0
Holbrook	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
The Place for Plants, East Bergholt Place, Mill Road, East Bergholt	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL (ZONE 7)</b>	<b>3.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>1.0</b>	<b>2.0</b>	<b>0.0</b>
<b>SUB-TOTAL STUDY AREA (ZONE 1-7)</b>	<b>746.1</b>	<b>51.6</b>	<b>148.8</b>	<b>61.2</b>	<b>86.2</b>	<b>21.4</b>	<b>365.9</b>	<b>11.0</b>	<b>41.1</b>

<b>Outside</b>										
Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
West Mersea	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
Abroad	2.8	0.3	1.4	0.0	0.2	0.1	0.5	0.3	0.0	
Alresford	0.3	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	
Ambleside	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	
Asda, Stoke Park Drive, Ipswich	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	
Asda, Whitehouse Industrial Estate, Goddard Road, Ipswich	2.3	0.0	0.2	0.0	2.1	0.0	0.0	0.0	0.0	
B&Q, Anglia Parkway South, Bury Road, Ipswich	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	
B&Q, Woodhall Business Park, Eastern Bypass, Sudbury	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
Banchory, Aberdeenshire	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Basildon	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
Beccles	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	
Bildeston	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
Bluewater Shopping Centre, Greenhithe	1.7	0.2	0.4	0.0	0.0	0.0	1.1	0.0	0.0	
Braintree	1.5	0.4	0.0	0.0	0.0	0.0	1.2	0.0	0.0	
Bristol	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Bury St Edmunds	1.4	0.0	0.0	0.0	0.1	0.0	1.3	0.1	0.0	
Cambridge	2.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	0.0	
Campsea Ashe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Central London	2.7	0.2	0.7	0.3	0.3	0.3	0.4	0.4	0.0	
Chelmsford	4.4	0.5	1.2	0.6	0.0	0.2	1.6	0.3	0.0	
Chester	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Copdock	1.2	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.0	
Copford	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
Cribbs Causeway, Bristol	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Eastbourne	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
Edinburgh	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
Euro Retail Park, Ipswich	4.2	0.0	0.0	0.0	1.7	0.1	0.0	2.4	0.0	
Fairacres Retail Park, Oxford	1.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	
Felixstowe	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	
Fleetwood	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Freeport Outlet Shopping Village, Braintree	3.9	0.1	0.5	0.3	0.8	0.2	1.9	0.0	0.0	
Futura Retail Park, Ipswich	3.1	0.2	0.3	0.2	0.5	0.0	1.0	0.9	0.0	
Glasswells Retail Park, Ranelagh Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	
Hadleigh	0.9	0.0	0.0	0.0	0.2	0.0	0.2	0.5	0.0	
High Wycombe	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Homebase, Felixstowe Road, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	
Huntingdon	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
Hythe	0.3	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	
Ingatestone	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Interchange Retail Park, Ipswich	1.5	0.0	0.3	0.0	0.5	0.0	0.2	0.5	0.0	
Ipswich	39.9	1.3	1.0	2.7	6.0	0.3	6.6	22.1	0.0	
Junction 32 Retail Park, Glasshoughton, Castleford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Keswick	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Lakeside Retail Park, West Thurrock	7.0	0.4	2.6	0.5	1.7	0.5	1.3	0.1	0.0	
Letchworth	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Lincoln	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Long Melford	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	
Loughborough	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	
Marks Tey	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Martlesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Mayflower Retail Park, Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Sproughton Road, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Nacton, Suffolk	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
Newmarket	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Norwich	2.9	0.0	0.3	0.0	0.4	0.2	1.7	0.3	0.0	
Orwell Retail Park, Ipswich	0.9	0.0	0.0	0.0	0.1	0.0	0.0	0.8	0.0	
Perrywood Garden Centre, Kelvedon Road, Inworth, Tiptree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	
Peterborough	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
Pipps Hill Retail Park, Basildon	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pitsea	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	
Poplar Nurseries, Coggeshall Road, Colchester	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	
Ransomes Industrial Estate, Ipswich	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Romford	0.6	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	
Sainsbury's, Felixstowe Road, Ipswich	1.1	0.0	0.0	0.3	0.3	0.0	0.0	0.5	0.0	
Sainsbury's, Hadleigh Road, Ipswich	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	
Southend-on-Sea	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
Stratford	1.1	0.1	0.2	0.0	0.0	0.0	0.7	0.0	0.0	
Sudbury	3.3	0.0	0.0	0.0	0.0	0.0	3.2	0.1	0.0	
Suffolk Retail Park, Ipswich	0.9	0.0	0.0	0.1	0.1	0.0	0.0	0.7	0.0	
Tesco Extra, Copdock Interchange, Ipswich	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	
The Interchange Retail Park, Ipswich	13.5	0.3	3.3	0.7	2.3	0.2	3.1	3.6	0.0	
Thurrock	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	
Welshpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Westfield Shopping Centre, Stratford City	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	
White Cliffs Park, Whitfield	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Whitehouse Industrial Estate, Ipswich	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	
Witham	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Woodbridge	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	
Woodhall Business Park, Sudbury	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	
Wyevale Garden Centre, Grundisburgh Road, Woodbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
<b>SUB TOTAL (OUTSIDE )</b>	<b>121.1</b>	<b>4.7</b>	<b>15.7</b>	<b>5.9</b>	<b>18.9</b>	<b>2.5</b>	<b>35.5</b>	<b>37.8</b>	<b>0.0</b>	
<b>TOTAL STUDY AREA</b>	<b>867.2</b>	<b>56.2</b>	<b>164.5</b>	<b>67.2</b>	<b>105.1</b>	<b>24.0</b>	<b>401.4</b>	<b>48.8</b>	<b>41.1</b>	

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table 26a: Estimated 'capacity' for comparison goods facilities in Tendring District

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	259.9	25.2%	218.8	41.1	0.0
2020	286.3	25.2%	244.9	45.9	4.5
2025	320.2	25.2%	297.3	55.8	32.8
2032	372.9	25.2%	387.1	72.6	86.9

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
2. Assumes constant market share throughout the period
- 2014 prices

Table 26b: Quantitative need for additional comparison goods floorspace in Tendring District

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	4.5	810	1,350
2025	32.8	5,330	8,890
2032	86.9	12,120	20,190

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
- 2014 prices

Table 26c: Net quantitative need for additional comparison goods floorspace in Tendring District

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	40.0	-40.0	-8,010	-13,340
2020	4.5	44.1	-39.6	-7,190	-11,990
2025	32.8	49.3	-16.5	-2,670	-4,460
2032	86.9	57.4	29.5	4,110	6,850

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
- 2014 prices

Table 26d: Extant Comparison Goods Commitments in Tendring

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	approved and understood to be Implemented
Bull Hill Road	14/00537/FUL	Demolition of existing buildings and construction of replacement foodstore.	3,406	1,362	8,511	11.6	Commenced trading in October 2016
Brook Park West, Clacton-on-Sea	16/01250/OUT	Retail Park (inc. Lidl)	7,705	5,458	3,411	18.7	approved subject to Section 106
Bathroom Studios, Telford Road Gorse Lane Industrial Estate, Clacton-on-Sea	16/00888/FUL	Retail unit extension	305	305	1,500	0.5	approved
70 - 84A Connaught Avenue Frinton On Sea Essex CO13 9PT	14/00693/FUL	Retail units	271	190	3,500	0.7	approved
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP	15/00666/FUL	Foodstore	1,672	334	8,639	2.9	approved
<b>Total</b>	-	-	<b>15,699</b>	<b>9,287</b>	-	<b>40.0</b>	-

1. Clacton Factory Shopping Village, net increase of floorspace of 2,340 (paragraph 6.11 of planning committee report). Assumed 70 per cent is the net comparison floorspace. Sales density is WYG estimate
2. Asda foodstore at Bull Hill Road, net comparison goods floorspace is taken from planning committee report.
3. 70-84A Connaught Avenue, assumed 2/3 of the open A1 floorspace is for comparison and then 70% is net sales area. Sales Density is WYG estimate
4. Aldi at Martello Caravan Site, net comparison goods floorspace is taken from the supporting Planning Statement.
5. Brook Park West, Clacton-on-Sea - Planning Committee resolved to grant planning permission for the retail park development on 30th November 2016 subject to the completion of a legal agreement within a period of six months. Turnover figures and floorspace taken from Planning Statement.

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table C26a: Estimated 'capacity' for comparison goods facilities in Clacton

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	152.8	16.8%	145.9	6.9	0.0
2020	168.4	16.8%	163.3	7.7	2.6
2025	188.3	16.8%	198.2	9.4	19.32
2032	219.3	16.8%	258.2	12.2	51.1

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
2. Assumes constant market share throughout the period
- 2014 prices

Table C26b: Quantitative need for additional comparison goods floorspace in Clacton

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	2.6	480	800
2025	19.3	3,140	5,230
2032	51.1	7,130	11,880

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
- 2014 prices

Table C26c: Net quantitative need for additional comparison goods floorspace in Clacton

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	36.5	-36.5	-7,300	-12,160
2020	2.6	40.2	-37.6	-6,820	-11,360
2025	19.3	44.9	-25.6	-4,160	-6,930
2032	51.1	52.3	-1.2	-170	-290

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
- 2014 prices

Table C26d: Extant Comparison Goods Commitments in Clacton

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Clacton Factory Shopping Village	14/01445/OUT	Factory outlet extension	2,340	1,638	3,500	5.7	approved and understood to be implemented
Bull Hill Road	14/00537/FUL	Demolition of existing buildings and construction of replacement foodstore.	3,406	1,362	8,511	11.6	Commenced trading in October 2016
Brook Park West, Clacton-on-Sea	16/01250/OUT	Retail Park (inc. Lidl)	7,705	5,458	3,411	18.7	approved subject to Section 106
Bathroom Studios, Telford Road Gorse Lane Industrial Estate, Clacton-on-Sea	16/00888/FUL	Retail unit extension	305	305	1,500	0.5	approved
<b>Total</b>	-	-	<b>13,756</b>	<b>8,763</b>	-	<b>36.5</b>	-

1. Clacton Factory Shopping Village, net increase of floorspace of 2,015. Assumed 70 per cent is the net comparison floorspace. Sales density is WYG estimate
2. 70-84A Connaught Avenue, assumed 2/3 of the open A1 floorspace is for comparison and then 70% is net sales area. Sales Density is WYG estimate
3. Brook Park West, Clacton-on-Sea - Planning Committee resolved to grant planning permission for the retail park development on 30th November 2016 subject to the completion of a legal agreement within a period of six months. Turnover figures and floorspace taken from Planning Statement.

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table F26a: Estimated 'capacity' for comparison goods facilities in Frinton

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	21.0	2.3%	20.1	1.0	0.0
2020	23.2	2.3%	22.5	1.1	0.4
2025	25.9	2.3%	27.3	1.3	2.7
2032	30.2	2.3%	35.6	1.7	7.0

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
2. Assumes constant market share throughout the period

2014 prices

Table F26b: Quantitative need for additional comparison goods floorspace in Frinton

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.4	70	110
2025	2.7	430	720
2032	7.0	980	1,640

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

Table F26c: Net quantitative need for additional comparison goods floorspace in Frinton

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0.7	-0.7	-130	-220
2020	0.4	0.7	-0.4	-70	-110
2025	2.7	0.8	1.8	300	500
2032	7.0	1.0	6.1	850	1,410

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)
2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

Table F26d: Extant Comparison Goods Commitments in Frinton

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
70 - 84A Connaught Avenue Frinton On Sea Essex CO13 9PT	14/00693/FUL	Retail units	271	190	3,500	0.7	approved
<b>Total</b>	-	-	-	<b>190</b>	-	<b>0.7</b>	-

- 1 Clacton Factory Shopping Village, net increase of floorspace of 2,015. Assumed 70 per cent is the net comparison floorspace. Sales density is WYG estimate
2. 70-84A Connaught Avenue, assumed 2/3 of the open A1 floorspace is for comparison and then 70% is net sales area. Sales Density is WYG estimate

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table D26a: Estimated 'capacity' for comparison goods facilities in Dovercourt and Harwich

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	37.9	4.1%	35.5	2.4	0.0
2020	41.8	4.1%	39.7	2.7	0.7
2025	46.7	4.1%	48.3	3.3	4.8
2032	54.4	4.1%	62.8	4.2	12.7

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
2. Assumes constant market share throughout the period

2014 prices

Table D26b: Quantitative need for additional comparison goods floorspace in Dovercourt and Harwich

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.7	120	200
2025	4.8	780	1,300
2032	12.7	1,770	2,950

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district

3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

Table D26c: Net quantitative need for additional comparison goods floorspace in Dovercourt and Harwich

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0.0	0.0	0	0
2020	0.7	0.0	0.7	120	200
2025	4.8	0.0	4.8	780	1,300
2032	12.7	0.0	12.7	1,770	2,950

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

**APPENDIX 2**

**Tendring Retail Capacity Study (Update March 2017)**

**Table 26: Estimated (baseline) capacity for new comparison goods provision within study area**

**Table B26a: Estimated 'capacity' for comparison goods facilities in Brightlingsea**

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	3.5	0.4%	3.4	0.2	0.0
2020	3.9	0.4%	3.8	0.2	0.1
2025	4.3	0.4%	4.6	0.2	0.4
2032	5.1	0.4%	6.0	0.3	1.2

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2. Assumes constant market share throughout the period

2014 prices

**Table B26b: Quantitative need for additional comparison goods floorspace in Brightlingsea**

Year	Comparison Goods		
	Surplus	Floorspace Requirement	
	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.1	10	20
2025	0.4	70	120
2032	1.2	160	270

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district

2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district

3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

**Table B26c: Net quantitative need for additional comparison goods floorspace in Brightlingsea**

Year	Comparison Goods				
	Surplus	Commitments	Residual	Floorspace Requirement	
	£m	£m	£m	Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0.0	0.0	0	0
2020	0.1	0.0	0.1	10	20
2025	0.4	0.0	0.4	70	120
2032	1.2	0.0	1.2	160	270

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

**APPENDIX 2**

**Tendring Retail Capacity Study (Update March 2017)**

**Table 26: Estimated (baseline) capacity for new comparison goods provision within study area**

**Table M26a: Estimated 'capacity' for comparison goods facilities in Manningtree**

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	6.8	0.8%	6.5	0.3	0.0
2020	7.5	0.8%	7.3	0.3	0.1
2025	8.4	0.8%	8.8	0.4	0.9
2032	9.8	0.8%	11.5	0.5	2.3

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2. Assumes constant market share throughout the period

2014 prices

**Table M26b: Quantitative need for additional comparison goods floorspace in Manningtree**

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.1	20	40
2025	0.9	140	230
2032	2.3	320	530

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district

2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district

3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

**Table M26c: Net quantitative need for additional comparison goods floorspace in Manningtree**

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0.0	0.0	0	0
2020	0.1	0.0	0.1	20	40
2025	0.9	0.0	0.9	140	230
2032	2.3	0.0	2.3	320	530

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

APPENDIX 2

Tendring Retail Capacity Study (Update March 2017)

Table 26: Estimated (baseline) capacity for new comparison goods provision within study area

Table W26a: Estimated 'capacity' for comparison goods facilities in Walton

Year	Total Turnover of Existing Stores - £m <sup>1</sup>	Market share of Study Area Expenditure	Available Study Area Expenditure - £m <sup>2</sup>	Study Area Inflow - £m	Surplus Expenditure - £m
2015	2.7	0.3%	2.5	0.1	0.0
2020	2.9	0.3%	2.8	0.1	0.0
2025	3.3	0.3%	3.4	0.2	0.3
2032	3.8	0.3%	4.5	0.2	0.9

Notes:

1. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)
2. Assumes constant market share throughout the period

2014 prices

Table W26b: Quantitative need for additional comparison goods floorspace in Walton

Year	Comparison Goods		
	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	0	0
2020	0.0	10	10
2025	0.3	50	90
2032	0.9	120	210

1. Average sales density assumed to be £5,000 per sq.m which WYG considers to be towards the higher end of what could be achieved in Tendring district
2. Average sales density assumed to be £3,000 per sq.m which WYG considers to be towards the lower end of what could be achieved in Tendring district
3. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

Table W26c: Net quantitative need for additional comparison goods floorspace in Walton

Year	Comparison Goods				
	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement	
				Min <sup>1</sup>	Max <sup>2</sup>
2015	0.0	2.9	-2.9	-580	-960
2020	0.0	3.2	-3.1	-570	-950
2025	0.3	3.6	-3.2	-520	-870
2032	0.9	4.1	-3.3	-450	-760

1. Residual calculated by subtracting turnover of commitments (sourced from Table 26d) from surplus expenditure (sourced from Table 26a)

2. Comparison goods turnover efficiency as set out in Table 4b of Experian's Retail Planner Briefing Notes 14 (November 2016)

2014 prices

Table 26d: Extant Comparison Goods Commitments in Walton

Destination	Reference	Proposal	Gross Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Land Site at Martello Caravan Park Kirby Road Walton On The Naze Essex CO14 8QP	15/00666/FUL	Foodstore	1,672	334	8,639	2.9	approved
<b>Total</b>	-	-	<b>1,672</b>	<b>334</b>	-	<b>2.9</b>	-

1. Land at Martello Site - planning permission was granted for a foodstore in Nov 2015. Sales area are taken from application submission.